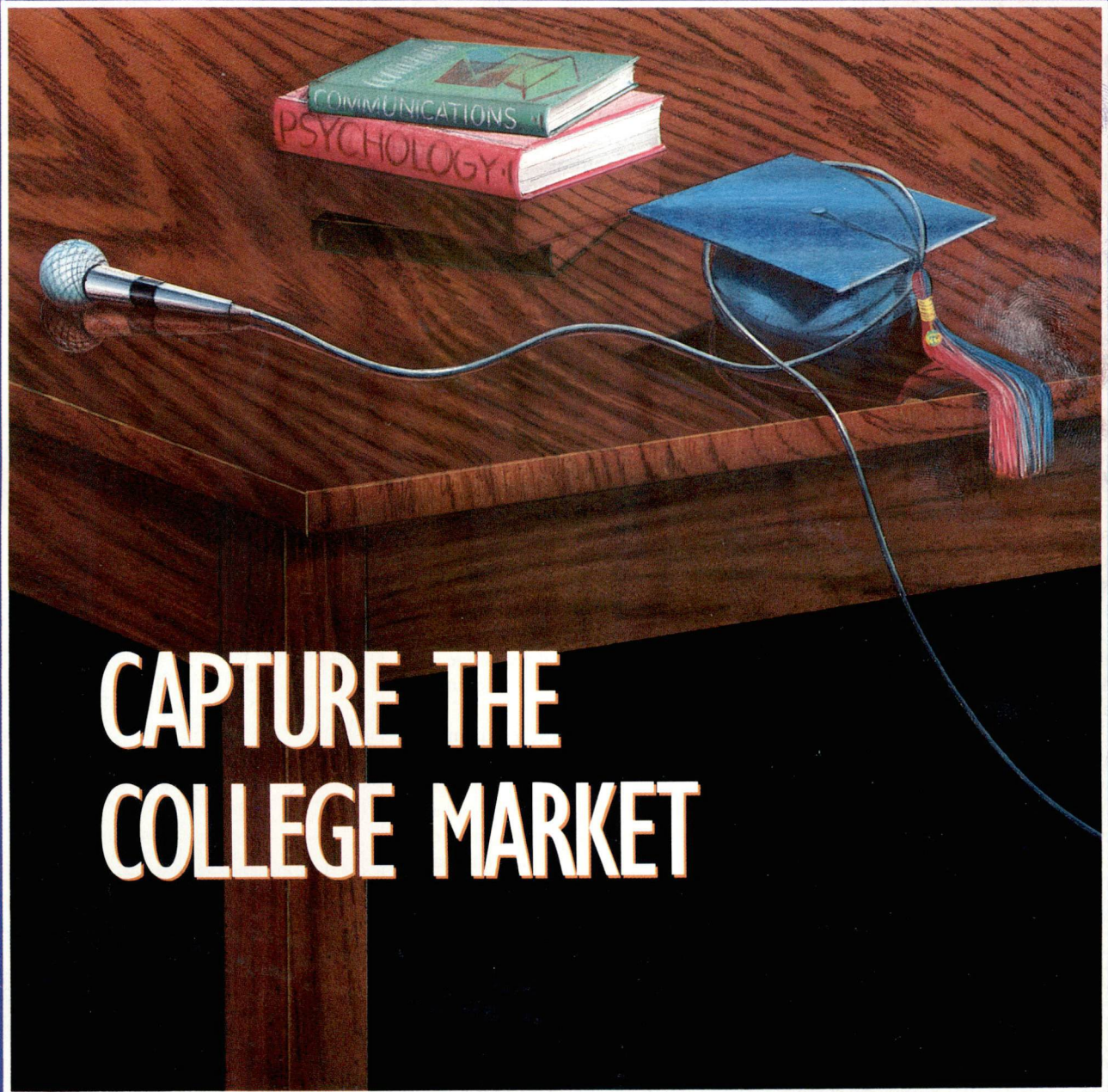


September 1986

# THE TOASTMASTER



**CAPTURE THE  
COLLEGE MARKET**



# UPDATE

## In Memory of Past President George W. Benson

George W. Benson, Toastmasters' International President in 1947-48, passed away in mid-July at the age of 85. Nearly 40 years ago this month, in the September, 1947 issue, *The Toastmaster Magazine* introduced members to their new President, George W. Benson:

"A native Minnesotan, he has spent his life thus far in the Gopher State. He has been a banker and a salesman, but for more than 20 years he has been attached to the Texas Company, where he is Assistant to the Manager for Texaco. He enters on his work as President of Toastmasters with a rich background of experience in the organization.

"He was one of five who organized the Minneapolis Club 75-6, the first club in District 6. . . His ambition for Toastmasters is to see it grow to 5000 clubs. . . He wants members to have a chance to practice 15- to 30-minute speeches. . . He is working on a plan for a new award, in the form of a recognition to each Toastmasters club which sponsors two or more clubs within a year, with special honors to the club organizing the most clubs of the year."

Obviously President Benson's goals have been achieved and even surpassed over the years, with Toastmasters now at 5776 clubs, and many clubs each year receiving the recognition he worked for—President's Sponsor and President's Circle awards.

This organization owes its success to visionary leaders such as George Benson—he will be sorely missed.

## Future Toastmasters Make the Grade

Future Toastmasters are making the grade in an academic competition that's helping students speak up and get ahead. The Academic Decathlon is a ten-event competition for high school students that integrates a communication skills component.

This component is comprised of subjective competitions in the areas of "Interview," "Essay" and "Speech." This presents students at various academic levels (Honors, Scholastic and Varsity) with a unique educational challenge. For students, the results have meant a head start in understanding and developing the techniques that are necessary for effective communication.

The speech competition is made up of two distinct presentations: a four-minute prepared speech on a topic chosen by the student, and a two-minute impromptu speech on one of three selected topics.

Students are evaluated in six different areas during their prepared speech. These areas include organization, language effectiveness, delivery, manner, content and overall impression. For the impromptu speech, three areas are emphasized in the evaluation: content, delivery and overall effectiveness.

Speech competition in the Academic Decathlon is a "skills transfer" event that is designed to develop a multitude of talents that will help the student later in life. As students are coached and trained for their speeches, they learn how to prepare, organize and convey their ideas in an interesting and effective way.

Objective elements of the Academic Decathlon include mathematics, fine arts, economics, language and literature, science and social science (history). A "Super Quiz" culminates the competition by testing students in all areas of curriculum.

It is estimated that 4000 high schools are now participating in 33 states across the United States. With the continuing success of the Academic Decathlon, Toastmasters clubs can look forward to hearing about the experiences of former Decathletes in future presentations.

Toastmasters are encouraged to conduct Youth Leadership Programs for Decathlon participants to give them practice for the speaking events, or to serve as judges for the speaking events. Call your local school district to find out what schools in your area are conducting Decathlons, or call 1-800-227-USAD for more information!

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# THE TOASTMASTER

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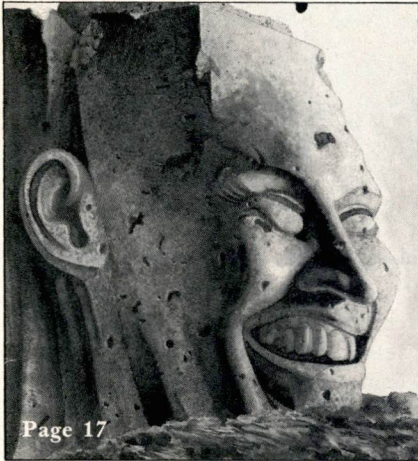
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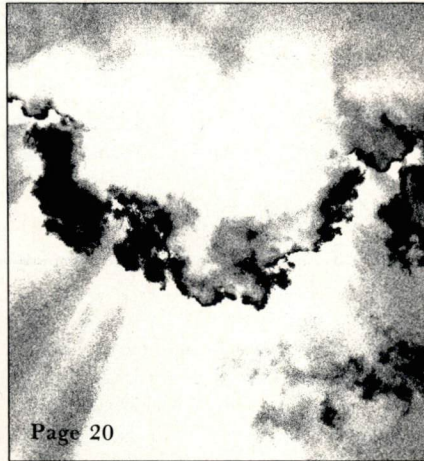
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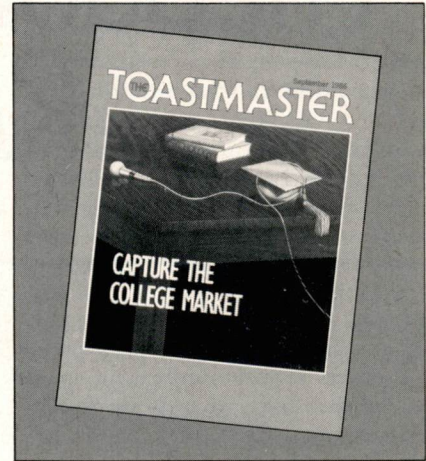
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**Hall of Fame**



## COVER

September signals an annual migration of people back to school all across the Northern Hemisphere. But Toastmasters haven't waited for autumn to go back to school—they're pounding the pavement on college campuses year-round, prospecting for new members. And at Saint Mary's College in Indiana, USA, the Toastmasters program is scoring high marks. Learn how you too can "Capture the College Market" on page 8 of this issue.  
*Cover illustration by Vera Milosavich.*

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# Theodore C. Wood, DTM.

## Keep the Spirit Alive

**A**fter a year of "Committing to Excellence," in which we experienced record numbers of new clubs and members, what do we do for an encore?

We "Keep the Spirit Alive," according to Toastmasters' newly elected 1986-87 International President, Theodore C. Wood, DTM. And if anyone can instill that spirit in us, he can.

Currently employed by the United States Department of Defense as a Senior Staff Officer of Travel and Special Support, Mr. Wood attended the University of Maryland and is a graduate of the Foreign Service Institute in Washington, D.C.

He is a member of the National Speakers Association, the Communications Analysis Association and the Human Resources Management Association. A knowledgeable spokesman in the field of training and management presentations, Mr. Wood has received awards for developing and conducting instructional courses for the National Cryptological School, and for presenting briefing workshops for professional and academic organizations.

Mr. Wood has kept his spirit for Toastmasters alive for 20 years. He first joined Toastmasters in 1966. He is currently a member of four clubs—Kritikos 1686-18, Meadeators 1746-18, Fanxtastics 5822-18 and the Maryland Advanced Club 5902-18. He says discovery is what's kept his Toastmasters' spirit alive through the years—discovering new educational programs, new leadership opportunities and new friends. He also discovered that by *participating*, he gained and grew.

Over the years, as he progressed up the Toastmasters leadership ladder, Mr. Wood led District 18 to the Distinguished District Award. He has also received 10 Distinguished District service awards, the District Toastmaster of the Year honor and two Toastmaster of the Year

awards.

Mr. Wood was officially elected International President last month at Toastmasters' 55th Annual International Convention in Reno, Nevada. As he enters office, President Wood is optimistic that we'll continue to "Keep the Spirit Alive." He's convinced that it's the dynamic spirit he's witnessed in each member that will assure our organization a long and healthy life.

**THE TOASTMASTER:** How did you arrive at your theme, "Keep the Spirit Alive," and what is its significance to each member?

**THEODORE WOOD:** When I was a Director during 1979-81, one of the International Presidents was Patrick Panfile, DTM. In his program for the year he stated that, "Toastmasters have truly developed a great spirit," and I can recall that year being when I was captured, if you will, by that spirit.

Our organization is as successful as it is because of the spirit of the individual member. Toastmasters is the number one organization of its kind in the world today because of the achievements of our members, because of their interest, their dedication, their willingness to spread the word of Toastmasters and to bring many more new people into our organization.

That is the spirit of an organization that is growing, that has meaning, that has people who believe in themselves and in each other. So for that reason, "Keep the Spirit Alive" was very natural as a theme for me because that's what I would like to see us do—keep alive that great spirit we have.

**TM:** Why is the Toastmasters program important? What does it mean to the community and to the world?

**WOOD:** Our Toastmasters program is important because we provide people with the opportunity to grow and to develop as effective communicators. In any organization communication skills are

crucial. The ability to listen well, to reason well and to speak well are rare commodities which our organization is helping people develop.

So, our program is important. It's important to the individual, for his or her growth. And it's important to their place of business, for people who communicate effectively are good for business.

**TM:** Why did you join Toastmasters?

**WOOD:** The reason I joined was to get a fellow Toastmaster off my back! Now, that may sound a little strange, but I was invited to a Toastmasters club meeting by a fellow who didn't tell me anything about Toastmasters.

I had my own preconceived idea of what Toastmasters was all about, and really wasn't interested in going to a meeting where people stood around and told George Jessel-type jokes or 'toasted' each other for the remainder of the evening. Thus, I kept putting this friend off, but he was so persistent that I finally decided to attend the meeting simply to get him off my back!

Well, I attended and discovered that Toastmasters was much more than I had imagined and that it had a great deal to offer me. Here was a place where I could develop not only my skills as a speaker and listener, but also where I could develop leadership skills.

So, I joined right after attending that first meeting because I had discovered an organization with a sound educational program that could be useful to me.

**TM:** What is it about Toastmasters that has kept you active all these years?

**WOOD:** Discovery. Each year I discovered there was something more in the Toastmasters program that I could participate in and at the same time gain something through participating. That is the thing which has kept me active.

I've discovered that I can help someone, that I can perform a particular task or I can serve in an office, along with the fact that we are producing more and





more exciting new programs all the time. And discovering the many other people who have joined Toastmasters—all these things have kept me interested in the program.

**TM:** Specifically, what Toastmasters programs have you found especially helpful in your own personal or professional growth?

**WOOD:** It may sound a bit trite to say that all of the programs I've used have been helpful to me. But in reality that is a true statement. If I had to choose any one program, I guess it'd be the new modular Advanced Communication and Leadership Program, because it enables you to diversify as you continue to develop your skills.

The new modular format helps you focus on a particular skill and to sharpen it before moving on. That strategy of skill building is one of the finest, I believe, that Toastmasters has produced in this decade.

**TM:** What one incident stands out in your mind as your most enriching, fulfilling experience—as a club member; as a club leader; as an international officer?

**WOOD:** This is a very interesting question. One of the most enriching and fulfilling experiences that I had as a club member was to participate in the 1969 International Speech Contest up through the regional level. That competition challenged me to put forth my best at the time, and I also learned from the other speakers.

As a club leader, what stands out is the Area Governor's visit to our club in 1967. My task as Sergeant-at-Arms was to prepare the meeting room and I did so. After the meeting was over and the Area Governor was leaving, he came over to me, shook my hand and congratulated me on the way the room had been set up.

Those words meant a lot to me, because here was a person who didn't know me personally, but had appreciated a very simple task I had carried out.

The fact that he took the time to say something about it told me two things: (1) That I really wanted to continue as an officer in my club and (2) That this really was an organization of truly fine people with very high values. It meant a great deal to me to be associated with individuals who not only thought highly of themselves, but who were very willing to hand out praise to others.

It was in the process of becoming an International Officer that I experienced my most enriching activity. As a two-time candidate for Third Vice President, I visited each of the regions in the con-



tinental United States and Canada.

During those visits I had the opportunity to meet so many enthusiastic Toastmasters and to learn firsthand the concerns and great enthusiasm they had. To know that we have people with such high values and such spirit is certainly fulfilling to me.

**TM:** You've served in many club, district and international offices, and your career has involved many responsibilities. How has the leadership experience you've acquired in Toastmasters helped in your career?

**WOOD:** Without a doubt the Toastmasters leadership program and experience has been most valuable to my career! I can state unequivocally that two of the positions I've held in my agency came as a direct result of my involvement and leadership experience in Toastmasters.

The leadership experience has been valuable to my respective careers as manager, instructor in the schools and as staff officer. You have to deal with people in any organization, and the ability to communicate the fact that you are genuinely interested in people is very useful to you and your job. When you convey that skill people develop a trust in you as a person and as a leader, and that helps you build rapport with the people you work with.

I've been able to sharpen communication skills as a result of my leadership experience in Toastmasters, through interacting with clubs and areas at both district and international levels. These things have contributed directly to my becoming a better employee and securing promotions.

**TM:** Why did you want to become President of Toastmasters International, and how early in your Toastmasters career did you set this goal?

**WOOD:** This is a very difficult question for me to answer because I never set out with the goal of becoming President of Toastmasters International! Admittedly, in 1976 as the Educational Lieutenant Governor of my district, I decided I'd like to run for International Director when the time came, and eventually did serve in that post.

After serving on the Board of Directors, though I was delighted to have had the opportunity to participate in the policy and decision-making process of our organization, I entertained no thoughts whatsoever of going any further in the organizational leadership.

I didn't consider it until I was approached by others asking me to run for

Third Vice President, because these people felt that perhaps Ted Wood had something to offer the organization beyond being an International Director.

After discussing it with my family, who've been nothing but 100 percent supportive of my Toastmasters involvement, I ultimately decided to run for Third Vice President. The Presidency was just a natural progression from there.

**TM:** What do you hope to accomplish

*Toastmasters'  
golden rule: Support  
fellow members the  
way you want to be  
supported.*

during your term, and how?

**WOOD:** If we are to keep the spirit of Toastmasters alive, then we have to continue building upon the momentum we've developed in previous years. Certainly this past year, the momentum went into high gear! So now our challenge is to continue this building of a strong, enthusiastic membership.

We also need to strengthen our existing clubs, through membership and strong educational programs. We hope that by June 30, 1987 we will achieve the goal of netting three new members in every club.

But even more importantly, we want our clubs that have under 20 members to increase in size, because it is memberships of at least 20 that help clubs function more effectively. We want even those clubs with over 20 members to establish a membership goal so that the three-member net increase can be realized.

We also have a goal to build 500 new clubs again this year. We surpassed that goal in the past year and I am delighted. Now it should be easier for us to continue toward the next plateau.

We want every district to become a Distinguished District this year. That has been an elusive goal since the program first began. But it is not an unreachable goal, and I believe that if our district leaders focus on what they know they have to accomplish in order to fulfill the minimum requirements, then we can, in fact, have 100 percent Distinguished Districts.

These are some of my quantitative goals, but what I hope to accomplish as

we pursue them is to strengthen the spirit we have as members. Because it is through that member spirit that we do achieve, and that is why our momentum is moving ahead at such a rapid pace.

Our organization provides limitless opportunities for members. We can continue to provide such opportunities as long as we keep ourselves motivated and inspired, so that our spirits can remain vibrant and alive.

**TM:** What challenges face you as President?

**WOOD:** I feel that one of my challenges is to be an effective leader for our organization, to present the level of enthusiasm, desire and professionalism that is expected of a chief executive officer.

I feel that I not only have to be an effective leader as the Chairman of the Board of Directors, but also for every member of Toastmasters International. And I hope that in giving our members what they expect from their President, that some of them will achieve greater success than they have previously.

**TM:** Why is growth so important to the organization?

**WOOD:** It is because of growth that we have been able to provide so many services and so many new and varied programs for our membership. Growth is essential to vital, dynamic organization. We must continue to emphasize the importance of growth from the standpoint of benefits to the individual member.

**TM:** What are the special challenges we face as an international organization?

**WOOD:** We need to be looking ahead; we cannot afford to rest on the laurels of past successes. Now is the time to meet the needs of our current members and to provide them with the kinds of services, products and programs they want.

At the same time, we need to be planning what we are going to do in the future: Who will the members of the future be? What kinds of backgrounds will they have? What kinds of businesses and corporations will exist?

We've left the industrial age, so we need to ask: How do we meet the needs of employees and businesses of the new informational age? We need to constantly work towards developing the kinds of programs that will be meaningful and useful to our future members.

**TM:** What new markets for potential members exist? How can clubs tap into these markets? How should clubs promote Toastmasters?

**WOOD:** One new market I see for potential members exists among senior citizens. There are many groups for peo-



ple in this age range all over the world, and I encourage our districts and clubs to investigate these groups and invite them to join Toastmasters.

Police, fire and safety forces are also sources for new members. More and more law enforcement employees, fire fighters and paramedics are going out into communities to talk about fire safety, crime and drug prevention programs and safety in the home.

I want to stress that clubs should promote Toastmasters often and in as many creative ways as they can imagine. I encourage them to use the services and supplies available from World Headquarters on how to promote Toastmasters, and I certainly encourage them to engage in both passive and active types of promotions.

Passive promotions, such as the 'Silent Salesman' display, are those that can be set up in high traffic areas, anywhere people might see them. Active promotion is getting out into the community and telling people about Toastmasters. If your members take time to brainstorm together, you'll find there are many ways to promote your club in the community.

**TM:** If you had your own special 'secret' for club building, what would it be?

**WOOD:** I'm not sure that I have any secret for club building, but here are a few thoughts I'd like to share. I recall that when Past International President Eric Stuhlmüller, DTM, was running for Third Vice President, one of the things he handed out to conventioners was a little pamphlet that said on the front, "The Secret to Gaining New Members." Inside were written two very large words: "ASK THEM."

I believe that is still the way to gain new members. I also believe that's the way to gain new clubs. Often we don't try to start a new club in a certain area because it seems saturated with other clubs, or maybe the community seems too small.

But you just don't know; you need to get in there and ask! Advertise that you want to start a new club and see how many people show up.

Or, simply forget all odds and *decide* that you are going to organize a club! You can advertise without cost, in many cases, in community newspapers.

Find a place to hold a meeting, and simply prepare an article for the local newspaper, stating that Toastmasters International is constantly expanding its network of clubs and is about to form a new club in the community. Make sure to include the meeting place and time. I've done this three times and have been

successful three times!

It is by how well we promote the program and how well we sell the idea of what we do and why it is important that I think people will recognize the value of Toastmasters. I think you'll discover Toastmasters has an attraction to many, many people.

**TM:** We built over 500 clubs last year. What's the significance of that?

**WOOD:** Building over 500 clubs is a significant milestone. I am deeply proud

*"With such lively spirit, I envision . . . 200,000 members . . . by the year 2000."*

of the fact that we do so well in club formation because I had the opportunity to talk with a number of other service clubs at a conference last year, and discovered that many of them are having extreme difficulty in getting members.

Our organization is on an upward spiral. We can top ourselves at building over 500 clubs, because we know how to be successful at organizing clubs.

**TM:** As President, you will be visiting many districts this year. What do you hope to accomplish through these visits?

**WOOD:** During my visits to districts, I hope to have the opportunity to meet with representatives of corporations and businesses in the various communities, to show them how Toastmasters could benefit them and promote their employees. As a result I hope to form many new clubs.

I also hope to have the opportunity to visit with as many Toastmasters as possible, because these are the people who generate the great spirit we have.

**TM:** How do you plan to address the issue of club and member retention?

**WOOD:** One programming change we've made that I believe is contributing to membership retention is the Communication and Leadership Basic Manual having been reduced from 15 to 10 projects.

But I believe the most important contributing factors to membership retention occur at the club level: strong educational programs, a strong membership development plan and getting each member involved in the success of the club.

Strong clubs with strong programs and educational variety have higher membership retention—that is a fact. So I would encourage every club to plan a variety of quality programs.

**TM:** What do you believe are the responsibilities of each member to our organization and to his or her club?

**WOOD:** I believe that every member of our organization has a responsibility to each of his or her club members, because it is through their mutual commitment that members achieve. No member achieves alone; he or she needs the support and encouragement of the other members in the club.

So, I believe that the foremost responsibility of a club member is a kind of golden rule of Toastmasters: To provide other members with the kind of support they want for themselves.

Beyond that, I believe every member has the responsibility to himself or herself to set personal goals and to work toward achieving those goals within the club structure. If these goals carry them outside the club structure, into leadership positions at the area level or beyond, fine. Members should re-evaluate their goals periodically and track their progress to see how well they are doing.

So, both looking after one's personal goals and helping one's co-members achieve I think are perhaps the two most important responsibilities members have to the organization.

**TM:** What do you see in Toastmasters' future?

**WOOD:** I see only a bright future for Toastmasters. One of the things I enjoy about being a Toastmaster is associating with people who have high values, who are highly motivated, who have integrity. You will find these traits and more in the members of Toastmasters International.

With these qualities, an organization such as ours can only get better, because they identify people who are dedicated to helping each other and to helping the organization grow. Our members believe that what we do in our organization is important to the communities they serve, important to the business world, important to the world at large.


It's the desire, interest and motivation of our members that make our movement great. With such lively spirit, I envision us reaching 200,000 members and building up to 10,000 clubs by the year 2000. Because we are on an upward spiral and we are doing all the right things for our members, we have no place to go but up. We'll "Keep the Spirit Alive!"



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# CAPTURE THE COLLEGE MARKET

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**Toastmasters are going back to school to recruit college students as members—and are scoring high marks!**

---

by Dr. Jack Ruhe and Frank Horka, DTM

**S**weaty palms, quivering voice, shaky knees. If they are lucky, young men and women of college age have no memories worse than these

of their previous attempts at public speaking. Yet they are discovering that communication is an increasingly vital skill to develop in preparation for entering the 'outside world' regardless of their career field.

Judging from the involvement in Toastmasters clubs at Saint Mary's College and neighboring University of Notre Dame, students on the two Indiana campuses are 'sold' on the fact that learning to speak competently and confidently is not only an important part of their education, but it doesn't have to be painful. In fact, they've discovered that the process of learning to speak well is fun as well as profitable.

After seven years of Toastmasters sponsorship efforts, the Notre Dame/Saint Mary's College community boasts four thriving Toastmasters clubs—with the formation of one new club each year since 1982. Three of the clubs, Toasties 2721-11, Post Toasties 5690-11 and Toasters III 6136-11 flourish in the supportive environment for women at Saint Mary's College.

The fourth club, at the University of Notre Dame, Notre Dame 5376-11, was initiated under the joint sponsorship of Saint Mary's Toasties Club and the Early

Words Club 1202-11 of South Bend.

In each of the clubs, the outstanding leadership of the young women officers provides tribute to the membership policy change to admit women to Toastmasters. Even the president of the Notre Dame club is a Saint Mary's woman.

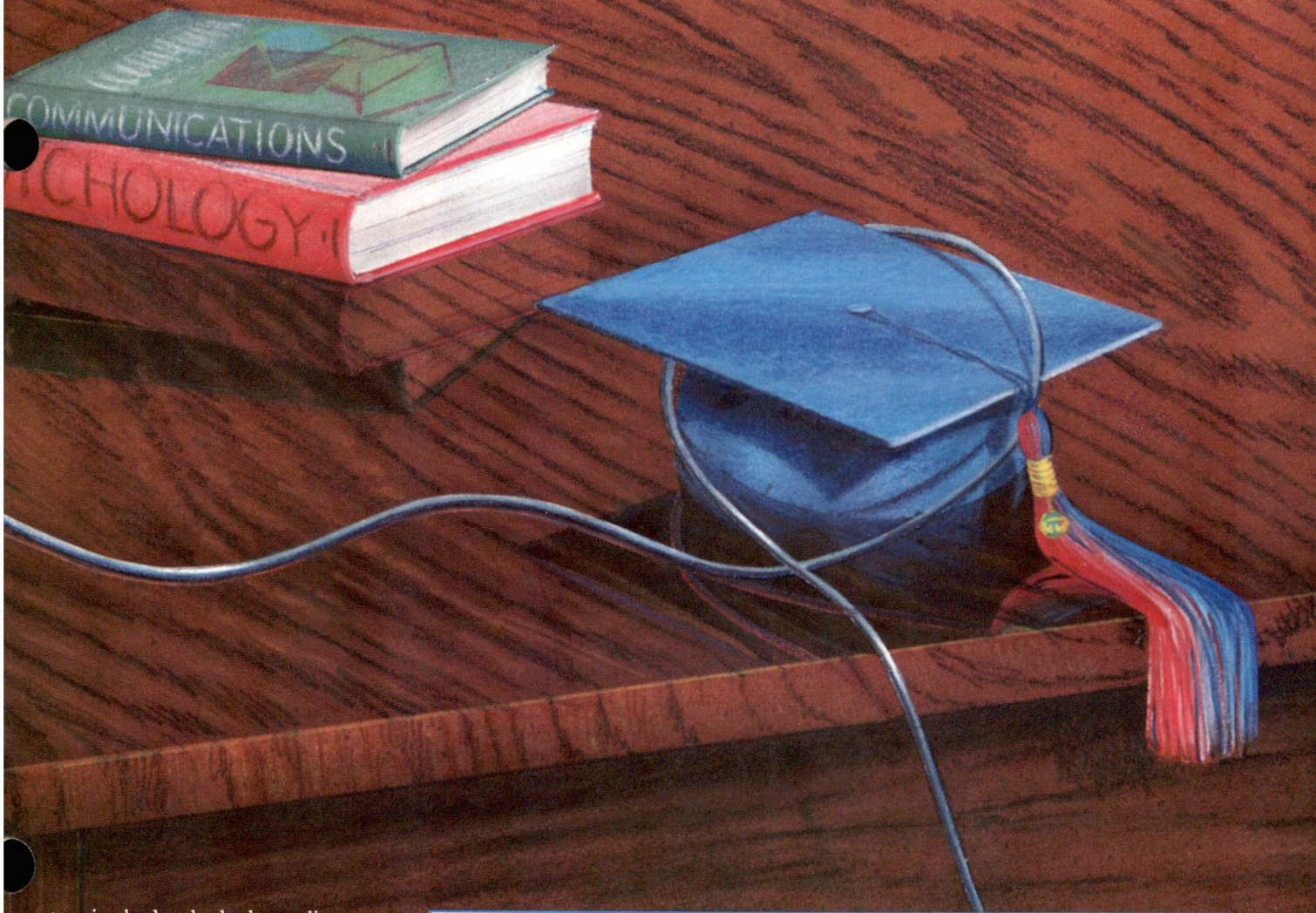
How can the college market be captured? How did this successful sponsorship succeed?

Toastmasters International's guidebook, *Sponsoring New Toastmasters Clubs*, emphasizes that "starting a new club is a selling proposition." The success we had was indeed due to a selling proposition—one that succeeded because of hard work, contacts and persistence. Frank Horka, Past Area Governor and President of an investment and real estate firm, used the following sales format to establish clubs at Notre Dame and Saint Mary's.

## **Prospecting**

Every college has influential people, such as professors, deans and placement officers, who want their students develop the communications skills learned in Toastmasters. To discover the centers of influence at Notre Dame and Saint Mary's, Horka advertised Toast-





masters in the local telephone directory and on college bulletin boards. He called on communication professors, concentrating on the schools of business and law where the importance of oral skills are of increasing concern.

In the meantime, Jack Ruhe, a management professor at Notre Dame, had recognized a need for a more sustained development approach to speaking than he could offer in the single business communication course he taught. His personal experience in the Seven Hills Toastmasters Club 1578-10, in Cincinnati, Ohio, prompted him to contact Horka when he saw the telephone directory listing.

Horka invited Ruhe to bring his class to a backyard Toastmasters picnic, which led to several visits by Ruhe's students to meetings of the local T.N.T. Tuesday Night Club 394-11.

Unfortunately, a change in teaching philosophy at Notre Dame eliminated Ruhe's business communication class, and student interest in Toastmasters waned except for one brave student who joined the Wednesday Noon Toastmasters Club 462-11 (not connected with the college).

Undaunted by this initial slow start,

## Study the Open Market

**D**uring the 1985-86 administrative year, new Toastmasters clubs were started at colleges and universities around the world. But don't limit your club-building effort to these pillars of higher learning.

Hospital, church and government clubs are becoming more popular than ever before, as are *specialty* clubs: singles clubs, Parents Without Partners groups, senior citizens groups, condominium complexes, homeowners associations and professional associations. No matter which market you target, the five steps for building new clubs are:

**1. Prospecting.** Decide who will be approached, who will do the approaching and how the approach will be handled.

**2. Make contact.** Once you find the targeted group's 'right person'—the one who has the authority to say "yes"—contact her or him to set up a time to get together and discuss *what Toastmasters will do for them and their members*.

**3. Demonstrate.** Hold a brief demonstration meeting to provide an insight into Toastmasters. Make certain the meeting is run efficiently and effectively.

**4. Close the deal.** Immediately after the demonstration meeting, ask for a commitment from those who attended. Unless you ask, you may never receive.

Contact the Membership and Club Extension Department at World Headquarters for a FREE New Club Information Kit. This will provide you with everything you need to begin your quest. Also, consult the TI Supply Catalog for advertising and promotion materials, including the slide presentations "How to Build Strong New Clubs Five Ways" (Code 385), and "Membership and Extension" (Code 376).

**5. Charter night.** You're Toastmasters International's newest club. Celebrate! Make everyone in Toastmasters as proud of your club as you are. Have a special night set aside, invite district officers or local dignitaries, and make your beginnings with the organization as memorable as we hope your membership will be.





The demand for Toastmasters was so great at Saint Mary's College that three clubs now thrive on campus.

Horka planned a new strategy—one that identified an emerging market of women business students at Saint Mary's College, a Catholic liberal arts college for women located adjacent to Notre Dame.

Every year Toastmasters' International President fulfills a cycle of district visitations, and during the visits offers presentations to corporations and other interested groups. In response to Horka's college recruitment idea, District 11 arranged for 1980-81 Toastmasters International President Eric Stuhlmueller, DTM, to visit Saint Mary's Vice Presi-

dent and Dean of Faculty, Dr. William Hickey.

Hickey was enthusiastic about Stuhlmueller's presentation, and Horka began plans to develop the women's college market at the first opportunity.

Ironically, Jack Ruhe transferred from Notre Dame's teaching staff to Saint Mary's College, so that Horka was able to continue the team effort with Ruhe to establish a college Toastmasters club.

Using the 'mutual acquaintance' selling approach, Horka demonstrated to Ruhe that Saint Mary's administration

was supportive of a Toastmasters club on campus.

Horka used the 'customer benefit' approach to convince Ruhe's new business communication class that Toastmasters could provide them with the communications skills essential for success in future careers in marketing, management, finance and accounting. Ruhe also offered special encouragement and recognition to those students who were charter members of the first club.

### The Sale

With help from Early Words Club members Laurie Thompson and Kitty Rose, Horka presented a solid, typical, yet abbreviated Toastmasters meeting involving members of Ruhe's business communication class. Class members also invited friends from the student body and faculty to come and see what Toastmasters could do for them.

A strategy which was particularly effective was 'team selling' by professional women (members of Early Words Club). This approach helped the female students visualize how Toastmasters could meet their needs as aspiring professionals. The professional women served as role models and were able to share their own insights with the students on how Toastmasters had benefited them personally.

Optimism was essential to gain commitment from the active students. All who attended the meeting were encouraged to register and volunteer for Toastmasters assignments.

Early Words Club members Thompson and Rose joined Horka as 'shadow officers' for the fledgling club, which solved any uncertainty of leadership roles and provided club stability.

Unless the close of the sale is effective, the sale seldom happens. To secure students' commitment to the new Toastmasters club, Horka used standard closing techniques: He assumed the decision to join was positive and ordered information kits and manuals in advance.

He negotiated a loan to do so through the Saint Mary's Business Department Chairman. He implied a limited opportunity and great demand by providing the kits only to the first 25 sign-ups.

In order to ensure the students' satisfaction with Toastmasters, Horka and Thompson served as mentors, assisting new officers by their regular attendance, counsel and encouragement. They also invited the new club officers to attend Early Words Club executive committee meetings and training sessions.

Horka and Thompson helped secure the club's charter, and faculty Dean Dr.

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Dr. Sheldon Rikke, DTM, District 11 Governor in 1984, presents club charter to campus representative.

Hickey expressed pleasure in the club's formation and encouraged all Saint Mary's students to consider joining.

### Continuing Growth

After chartering the Saint Mary's club in the spring of 1982, its popularity so increased that the demand surpassed the maximum club membership limit of 40. The increased demand came from the law and business schools of both Saint Mary's and Notre Dame. By the fall of 1983, Saint Mary's offered to sponsor a separate club for Notre Dame, which chartered in the spring of 1984.

At Saint Mary's, company recruiters gave a special boost to club participation when they joined the college's placement officer in recognizing the accomplishments of Toastmasters graduates.

Jeff Smithburn, Director of Recruiting for Price Waterhouse, stated he was "struck by the obvious and outstanding communication skills of the Saint Mary's students who were members of Toastmasters... effective communication skills make a considerable impression on our interviewers, I know, and the student who excels at it has a distinct advantage in the job search process. I was dazzled with the impression the Toastmasters people made."

The second Saint Mary's club was founded and chartered in the fall of 1984 through the extra work of Debbie Andrews, the campus' third Toastmasters president. After graduation Andrews went on to found the first Toastmasters club at Boston College, where she enrolled in an MBA program.

### Lessons Learned

Through their experiences during the past four years, the Notre Dame/Saint Mary's groups learned several important lessons. To persons interested in developing college clubs, we would offer the

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1985 District 11 Area Governor Brad Hall inducts officers of Post Toasties Club 5690-11.

following advice:

- Target individuals and groups which have high interest in personal development. Intense motivation coupled with few ingrained bad habits enable students to progress rapidly in communication skills and self-confidence.

- Be prepared to re-establish membership each fall. As much as half of your membership will graduate.

- Establish policies that require active attendance. Dismissal from the club and non-recognition by your placement office on resumes will reinforce the quality of performance expected.

- Insist on following formal procedures in your meetings; simulate the business environment students expect to succeed in.

- Schedule meetings in a college board room to simulate a professional environment. Classrooms tend to reinforce casual behavior and dress.

- Elect and train officers for the following school year in the early spring so they can get the coaching they need while outgoing officers are still on campus.

- Schedule only six months (October through April) of weekly meetings, since vacations limit yearly activity. However, to maintain attendance throughout the entire year, suggest that students join clubs near their homes during the summer or when they graduate. Dues payments by the officers during the summer will maintain the club's charter.

- To develop leadership skills, quickly insist that the officer team attend weekly meetings and the one regular monthly executive meeting.

- To promote a full agenda for the one-hour weekly meetings, schedule four meetings at once.

- Continually seek recognition and

publicity for individual members and the club (i.e. through placement officers, company recruiters, the college newspaper). We all love to be loved.

Sponsoring new Toastmasters clubs on college campuses can be most rewarding. The potential for new clubs and members can't be overestimated. The highly motivated and intelligent young women at Saint Mary's College quickly learned skills in communication and leadership, and thus were able to move confidently into professional life.

The 'selling proposition' is indeed the best way to succeed at building new clubs. Horka and members of Early Words Club never stopped asking for the sale.

We hope all who target the college market will be successful. Good selling to you. 🎤



**Frank Horka, DTM,** is a member of Early Words Club 1201-11 and T.N.T. Tuesday Night Club 394-11. He is Past Club President, Past Area Governor and has organized several

Toastmasters clubs. He is a business consultant, President of First Realty of Indiana, Inc. and lives in South Bend, Indiana.

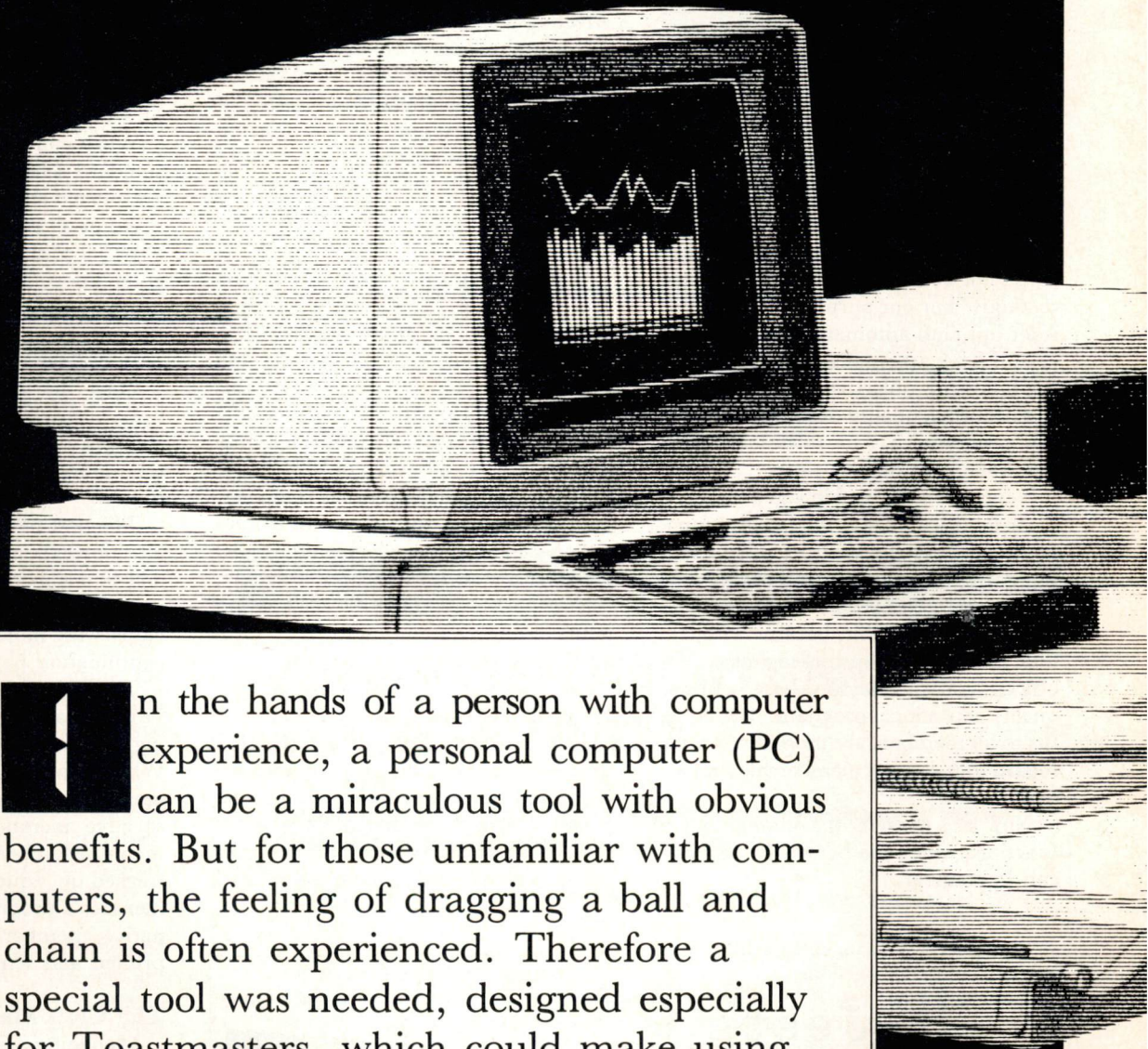


**Dr. Jack Ruhe** is Chairman and Associate Professor of the Department of Business Administration and Economics at Saint Mary's College, Notre Dame, Indiana. As a member of

Seven Hills Toastmasters Club 1578-10 in Cincinnati, Ohio, he held several club offices.



# GET YOUR CLUB ON LINE



**I**n the hands of a person with computer experience, a personal computer (PC) can be a miraculous tool with obvious benefits. But for those unfamiliar with computers, the feeling of dragging a ball and chain is often experienced. Therefore a special tool was needed, designed especially for Toastmasters, which could make using the PC a less formidable obstacle and perhaps even a friendly experience.

BY KAREN NEIGHBORS, ATM AND MIKE NEIGHBORS, ATM-S



This article describes the capabilities of two personal computer programs, TM1 and TM2, which we developed to aid Toastmasters' club-level administration.

Though these programs simplify computer problems for the club, some obstacles still exist. A personal computer is still an expensive item, and the majority of Toastmasters clubs could not afford one at today's prices. Therefore access to a club member's computer is necessary. This isn't an unrealistic expectation since the typical club now has several members with access to a PC.

Using an employer's equipment is an alternative. Many employers encourage professional and educational affiliations through direct support of this type.

The next criterion for considering a computer solution is usefulness. Can you use a personal computer to accomplish club-level administrative functions that could not be done more easily by other methods? For our purposes we will consider our club automation attempt successful if we accomplish one or more of the following objectives:

- Improve quality of the educational program
- Save club officers time
- Increase membership and attendance

As we discuss the administrative functions which can benefit from using a PC, the direct benefit will generally be time saved by club officers. But all members will indirectly benefit, because with less time spent on administrative duties, club officers can spend more time creating quality educational programs. The benefits to all members are more direct with regard to increased membership and attendance.

Now let's consider the administrative functions which the personal computer can implement.

## Scheduling Meetings

Scheduling meetings is one of the most complex club administrative duties. Typically, this task involves coordinating and presenting the following information:

Information Category	No. of Items
Club name	1
Officers' names and titles	6
Meeting date	4
Meeting place	4
Meeting time	4
'Word of the meeting'	4
Meeting assignments	25
Members' names	25
Home telephone numbers	25
Office telephone numbers	25
Members' addresses	25
Miscellaneous meeting information	4
	<hr/> 152

Planning four meetings in advance requires juggling 152 pieces of information. This is an administrative task which is tedious, time-consuming and error-prone. Considering that this scheduling is a repetitive task (possibly 12 times a year) the total annual information amounts to a burden of 1824 items.

In contrast, using a personal computer, one can reduce the effort to editing member information which has changed and adding new member dates. Typically, this reduces the number of information items requiring attention to 10 or 15, a significant reduction.

## How It Works

Here is how the program accomplishes time savings. First, the program remembers standard meeting times and meeting places. Unless these change no operator intervention is required. The program can suggest a 'word of the meeting' and

a meeting theme, and if these suggestions are acceptable, then no intervention is required.

Next, member assignments are made by checking members' educational experience for the previous year. Assignments for each club duty are then made based on qualifications and need for the assignments.

For example, a member who's served as Toastmaster of the meeting will receive high priority as a potential presiding officer when an occasion occurs. A person who's served as a Toastmaster will be given low priority as Toastmaster, until other qualified members have had an opportunity to be Toastmaster of a meeting.

When individual needs differ from the standard scheduling rules, these needs are entered and the program proceeds to schedule all remaining members. Using a special editing screen, one can quickly enter information concerning planned absences and requested assignments. At the bottom of each schedule, space is provided for notes about the meeting.

Once the schedule information has been prepared, the program checks all changes, verifies the schedule and prints the number of copies needed for distribution.

The best part is the ease with which all information for up to six meetings and 40 members can be organized and printed on a single 8 1/2" x 11" page. For clubs with more than 40 members, a continuation page is printed.

The special Toastmasters computer program can also be very helpful in tracking each member's educational progress. When a meeting is scheduled, the program adds each new assignment to the respective member's history of assignments. Member progress can then be tracked by requesting a printout of that member's progress chart. As an alternative, member progress letters can be printed and sent as reminders.

## The Club Management Plan

Managing a successful Toastmasters club according to the standard Club Management Plan (CMP) requires keeping up with over 500 tasks. Considering that each task can have a planned start date, an actual start date, a planned completion date, a manager, an assigned member, a CMP score and a record of completion, the management of information can become a formidable challenge. A club aspiring to 'Top Ten' Club recognition would need to efficiently plan for over 8000 information items.

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CMP, the computer program provides charts and individual letters which show progress and tasks to be accomplished.

The program also provides charts which organize information to show:

- Tasks ahead of schedule
- Tasks behind schedule
- Total points earned to date
- Individuals assigned management responsibility
- Individuals assigned other responsibility
- Status by manager
- Status by individual

The CMP status charts can be formatted to present any combination of status information for any combination of club activities. In addition, the point totals for CMP accomplishments can be computed to show earned points versus total points possible.

Of course, part of attaining Top Ten Club status with the CMP is proper management of club funds. Budget planning and statusing are areas where computers excel. They make quick work of what is otherwise a dull accounting job.

The budget planning section provides a worksheet for displaying the planned budget. Then, as transactions are incurred, the checkbook section provides a current balance or a summary of expenditures for each expense category.

### Club Correspondence

Sending reminder letters is a nice way to stimulate attendance, but can be quite time-consuming. However, using the computer program, you need only select the pertinent meetings and letter type desired to begin printing the individualized letters.

The individualized letters are selected from a library of preformatted letters. This means that for standard club activities you will normally not need to create a letter.

Letters to guests can also be prepared on the computer. Using this feature, guests are assigned letters from the 'guest letter list.' These prewritten letters satisfy most normal guest letter needs.

Information concerning the meeting time, place and so on is automatically inserted in the letters. When special letters are needed they may be created with the special letters feature.

Special letters can be created and merged with any mailing list you have previously prepared. This feature can also be used for special letters to members or guests that could not be served by a standard letter.

The process of converting guests from prospects to members is a major adminis-

trative effort. In this effort the program saves time by maintaining status charts which show each club member's progress.

In the chart six milestones are identified. These milestones may be redefined as necessary to meet a club's unique needs.

### On-Line to Top Ten

The computer program set described in this article provides a set of tools for simplifying practically every standard club administrative function. The program operates as an integrated set, therefore many opportunities for error are eliminated.

For example, when a new member's name is added, the program needs no further information in order to schedule the new member in the meeting program, send the new member reminder letters or maintain his or her educational progress.

Individuals interested in using the program should write Mike Neighbors, Rt. 2, Box 475, Estill Springs, TN 37330. Toastmasters interested in additional information should include a description of their computer system and a stamped, self-addressed reply envelope. The programs will run on any IBM PC or work-

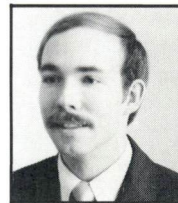
alike with 128K RAM, dbase II and two double-sided floppy disk drives (or one hard disk).

Our club is sold on the enormous efficiency added to administrative functions by using these programs on a personal computer. In fact, we're sure the computer directly added to our attaining Top Ten Club status this year! 🗣️



*education teacher.*

**Karen Neighbors, ATM**, a member of Coffee County Club 1719-63, is District 63 Administrative Lt. Governor and 1985-86 Outstanding Area Governor. She is a special



*Club during his term of office.*

**Mike Neighbors, ATM-S**, is a member of Coffee County Club 1719-63 and Past President of that club. He is also Past President of Mason-Dixon Club 2186-48, a Top Ten

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Those Toastmasters who earn the prestigious title of Accredited Speaker will receive widespread recognition both inside and outside the Toastmasters organization. They will have taken the steps that can launch them on exciting careers as professional speakers.

Only a handful of Toastmasters have what it takes to become Accredited Speakers. If you think you're one of them, write to World Headquarters for details on how to apply. **The deadline for the 1987 program is December 1, 1986.**



# CRACK A SMILE

by Gordon Rowntree

Whether you wish to improve your speechmaking by injecting some natural humor, or whether you wish to become another Phyllis Diller, the rules for creating humor are the same.

It has been said that humor is our most expensive commodity. Why? Simply because there are no exact rules for creating humor. There is no textbook on the subject, nor is there any means of knowing what causes us to laugh.

But this statement is not entirely true, and later in this article I'll share some rules for producing humor that one authority has outlined.

Even famous comedians must constantly work at being funny. It's been said that comedians "steal" their material from each other. Milton Berle coined the line, "I laughed so hard I dropped my pencil."

But seriously, comedians constantly worry about what's funny—to you. "The business of making people laugh is the toughest job in the world," declared George Q. Lewis.

In her book, *By Myself*, Lauren Bacall had this to say about comedy: "'Cactus Flower' was a very wearing show for me. Playing it was like keeping a balloon in the air for nearly three hours. There's nothing tougher than comedy. Although this show was frothy and light, it was worked with an enormous amount of energy. I could never let up, not for a moment."

Humor is elusive, delicate, difficult to pin down. "A humorous writer," Stephen Leacock observed, "must not only write as well as other great writers, but also must make it funny."

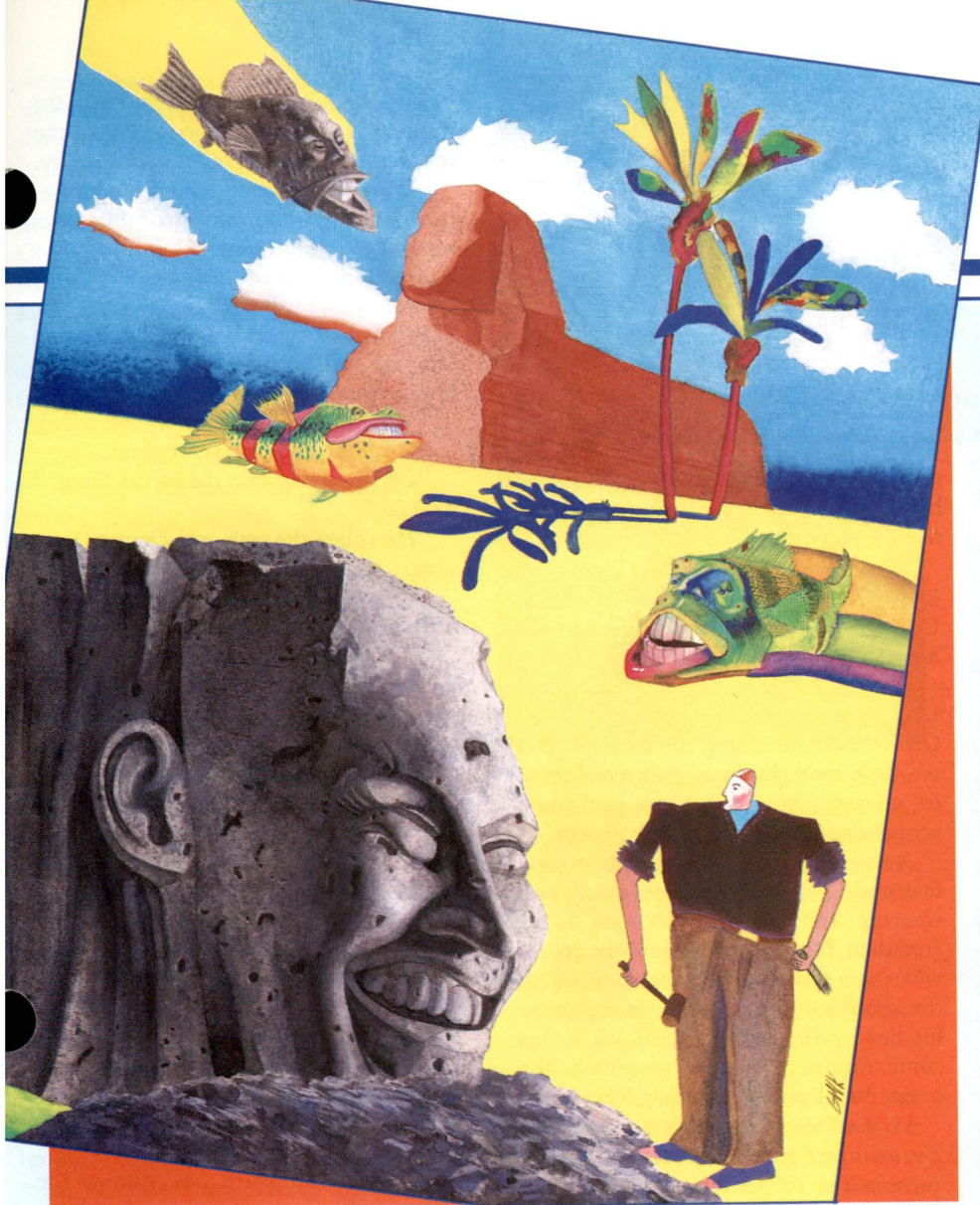
Perhaps one of the most significant statements about humor was made by Groucho Marx, who said, "Comedy is more difficult to write than drama, because people laugh differently at the same things."

How can you tell what will amuse an audience? Will they laugh at the preposterous? The surprise? The insult? The more you search for the secret of laughter, the more puzzled you may become.

In order to give you a deeper insight into the various types of humor, and to illustrate the different degrees of laughter







generated, I will sprinkle a number of jokes throughout this article. Of course some of the examples generate much more laughter when the proper emphasis or inflection is given audibly.

Although all of the examples have been tested before a live audience, they won't necessarily all be hilarious as you read this article. Some humor languishes on the paper, but when spoken with the proper inflection and timing, takes off like a skyrocket.

### A Textbook

The nearest thing I've found in a textbook on the subject of humor, *The Enjoyment of Laughter*, was written by a politically motivated writer, Max Eastman. It's not like books classified as humorous, or joke books in one form or another. Categorically it is the nearest thing to an educational textbook on the subject.

At the time I first read it, I had become

the president of a very lively 300-member advertising and sales club. Someone had suggested I read it to help me keep the meetings moving with a lighter touch.

In the book, Eastman outlined his opinions on the subject of humor, writing about the various things which he felt made people laugh. He said humor was basically "fooling the mind."

He cited the example of swinging a baby out in front of you as if you were going to toss it to its mother. After reaching its farthest point forward, the baby giggles as you rapidly draw it back—the giggle is caused by the sudden unexpected change in direction.

If you examine the punchline in any amusing story, you will find the reason you laughed was because it was something you weren't anticipating. At the crucial point, the story changed direction, creating an unexpected element of surprise, and caused you to laugh.

Like the story about the woman who

went to a computer dating service seeking a partner who was short, gregarious, formally attired and fond of water sports. The computer recommended a penguin.

"Humor is closely associated with pain," Eastman observed. In television cartoons, characters run head first into trees, get bonked with mallets or "pow-ed" on the jaw with a haymaker.

The more mayhem, the louder we laugh. This seems to support the popularity accorded Dean Martin's celebrity 'roasts' and the put-down humor of Don Rickles, and Groucho Marx before him.

One of Eastman's observations which I thought strange and almost unbelievable was a warning he issued to readers of his book: That if he revealed the factors which cause mirth, the reader might find his or her own sense of humor being destroyed. In spite of being forewarned, I came very close to losing mine.

### Fooling the Mind

The danger to your sense of humor comes when you are able to automatically figure out the point of the speaker's story when he or she is only half way through it. Once you absorb the 'fooling the mind' rule, you will find yourself trying to anticipate the likely 'change in direction' of the story. See if you come to the point of this story before I get to it:

When a young kid pulled up to the wharf in his boat loaded with fish, a fisheries officer there asked him how he caught so many. The kid pulled out a stick of dynamite, lit it and threw it into the water. After the boom and splash subsided, a huge armful of fish could be seen floating on top of the water.

The fisheries officer said, "Do you know I could arrest you, take away your boat and all the fish, and you could even go to jail?" The kid lit another stick of dynamite, and handing it to the fisheries officer said, "Are you going to fish or keep on talking?"

Laughter is created from very basic, ordinary situations. In every case you will note the change in direction. Like the customer in the clothing store who asked the salesperson for something to make him look younger. The salesperson



## Toastmasters' Humor Helpers

The following items, available through Toastmasters' Supply Catalog, can help you 'help yourself to humor':

- Humor Handbook (1192)
- Push-Button Wit (19-B)
- 2100 Laughs for All Occasions (23-B)
- How to Hold Your Audience with Humor (28-B)
- 10,000 Jokes, Toasts and Stories (54-B)
- Devil's New Dictionary (8-B)
- Humor, Speaking and You Cassette Album (252)

replied, "Have you tried going out with older women?"

### Be Original

If you are delivering a speech, keep your talk light and your audience entertained by making your humor appropriate to the message in your talk. Don't spice up your speech indiscriminately with someone else's material.

If all you do is clip and paste, you will only survive as long as you can scrounge a few jokes. Try to originate your own material.

For example, a leading member of the ad and sales club was installing the club's new president, a liquor company executive, who succeeded the outgoing president, an oil company executive. The installing officer observed, "Installing our new president, we are only switching from one form of lubrication to another."

Ad-libbing is a spontaneous form of wit usually the product of a razor sharp mind. Often the remark is off the tip of the tongue before the person realizes what has been said. The subconscious mind has created the funny remark, but it has been spoken before it registered in the conscious mind.

Now that you know about the 'change in direction' rules, you will find yourself automatically generating funny ad-libs. They will just pop into your mind.

Such was the case when Rodney Dangerfield, the "I get no respect" guy, was asked if he frequented bars. "I went in one yesterday," he said, "and they asked me to leave so they could start happy hour."

### The One-Liner

A close cousin of the ad-lib is the more familiar one-liner popular with most comedians. The late film mogul, Samuel Goldwyn, tossed off some great one-liners with ease: "A verbal contract isn't worth the paper it's printed on." "Every Tom, Dick and Harry is named William."

When told that *Little Foxes* was a caustic play, Goldwyn said, "I don't care what it costs, get it." Goldwyn said the

most important thing for a politician is honesty. Once you have learned to fake that, you will be successful.

Presidents aren't immune from one-liners either. Former U.S. President Gerald Ford remarked, "If Lincoln were alive today, he'd roll over in his grave."

Professor J.E. Lange of Columbia University wrote, in his *Analysis of Crowd Laughter*, that the moment you see some comic business your mood starts to change; you begin to anticipate something funny about to happen.

A recent car commercial on television featured 25 dealers' sales executives wearing red blazers. Seconds later, Jonathan Winters moved into the scene, wearing a red blazer with gold braid on the shoulders and a large saucepan on his head. His audience, alerted by his comic routine, was now receptive to the commercial message which followed.

Phyllis Diller uses her outlandish hairdo, skimp figure and overly-long cigarette holder to get the attention of her audience while she tells a story. "You know how it is," she says, "you're out in the kitchen rushing to fix some lunch. The ketchup won't come out of the bottle. The kids are screaming and the front doorbell rings. Wouldn't you know, it's the minister from the church."

"One of the kids answers the door. 'Is your mother in?' the minister asks, and what does the kid say to him? 'Yes, she's in the kitchen, hitting the bottle.'"

### The Comic Story

While a humorous story and a comic story may sound very much alike, Mark Twain defined the difference in an interesting way. The humorous story may be spun out to any length and may wander around as it pleases, bubbling gently along, arriving nowhere in particular.

On the other hand, Twain said, "Comic stories must be brief, ending with a punchline, causing a burst of laughter."

In this comic story, watch how the punchline will sneak up on you: In

Yugoslavia when a new baby is born, the mother is not permitted to leave the hospital until a relative names the baby.

Tiring of hospital life and anxious to take her twin boy and girl home, one mother reluctantly asked her husband's half-witted brother to name the twins, because her husband was away.

When the husband returned some days later he was surprised to find his wife home from the hospital.

"Who named the babies?" he asked.

"Your brother," she replied.

"Oh gracious, what did he call them?" he asked.

"He called the little girl Denise," she said.

"Oh that's nice. And what about the little boy?"

"He called him duh nephew."

The following humorous story, by way of contrast, is the true response of a child of six when asked to write an essay on a bird and a beast. Notice how it meanders: "The bird I am going to write about is the owl. The owl cannot see at all by day, and at night is as blind as a bat. I do not know much about the owl, so I will go on to the beast, which is the cow.

"When people milk the cow the milk comes and there is never an end to the supply. How the cow does it, I have not yet figured out. The cow has a fine sense of smell; one can smell it far away. This is the reason for the fresh air in the country."

When Bob Edwards was editor of the *Calgary Eyeopener*, he wrote about Peter McGonigle, who lifted a bottle of rum in a bar by hurriedly wrapping it in a newspaper. When the bartender shouted at him to put it back, McGonigle denied having it.

"But I see the bottle in the newspaper," the bartender persisted. McGonigle continued toward the door, remarking as he left, "My friend, you mustn't believe all you see in the newspapers."

### Humor and Health

For years *Reader's Digest* has carried a feature, "Laughter, the Best Medicine," perhaps suggesting a relationship between humor and good health. Having a good sense of humor provides you with an important safety valve to lower your temperature and discharge health-sapping tensions.

The more readily you respond, the more relaxed and free of tensions you'll be and the better you'll adjust to the problems of daily life. If you have a good



sense of humor, you will be pleased to know that you probably enjoy more of the social and economic benefits of life.

It doesn't take much to break the tension, not only in your daily life, but in the lives of the people in your audience. Once your audience is relaxed, they'll be yours for your entire talk. Here are some quick tension-breakers:

Bob Hope made a clever observation about a woman's age. "If she looks old, she's old; if she looks young, she's young; if she looks back, follow her."

There was a magician working on a cruise ship. He had a parrot that was always ruining his act, saying in the middle of his trick, "The card is up his sleeve," or "He has a dove in his pocket," or "He slipped it through a hole in his hat."

One day the ship sank. The parrot and the magician found themselves together on a life raft. For several days, the parrot sat silent and stared at the magician. On the fourth day, the parrot said, "Okay, I give up. What did you do with the ship?" Note the change in direction is still there.

### When the Laugh's on You

One amusing situation which quickly reveals whether a person has a well-rounded sense of humor is when the joke is on him or her. A person must be very secure to be the butt of a joke and to be able to laugh at himself or herself.

Interestingly, veteran funnyman Henny Youngman found, "Women are able to laugh at themselves more readily than men. They also seem to listen more attentively than men and are better laughers."

People who joke about themselves quickly remove any pretense of pomposity and generate a lot of sympathy from audiences. Mark Twain said, "I'm never more tickled than when I laugh at myself."

Jack Benny made millions laugh over the years, good-naturedly portraying a character who was stingy. Although often reminded that he wore a toupee, drove an ancient Maxwell and kept his money in an underground vault, he clung to age 39, never admitting to more.

When Benny brought his program to Vancouver, Canada, years ago, jokes about his age flourished:

JACK: You know, Mary, being in Vancouver brings back memories. When I was in vaudeville, I played the Orpheum Theatre many a time. . . did you know that?

MARY: Did I know that? Jack, every time you played here, didn't you notice a little girl in the third row in the aisle seat, with long blonde pigtails and a pink

ribbon in her hair?

JACK: Well, I'll be darned. . . was that you?

MARY: No, that was my mother.

JACK: Now cut that out! Just because this is your home town. . .

Here are some examples I've used over the years: When I was born, my mother said I was a treasure. My father said, "Let's bury him."

**"I'm never more tickled than when I laugh at myself." Mark Twain.**

People said I was a spoiled child. Actually our whole family smelled that way.

Looking back rather fondly, my school days were among the happiest of my life, especially the three years I spent in grade nine.

I remember my first job. I had only worked a month when the boss said, "I don't know what we would do without you, but starting Monday, we're going to try."

When I got married, the maid of honor whispered to the bride, "Your boyfriend is ugly, old, has bad teeth and bleary eyes." The bride replied, "You needn't whisper; he's a bit deaf as well."

Actually, I went to a tea-leaf reader and asked, "Which will be the lucky one when I marry, Alice or Elsie?" "You will marry Elsie," said the tea-leaf reader. "Alice will be the lucky one."

### The Humor Response

Each of us responds to humor in a

slightly different way, depending more on our degree of intelligence than on our station or success in life. All serious-minded people don't just laugh at sophisticated humor, any more than the much less sophisticated only appreciate slapstick humor.

Serious humor is often just true facts stated without embellishment. You may recall reading in the paper about the chap who tossed a large brick through the police station window. After he smashed the window, the police arrested him and turned him over to a psychiatrist for examination.

The man insisted that *they* were after him and he wanted to be locked up where he would be safe. The psychiatrist asked, "Who are they?"

"The Martians," he replied. "They are up there zapping me from a satellite."

The psychiatrist pondered the reply for a moment, then said, "With so many billions of people in the world, don't you think it unusual that they would zap you?"

"Yes," the man said, "that's what makes it so unfair."

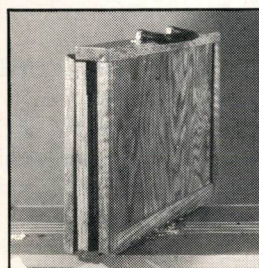
A couple of humor do's and don't's: Don't say, "Here's a funny story," or "I heard a joke today." Rather, you might recall having heard comedians say, "On my way to the studio. . ."

Try to be appropriate and original. You might try prefacing a joke with, "We were part way through dinner, when my husband suddenly blurted out. . ."

If you work on becoming funny, you'll probably never hear anyone say, at the conclusion of your talk, "I enjoyed the pauses the most." 🎤

*Gordon Rowntree is an advertising agent, public relations counsel, freelance writer and alderman in West Vancouver, British Columbia, Canada.*

## Never be caught without a speaking platform!



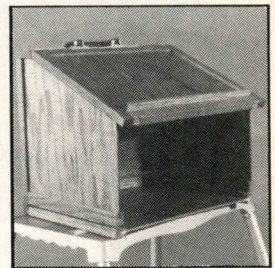
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# There Is Life After Speech

*With just a little rewriting, you can give a speech new life as an article; you might transform several speeches into a book!*

by Jacquelyn Peake

You work hard to make your speeches at Toastmasters meetings informative, entertaining and professional. You search diligently for a subject that will interest the audience, then decide upon the number of points you can cover adequately in five, seven or 10 minutes.

You research the topic, picking and choosing until you have an abundance of facts, anecdotes, statistics and background material. You probably discard some notes as irrelevant or too difficult to cover thoroughly in the allotted time.

Then you weave the balance into a smooth, easy-to-follow talk with the accepted format of a beginning, middle and end. The result? Applause, congratulations upon a job well done, maybe even a 'Best Speech' award.

But don't stop there! Your preparation for that routine Toastmasters speech is *exactly* the process followed by successful writers as they sit down at their typewriters to begin planning another article or book.

In exchange for their effort, writers enjoy good incomes and tremendous professional prestige. You can, by using the simple techniques I'll describe in this article, follow in their footsteps and recycle many of your speeches into published works.

Literally thousands of magazines thrive worldwide, all read by subscribers eager for articles on every conceivable subject, from aviation history to zucchini culture. So, regardless of whether a speech is based on a hobby, your profession, a humorous incident or an outstanding character you know, with a bit of rewriting it just might become a magazine article.

## Study the Markets

The people who attend my adult education classes on magazine article writing are always surprised when I tell them to find an editor who is interested in their ideas *before they write the article*.

This practice, though, is followed by most successful writers. It helps them write what editors want to buy, in the style editors want, at the length editors want and on the subjects editors need for their magazines.

How, you ask, can you find an editor who wants your article before it is even written? You do so by studying the needs of editors and then querying them about your idea. That, incidentally, is the way I interested the editor of *The Toastmaster Magazine* in *this* article.

I contacted her and suggested an article



on a certain topic. She replied that she would be interested if I changed the focus somewhat. By knowing in advance what she wanted I was then able to write the article to her specifications. While this certainly doesn't guarantee acceptance, querying editors in advance does go a long way toward helping place an article.

You can find editors listed in a reference book that is on almost every professional writer's desk: *The Writer's Market*, which lists literally thousands of magazines and their editorial needs. You can find this book at any bookstore and most libraries. Just be sure you're using the 1986 edition; anything but the current edition is out of date.

Let's say you're a financial planner and you've just given a seven-minute talk titled "Financially Free by 50" at your last Toastmasters' club meeting. The theme of the talk was ways people could manage their money so it would give them security by middle-age. You decide you'd like to try recycling that speech into an article for a popular magazine.

You open *The Writer's Market* and begin searching for the names of a few magazines that might logically print such an article. You find a long list of consumer magazines, in categories from "Animal" to "Women's."

Each listing contains the name and address of the magazine, the editor's name, some information about its circulation and frequency of publication and the fee it pays for articles. (*The Toastmaster Magazine*, for instance, is listed on page 226 under the heading "Association, Club and Fraternal.") The most important information is in the section that tells the types of articles the magazine wants to buy.

After glancing through *Writer's Market*, you find three magazines you think just might want an article based on your talk, "Financially Free by 50." They are: *USAir Magazine*, *Black Enterprise* and *Savvy*.

### The Query Letter

Almost all magazines today prefer that writers submit a query letter rather than a complete manuscript. So, compose three letters describing what you intend to put into your article and how you intend to slant it for each magazine. (Many professional writers query 10 or 12 magazines on each idea.)

Mention any special feature that would make the article outstanding (statistics, anecdotes, new research, etc.), a very brief outline of the contents and your

own expertise as a financial planner.

Each letter can have essentially the same format and information, but should vary slightly to detail specifically how the article would be slanted to fit the audience of each particular magazine.

For instance, the letter to *Savvy Magazine* might say that in your article you plan to approach the financial planning needs of the executive woman, while the one to *Black Enterprise* might address specific financial positions of black business people.

Limit the length of each letter to one page, but include as much information as possible. These are your sales letters, and upon them may depend your success in placing the article.

Polish the language in the letters until it is as smooth and literate as your article will be. Start each letter with an attention-grabbing hook, to secure the editor's interest.

*Study editors' needs  
and then query them  
with your ideas  
tailored specifically  
to each of their  
publications.*

This is more important than even the article's first paragraph ('lead'), because you must get the editor's attention before you'll have the opportunity to grab your readers' interest. Ask for a copy of the publication's writer's guidelines for further specifics on what they need.

With any kind of luck, within two or three weeks you'll receive a tentative go-ahead from one of the magazines asking you to send the article 'on speculation.' This means the editor wants to see the article, but is not committing herself to buy it.

### Know the Publication

Let's assume you receive this answer from *Savvy Magazine*. Now go to the library and study at least half a dozen back issues of the magazine. Study the articles in the magazine for their *style*, as well as content.

Do they contain many anecdotes, or almost none? Does the editor seem to like statistics in the articles? Quotations?

Is the writing lively and chatty or quite formal?

Study the *structure* of the articles, too. Do most of them begin with an anecdote or with straight narrative? What is the average word length of the paragraphs? Of the articles themselves?

Read the advertisements. They can tell you a great deal about editorial preferences. Advertisers place ads that will appeal to the specific interests and needs of a magazine's readers.

And editors *buy* articles that appeal to the specific interests and needs of the magazine's readers. Therefore, the ads are an excellent clue to what editors buy.

You can, for instance, determine the income level of a magazine's readers, based on its advertisements. If the ads are for Cadillacs and Tiffany bracelets then you know the average reader's income level is high. That tells you to include in your article only information on financial planning that would apply to readers with exceptional incomes.

On the other hand, if the ads are for sturdy work clothes and Ball canning jars, then you know the readers are people who watch their pennies. The editor of *that* magazine would buy an article slanted to help middle- and low-income people plan their financial futures.

### Tailor the Piece

Once you've decided just how that *Savvy* editor likes her articles written, slant down with your speech outline and adapt it to her needs. Work out a logical beginning, middle and end, just as you did for the speech, but use the *Savvy Magazine* style.

Focus on the aspects of financial planning that interest an executive woman, and resist the temptation to interject any thoughts about financial planning for young parents, black entrepreneurs, pre-retirees and so forth. Use the straightforward language style of *Savvy*, and keep the articles between 1500 and 3500 words, since that is the length *Savvy* prefers.

Type the article neatly on plain white paper, double-spaced with wide margins, and send it to the editor who answered your query. Enclose a brief cover letter that mentions the query and her response, along with a self-addressed, stamped envelope large enough to return the manuscript in case she can't use it.

If you've done your homework, written the article in her style, and included plenty of solid information, she just might send you a nice check by return mail.



The same plan can be used to adapt almost any speech that has wide applicability, whether it is about cat care, prenatal health, solar heating, choosing a career, coin collecting, starting a small business, using a computer, making a quilt or whatever.

### Why Not Write a Book?

Now, suppose you'd like to do a little

more work, and possibly reap far greater profits. The next logical step beyond magazine articles is a book, and again, you can use your speeches as the nucleus.

A magazine article or two will certainly boost your credibility, but I guarantee that nothing will do more for your prestige and professional standing than a book with your name on the cover as author. In fact, many men and women write

books for that specific purpose—to gain credibility in their professions.

Have you ever noticed how many professional speakers list a book or two among their credits? That's because little else impresses like a published book. If you can look upon a magazine article as an extension of a speech, then look upon a book as a collection of some 10 or 12 speeches—all different aspects of one

# Don't Let Your Speech End . . . . .

by Greg DeWilde

**Y**our speech was great! You could feel the audience come to life as you drove home each point, and from the comments made afterwards, you found you'd inspired most of those in attendance—all 100 of them. Now, if only you could get your message to more people.

Most of us have neither the time nor the opportunity to give enough speeches to reach more than a few hundred people, if that many. Newspapers and magazines, on the other hand, are read by tens and hundreds of thousands. While changing your speech into a feature article is not as simple as copying down your spoken words, it need not be a herculean task.

What's that, you say? You don't know how to write? Of course you do. Almost anyone can put words on paper. However, just as knowing how to talk is not enough to make you a good speaker, so merely putting words on paper does not make you a good writer. And just as you practice your speaking, so you must practice your writing to become proficient.

### Target the Audience

The first step in writing a feature article is the same as that for preparing a speech—aim for a particular audience. The style and tone of your writing, like that of your speech, depends a great deal on your intended audience.

For an article, you can determine the audience by closely examining the magazine you choose to write for. Read several issues and analyze the articles for form and content. Also pay attention to the advertisements—who are they aimed at?

The *Writer's Market* can help you find magazines that may be interested in

publishing your finished article. This excellent reference book explains how to select a market, contact a magazine editor and format your manuscript for submission.

The audience of a magazine article is often both larger and more general than that of a speech, making it more difficult to keep the article on track and in focus. One way to avoid this problem is to write a sentence or two (usually less than 25 words) describing the main theme of the article. Then make sure that what you write illuminates this theme. Avoid any material which may sidetrack or confuse the reader.

Use your speaking notes and visual aids to produce a rough outline for your article. A tape recording of one or more versions of your speech can also provide helpful starting ideas, but be careful not to copy your speech verbatim. While you want your writing to be conversational, keep in mind that there is a difference in tone between spoken and written communications.

In *The Book of the Courtier*, Baldassare Castiglione writes, "In my opinion writing is nothing more than a variety of speech which endures after it is spoken—what we may call the *soul* of the words. Therefore, because speech vanishes as soon as it is uttered, some things are to be permitted which would not be permitted in writing, because writing preserves words and allows the reader time to examine them extensively. For this reason, greater care should be taken to polish and correct writing—not that writing should be unlike speaking, but in writing to choose the clearest and most effective from the spoken words."

And there are other differences. For example, a speech provides immediate feedback—you can change your words, your timing and to some extent your style, depending on the audience reac-

tion. You may even include a question and answer period to clarify your message.

A magazine article, however, is written now to be read sometime in the future. This allows little, if any, feedback from the reader to the writer. You must anticipate the questions and concerns a reader may have about your message, and include them in your writing. Fortunately, an article allows you to go into more detail than does a speech.

### Hooking the Reader

The article lead is often the same as your speech's opening remarks; anecdotes and quotes make especially good leads. Remember that a reading audience is not as captive as a listening audience.

Your lead must grab and hold the readers' attention long enough for them to become involved in your article. The lead should state the theme of your article either directly or indirectly. It should also set the style and tone that will follow.

Flesh out the body of your article with facts, figures, examples and supporting details as appropriate. You can choose from one or two basic methods of including these details.

Depending on the type of article and the magazine it is intended for, you may rely on descriptive prose (such as examples, anecdotes and quotes) or you can refer to any accompanying photos, tables, charts, graphs and other illustrations to clarify your message. But don't overdo it! Provide only the material necessary to assure clear and effective communication.

Close strong, just as in a speech. Too often, writers and speakers alike tend to just fade off at the end. Regardless of whether you choose to use a summary, an anecdote, a quote or some other type of closing, leave your audience with a strong visual image of your message.



subject.

That speech on financial planning, for instance, could become a book by approaching the subject from several angles. The first chapter might discuss the criteria a person should use in choosing a financial advisor.

You could have a chapter on setting reasonable financial goals, one describing different types of investments, another

Once you complete the first draft of your article, it's time to begin revising and polishing it into a finished manuscript. Let your first draft sit for a time before you start editing; this 'cooling off' period will allow you to view your article with an objective eye.

As you edit, pay careful attention to sentence structure, spelling, punctuation and so forth. These items replace the verbal pauses and inflections you use when speaking. They play a large part in assuring that the reader receives the correct message. Dig out that old high school or college English grammar book, or buy a copy of Strunk and White's *The Elements of Style*.

Another excellent reference to help you with your editing is *Writing with Precision* by Jefferson D. Bates. This book can show you "how to write so that you cannot possibly be misunderstood." To do this, you must avoid excess verbage. In other words, keep it simple. Don't try to impress your readers with big words and long sentences.

### Make It Your Own

Finally, make your writing your own; don't copy someone else's style. Read your manuscript aloud, or have someone read it to you. Does it sound like you? If not, it probably won't convey the message and meaning you intend.

Through Toastmasters, you have learned to communicate effectively using the spoken word. Developing and using your written communication skills should be considered a natural extension of this training—and it may be profitable as well.

*Greg DeWilde, a member of Ferguson Club 525-8 in Ferguson, Missouri, has been a Toastmaster since 1983. An electronics engineer at McDonnell Aircraft Company, he's been a freelance writer for six years.*

on IRA's and so forth. You could address the special needs of different types of investors. Each one of these topics could be a chapter in the book.

The process used by professional book authors is to dissect the subject into as many logical parts as possible, then write a chapter about each one.

### Two Ways to Publish a Book

You can get your book published in one of two ways. The traditional way is to approach royalty publishers (Doubleday, McGraw-Hill, etc.) with a long, detailed proposal about the book and your expertise in the subject—again, *before you write the book*. Go to *The Writer's Market* to locate the publishers who would logically publish a book on your subject.

If you hit the jackpot and sell your idea to a publisher, you will receive an advance of anywhere from a few hundred to several thousand dollars. After publication of the book, you will receive royalties twice a year of from 10 to 15 percent on sales, once the book has earned enough to pay back the advance.

However, the success rate in getting a book published this way is becoming poorer every year. Statistically, less than one percent of unagented books and proposals that arrive in publishers' offices are accepted and make it to publication. Many of the larger publishers won't even look at the work of an unknown writer today.

### Self-Publishing

For that reason, a growing number of first-time writers are choosing self-publishing. The self-publisher is completely in charge of every aspect of his or her book, from writing through promotion. The beauty of self-publishing, if the book is successful, is that the writer collects 100 percent of the profits.

Not every book is right for self-publishing, however. Self-published fiction, for instance, seldom makes money today, even though Mark Twain made his reputation from a self-published work of fiction—*Huckleberry Finn*.

But informative self-published business books that appeal to specific professions are easy to sell. A book that can be sold through advertising and mail order to a motivated audience is nearly always a winner. Manuals for classroom use are naturals for self-publishing.

Quite often an author will self-publish a book, and then a royalty publisher will suddenly realize its profit potential. In such cases, the publisher makes the author a very handsome offer (including

a big advance) for the right to publish the book.

A classic example is *The One-Minute Manager*. Kenneth Blanchard self-published that book, then it was picked up by one of the United States' largest royalty publishers. As a result, that little book and its spinoffs are making millions for the author.

I've written five books for royalty publishers and have self-published two to date. Without any doubt, the self-published books are going to make far more money for me—and that's the path I intend to take in the future.

So, the next time it's your turn to give a speech at Toastmasters, think ahead to how the idea could be expanded into an article or a book. With a little extra effort, you just might use the preparation and thought that went into that talk as the springboard to a brand new career as an author!

*Jacquelyn Peake is a professional writer and speaker and charter member of two Toastmasters clubs, including her current club, Noonshiners Club 5314-26 in Fort Collins, Colorado. Her book, Publish Your Own Book—and Pocket the Profits! can be ordered from her at 1013 Mirrormere Circle, Fort Collins, CO 80526.*

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Dianne Riddell, DTM

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**DISTRICT 22**  
F. Duane Roberts, DTM

**DISTRICT 39**  
Renate Daniels, DTM

**DISTRICT 42**  
Helgi Goodman, DTM

**DISTRICT 48**  
Donna Brock, ATM

**DISTRICT 58**  
Linda L. Sutton, DTM

## International Speech Contest Winners

**REGION I**  
John F. Howard  
Mount Ogden 1614-15  
Ogden, Utah

**REGION II**  
Sang Van Nguyen  
Gavel Club 11-1  
Long Beach, California

**REGION III**  
Harold Patterson  
Penn Square 2106-16  
Oklahoma City, Oklahoma

**REGION IV**  
Joe O'Rourke  
Riverbend 4728-19  
Davenport, Iowa

**REGION V**  
Hermon Johnson  
McDonnell Douglas 2389-8  
St. Louis, Missouri

**REGION VI**  
M. Arabella Bengson  
Trillium 3419-60  
Mississauga, Ontario, Canada

**REGION VII**  
William H. Graham  
Susquehanna 3898-18  
Baltimore, Maryland

**REGION VIII**  
Clothie Lockhart  
Action for Achievement 1095-47  
Nassau, Bahamas

## Taped Speech Contest Winners

- |                        |                    |           |
|------------------------|--------------------|-----------|
| 1. Chee Keng Kok       | Butterworth 4388-U | Malaysia  |
| 2. Asha Karunakaran    | Lion City 2086-U   | Singapore |
| 3. Yoshiko Shiga Burke | Kansai 2244-U      | Japan     |

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William Woolfolk, Jr., DTM

**DISTRICT 5**  
John Stark, DTM

**DISTRICT 6**  
Ken Nelson, DTM

**DISTRICT 7**  
Marty Boesen, ATM-B

**DISTRICT 8**  
Gary White, DTM

**DISTRICT 9**  
Juanita Hamilton, DTM

**DISTRICT 10**  
Victoria M. Boros, DTM

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**DISTRICT 15**  
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**DISTRICT 16**  
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Bob Davis, DTM

**DISTRICT 23**  
Louise Perkins, DTM

**DISTRICT 28**  
Don A. Clausing, DTM

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Jerry Boehm, DTM (Mrs.)

**DISTRICT 31**  
Richard A. Skinner, DTM

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Norm Anderson, ATM

**DISTRICT 33**  
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Phil Buehrer, DTM

**DISTRICT 43**  
Paula Pederson, DTM

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Blair Austin-Bradley, DTM

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Eldon Heitzman, DTM

**DISTRICT 57**  
Hank Zwetsloot, ATM

**DISTRICT 60**  
Raghibir Dhillon, DTM

**DISTRICT 62**  
Bill Anderson, DTM

**DISTRICT 63**  
Earline Kelso, ATM

**DISTRICT 65**  
Kenneth H. Hull, DTM

**DISTRICT 66**  
Eugene A. Periman, DTM

**DISTRICT 68**  
Elayne Shelton Hyatt, DTM

**DISTRICT 73**  
Andrew Bolotin, DTM

## President's "Top Ten" Distinguished Clubs

<b>INTERNATIONAL CITY</b>	1377-1	Long Beach, CA
<b>FIRESIDE</b>	851-5	San Diego, CA
<b>CONOMA</b>	454-16	Oklahoma City, OK
<b>VANCOUVER</b>	59-21	Vancouver, B.C., Canada
<b>HARMON-IZERS</b>	1910-33	Las Vegas, NV
<b>SUNRISE CENTER</b>	3359-39	Citrus Heights, CA
<b>VENETIAN</b>	952-47	Ft. Lauderdale, FL
<b>COFFEE COUNTY</b>	1719-63	Tulahoma, TN
<b>LINK</b>	2848-65	Binghamton, NY
<b>A.P.I. BRISBANE</b>	900-69	Brisbane, Qld., Australia



## Top 10 District Bulletins

### THE FOUNDER

District F  
Rita C. Chastain, Editor

### THE EVALUATOR

District 5  
Jackie Hoyle, Editor

### FORTY SUCCESS TIMES

District 40  
Edith & Frank Bovina, Editors

### PRAIRIE HORIZONS

District 42  
Bob Barker, DTM, Editor

### DISTRICT 44 BULLET-IN

District 44  
Ruby M. Jackson, DTM, Editor

### VOICE

District 65  
Kay Robinson, Editor

### BULLETIN 69

District 69  
Tom Clancy, Editor

### DISTRICT 70 NEWS

District 70  
Gary Wilson, DTM, Editor

### THE SPOKESMAN

District 71  
Elizabeth Bruton, Editor

### SOUTHERN CROSS

District 73  
Tony Martin, CTM, Editor

## Top 10 Club Bulletins

### TATTLES

1-F  
Otis Meyer, Editor

### AT THE LECTERN

4770-3  
Kathie May, Editor

### THE COMMUNICATOR

4606-4  
Kathy Pierson, Editor

### HARD HATS HERALD

1394-5  
Larry Mulvey, Editor

### BIG D AMPLIFIER

713-25  
Sally Bell, Editor

### THE TOASTER

4046-35  
Jim Wojtkiewicz, Editor

### STOP, LOOK, LISTEN

3331-47  
Susan Flynn, Editor

### THE UPEEKA FINE TIMES

4638-56  
Karen Fulghum, Editor  
Dorothy Evans, Editor

### TOAST & JAM

5549-58  
Ethel Kirkley, Editor

### THE TAMBOULI

COMMUNIQUE 2160-75  
Amante V. Galang, ATM, Editor  
Dorothy Evans, Editor

## Outstanding Toastmasters of the Year

Marion E. Hundley, DTM	D-F	Alfred T. Rehm, Jr., DTM	D-38
Cheryl Myers, ATM	D-1	Rick Sydor, DTM	D-39
Christine McShane	D-2	Robert Straker, DTM	D-40
Glenn Pike	D-3	Kenas Brenneise, DTM	D-41
Julia Hassett, ATM	D-4	Gayle Mackay, CTM	D-42
Joan Parker	D-5	J. R. Ewing	D-43
Larry Mulvey, DTM	D-5	Gwen Gion, ATM	D-44
Neil Boerger, DTM	D-6	Martin MacLellan, ATM	D-45
Terry Swanson, DTM	D-7	Margaret Flory, DTM	D-46
Bill Newgent, DTM	D-8	George Shyrook, ATM	D-47
Nicolette M. Boros, DTM	D-10	Frank C. Brown, DTM	D-48
Harold W. Raney, ATM	D-11	Dora Hildebrand	D-49
Vincent V. De George	D-13	JoAnn Williams, DTM	D-52
T. Jerald Samples, DTM	D-14	Penelope Dvorin	D-53
Robert Keller, DTM	D-15	Dorthea Perry	D-54
Roger Osburn, ATM	D-16	Roy Poole	D-56
Robert Rightmire, DTM	D-17	Helen T. Cash, DTM	D-58
Chuck Orr, ATM	D-18	Esme Temple, ATM	D-60
Joan Johanson, ATM	D-19	Fateh Singh	D-61
James D. Lee	D-20	Diane M. Burleson, ATM	D-62
Gale Brearley	D-21	Marvin Lawley	D-63
Gene Kennon	D-23	Arnold Mickelson, ATM	D-64
Ray Kosmicki	D-24	Dick Culverwell, ATM	D-65
JoAnna McWilliams, DTM	D-25	William Hauser, ATM	D-66
Dorothy Chapman, ATM	D-26	Harold Parker, DTM	D-68
Joy Schmidt, CTM	D-28	Arthur Gorrie, DTM	D-69
Paula Lepold, ATM	D-30	Eric Augustesen, DTM	D-70
Seon Hendrie	D-31	Joy Augustesen, DTM	D-70
Jim Hendrie, DTM	D-31	Joe Prendergast	D-71
Persia Gran-Freeland, ATM	D-32	Ian Mitchel, CTM	D-72
Roy G. Gilsdorf, DTM	D-33	Chris Robinson	D-73
Morrow-Robinson, ATM	D-35	Dr. Arnold Levin	D-74
Lewis Smith, DTM	D-36	Aida Guerrero, CTM	D-75
Robert Johnston, DTM	D-37		

## Outstanding Area Governors of the Year

Leon Navarro, ATM	D-F	Sam Dinsmore	D-39
Ivan S. Gerson, DTM	D-1	Elizabeth Kolbe, CTM	D-40
Betsy Simcox	D-2	Larry Less, CTM	D-40
Karen Landkamer, CTM	D-3	Randy Austad	D-41
Bill Lewis, ATM	D-4	Anna Amadouny	D-42
Harry Sundblad, ATM	D-5	Wilma Mitchell	D-43
Lorin Pollman	D-6	Melvin Crowell, ATM	D-44
Frank McDonald	D-7	David Keenan, ATM	D-45
Jerry Troyer, CTM	D-8	Dr. Mary Neff, ATM	D-46
Betty Bennett	D-9	Anita Hayes	D-47
Patricia M. Vene	D-10	Allen C. Metzger	D-48
Brenda K. Turpin, DTM	D-11	Babs Eggleston, CTM	D-49
Patrick J. Lucey	D-13	Toni Zachofsky, CTM	D-52
Paul Gates	D-14	William Carruth	D-53
Jim Cunningham, ATM	D-15	Ruth Knudsen	D-54
Charles Thompson, ATM	D-16	Fitz Husbands, ATM	D-56
Gene E. Burnett, ATM	D-17	Amy Penland, ATM	D-58
David P. Spaeth, ATM	D-18	Eric Niemela	D-60
Jack Fries, CTM	D-19	Eileen Ball	D-61
Janet Schultz	D-20	Beverly Wall, CTM	D-62
Walter R. McLellan	D-21	Karen K. Neighbors	D-63
Patricia Rathbone	D-23	Rudi Peters, CTM	D-64
Lowell Johnson, ATM	D-25	Pat Lawrence, ATM	D-64
Nancy Swartz	D-26	Jeff Lamicela, CTM	D-65
Mary Ellen Newett, ATM	D-28	Michael Cooper	D-66
Bonnie Mudd, DTM	D-30	Don Ramsey	D-68
George Cameron	D-31	Desley Cooper, ATM	D-69
Joanne Jirovec, CTM	D-32	Ron McDowell, ATM	D-70
Jean D. Poyet, DTM	D-33	Ursula Knox	D-71
Anita Stith, ATM	D-35	Ray Puddy	D-72
John Kallenberger, ATM	D-36	Mike Maddox, CTM	D-73
Katherine M. Carr, ATM	D-37	Adolph Paul Kaestner	D-74
Edward G. Smith, CTM	D-38	Augusto F. Floresca, CTM	D-75



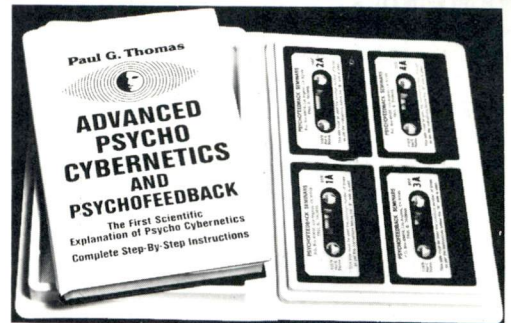
WHATEVER IT IS YOU WANT FROM LIFE CAN BE YOURS WITH

# ADVANCED PSYCHO CYBERNETICS



Residing in Los Angeles, British psycho cybernetician Paul G. Thomas is the world's leading expert on the dynamics of psycho cybernetics who discovered the great truth that it is **impossible** to achieve **any** goal without using psychofeedback.

Mr. Thomas is the first to give a full explanation of psycho cybernetics and his book is recognized as one of the most important ever written on motivation. Defining motivation as "**the energizing and control of purposeful behavior towards specific goals**" he explains the exact neurological process which releases the latent power in the greatest computer known—the human biocomputer.



"THIS PROGRAM IS A MUST FOR ALL WHO SERIOUSLY WANT TO ACHIEVE THEIR POTENTIAL"

TED BARTEK, EDITOR-IN-CHIEF, HUMAN POTENTIAL MAGAZINE

## PSYCHO CYBERNETICS

**PSYCHO CYBERNETICS** is the study, by comparison, which has been made into the way in which computers, the brain and human mind works, and the related methods of control.

The comparative study shows that the part of our brain which functions at the unconscious level, the so-called sub-conscious, is a biocomputer, functioning by exactly the same principles as a mechanical computer. (1) By having an Input and an Output. (2) By having stored information and instructions, its program. Obviously, there is a different program in every biocomputer. But that, and only that, is what gives us our unique individuality.

## PSYCHOFEEDBACK

**PSYCHOFEEDBACK**, a mind/brain mechanism, is man's **ONLY** means of governing and controlling his actions by **BOTH** reinserting into the biocomputer the results of past experience (as with orthodox feedback mechanisms) **AND**, **WITH THE IMAGINATION**, by inserting the results of **PRESENT** experience.

Is there a difference between biofeedback and psychofeedback? Yes, there is. Biofeedback requires the use of mechanical devices for its implementation, psychofeedback does not. It proves the overwhelming importance of imagination to our goal seeking activities.

It is **IMPOSSIBLE** to achieve **ANY** goal without using psychofeedback. From the simplest of goals such as putting one foot in front of the other to walk or lifting a glass to the mouth to drink. But because our biocomputer cannot tell the difference between a real and an imagined experience, we do not have to have had the experience to use psychofeedback.

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"Paul Thomas has done everything which Dr. Maxwell Maltz did not do in his Psycho-Cybernetics. And I speak with the authority of one who had previously used the Maltz book as a motivational tool since it appeared in 1960."

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# HALL of FAME

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**Norman Wasserman**, Douglas Aircraft 1497-1, Long Beach, CA  
**Robert R. Dunning**, Beach Cities 3921-1, Manhattan Beach, CA  
**Bradford J. Rodriguez**, "Liber-tines" 4369-1, Lakewood, CA  
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**Brenda Kanter Turpin**, Foremost 507-11, Evansville, IN  
**Gladys I. Kanter**, Foremost 507-11, Evansville, IN  
**Jack Bartle**, North Allen 1714-11, Fort Wayne, IN  
**Hossein Assadallah**, Challenger 5301-16, Lexington, OK  
**John David Griffith**, Enid 5514-16, Enid, OK  
**Randall G. Knowles**, Speakasy 291-17, Great Falls, MT  
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**Jo Anna McWilliams**, TNT 4533-25, Dallas, TX  
**Joseph B. O'Shea**, Homewood-Flossmoor 1451-30, Homewood, IL  
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**Jeanette Desmond Poyet**, Harmonizers 1910-33, Las Vegas, NV  
**Charli Frew**, Bachelor/Bachelorette 3374-33, Las Vegas, NV  
**John C. Peuser**, Monumental Speakers 4307-36, Washington, DC  
**Linda L. Parish**, Moorestown Area 4887-38, Moorestown, NJ  
**Charles F. Taylor**, A-R 1481-39, Fair Oaks, CA  
**Ruth H. Justice**, Ashland 246-40, Ashland, TN  
**Nick Tywoniuk**, TNT 2291-42, Edmonton, Alta., Can  
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**W. Russ Read**, The Spirit of 76 4676-52, Los Angeles, CA  
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**Lowell A. Johnson**, Lewisville 4137-25, Lewisville, TX  
**James M. Degerstrom**, DTM, Skokie 1608-30, Skokie, IL  
**Dan R. Pilkington**, Tuesday Mourners 4023-33, Las Vegas, NV  
**Roland W. Dority**, Potomac 827-36, Washington, DC  
**Michael R. Denney**, DTM, Ishi 3316-39, Chico, CA  
**Ramona Woods**, Merritt Island 2537-47, Merritt Island, FL  
**Carroll W. Puckett**, DTM, Montala 2482-48, Montgomery, AL  
**Michael A. Neighbors**, Coffee County 1719-63, Manchester, TN  
**Terry G. Schutt**, Link 2848-65, Binghamton, NY  
**Dianne Marie Riddell**, Pioneer 5843-69, Mackay, Qld., Aust

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**Phyllis L. Green**, Newport Center 231-F, Newport Beach, CA  
**Louis O. Hansen**, Grand Terrace 290-F, Grand Terrace, CA  
**Richard H. Winn**, Sensational Salesman 417-F, Tustin, CA  
**Carl E. Adolph**, Table Talkers 1246-F, Buena Park, CA  
**Helene W. Blumner**, Foothills 1475-5, Claremont, CA  
**Nancy Speaker**, Ontario-Upland 1506-F, Ontario, CA  
**Marjorie V. King**, Sun City 1677-F, Sun City, CA  
**Rose Marie Walker**, Imperial 2610-F, Norwalk, CA  
**John Adefowora**, Imperial 2610-F, Norwalk, CA  
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**Roy Fenstermaker**, Downey Breakfast 2741-F, Downey, CA  
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**Liesl Barnett**, Hemet-San Jacinto 3806-F, Hemet, CA  
**Morella O. Pease**, East San Bernardino 3820-F, San Bernardino, CA  
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**Lloyd M. Brown**, Irvine Complex 4149-F, Irvine, CA  
**Srinivasa Murthy, M.D.**, Babbie On 4277-F, Huntington Beach, CA  
**Wilmer E. Rawie**, Palm Desert 4440-F, Palm Desert, CA  
**Howard T. Wogen**, Redlands Citrus A.M. 4659-F, Redlands, CA  
**Skippy Blair**, Rising Stars 5050-F, Downey, CA  
**Grace E. Patin**, Rising Stars 5050-F, Downey, CA  
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**Richard B. Elliott**, Huntington Park Bell 14-1, Huntington Park, CA  
**Raymond Bates**, Santa Monica 21-1, Santa Monica, CA  
**Robert L. Olson**, Beverly Hills 2576-1, Beverly Hills, CA  
**Pat Allison**, South Bay Singles 2924-1, Torrance, CA  
**Sandra L. Stuppelbeen**, Spacecom 3221-1, El Segundo, CA  
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**Gary V. Ingram**, Lake Union 2545-2, Seattle, WA  
**Dale Bierce**, The Way In 4425-2, Seattle, WA  
**Ken Ballenger**, Wry 4723-2, Kirkland, WA  
**Marilee Nauman**, Wry 4723-2, Kirkland, WA  
**Javier S. Robles**, The Red Barn 5144-2, Seattle, WA  
**Rick Gene Wardrip**, Gilbert 499-3, Gilbert, AZ  
**Orval Keith Nutting**, Globe 2197-3, Globe, AZ  
**Travis L. (Spike) Meador**, Papage 2694-3, Phoenix, AZ  
**Nancy J. McLeod**, Park Central 3527-3, Phoenix, AZ  
**Charles L. Vawter, Jr.**, The In-novators 4633-3, Phoenix, AZ  
**D. Michael Herskovits**, Motorola Echoes 4634-3, Mesa, AZ  
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**Sandra E. Allen**, Tandem 4658-4, Cupertino, CA  
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**Laurence P. Bliss**, Progressive Speakers 4405-5, El Cajon, CA  
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**Lawrence D. Hansen**, Twin Rivers 464-6, Anoka, MN  
**Nancy E. Anderson**, Vikings 591-6, St. Paul, MN  
**Falline F. Sundquist**, Fuller Spirits 2206-6, St. Paul, MN  
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**Stephen Sidney Cambridge**, Checker Flag 2007-11, Indianapolis, IN  
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**Day Morgan**, Magnavox 2568-11, Ft. Wayne, IN  
**Mary E. Hardin**, Ilico 2795-11, Indianapolis, IN  
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**Billie J. Jones**, Metro 719-15, Salt Lake City, UT  
**Lucie J. Egan**, Hercules 1252-15, Magna, UT  
**Emma Lois Smith**, Spoke N Word 2087-15, Ogden, UT  
**Danny Lee Knight**, Pleasant Valley 2317-15, Boise, ID  
**Dora F. Nunnelley**, TNT 3738-15, Salt Lake City, UT  
**Patrick L. Gerrard**, Raconteurs 4828-15, Salt Lake City, UT  
**K. L. Bhushan**, Bartlesville 186-16, Bartlesville, OK  
**F. M. Reyes**, Bartlesville 186-16, Bartlesville, OK  
**Doris Fae Short**, Sooner 1615-16, Norman, OK  
**H. Ram Jayaraman**, Technical Talkers 1691-16, Bartlesville, OK  
**Walter L. Peters**, Highway Men 1692-16, Oklahoma City, OK  
**Helen A. Hackley**, Mid-Del 2257-16, Midwest City, OK

**Roger J. Steffensen**, Torchlighters 2942-16, Tulsa, OK  
**Elizabeth Ann Boggs**, Phillips 66 3266-16, Bartlesville, OK  
**Ronald Keith Pruitt**, Phillips 66 3266-16, Bartlesville, OK  
**Neil Gross**, New Dawn 4101-16, Lexington, OK  
**Charles E. Austin**, Early Birds 4321-16, Midwest City, OK  
**Paul A. Stuart, Jr.**, Early Birds 4321-16, Midwest City, OK  
**Howard W. Bright, Jr.**, Challenger 5301-16, Lexington, OK  
**Charles P. McAmis II**, Challenger 5301-16, Lexington, OK  
**Mary C. Donaldson**, Magic City 1759-17, Billings, MT  
**Colleen E. Madill**, Magic City 1759-17, Billings, MT  
**Ron Brown**, Golden Age 5427-17, Great Falls, MT  
**Leonard L. Reinig**, Golden Age 5427-17, Great Falls, MT  
**Arlene M. Hildebrandt**, Harford County 1914-18, Bel Air, MD  
**Hughetta Mae Whitaker**, Metro West 2894-18, Baltimore, MD  
**Joan Cwierniewicz**, Free State 3800-18, Baltimore, MD  
**Glenn D. Johnson**, Dubuque 1337-19, Dubuque, IA  
**Robert Kenneth Thompson**, Burlington 1340-19, Burlington, IA  
**Marilyn F. Janzen**, Statesmen 1937-19, Des Moines, IA  
**Eugene F. Wallace**, Fort Madison 2367-19, Fort Madison, IA  
**Priscilla Stroup**, Esquire 2388-19, Dubuque, IA  
**Maxine Von Tersch**, Denison 3288-19, Denison, IA  
**Helen E. Persons**, NADL Early Risers 3595-19, Ames, IA  
**Thomas Hammer**, Hon After Hours 4251-19, Muscatine, IA  
**Daniel C. Gust**, Lincoln 370-20, Fargo, ND  
**Jon K. Jennings**, Bismarck 717-20, Bismarck, ND  
**Greg Pribula**, Northwest 1291-20, Thief River Falls, MN  
**Marie B. Pearson**, Garrison 4020-20, Garrison, ND  
**Pat Galvin**, Coal Country 4261-20, Hazen, ND  
**Jandyra Walker**, Vancouver 59-21, Vancouver, B.C., Can  
**R. Harvey Drdul**, Malaspina 738-21, Nanaimo, B.C., Can  
**Robert Miller**, Cariboo 786-21, Prince George, B.C., Can  
**James Douglas Sherb**, Prince George 3081-21, Prince George, B.C., Can  
**M. L. (Chris) Christianson**, Positive Thinkers Club 3922-21, Vancouver, B.C., Can  
**Alice Tanner**, Positive Thinkers Club 3922-21, Vancouver, B.C., Can  
**Marjorie Comm**, Creston Valley 4949-21, Creston, B.C., Can  
**Ted Lapins**, Creston Valley 4949-21, Creston, B.C., Can  
**R. Dwain Dewey**, Early Bird 1928-22, Overland Park, KS  
**Eileen Naasz**, Saltalk 3311-22, Hutchinson, KS

**Willie E. Thrash**, Fishermen 3343-22, Wichita, KS  
**Bonnie Cundiff**, Speakeasy/Springfield 5188-22, Springfield, MO  
**Barbara Mapes**, Wings of Speech 5968-22, Lee's Summit, MO  
**Gordon Arlien Walhood**, Essays 427-23, Albuquerque, NM  
**Ben P. Mitchell**, Espanola Valley 799-23, Espanola, NM  
**Russell Eugene Rotz**, Border Toasters 2127-23, El Paso, TX  
**Mae E. Gardner**, Kirtland MCs 4013-23, Albuquerque, NM  
**Jim Sullenberger**, Kirtland New Horizons 4332-23, Albuquerque, NM  
**Patricia A. Schrunck**, Advanced 969-24, Lincoln, NE  
**Steven P. Long**, Offutt 2393-24, Offutt A.F.B., NE  
**Rev. A. R. "Bobby" Henderson**, Red River Early Bird 915-25, Shreveport, LA  
**Michael D. Natt**, Arlington 1728-25, Arlington, TX  
**Joe Earl Reed**, Richardson Noon 2146-25, Richardson, TX  
**J. Phillip McClure**, Richardson Noon 2146-25, Richardson, TX  
**A. Dean Holt**, Greater Bossier 2251-25, Bossier City, LA  
**Charles B. Warner**, Daybreakers 2899-25, Dallas, TX  
**Ken Comer, Sr.**, Longhorn 3178-25, Ft. Worth, TX  
**Burton P. Rolfe**, Longhorn 3178-25, Ft. Worth, TX  
**Lou Umscheid**, Irving 3365-25, Irving, TX  
**Judy Traudt**, Early Birds 3546-25, Waco, TX  
**Joseph Conklin**, Lewisville 4137-25, Lewisville, TX  
**Lowell Harlan Bridwell**, Bridgeport 5202-25, Bridgeport, TX  
**Cleva Lou Williamson**, Bridgeport 5202-25, Bridgeport, TX  
**Evelyn Itzen**, Sunrise 619-26, Fort Collins, CO  
**Angela Sharpe**, Free Speakers 2630-26, Rocky Ford, CO  
**Laurence M. Goldsmith**, Lt. Francis B. Lowry 4342-26, Lowry AFB, CO  
**Mary E. Brown**, Loveland 4553-26, Loveland, CO  
**Nancy T. Falcon**, Dearborns Dynamic 726-28, Dearborn, MI  
**Norb Heban**, Sea Gate 996-28, Toledo, OH  
**Mary Louise Cutler**, Motor City Speak Easy 1660-28, Plymouth, MI  
**David J. Bohla**, Gear Gassers 3079-28, Troy, MI  
**Wilhemenia Bell**, Paul Robeson 4540-28, Detroit, MI  
**Mary Ellen Newett**, Mt. Clemens 4757-28, Mt. Clemens, MI  
**Faye W. Weaver**, Eastern Shore 3248-29, Fairhope, AL  
**Roger H. Gerth**, Bay Way 4252-29, Mobile, AL  
**Michael E. Kenron**, Procter & Gamble 2135-30, Chicago, IL  
**Sherrill Lojewski**, O Hare Plaza 2683-30, Chicago, IL  
**Keith Essex**, Strowger 3848-30, Northlake, IL

**John A. Jarzombek**, Honeywell Billerica 301-31, Billerica, MA  
**Marjorie A. DePina**, Quincy 675-31, Braintree, MA  
**Seon Hendrie**, Central 2277-31, Worcester, MA  
**David C. Siedlar**, Mitre/ESD 2779-31, Bedford, MA  
**R. Darrell Taylor**, Raytheon Equip Div 2921-31, Burlington, MA  
**Tammy Anderson**, Eastern Middlesex 3565-31, Wakefield, MA  
**Robert F. Madigan**, Honeywell 3773-31, Lawrence, MA  
**Paul J. Skelton**, Raytheon MSD 4604-31, Bedford, MA  
**Malik Rashid**, NCC Free Spirits 5242-31, West Concord, MA  
**Daisy Monsalve**, SWEC 5261-31, Boston, MA  
**Persia Gran-Freeland**, Tacoma 13-32, Tacoma, WA  
**Carl R. Berg**, Bremerton 63-32, Bremerton, WA  
**Robert W. Nelson**, Puget Sound Naval Shipyard 1174-32, Bremerton, WA  
**Royal A. Steele**, Meridian 4681-32, Lacey, WA  
**Sonya Fannings**, Old Reliables 690-32, Fort Lewis, WA  
**Jeanne M. Rensel**, Meridian 4681-32, Lacey, WA  
**Susie Coon**, Olympus 4785-32, Olympia, WA  
**Hardial S. Dhillon**, Olympus 4785-32, Olympia, WA  
**Douglas Edward Haas**, Christophers 157-33, Fresno, CA  
**Rosemary Arnold**, Monday Niters 736-33, Las Vegas, NV  
**Charlene Williams**, Monday Niters 736-33, Las Vegas, NV  
**John G. Vigen**, Sandpiper 1224-33, Ventura, CA  
**Rudy De Leon**, Sunshine 1395-33, Modesto, CA  
**Betty (Elizabeth) Burgan**, Harmonizers 1910-33, Las Vegas, NV  
**Keith L. Elliott**, Up Your Attitude 1970-33, Las Vegas, NV  
**Betty E. Mahalik**, Windjammers 2628-33, Las Vegas, NV  
**Terri L. Murphy**, Windjammers 2628-33, Las Vegas, NV  
**Carla L. Rusk**, Daybreakers 3332-33, Westlake Village, CA  
**Ben Nagatani**, Delano 3470-33, Delano, CA  
**Margaret Jennine Anderson**, Turlock 3498-33, Turlock, CA  
**Carol I. Cole**, Singles 3968-33, Fresno, CA  
**Thomas E. Harkenrider**, Tuesday Mourners 4023-33, Las Vegas, NV  
**Joyce Sprayberry**, Talk of the Town 5203-33, Bakersfield, CA  
**Rodney A. Noll**, Hershey 2990-38, Hershey, PA  
**Sidney D. Lavine**, Moorestown Area 4887-38, Moorestown, NJ  
**Donald E. Male**, Foothill 1070-39, Roseville, CA  
**Lloyd A. Gavin**, El Dorado 1390-39, Sacramento, CA  
**Michelle Miles**, Capitol Nevada 1813-39, Carson City, NV



- Edward R. Swotek**, Flying I  
1941-39, Sacramento, CA  
; **Richins**, Soapmasters  
1-39, Sacramento, CA
- George Poore**, Sierra Sunrise  
2318-39, Reno, NV
- Roy M. Holmes**, Woodland  
2777-39, Woodland, CA
- James R. Palmer**, Ranconteurs  
3075-39, Rancho Cordova, CA
- Harold C. Newman**, Oasis  
3130-39, Fallon, NV
- Arlie M. Bedford**, Ishi 3316-39,  
Chico, CA
- Donald L. McMullen**, Ishi  
3316-39, Chico, CA
- Fred E. Erickson**, Daybreakers  
3325-39, Redding, CA
- Vernon M. Brooks**, Town &  
Gown 3337-39, Davis, CA
- William K. Barkhurst**, Delta  
3372-39, Stockton, CA
- Katherine Gardiner Hale**, Washoe  
Zephyrs 3842-39, Reno, NV
- Marco A. Mendez**, El Bohemio  
4163-39, Stockton, CA
- Reva J. Williams**, Early Risers  
4299-39, Stockton, CA
- Jinley Hughes**, Hi-Liners  
4457-39, Sacramento, CA
- Karen Kay Chileski**, Early  
Risers 5014-39, Grass Valley, CA
- David Nickel**, Capital 1301-40,  
Waverly, OH
- Harold G. Clem, Jr.**, H.E. Dobson  
2005-40, South Charleston, WV
- Howard J. Cummons**, Parkers-  
burg 2891-40, Parkersburg, WV
- Janina B. Anderson**, Agoissi  
1-40, Columbus, OH
- Lawrence J. Less**, Unity 4695-40,  
Columbus, OH
- Fred Timm**, Coma Toast 5118-40,  
Columbus, OH
- Dianne K. Rutschilling**, Grand  
Lake 5136-40, Celina, OH
- William J. Sandness**, Sioux Valley  
Hospital 1561-41, Sioux Falls, SD
- Kathleen F. Blankartz**, Madison  
2059-41, Madison, SD
- Brien P. Charlton**, Wascana  
577-42, Regina, Sask., Can
- Ron Kelly**, Wascana 577-42,  
Regina, Sask., Can
- Donald Zurakowski**, Prince Albert  
1318-42, Prince Albert, Sask., Can
- Donna M. Naylor**, 3500 Foot  
1319-42, Calgary, Alta., Can
- Daryl Grant Dueck**, New Dawn  
1950-42, Regina, Sask., Can
- Bernie Melanson**, Cool Pool  
1959-42, Medley, Alta., Can
- D. G. Biswanger**, CTM, Foothills  
3073-42, Calgary, Alta., Can
- Vern Schneider**, Circle T 3093-42,  
Medicine Hat, Alta., Can
- David A. Blau**, Plains 3144-42,  
Regina, Sask., Can
- Joseph A. Calenda**, Grande Prairie  
Morning 3489-42, Grande Prairie,  
Alta., Can
- Patrick Guidera**, Lakelanders  
1-42, Slave Lake, Alta., Can
- Michael Drummond**, The En-  
terprisers 4840-42, Edmonton,  
Alta., Can
- Doreen Shmyr**, Carrot River  
Valley 5174-42, Melfort, Sask.,  
Can
- Elizabeth Ann Jenkins**, H U D  
243-43, Little Rock, AR
- W. Charles Black**, Little Rock  
1140-43, Little Rock, AR
- Hale Murphy**, Twin City  
1142-43, North Little Rock, AR
- David J. Garcia**, Razorback  
1204-43, Pine Bluff, AR
- Earlaine Winterowd**, Pacesetters  
1589-43, Memphis, TN
- Carol Lawrence**, St. Vincent  
3962-43, Little Rock, AR
- Dhirubhai Nathubhai Desai**,  
Germantown 4112-43, German-  
town, TN
- Aurelia Catherine Schoenenberger**,  
Tulia 129-44, Tulia, TX
- David Shepard**, Early Bird  
1061-44, Odessa, TX
- Jana B. Barnhill**, Downtown  
1145-44, Lubbock, TX
- Steven Lane Hightower**, Down-  
town 1145-44, Lubbock, TX
- Lucille Herrington**, Wildcat  
1160-44, Odessa, TX
- Francis Sue Carter**, Wildcat  
1160-44, Odessa, TX
- Raymond M. Wills**, Daybreakers  
1327-44, San Angelo, TX
- John D. Hutchinson**, Pop-Up  
3165-44, Midland, TX
- Paul F. Tunell**, Pop-Up 3165-44,  
Midland, TX
- Louise Dietrich**, Single Texas  
Talkers 4340-44, Lubbock, TX
- James M. West**, Miramichi Toast-  
masters 688-45, Newcastle, N.B.,  
Can
- William D. Bevans**, Sears-Halifax  
1555-45, Halifax, N.S., Can
- Janet A. Patnode**, Keene  
1562-45, Keene, NH
- Corbett A. Nielsen**, Speak-easers  
1770-45, Montpelier, VT
- Carol Anne Ainsworth**, Navy  
Brunswick 2156-45, Brunswick, ME
- Joan Carson**, Hub City 2173-45,  
Moncton, N.B., Can
- Martin A. MacLellan**, Hub City  
2173-45, Moncton, N.B., Can
- William H. Graham**, Ship Harbour  
2198-45, Port Hawkesbury, N.S.,  
Can
- Philip R. Gabree**, Nashua-  
Hudson 2440-45, Nashua, NH
- G. Roy Johnston**, Glace Bay Coal-  
town 4455-45, Glace Bay, N.S.,  
Can
- Elaine B. Kalikoff**, Somerville  
1103-46, Somerville, NJ
- Arthur H. Armstrong**, S E C  
Roughriders 1876-46, New York, NY
- Ann Elizabeth Marion**, Gaveliers  
2311-46, Kenilworth, NJ
- William Ptucha**, Grumman  
3188-46, Bethpage, NY
- Lester G. Hemphill**, Picatinny  
3547-46, Dover, NJ
- Sal A. Cannata**, Tele-Talkers  
4410-46, Piscataway, NJ
- Maria E. Wojcicki**, Kemble Plaza  
5265-46, Morristown, NJ
- Sunil B. Nath**, Tallahassee  
1135-47, Tallahassee, FL
- Harry Parkhurst**, Miami Down-  
town 1323-47, Miami, FL
- Keith Lamond Major**, First Baha-  
mas Branch 1600-47, Nassau, Bhms
- Henry Kaye**, Sarasota 1958-47,  
Sarasota, FL
- George Marks Ammon**, Harris  
Semicons 2002-47, Palm Bay, FL
- Judith Kreidman**, Dr. Martin  
Luther King 2423-47, Miami, FL
- Edgar Alden Jennings, Jr.**, Bran-  
denton 2449-47, Brandenton, FL
- Vance Porter**, Merritt Island  
2537-47, Merritt Island, FL
- Walter F. Woods**, Merritt Island  
2537-47, Merritt Island, FL
- Steven A. Bard**, Plantation  
2582-47, Plantation, FL
- Gary D. Kane**, Calliope 2821-47,  
Orlando, FL
- Harace E. McFarland**, Calliope  
2821-47, Orlando, FL
- Maudline Smith**, New Province  
3596-47, Nassau, Bhms
- Urgel Bray**, Early Bird 3659-47,  
Fort Lauderdale, FL
- Deborah Ann Abram**, Kennedy  
Space Center 3695-47, Kennedy  
Space Center, FL
- Thomas J. Lane**, Triple Crown  
4147-47, Ocala, FL
- Larry D. Blair**, Daybreakers  
4367-47, Sanford, FL
- Frederick E. Miller**, Sperry  
4698-47, Clearwater, FL
- Madolyn Stewart**, En-Lightening  
4711-47, Ruskin, FL
- Waverly Larry Cawley, Jr.**,  
Supersonics 4872-47, West Palm  
Beach, FL
- Robert F. Bohrer**, Supersonics  
4872-47, West Palm Beach, FL
- Sherman T. Webster**, Athens/  
Limestone 314-48, Athens, AL
- Elaine G. Gardner**, Vulcan Voices  
512-48, Birmingham, AL
- James Michael Wright**, Tuscaloosa  
858-48, Tuscaloosa, AL
- Marilyn Rarick**, Prop and Rotor  
1683-48, Fort Rucker, AL
- Gwen O. Brown**, Shakley 1745-48,  
Montgomery, AL
- Jimmie L. Cal**, Mason Dixon  
2186-48, Huntsville, AL
- Morris W. Hammer**, Mason-  
Dixon 2186-48, Huntsville, AL
- Archie C. Young**, Speak-Easy  
3235-48, Huntsville, AL
- Jack E. Ward**, Hi-Noon 3963-48,  
Huntsville, AL
- Robert William Snyder**, Com-  
municators 4562-48, Huntsville, AL
- John Robert Prichard, Jr.**, Enter-  
prise 4945-48, Enterprise, AL
- Hideo Kawahara**, Maui 910-49,  
Wailuku, HI
- Yvonne Y. Giordano**, Maui  
910-49, Wailuku, HI
- William H. Myers**, Independent  
Order of Foresters 1884-49, Hono-  
lulu, HI
- Gary Wiseman**, YBA 2976-49,  
Honolulu, HI
- Roderick A. Jacobs**, Hawaii Kai  
4716-49, Honolulu, HI
- Ann G. Fuller**, Arco 616-52, Los  
Angeles, CA
- Elizabeth A. E. Johnson**, Union  
Royal 1476-52, Los Angeles, CA
- Al J. Lane**, Exec TM Breakfast  
3622-52, Glendale, CA
- John B. Rasche**, Exec TM Break-  
fast 3622-52, Glendale, CA
- Margaret Carosa**, Zipmasters  
4956-52, Van Nuys, CA
- Valerie Elswick**, Poughkeepsie  
921-53, Poughkeepsie, NY
- Richard C. Williams**, DTM, Pough-  
keepsie 921-53, Poughkeepsie, NY
- Eugene J. Ziury, Jr.**, Travelers  
Noontime 2532-53, Hartford, CT
- Ed Reed**, Greenwich 3357-53,  
Greenwich, CT
- Sigfrid Ciomek**, CTM, Green-  
wich 3357-53, Greenwich, CT
- Randel S. Orzano**, Greenwich  
3357-53, Greenwich, CT
- Joseph E. Orzano Jr.**, Greenwich  
3357-53, Greenwich, CT
- Pris Teleky**, Greenwich 3357-53,  
Greenwich, CT
- Richard Alan Kos**, Aetna Middle-  
town 5908-53, Middletown, CT
- John R. Greiner**, Caterpillar  
Enterprisers 79-54, Peoria, IL
- Dorothea M. Perry**, Uncle Joe  
Cannon 127-54, Danville, IL
- Harold H. Ellis**, Lincoln-Douglas  
1196-54, Canton, IL
- Annette Marie Residori**, Sunrise  
Speakers 1711-54, Bloomington, IL
- Thomas M. McMahon**, Rockford  
1752-54, Rockford, IL
- Jean Arias**, Hilltop 2048-56, San  
Antonio, TX
- Marvin A. Lorenz**, Southwest  
Speaks 2200-56, Houston, TX
- John Michael Glasson**, Speakeasy  
2208-56, Houston, TX
- Gary E. Diehl**, 1960 North  
Houston 2659-56, Houston, TX
- Joseph J. Sepulveda**, Leon Valley  
6058-56, Leon Valley, TX
- M. Michael Ingham**, Santa Rosa  
182-57, Santa Rosa, CA
- Sandra Lee Adams**, Mervyn's  
488-57, Hayward, CA
- Donald V. Johnson**, Castro  
Valley 961-57, Castro Valley, CA
- Robert Janowski**, Sun Valley  
998-57, Concord, CA
- Pamela C. Beatty**, Oakland City  
Center 1250-57, Oakland, CA
- Shyam N. Shukla**, Microcentury,  
2797-57, Livermore, CA
- George Dibble**, Diablo Champagne  
Breakfast 4027-57, Pleasant Hill, CA
- Gene Ahlf**, Concord Community  
4896-57, Concord, CA
- Horace B. Wilkes**, Daybreak  
1005-58, Charleston, SC
- Phillip Edward Miller**, Aiken  
1355-58, Aiken, SC
- Mrs. Lou Bryant Davis**, Aiken  
1355-58, Aiken, SC
- Francis Lee**, Spartenburg 1453-58,  
Spartenburg, SC
- Steven F. Weiser**, Anderson  
1946-58, Anderson, SC
- Billy F. Benton**, Palmetto 2070-58,  
Greenville, SC
- Dr. Ravi K. Gupta**, Meridian  
1220-60, Toronto, Ont., Can
- David J. Sherman**, Ambitious City  
1586-60, Hamilton, Ont., Can
- Fred B. Coulson**, Towns of York  
1609-60, Aurora-Newmarket, Ont.,  
Can
- Gordon G. Leggat**, Belleville



1617-60, Belleville, Ont., Can  
**John H. Kearns**, Oakville 2245-60, Oakville, Ont., Can  
**Ronald Ross**, Podium 2303-60, Toronto, Ont., Can  
**Douglas M. Brown**, Podium 2303-60, Toronto, Ont., Can  
**Ivan Richard Watts**, Scarborough 3090-60, Scarborough, Ont., Can  
**Earl J. Shaw**, Lord Elgin 3168-60, Saint Thomas, Ont., Can  
**John R. Walker**, Halton Hills 5260-60, Halton Hills, Ont., Can  
**Harvey Davey**, Rockcliffe Raconteurs 808-61, Ottawa, Ont., Can  
**Margaret Holubowich**, Carlingwood 3319-61, Ottawa, Ont., Can  
**Jacques Vermette**, Universite Laval 6195-61, Sainte Foy, Que., Can  
**Vieno H. Lyons**, Lock City 2649-62, Sault Ste. Marie, MI  
**Gerrit A. DeJager**, Rivergate 3930-63, Goodlettsville, TN  
**Barbara J. Main**, Manitoba Hydro 940-64, Winnipeg, Man., Can  
**Douglas A. Cooper**, Tri-City 1332-64, Winnipeg, Man., Can  
**Elizabeth M. Wyness**, 20/20 1385-64, Brandon, Man., Can  
**Pat Lawrence**, Swan Valley 4454-64, Swan River, Man., Can  
**Norman A. Hayner**, Tri-Town 279-65, Sidney, NY  
**Stuart N. Fralick**, River City 4524-65, Binghamton, NY  
**Arthur H. Matson**, Midtown 3167-66, Richmond, VA  
**Daniel A. Rose, Jr.**, Downtown 2433-68, Baton Rouge, LA  
**Eddie Billoups**, Cenla 4715-68, Alexandria, LA  
**Clare J. Murphy**, Innisfail 2689-69, Innisfail, Qld., Aust  
**Julia Norma Clare**, Twin Towns 3000-69, Tweed Heads, N.S.W., Aust  
**Lola Dunlop**, Sunnybank 3110-69, Brisbane, Qld., Aust  
**Monica Anne O'Rourke**, Sandgate 3721-69, Sandgate, Qld., Aust  
**Irene Gladys Lowe**, Garden City 3899-69, Toowoomba, Qld., Aust  
**Margaret O'Dea**, Southport 3944-69, Southport, Qld., Aust  
**Alan L. Budd**, Newcastle 1121-70, Newcastle, N.S.W., Aust  
**Eileen Levett**, Forest 1541-70, Sydney, N.S.W., Aust  
**Heather Garland**, Seafarers 2270-70, Newport, N.S.W., Aust  
**Marie J. Todd**, Manley Civic 2618-70, Manley, N.S.W., Aust  
**James Jazzer Smith**, Tamworth 2762-70, Tamworth, N.S.W., Aust  
**Keith Bucton**, Port Hunter 2776-70, Newcastle, N.S.W., Aust  
**Jill Bucton**, Port Hunter 2776-70, Newcastle, N.S.W., Aust  
**Graham Clark**, Sea Eagles 2951-70, Sydney, N.S.W., Aust  
**Eve Duckworth**, Emcees 4821-70, Sydney, N.S.W., Aust  
**Evelyn Ryan**, Lucan 1896-71, Dublin, Ire  
**Mary Dwan**, Dun Laoghaire 3452-71, Dun Laoghaire, Ire

**Denys Charles Ryland**, North Shore 2256-72, Auckland, NZ  
**Glenys K. Della Bosca**, Nelson Cluts 3758-72, Nelson, NZ  
**Hennie J. Lemmer**, Florida 920-74, Roodepoort, RSA  
**Gunter Hahn**, Port Elizabeth 2856-74, Port Elizabeth, RSA  
**Nelly Nailatie Ma'Arif**, Tambuli 2160-75P, Makati, Phil  
**Gaspar Teves Pascual**, TM Club of Metro Davao 4403-75P, Davao City, Phil  
**Robert F. Kephart**, Mikasa 1727-U, Yokosuka, Japan  
**Sue Carrington**, Nato School 2980-U, Oberammergau, Germany  
**Hwa Chang**, Ceci 5013-U, Taipei, Tawn

## New Clubs

**6274-F The Gas House Gang**  
 Downey, CA—Mon., 6 p.m., Upper Crust Pizza, 9510 Firestone Blvd. (803-7367).  
**4316-1 Union Bank**  
 Beverly Hills, CA—3rd Wed., 6 p.m., Union Bank, 9460 Wilshire Blvd. (550-6495).  
**6264-1 American Honda**  
 Gardena, CA—Wed., 7 a.m., American Honda, 100 W. Alondra (604-2112).  
**6266-1 VA Oracles**  
 Long Beach, CA—2nd & 4th Thurs., 4:45 p.m., Veterans Administration Medical Ctr., 5901 E. Seventh St., Director's Conf. Rm., Bldg. 126 (494-5401).  
**6291-3 Rancho Risers**  
 Phoenix, AZ—Tues., 6:30 a.m., Arizona Dept. of Revenue, 5555 N. 7th Ave. (255-3345).  
**6292-3 Five Star Speaks**  
 Mesa, AZ—Tues., 7 a.m., Desert Samaritan Hospital, 1400 S. Dobson Rd. (835-3246).  
**6350-3 New Horizons**  
 Chandler, AZ—Tues., 6:30 p.m., Lunt Avenue Marble Club, 1371 N. Alma School Rd. (892-5300).  
**6309-4 The Winners**  
 Daly City, CA—2nd & 4th Tues., 7:30 p.m., 6777 Mission St. (761-0216).  
**6276-5 Uninterruptible**  
 San Diego, CA—Thurs., 5:15 p.m., Topaz Inc., 9192 Topaz Way (279-0111).  
**6296-5 The Great Communicators**  
 San Diego, CA—Thurs., 5:30 p.m., Jackie Robinson YMCA, 151 N. 45th St. (264-7350).  
**6267-6 Talking Rocks**  
 Minneapolis, MN—Tues., 7 a.m., Prudential Insurance Co., 3701 Wayzata Blvd. (349-1397).  
**6340-6 Voyageur's**  
 International Falls, MN—Thurs., 7 p.m., Holiday Inn, Highway 71 (283-9290).  
**6348-6 Tic Talkers**  
 Plymouth, MN—Sat., 8:30 a.m., Plymouth City Hall, 3400 Plymouth

Bld. (537-6545).  
**6349-6 Civil Tongues**  
 St. Paul, MN—2nd & 4th Fri., 12:15 p.m., Bonestroo, Rosene, Anderlik & Assoc., 2335 W. Highway 36 (636-4600).  
**6253-7 Ashland**  
 Ashland, OR—Wed., 6:30 a.m., Copper Skillet, 2270 Highway 66 (482-9517).  
**6256-7 Albany**  
 Albany, OR—Wed., 6:30 p.m., Takeena Lodge, 1212 Price St. NE (928-0001).  
**6317-7 Cowlitz Communicators**  
 Kelso, WA—2nd & 4th Wed., 7:15 a.m., County Administrative Bldg., 207 Fourth Ave. N., General Meeting Rm. (577-3059).  
**6322-8 River Road**  
 Canton, MO—2nd & 4th Wed., 7 a.m., Canton City Hall, 5th & Lewis Sts. (224-3173).  
**6305-9 Wenatchee Valley**  
 Wenatchee, WA—1st & 3rd Wed., 6:30 a.m., Chieftain Restaurant, 1005 N. Wenatchee Ave. (663-8181).  
**415-10 Lubrizol**  
 Wickliffe, OH—Wed., 12:05 p.m., Lubrizol Corporation, 29400 Lakeland Blvd. (943-4200).  
**6269-11 Greater Fort Wayne Advanced Communicators**  
 Fort Wayne, IN—Wed. (monthly), 7 p.m., Allen County Public Library, 900 Webster St. (432-2902).  
**6295-11 Greater Evansville Advanced Communicators**  
 Evansville, IN—4th Sat., 6 p.m. (473-8405).  
**6318-11 Angola**  
 Angola, IN—2nd & 4th Fri., 7 a.m., Red Carpet Inn, US Highway 20 W. (665-2348).  
**6308-13 Braddock General Hospital Ambassadors**  
 Braddock, PA—Wed., 5:30 p.m., Braddock General Hospital, 400 Holland Ave. (636-5110).  
**6285-14 Cairo**  
 Cairo, GA—Tues., noon, Towne House Restaurant, Highway 84 E. (377-5265).  
**6286-14 Headliners**  
 Columbus, GA—2nd & 4th Fri., 7:30 a.m., The Ledger-Enquirer Newspapers, 17 W. 12th St. (324-5526).  
**6290-14 Kings Bay**  
 Kings Bay, GA—1st & 3rd Thurs., 11:30 a.m., Naval Submarine Base (673-4718).  
**6301-14 Dunwoody**  
 Dunwoody, GA—Thurs., 7:45 a.m., Savoy Restaurant, Savoy Rd. (233-2221).  
**6271-16 Chisholm Trail**  
 Chickasha, OK—Tues., 7 p.m., Parkview Christian Church, 2828 S. 9th St. (222-1536).  
**6319-16 E.O.C.**  
 Choctaw, OK—Thurs., 6 p.m., Choctaw Restaurant, 14303 NE 23rd St.  
**6341-16 Wheatbelt**  
 Kingfisher, OK—Tues., 7 p.m., Kingfisher Community Hospital, 9th &

Bowman (375-4987).  
**6277-20 Confidence Unlimited**  
 Bismarck, ND—Mon., 5:30 p.m., North Dakota State Penitentiary (258-1104).  
**6252-21 College**  
 Prince George, B.C., Can—Thurs., noon, College of New Caledonia 3330-22nd Ave. (564-7678).  
**6259-21 Bastion**  
 Nanaimo, B.C., Can—2nd & 4th Tues., 6:30 a.m., Tally-Ho Town & Country Inn, Terminal & Comox Rd. (754-1852).  
**6265-21 Context Shifters**  
 Victoria, B.C., Can—Wed., 7 p.m., Royal Olympic Hotel (721-3777).  
**6268-21 Houston**  
 Houston, B.C., Can—Wed., 7:30 p.m., Bowlin Bldg., 3459 10th St. (845-7395).  
**6314-21 Sooke**  
 Sooke, B.C., Can—Wed. (642-6819).  
**6297-22 St. Joseph**  
 Wichita, KS—2nd & 4th Wed., 6:30 p.m., St. Joseph Medical Ctr. 3600 E. Harry (689-5342).  
**6360-23 Christian**  
 Albuquerque, NM—Mon., 7 p.m., Family Buffet, 1551 Eubank NE (888-0546).  
**6332-25 Grand Prairie**  
 Grand Prairie, TX—Thurs., 7 p.m., K-Bob's Restaurant, Carrier Crossing Ctr. (277-9898).  
**6338-25 Eagle Eye**  
 Fort Worth, TX—Wed., 11 a.m., General Dynamics, Production Bldg., Fort Worth Div. (777-7554).  
**6339-25 Talking Heads**  
 Fort Worth, TX—Thurs., 12:05 p.m., General Dynamics, P.O. Box 748 (763-2907).  
**6294-26 New Age**  
 Aurora, CO—Tues., 5:30 p.m., Ellie May's, Iliff & Buckley (367-5777).  
**6347-26 Sunrise Bluffers**  
 Scottsbluff, NE  
**6356-28 SEMHEF**  
 Southfield, MI—every other Wed., 6 p.m., Providence Hospital, 16001 W. Nine Mile (821-6346).  
**6333-30 T & A**  
 Chicago, IL—Thurs., (every 3 weeks) noon, Teng & Assoc. Inc., 220 S. State St. (341-0101).  
**6272-31 ISBN**  
 Lexington, MA—Tues., noon, D.C. Heath & Co., 125 Spring St.  
**6282-31 CPCS**  
 Boston, MA—Thurs., 1:15 p.m., University of Massachusetts, 250 Stuart St. (956-1185/5957066).  
**6284-33 C'est "C" Bon**  
 Fresno, CA—3rd Sun., 5:30 p.m., (268-8813/222-6022).  
**6329-35 Ripon**  
 Ripon, WI—2nd & 4th Wed., 7:30 p.m., Hardee's Restaurant (748-3121, ext. 220).  
**6281-36 PRC Smoothtalkers**  
 McLean, VA—1st & 3rd Thurs., noon, PRC Headquarters, 1500 Planning Research Dr.  
**6283-36 INTELSTAT**



Washington, DC—1st & 3rd Tues., noon, INTELSTAT Bldg., 3400 International Dr. NW, Rm. 5J-25 (944-7374).

**6287-36 Lanham**

Lanham, MD—2nd & 4th Wed., noon, General Electric Bldg., 4701 Forbes Blvd. (459-2900).

**6293-36 D.C. Special Olympics**  
Washington, DC—2nd & 4th Wed., 6:30 p.m., American Institute of Architects, 1735 New York Ave. NW (244-1910).

**6300-36 Fairchild**

Germantown, MD—1st & 3rd Wed., noon, Fairchild Space Co., 20301 Century Blvd., (428-6774).

**6303-36 Chesapeake**

Silver Spring, MD—2nd & 4th Wed., 4:35 p.m., Chesapeake Complex, 13100 Columbia Pike (236-1113).

**6307-36 DNA**

Alexandria, VA—2nd & 4th Tues., noon, Defense Nuclear Agency, 6801 Telegraph Rd. (325-6445).

**6324-36 DYNAPAC**

Alexandria, VA—2nd & 4th Tues., noon, DYNAPAC Conference Rm., 6464 General Green Way (642-9391).

**6328-36 Amtrak**

Washington, DC—every other Thursday, Amtrak, 400 N. Capitol St. NW.

**6330-36 Upstarts**

Washington, DC—Thurs., 11:45 a.m., Federal Maritime Commission, 1100 L St. NW (523-1968).

**632-37 Wrangler**

Greensboro, NC—2nd & 4th Tues., noon, Blue Bell Inc., 201 N. Eugene St. (373-3598).

**6275-38 AT&T Communicators**

Allentown, PA—every other Thurs., 4:30 p.m., AT&T Technology Systems, 555 Union Blvd., (439-5629).

**6280-38 His Toastmasters Voice**

Moorestown, NJ—Tues., noon, RCA, Marter Ave., Bldg. 108 (482-1329).

**6313-38 Atlantic Electric**

Pleasantville, NJ—Tues., 1 p.m., Atlantic Electric, 119 Black Horse Pike.

**6315-39 Paradise Gold Nugget**

Paradise, CA—Wed., 7:30 p.m., Paradise High School Library, 5911 Maxwell Dr.

**6326-39 Harrahs**

Reno, NV—Tues., noon, Harrah's, 219 N. Center St. (825-5823).

**6331-39 Sutter**

Sacramento, CA—Fri., 7 a.m., Sutter General Hospital, 2820 L St. (446-7684).

**6334-39 Ad Libbers**

Sacramento, CA—every other Tues., 11:40 a.m., State Architect Bldg., 1500 5th St., Conference Rm.

**6353-40 C.P.D.**

Columbus, OH—Wed., 11 a.m., City of Columbus, 95 W. Long St., 2nd Fl. (222-4954).

**6379-42 Vibrant Speakers**

Calgary, Alta., Can—Mon., 7 p.m., Village Square Library, 2623-56 St. SE (282-1162).

**6343-42 Grimshaw & District**

**Mile "O"**

Grimshaw, Alta., Can—Wed., 8 p.m., Mile "O" Motor Hotel (338-2311).

**6344-42 Airdrie Discovery**

Airdrie, Alta., Can—1st & 3rd Wed., 7:30 p.m., H. Hamilton Bldg., 120 Esmontr Trc. (948-5252).

**6359-42 Joffre Toasters**

Red Deer, Alta., Can—2nd & 4th Tues., 4 p.m., NOVACOR/AGEC, P.O. Box 5006 (342-8988).

**6263-46 Ft. Monmouth**

Eatontown, NJ—Tues., noon, Hexagon Bldg., Ft. Monmouth, Rm. 1B204 (363-6910).

**6251-47 Palm Bay**

Palm Bay, FL—2nd & 4th Wed., 6:33 p.m., Casa Amada Restaurant, 2135 Palm Bay Rd. NE (676-7999).

**6261-47 SERHO Sundowners**

Tampa, FL—Tues., 4:45 p.m., USAA, P.O. Box 23787 (282-7732).

**6273-47 Honeywell**

Clearwater, FL—Thurs., 5 p.m., Honeywell Avionics, 13350 U.S. Highway 19 S. (896-7549).

**6298-47 Key West**

Key West, FL—2nd & 4th Mon., 6 p.m., Wag's Restaurant, 3850 N. Roosevelt Blvd. (296-7727).

**6323-47 L.I.F.E. Fountain**

Jacksonville, FL—Sat., 8:30 a.m., Peters Restaurant (743-0800).

**6357-47 A.I.B.**

Davie, FL—2nd & 4th Wed., 7 p.m., Broward Community College, Central Campus, Bldg. 19 (583-6780).

**6304-52 T.M.T.**

Los Angeles, CA—1st & 3rd Tues., 5 p.m., Times Mirror Press, 1115 S. Boyle Ave. (691-4697).

**6346-52 Annexers**

Los Angeles, CA—Thurs., 4:30 p.m., Los Angeles Unified School District, 1329 W. 3rd St., Auditorium (625-5442).

**6257-56 BJI**

Houston, TX—Thurs., 7 p.m., Bernard Johnson Inc., 5050 Westheimer (622-1400).

**6260-56 Exchange Park**

Austin, TX—Thurs., noon, Exchange Park Office Complex, 7800 Shoal Creek Blvd. (482-0226).

**6351-57 Eel River**

Fortuna, CA—1st & 3rd Tues., 7 p.m., Christ Lutheran Church, 2132 Smith Lane (733-5153).

**6270-58 Winyah Bay**

Georgetown, SC—Wed., 7:30 a.m., Georgetown Holiday Inn, Highway 17 N. (546-6753).

**6299-58 Trolley Talkers**

Summerville, SC—Thurs., 7 a.m., Stephen's, 100 Trolley Rd. (871-6488).

**6302-58 P & P**

Greenville, SC—1st & 3rd Mon., 5:30 p.m., CRS Serrine Inc., 216 S. Pleasantburg Dr. (298-6259).

**6306-58 High Noon**

Spartenburg, SC—1st & 3rd Fri., noon, Western Steer, Reidville Rd. (472-6392).

**6337-58 Dorn Veterans Hospital**

Columbia, SC—1st & 3rd Wed., 11 a.m., Dorn Veterans Hospital, Garners Ferry Rd. (776-4000, ext. 367).

**6278-61 CAST**

Burlington, Ont., Can—Thurs., noon, Stelco Research Ctr., 1375 Kerns Rd. (528-2511).

**6352-61 Le Communicateur de l'Estrrie**

Sherbrooke, Que., Can—Mon., noon, Hotel La Reserve, 4235 King ouest (842-2962).

**6316-63 Deipnosophists**

Nashville, TN—1st Sat., 6 p.m., Executive Inn, 823 Murfreesboro Rd. (754-2020).

**6327-63 NAPS**

Nashville, TN—Sat., 9 a.m., Oaks Tower, Kermit Dr. (444-8611).

**6258-64 Prairie**

Virdean, Man., Can—2nd & 4th Tues., 7:30 p.m., Chevron, 3rd ave., S.

**6254-65 Torch and Thistle**

Hamilton, NY—1st & 3rd Wed., 7 p.m., Lawrence A. Appley Learning Ctr., American Management Association, W. Lake Rd. (824-1111).

**6342-68 LC & IS**

DeQuincy, LA—Tues., 7 p.m., Louisiana Correctional & Industrial School, P.O. Box 1056 (786-7963).

**6310-69 Caboolture**

Caboolture, Qld., Aust—2nd & 4th Mon., 7:30 p.m., Caboolture State High School, Lee St.

**6311-69 Eyeopener**

Mackay, Qld., Aust—Fri., (monthly), 6:30 a.m., Price Wales Hotel, River St. (511128).

**6320-70 Motivated Menai**

Sydney, N.S.W., Aust—2nd & 4th Fri., 7:45 p.m., Bangor Public School, Menai Rd. (543-5951).

**6321-70 Blayney**

Blayney, N.S.W., Aust—every other Mon., 7:30 p.m., Blayney Bowling Club, Osman St.

**6345-70 Steel City**

Newcastle, N.S.W., Aust—Thurs., 8 p.m., BHP Newcastle, General Office, Port Waratah (673200).

**6255-71 Fingal**

Dublin, Ire—Mon., 9 p.m., Hollybrook Hotel, Clontarf (6255).

**6335-72 Gallagher**

Hamilton, NZ—Thurs., 4:30 p.m., Gallagher Group of Companies, Kaoukatoa Dr. (437-189).

**6336-72 Public Service**

Wellington, NZ—Tues., 5 p.m., The Terrace, 12th Fl., N21G House.

**6289-73 Myer Eastland**

Ringwood, Vic., Aust—1st & 3rd Wed., 5:30 p.m., Store Restaurant, 171 Maroondah Highway (870-8966).

**6312-73 St. George's**

Perth, Western Aust—1st & 3rd Wed., 5:30 p.m., AMP Training Rms., 14th Fl., 140 St. George's Terrace (426-5111).

**6288-75P PAL**

Makati, Metro Manila, Phil—Mon., 5:30 p.m., Comptroller Conference Rm., 2nd Fl, PAL Bldg., Legaspi St. (8180111 Loc. 226).

**6354-75P Mount APO**

Davao City, Phil—Sat., 2:30 p.m., Hotel Maguindanao, C.M. Recto St. (7-15-38).

**6355-75P PICPA Davao**

Davao City, Phil—Sat., 4 p.m., Hotel Maguindanao, C.M. Recto St.

## Anniversaries

**40 Years**

**La Crosse 411-35**, La Crosse, WI

**35 Years**

**Santa Ana Toasters 991-F**, Santa Ana, CA  
**Monterey Peninsula 934-4**, Monterey, CA  
**Milwaukie 656-7**, Milwaukie, OR  
**Kinston 962-37**, Kinston, NC  
**Castro Valley 961-57**, Castro Valley, CA  
**Ptarmigan 979-U**, Anchorage, AK

**30 Years**

**Plane Speakers B-1 2189-1**, El Segundo, CA  
**Researchers 2201-31**, Bedford, MA  
**Andrews 2184-36**, Andrews AFB, DC  
**Penn-Harris 2128-38**, Harrisburg, PA  
**TM Breakfast Club 2056-57**, Concord, CA

**25 Years**

**Procurement 3344-14**, Robins AFB, GA  
**Bellevue Breakfast 3369-24**, Bellevue, NE  
**New Southwest 3314-36**, Washington, DC  
**Wayne 2099-46**, Wayne, NJ

**20 Years**

**Fort Leonard Wood 493-8**, Fort Leonard Wood, MO  
**Innovators 1023-11**, Indianapolis, IN  
**Tifton 1434-14**, Tifton, GA  
**TM Club of Dalby 2622-69**, Dalby, Qld., Aust  
**Tamworth 2762-70**, Tamworth, N.S.W., Aust  
**Grand Falls 3477-U**, Grand Falls, Nfld., Can

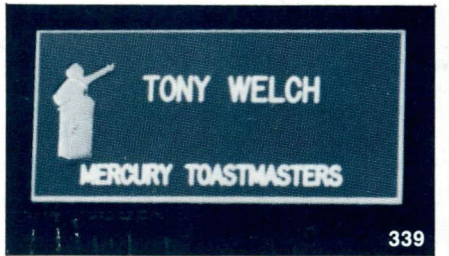
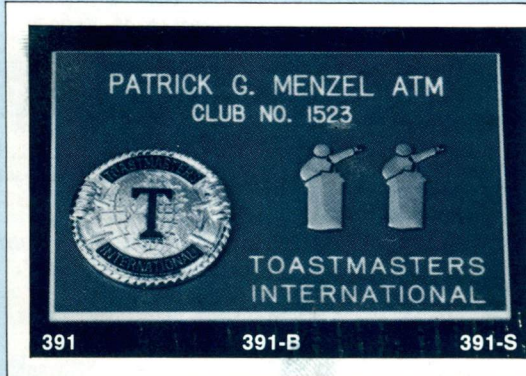
**15 Years**

**Tift County 1554-14**, Tifton, GA  
**County Line 3299-47**, Deerfield Beach, FL

**10 Years**

**Money Talks 3295-4**, San Francisco, CA  
**Poway-Black Mountain 2955-5**, Poway, CA





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