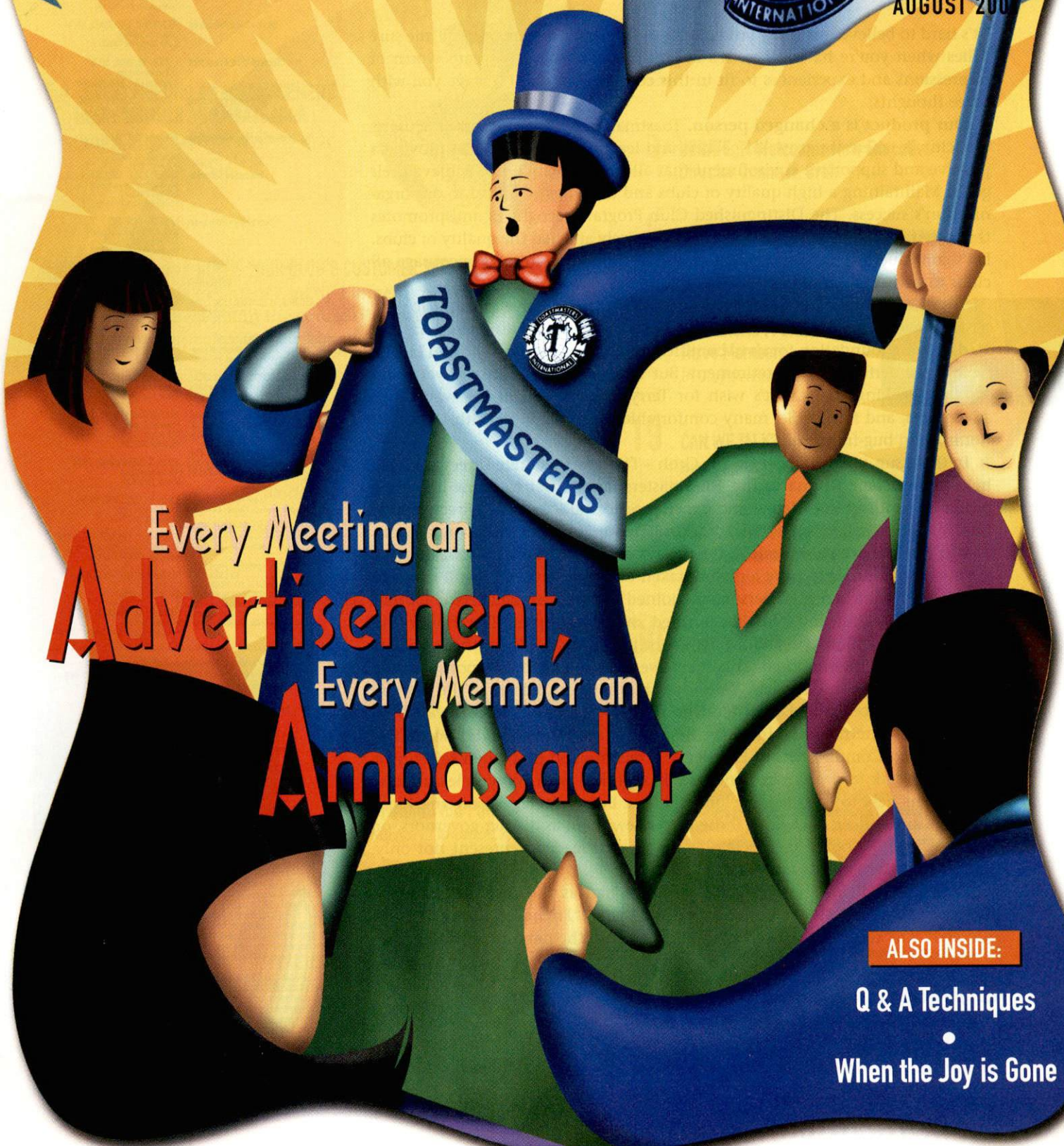


The TOASTMASTER



AUGUST 2000

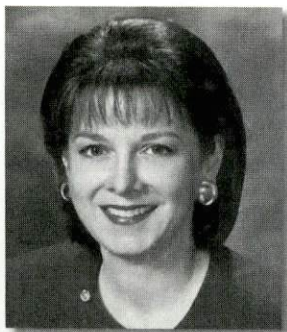


Every Meeting an
Advertisement,
Every Member an
Ambassador

ALSO INSIDE:

Q & A Techniques

•
When the Joy is Gone



VIEWPOINT

Final Thoughts

It's hard to believe this is my last column as International President. Time sure flies when you're having fun. It's impossible to condense a year's worth of impressions and experiences to fit in this column. Instead, I'll leave you with three thoughts:

Our product is a changed person. Toastmasters is a do-it-yourself activity. The club is where we grow as speakers and leaders. Each club must provide a positive and supportive environment that allows all members to achieve their goals. Maintaining a high quality of clubs and meetings is critical to our organization's success. The Distinguished Club Program recognizes and promotes the activities of successful clubs and has positively affected the quality of clubs. Let's continue to promote the Distinguished Club Program and encourage all clubs to participate in it.

We're entering a new era. Terry McCann, our Executive Director for the past 26 years, is retiring this month. He's been an exemplary leader and has created a strong foundation for us to continue to build on. We hope he and Lucille have a wonderful, relaxing retirement. But Terry and Lucille are not yet ready for their rocking chairs. Let's wish for Terry a future full of big waves and adventures, and for Lucille, many comfortable vacations spots with air-conditioning and bug-free rooms.

In this issue, you will meet Donna Groh – TI's new Executive Director. Please help me welcome Donna to the Toastmasters family. Get to know her – she brings a wealth of knowledge and experience to the Executive Director position. We look forward to another successful Toastmasters era with Donna Groh.

Our leaders are role models. I'm always surprised when Toastmasters ask for my autograph or to have a picture taken with me. After all, I still think of myself as Jo Anna, a regular person who joined Toastmasters to overcome a fear of public speaking and remains terrified of Table Topics. The honor the Toastmasters members bestow on me is not for Jo Anna; it's for the President of Toastmasters International. This is an awesome and serious responsibility.

Our leaders are role models. We should hold our candidates to the highest standards of excellence. Each candidate should exemplify the core values of Toastmasters International: Integrity, Respect for the Individual, Service to the Member, and Commitment to Excellence. I recommend that when selecting a leader, you talk to people the candidate has worked with. When electing district leaders, talk to their fellow club members. Before voting for international directors and officers, talk with those who knew them as district governors, or with their fellow board members. Remember, our leaders represent not only our organization, but its members.

Thank you all for the incredible year I've had as the first International President of the 21st century. Never forget that "Friends Helping Friends Succeed" will keep Toastmasters alive and well into the next millennium.

Jo Anna McWilliams

Jo Anna McWilliams, DTM
International President

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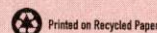
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The Toastmasters Vision:

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

The Toastmasters Mission:

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

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

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



LETTERS

JOKING ASIDE

In the June issue of *The Toastmaster*, the article "Committee IS NOT a Four-Letter Word" defines committee as "a group of men who keep minutes and waste hours."

Aside from the fact that the phrasing singles out men (ahem), the joke should properly be attributed to Milton Berle who said, "A committee is a group that keeps the minutes and loses the hours." Maybe it's just me, but Uncle Miltie's phrase seems funnier.

Jeffrey Schmitt, CTM • Naperville Club 2051-30 • Naperville, Illinois

LET FREEDOM RING

I'm glad several Toastmasters wrote to criticize the stereotyping in Patrick Mott's "My Turn" article in the February issue. I'm glad not because I disagree with Mr. Mott, but because I think we should all make our feelings and views known. Sometimes we find out who we are only when someone challenges our ideas and attitudes. Hooray for freedom of speech, freedom of hearing, and dialogue.

Tom Trotter, CTM • 240 Sparks Club 7706-61 • Ottawa, Ontario, Canada

INVESTMENT IN TI PAYS OFF

I have been active in Toastmasters since moving to the United States from India eight months ago. My membership has really paid off for me in my social and professional life. It has helped me build the confidence I need to follow my dream of becoming a public speaker. Even though I still have a long way to go, my club provides me with a supportive environment where my confidence and motivation are always sustained.

Rupesh Garg, CTM • Pacesetters Club 5782-16 • Stillwater, Oklahoma

TI IS FOR EVERYONE

I was thrilled to read Steve Synan's article, "Overcoming Stuttering" in the May issue. I, too, stutter and joining Toastmasters has been a positive experience. I devoted my first speech to many of the things mentioned in the article: educating others about stuttering, explaining what other members can do to help, etc. After that speech, I half-expected someone to politely ask me not to join. However, the opposite happened! The club members warmly embraced me. They have treated me like any other club member. This has done wonders for my self-esteem, as well as for my confidence in speaking outside of my club. I encourage others who stutter to take up the challenge and join Toastmasters.

Peter Barker • Honeydew Club 9369-74 • Johannesburg, South Africa

TI HELPS STUTTERER SUCCEED

In the May article "Overcoming Stuttering," I was most impressed with the statement "Educate others about stuttering." This is very important as it leads to an increased understanding and awareness of the difficulties many stutterers face. It also helps those who stutter to better understand themselves. Stuttering is not just about staccato speech; it's about speech blocks, attitudes, avoidances, substitutions, self-esteem, and a whole host of other feelings and problems. It is a highly complex disability that affects people in different ways.

Since completing an intensive Smooth Speech course after a lifetime of stuttering, I joined Toastmasters and gained many skills. Thanks to the encouragement I received, I've become the national president for the New Zealand Speak Easy Association, a support group for stutterers.

Toastmasters continues to teach me many essential skills. I recommend it for other stutterers as part of their fluency maintenance plan.

Lester J. Loomes, CL • Hereford Street Club 7144-72 • Christchurch, New Zealand

SHAKESPEARE WAS A LAWYER'S FRIEND

Although Keith Scott Grossman's article, "A Lesson From Lawyers," in the April issue contained many valid points for making presentations, his attention-getting opening from Shakespeare, "The first thing we do, let's kill all the lawyers," was misleading and unfair. One can only surmise that Mr. Grossman used the words of Shakespeare's character to support a perception that while lawyers are untrustworthy and despised, we can still learn presentation styles and techniques from them.

Shakespeare did not distrust and despise lawyers; rather, he respected and trusted them! Most people, however, seem to misunderstand that and take Shakespeare's quote from *Henry VI* out of context.

Medard B. Kaisershot, JD, DTM • A C Earlyrisers Club 3646-6 • New Hope, Minnesota

POWERFUL PRESENCE

The eloquent articles on Abraham Lincoln in the June issue reminded me of a story my father told me about his great-grandmother. She told him about hearing Lincoln speak in Milwaukee, Wisconsin, not far from where she lived. She had come to the United States from Germany only a few years earlier and had not yet learned English. But even so, she could sense Lincoln's greatness and was extremely proud to have heard his speech. Just further confirmation of Lincoln's legendary speaking ability.

Gretchen Luepke Bynum, ATM-B • Geospeakers Club 9737-4 • Mountain View, California



TI Welcomes New Leader

Donna H. Groh Named Executive Director

AFTER A YEARLONG SEARCH FOR A SUCCESSOR TO RETIRING Executive Director Terrence J. McCann, the Executive Committee of TI's Board of Directors has chosen Donna H. Groh as the organization's new leader. The appointment is effective August 1.

Groh, of Corona Del Mar, California, will lead TI's World Headquarters operations, which includes a 58-member staff and a \$7.5 million budget. An experienced public speaker and corporate leader with a track record of championing organizational turnaround, Groh comes to Toastmasters from the American Association of Critical-Care Nurses, for which she was Director of Operations and Business Development.

Previous to that position, Groh served as Vice President/Chief Operating Officer of the Irvine Medical Center – a 176-bed start-up hospital in her former home community. There, she was responsible for total operations and new-program development, a \$145 million budget and the management of 700 employees. During Groh's successful tenure, the hospital received the Sterling Award, a regional award for quality and productivity based on Malcolm Baldrige criteria.

She also has held senior operations positions at Monterey Park Hospital in Monterey Park, California, and at Childrens Hospital in Los Angeles where, as Director of Nursing, she was responsible for all critical care divisions.



With her administrative experience and her education in nursing (Bachelor's and Master's degrees from the University of Pennsylvania), Groh has been recognized as an expert on topics related to bioethical decision making and pediatric critical care. She has lectured extensively to national audiences on these topics, as well as written a book and many textbook chapters.

Asked what attracted her to Toastmasters International, Groh answered, "The reputation of Toastmasters is phenomenal, and it was intriguing to me to find out more about an organization that routinely changes people's lives."

Groh is well-prepared for her new job. "Almost all my jobs have involved serving a constituency," she says. "Being a long-term member of professional associations and working for one taught me a lot about serving the needs of members. I think the most important thing I've learned along the way is about listening to the people around me and using their ideas to improve what we do."

Groh has been married for 27 years to Martin Groh, an attorney. They have two children: Kevin, 22, who just graduated from college, and

Erin, 16, who will enter her senior year in high school. Groh and her husband share a passion for the sport of soccer, and they coach and manage a girls club team. Groh also enjoys horseback riding, a hobby she shares with her daughter, and cooking. T



MY TURN

By Alain Burrese, CL

Identifying and following role models
is a powerful strategy for success.

People Are Our Greatest Resource

The Internet has been hailed as the greatest invention and resource of the latter part of the 20th Century. Call me old-fashioned, but I refuse to accept that a microchip is greater than flesh and blood. I deny that the cyberworld can replace interpersonal communication. And I will always adhere to my belief that people, not the Internet, are our greatest resource. The wealth of information available via the Internet is abundant, but we can gain 10 times that from personal relationships.

Identifying and following role models is a powerful strategy for achieving success. This simple process can help shape one's life to one of excellence. Your role models, and the people you form relationships with, are the greatest resources you will find. I encourage everyone to set a goal to seek out the leading men and women in your culture, people who inspire and interest you, and learn from them.

Communicating and meeting with these people can serve two important functions. The first is the opportunity to learn the beliefs, values and strategies these people have used. You can then borrow, modify and adapt these to your own personal development. I'm not suggesting we become clones, but rather that we learn from others to help create our own individual styles.

The second important function is that of motivation. It can be a very empowering experience to receive a letter or meet with someone who has excelled in a particular endeavor that you admire.

You will be amazed at how easy it is to get people to tell you about their accomplishments. Every community has leaders and other interesting people who are ready to share their experiences with those who are interested. They are there for the asking.

"I encourage everyone to set a goal to seek out the leading men and women in your culture, people who inspire and interest you, and learn from them."

When I tell people this, many respond with doubt. They do not think it is really possible. Then I tell them my experience. I started seeking out people when I was an undergraduate student at the University of Montana.

Even from the remote mountains of Montana, I have met a number of my role models – people who have inspired me to succeed in different endeavors. One of the most notable is former U.S. President Ronald Reagan.

I met with President Reagan on January 5, 1993, for about 25 minutes in his office in California. It was a remarkable visit, and one that I will always cherish. We talked a little about many different topics: college, California, Montana, horses and politics, among others. It was exciting to meet someone so accomplished. I had several pictures taken with him, and he signed his autobiography and the book, *Speaking My*

Mind, for me.

While meeting President Reagan was exciting and inspiring, one of the relationships that has helped my career the most is with author Marc MacYoung. I read Marc's first book on self-defense when I was in the Army and found him extremely knowledgeable on the subject. After reading his next couple of books in the years to follow, I finally wrote him a letter. Letters turned to phone calls, phone calls turned to a meeting, and the meeting led to us working together as bodyguards in Southern California while I finished my first book, *Hard-Won Wisdom From the School of Hard Knocks*. Marc wrote the foreword, and soon afterward I had the pleasure of seeing

my book being sold along with his in different martial arts magazines. Marc also encouraged me to enter the instructional video market, and I just finished filming my second video, a two-video set with the working title, *Self-Defense Essentials*.

I've met, written or talked on the phone with many others, including: mayors, governors, senators (including Barry Goldwater), Carlos Hathcock (a famed Marine sniper), Hap Klop (he started the North Face company), Steve Reeves (actor/bodybuilder), Arnold Schwarzenegger, other famous bodybuilders, authors of many books, and former President Richard Nixon. Every one of these people has motivated me and helped shape my personal philosophy. I try to learn a little from everyone. The celebrities tend to offer motivation; the community leaders, college professors and friends I meet tend to enlighten me with information and knowledge. All these people were empowering and important in my continuing quest for excellence.

As Toastmasters, we have a head start over others. We have the perfect forums to meet and develop relationships with outstanding unique individuals who are experts in almost any field. If you want to learn about something, there is probably a Toastmaster nearby who knows a thing or two about that topic and is willing to help you. From our local clubs to the international conventions, Toastmasters are a resource too valuable



not to take advantage of. Use the communication and leadership skills you are developing to improve your relationships with other members and share in the abundant wealth this organization possesses.

People are our greatest resource, and we should use them as such. It is people who make life interesting and worth being a part of. I encourage everyone to start meeting with and enjoying the experiences of others from all walks of life. With this philosophy, you will find yourself with many new friends and a wealth of information. The experience will equip you to do the same for others when they look to you. It is a two-way street.

One of my closest friendships started when I was a freshman at the University of Montana. Dave, a senior, taught me the ropes of college life and helped me discover all the opportunities hiding on campus. I followed his example by pointing out those opportunities to students following me. It was Dave again who introduced me to Toastmasters, and I now share information about the organization with other prospective members. As Marc MacYoung wrote me years ago, I now find myself writing to those who send me letters and notes after reading my book or articles, or viewing my video or attending my speeches or seminars. Life really is a big circle, and things that go around come around – if you just make the effort to get out there and help it happen.

Start small; get to know your fellow Toastmasters better. Get to know some of your community leaders, and those in businesses you would like to know more. Seek out the people who are doing the things that interest you. **T**

Alain Burrrese, CL, is a member of Breakfast Forum Club 1897-17 in Thompson Falls, Montana.



Every Meeting an Advertisement, Every Member an Ambassador

Become a
Toastmasters
Ambassador.

Are you directly responsible for public relations activities within your club? I hope the answer is a resounding "YES!" – whether or not you currently hold the title of Vice President Public Relations.

Simply put, "public relations" means "making a good impression." It doesn't take a specific personality type, vast number of media contacts, or relentless promotional blitzes. We conduct our own public relations whenever we make an effort to be seen "at our best" and to foster positive relationships with others. We contribute to our club's public relations effort whenever our words or actions convey and reinforce the benefits of Toastmasters to current and potential members. Many of your club members have the capacity to excel at public relations, and you are surely one of them!

As the 2000-2001 public relations officer for District 46, my slogan was: "Every Meeting an Advertisement, Every Member an Ambassador." My goal was to involve every Toastmaster in this vital mission. I encourage you to regard each of your club meetings as a public relations opportunity and to view yourself as a trusted "Toastmasters ambassador." Your participation in this effort will contribute to your club's and the entire organization's success.

How did we fulfill the vision of "Every Meeting an Advertisement, Every Member an Ambassador"? It wasn't necessary for me to invent guidelines for this undertak-

ing; they were presented to each of us when we completed our application for membership in a Toastmasters club. The essence of this vision can be found within the 10 components of The Toastmasters Promise.

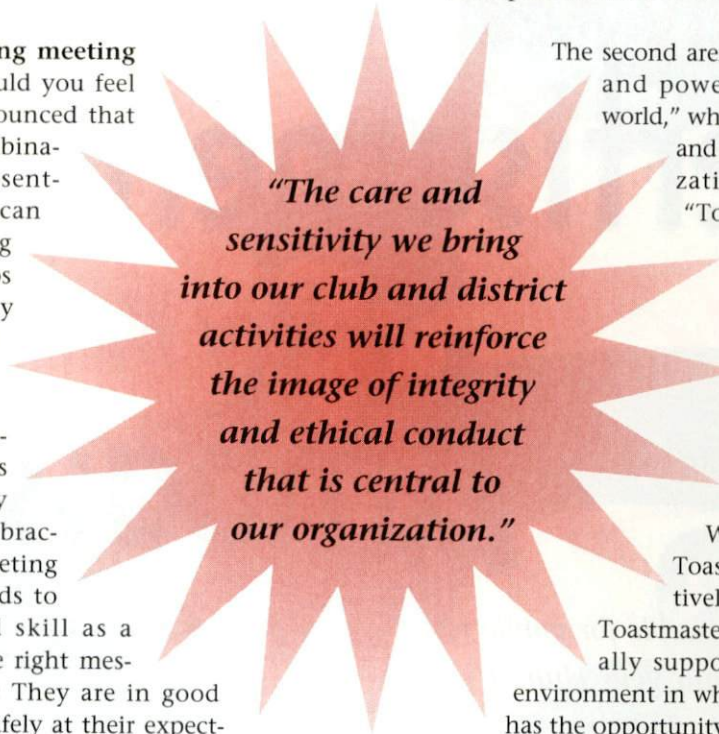
The first arena in which we make a direct and powerful impact is within our regular club meetings. You can help make Every Meeting an Advertisement by:

- **Attending all club meetings regularly.** Whether you arrive late or have to leave early, whether you are a key facilitator or are not scheduled for an assignment, your presence always has a profound effect. Your absence has an effect too, because strength in numbers is a vital element of every Toastmasters gathering. As each presentation unfolds, its impact resonates within and is amplified through its listeners. When you are in attendance, supporting the speaker with your attention, nods, laughter, sighs and ultimate applause, your participation benefits the speaker, yourself and everyone else who is present.
- **Preparing all speeches based on projects in the Communication and Leadership Program Manual or the ATM Program manuals.** People seek out Toastmasters clubs because they have heard about the organization's success in developing public speaking skills. When visitors appear at meetings, they expect to see the Toastmasters program in action. Our educational program is based on the specific objectives that were developed for each progressive assignment in the C&L

manual. The more closely you adhere to the objectives of each manual speech, the easier it is for you and your audience to appreciate, understand and apply the several distinct skills needed to become a competent speaker.

- **Preparing and fulfilling meeting assignments.** How would you feel if your bus driver announced that he was lost? That combination of discomfort, resentment and frustration can occur in any meeting where a facilitator drops the ball. Its impact may be slight on seasoned members, but it can defeat the good impression you were attempting to create for guests and new members. Fully understanding and embracing the duties of a meeting facilitator not only adds to your confidence and skill as a leader, it also sends the right message to your audience: They are in good hands and will arrive safely at their expected destination.
- **Providing fellow members with helpful, constructive evaluations.** Whenever people tell me they checked out Toastmasters but didn't join, I try to find out what went wrong. The most frequent answer I hear is that they didn't perceive a significant educational value. That assessment is based on weaknesses they observed within the evaluation portion of the meeting. A whitewash has no educational value, while overly negative feedback discourages both the targeted speaker and those who intend to speak at future meetings. Perceptive, insightful and encouraging evaluations are essential to our Toastmasters program. Deliver your evaluations in a way that supports the growth of the speaker and the other people in attendance.
- **Helping the club maintain the positive and friendly environment necessary for all members to learn and grow.** When you arrive at the meeting room, do you make an effort to greet everyone – especially the people who attend for the first time? Visitors and new members are eager to know that their presence is welcome by all, and dependable “regulars” still appreciate receiving the kind of personal greetings that encouraged them to join long ago. Your positive energy should

continue to flow through the entire meeting. Share your smiles, applause and support with everyone around you, and participate in the warm goodbyes when you leave. Members and guests will eagerly anticipate the next meeting, and so will you!



“The care and sensitivity we bring into our club and district activities will reinforce the image of integrity and ethical conduct that is central to our organization.”

The second arena in which we make a direct and powerful impact is in the “real world,” where we can serve as role models and representatives for our organization. You may think that a “Toastmasters ambassador” is a rare individual – someone who is distinctively above average in skill, experience and rank within the TI administrative structure. But carrying the Toastmasters message does not require that you present yourself to the public as an ideal speaker or leader.

We are ambassadors for Toastmasters whenever we effectively convey the mission of the Toastmasters club: “To provide a mutually supportive and positive learning environment in which every individual member has the opportunity to develop oral communication and leadership skills, which in turn foster self-confidence and personal growth.” Even the most recent member of a club can sincerely express his or her commitment to sharing this personal growth opportunity with others.

To grow as a speaker, leader and ambassador, we need to understand and explore the remaining components of The Toastmaster's Promise. While we may not be able to embrace them all today, they serve as guidelines for directing our paths as speakers and leaders within and beyond the Toastmasters organization in the future.

We fulfill the vision of Every Member an Ambassador by:

- **Treating fellow club members and guests with respect and courtesy.** Of course we need to convey respect at all times during our club meetings. But this attitude should extend beyond the meeting itself. Do we convey an attitude of respect whenever we chat about our gatherings and those who were in attendance? Do we personally nurture a spirit of camaraderie among all members of our club – and between our club and its surrounding community? As ambassadors, we need to maintain and foster respect for every current and potential member of our organization.
- **Bringing guests to club meetings so they can see the benefits Toastmasters membership offers.** Ambassadors

pave the way for and foster vital new relationships where none existed before. You probably have shared some of your positive Toastmasters experiences with friends, family and co-workers, but they may not take advantage of the Toastmasters opportunity unless you offer them a personal invitation. If you don't already have business cards that list your club's meeting details and contact information, order some. As a "card-carrying member," you will be prepared to enlighten, encourage and motivate countless new people to attend your meetings.

- **Serving the club as an officer when called on to do so.** Leaders aren't born; they gather their courage and rise to the challenge. They grow into leadership positions through practice, guidance and personal commitment. You may not be ready to serve as a club officer today, but you can offer your assistance, volunteer for a committee, and begin to understand what an officer's duties entail. When you decide to pursue a leadership path, you not only raise the bar for yourself, but also become a source of inspiration for those around you. Soon you'll have the "look of a leader" – which will follow you into all aspects of your life.
- **Adhering to the guidelines and rules for all Toastmasters educational and recognition programs.** Before you can adhere to any rules, you need to know them. Becoming familiar with the diverse guidelines that apply to activities within our international non-profit organization is not an overnight process. Many members do not pursue this information, and others do so only out of necessity when a thorny administrative issue arises. However, there are many documented guidelines to help you address challenges and offer valuable insights that can benefit you and your club.

When we begin to explore the more sophisticated levels of our organization's policies, we gain a deeper understanding and appreciation of the many concepts that guide leaders within and beyond Toastmasters.

- **Maintaining honest and highly ethical standards during the conduct of all Toastmasters activities.** The more we learn about our organization, the more we grow to admire our Toastmasters program and the thousands of people throughout the world who make it work. We are grateful for the privilege of membership, and we want to conduct ourselves in a way that demonstrates our appreciation for this opportunity to participate and grow within Toastmasters. The care and sensitivity we bring into our club and district activities will reinforce the image of integrity and ethical conduct that is central to our organization.

When people attend a Toastmasters meeting and come away exhilarated by its positive, supportive educational environment, we have succeeded in creating an event that effectively advertises the very best our organization has to offer. When you, as a member of Toastmasters International, begin to see and conduct yourself as an ambassador for its program, you will project the qualities that set Toastmasters apart from the crowd. Your growing confidence, empathy, integrity, knowledge, experience and ability to support our educational program will identify you as a charismatic Toastmasters Ambassador. You and your club will serve as beacons for those who seek the benefits of our special program. **T**

Shelia Spencer, ATM-6, was the 2000-2001 Public Relations Officer for District 46. She is this year's Lt. Governor Marketing for that district.

A Toastmaster's Promise



As a member of Toastmasters International and my Club, I promise...

- To attend club meetings regularly.
- To prepare all my speeches to the best of my ability, basing them on projects in the Communication and Leadership Program manual or the Advanced Communication and Leadership Program manuals.
- To prepare for and fulfill meeting assignments.
- To provide fellow members with helpful, constructive evaluations.
- To help the Club maintain the positive, friendly environment necessary for all members to learn and grow.
- To serve my club as an officer when called upon to do so.
- To treat my fellow club members and our guests with respect and courtesy.
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers.
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs.
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.

Guests experience many Moments of Truth throughout the course of a meeting.

How's Your Club's Customer Service?

Business organizations work hard to provide good customer service. They constantly train their employees, implement policies and programs, and measure customer satisfaction. But customer service isn't anything that we as Toastmasters need to be concerned about, right? After all, we're not really a business, we're not selling a product, and we don't have customers.

Wrong! Like any business, a Toastmasters club has to pay attention to customer service principles. To expand our network of clubs and maintain our membership, we need to look for ways to satisfy our customers – our members.

One of the most important aspects of customer service that applies to the Toastmasters experience is the idea of "Moments of Truth." In business, a Moment of Truth means that every time a customer has any kind of contact with an organization, he or she forms an impression of that organization. Here's how it works:

- Imagine that a representative from another company calls to find out your business address, and the phone is answered by an assistant who is having a stressful, difficult day. The caller will form the impression that your organization's staff is curt and short-tempered with customers.
- Or consider a delivery person who unloads some boxes on the loading dock, where the security guard is in a happy and friendly mood. The delivery person will think of your organization as friendly and helpful.
- Or perhaps a salesperson, trying to find a nearby business, comes into your reception area and asks for directions. If the receptionist is busy and rushed, the sales person will conclude that your organization doesn't care about helping people.

Right or wrong, that one Moment of Truth, or a series of Moments of Truth over time, will form an impression not only of the person or department encountered, but an impression of the entire company.

It's important to recognize that Moments of Truth occur not only in business, but also in clubs like Toastmasters. And so as Toastmasters, we need to be ever careful of the image we project, especially when guests attend club meetings. Guests experience many Moments of Truth throughout the course of a meeting:

- When they first walk in the door: Are guests greeted or ignored? Does a member invite the visitor to sit next to him or her, or are guests left to find a seat on their own?
- Does the meeting start on time? Or do we dawdle and get started "whenever"? Does the person opening the meeting greet and welcome guests? Or do guests feel unacknowledged?
- During the meeting, are procedures explained? Are guests invited to participate? Or are they disregarded as spectators?
- Following the speeches, do members applaud encouragingly? Do the evaluators encourage more than they criticize? Or do guests perceive that club members are unsupportive and negative?
- And after the meeting, are guests thanked for coming and invited back? Or are they left to wander out the door unrecognized?

During the course of a meeting, guests will form an impression. They may decide that the club is friendly, welcoming, professional, and prompt, or they may decide that the club is unfriendly, critical, inhospitable, late, and stressful.

Recognize that guests are not just forming an impression about one meeting or one member. They

are using all their contacts with Toastmasters – all their Moments of Truth – to form an impression of the whole club.

Therefore, it's important to always put our best foot forward with guests, especially if we want to encourage them to become members.

OTHER TOASTMASTER MOMENTS OF TRUTH

Meetings are not the only places where potential members experience Moments of Truth.

- Let's imagine that a co-worker asks you about your Toastmasters membership. You respond, "I had to give a speech yesterday. I was so nervous, my knees were knocking! I've never been so nervous!" What will be that co-worker's Moment of Truth?
- Or perhaps another person asks you the same question, and you reply, "Oh, it's so much fun! You get to meet a lot of people and learn communication skills!" Or "I'm getting ready to give my next speech, and I'm practicing how to use gestures to get my point across. You should come and see what it's like!" You'll provide that colleague with a positive perception of your club experiences.
- Or perhaps you make a presentation at a meeting and a colleague congratulates you on a good job. You might say, "Thanks." Or, you could go further and say, "Thanks. I've been working on my skills in my Toastmasters club. Joining that club gave me the confidence I needed to do this presentation!" What a great opportunity for a positive Moment of Truth!

SELL THE BENEFITS

Customer service studies repeatedly show that it's much easier to keep a customer than to gain a new one. In fact, it costs up to 10 times as much in time, effort and money to get a new customer than to keep an existing one. One way to keep people coming back is by continually emphasizing the benefits they receive by being a customer.

As Toastmasters, we need to keep in mind that, while we always want to grow our club, we want to keep the members we already have.

- Do we provide encouragement and support when a member makes a speech? (This shouldn't just come from the evaluator – all of us should support members giving speeches.)
- Do we congratulate members on the growth we see in their skills?
- Do we look for new ways to promote fun and enjoyment at our meetings?

OFFERING NEW BENEFITS

It's a fact: Customers always seem to want more and more. If they're satisfied today with the level of service an organization provides, they probably won't be satisfied tomorrow. As Toastmasters, we need to always look for ways to offer something more to our members. We can do this in many different ways:

- Have innovative meetings, such as backwards meetings, all Table Topics meetings, and contest meetings.
- Have "theme" meetings that coincide with holidays and seasons, where the invocation, Table Topics, and speeches relate to the theme.
- Have special-meal meetings, with potluck food, desserts or other treats.
- When members say something particularly inspiring, ask them to copy excerpts or motivational quotes to distribute to all members. Or publish the concept in your club's newsletter.

BE AWARE OF THE COMPETITION

Any organization trying to satisfy customers has to be aware of the competition. We may not at first recognize that Toastmasters has competition. Sure, there are other organizations that teach speaking skills. But many other things can lure our members and potential members away.

We know that people are busy, and sometimes will be unable to attend a meeting. But just as it can become a habit to attend a weekly meeting, it can become a habit to miss meetings. A frequently absent member may forget the benefits of being a Toastmaster and may not renew his or her membership.

We can encourage our fellow members to attend, and when someone has been absent for several meetings, a member can call and invite him or her back to the next meeting. Just a reminder of the meeting day and time – and of the benefits of attending – can be enough to bring a member back into the club.

Toastmasters presents us with a terrific opportunity to practice and improve our communication and leadership skills. And focusing on customer service presents us with an opportunity to expand our clubs, thereby bringing the benefits of Toastmasters to others. **T**

Margaret Connery, ATM-B. of Oceanside, California, is a member of three clubs in Founder's District.



Leadership is more than simply beating a drum at the head of a parade.

Parable of Three Members

This is a parable about three Toastmasters and how they grew. In many respects they are like members of many other organizations and groups. Their counterparts are likely to be found, for instance, in Rotary and Kiwanis clubs, the Knights of Columbus, the United Way, Salvation Army and perhaps even in the hallowed halls of Wall Street and London's Financial District. See if you recognize them in your club.

Before I introduce them, keep in mind that individuals seem to take on different personas when they join organizations. They are no longer isolated personalities but are "members" with obligations and relationships quite different from what they had before they joined.

First, meet Adam Gladhandler. He was voted "Most Popular" and "Most Likely to Succeed" by his college graduating class. When he joined Toastmasters – to polish his sales techniques – he was greeted with open arms. He was an obvious asset to the organization. Within two weeks of his induction, he was elected sergeant-at-arms, and within another month he had brought the office to a new high in his club. His smile was contagious.

His firm and friendly handshake greeted everyone within reach. Guests attending under his aegis went away euphoric. They were impressed. They signed up in droves.

Adam's speeches were marked with flailing arm movements and a booming voice that rattled the rafters. He attended many, if not most, of the meetings, but unspecified duties often called him elsewhere.

Some of the other club members were often perturbed because Adam had a tendency to misplace things. He lost the timing lights for several weeks. His pit bull chewed up

the club's portable lectern. And the case containing the ballots and promotional materials simply disappeared. With a beaming smile, Adam replaced all out of the ample reaches of his wallet. And, as someone remarked at a coffee break, "As long as Adam stays, this is a fun place to be around."

About the time Adam joined the club, another member, Oscar Clodhopper, was inducted. As he indicated in his Icebreaker speech, he joined to get rid of some of his shyness. And that he did. Within six months he was delivering highly competent, well-organized talks, although, as he was frequently reminded, he needed more pizzazz in his speeches. He was told to "lighten up" and to "show more dynamism and more humor."

Oscar was on the serious side. He was dependable, committed. He attended every meeting. After six months in the club, he was elected the "PR person." He did a splendid job. Notices went out every week. He beat the drums for every event the club sponsored and suggested a few himself. Prospects answered his freebie ads and frequently showed up at the door, where they met the broad smile and open arms of Adam Gladhandler.

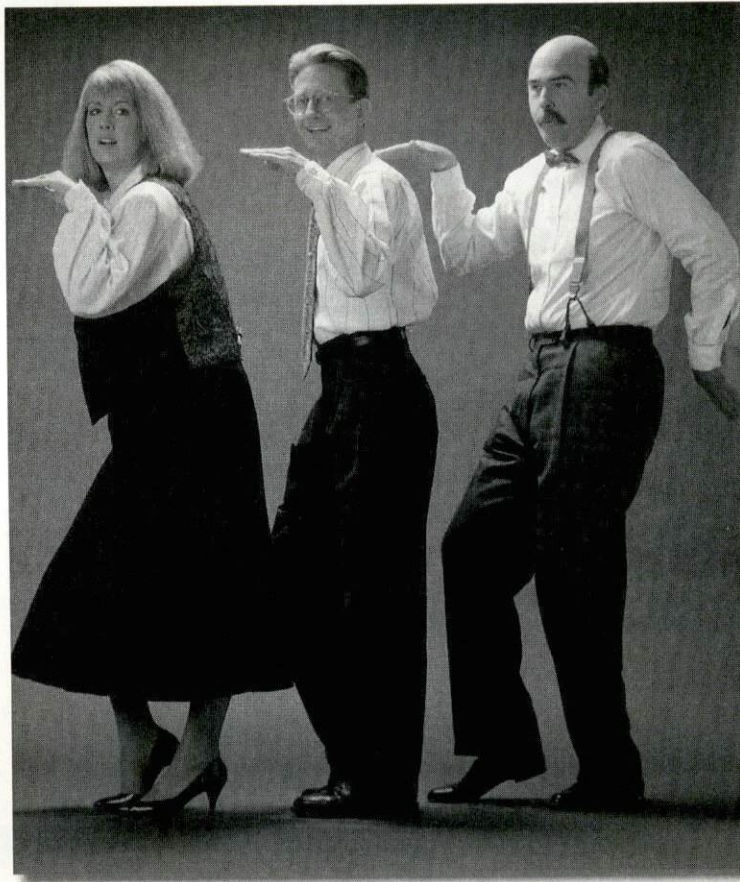
One could say that Oscar's evaluations were somewhat astringent. As an officer, he was pedestrian. He was at heart a bureaucrat. He kept records in impeccable order. And he was not above reminding other officers of the need for regular agendas, rosters, assignment sheets, financial reports and timely responses to requests from higher-ups for status reports. He was a stickler for order and punctuality. Quite frankly, he was not all that popular with some of the other officers. Still, members frequently remarked, "What would we do without Oscar?"

"Individuals seem to take on different personas when they join organizations. They are no longer isolated personalities but are 'members' with obligations and relationships quite different from what they had before they joined."

The third Toastmaster in the parable is Marcia Goodbody. Her background equipped her with 10 special talents that she brought to Toastmasters. Marcia was a manager in an engineering data department in a large aerospace corporation. Her 15 years of service trained her in the arts of diplomacy, political savvy, rewards and recognition, delegation, communication (above, below and peer), scheduling, planning, preparation and motivation.

It wasn't long before her fellow club members recognized they had a gem in Marcia. She could give prickly evaluations in a tone that made recipients feel honored by the attention. When discussions about parliamentary minutiae became heated, Marcia poured oil on the troubled waters. If Adam's impromptu jokes during a meeting caused a stir, she settled him down like a mother hen. When Oscar's complaints about dilatory reports set people's teeth on edge, Marcia was there to modify the finger-pointing with a few well-chosen words.

It wasn't surprising that she rose to become club president in a relatively short time, and at last report she is



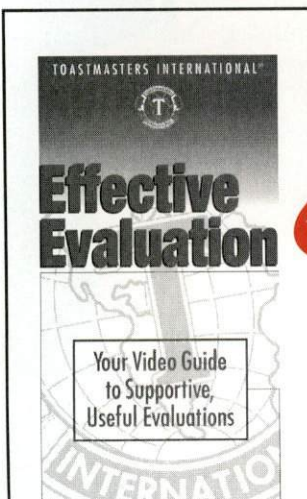
well on her way to climbing the corporate ladder, with assistance from both above and below.

Adam, Oscar and Marcia came together in club XYZ. They now form part of the club mix. Each brings special ingredients that are essential for club success. All three are needed if the club is to provide the education, administration and enjoyment that contribute to all of the club members' growth. For there is a little bit of Adam, Oscar and Marcia in each of us. It's just a matter of bringing it out. In these three Toastmasters we find a model – in each a standard of just

one aspect of what constitutes leadership.

Leadership is more than simply beating a drum at the head of a parade. It is an amalgam of humor, generosity, personal respect, administrative skills, and management planning. Alloyed with effective communication, it is unbeatable. **T**

Roy Fenstermaker, DTM, won the International Speech Contest in 1983. He is a member of Dynamic Forcemasters Club 587-F in Santa Fe Springs, California.



Complete Guide to Good Evaluations!

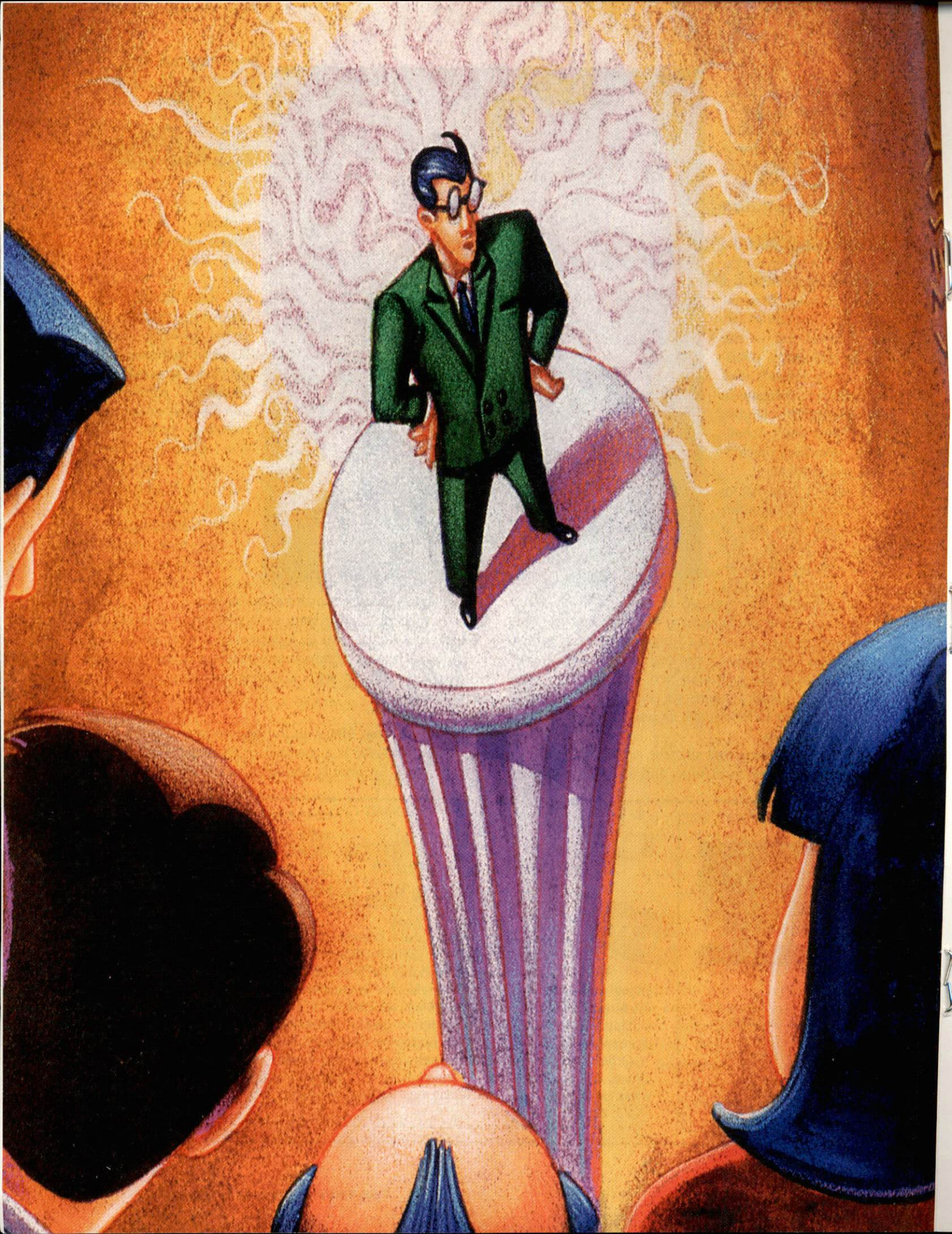
NEW!

Toastmasters International is proud to present Effective Evaluation, a video guide to supportive, useful evaluations.

The evaluation process is probably the best part of Toastmasters membership. By giving and receiving practical, serviceable evaluations, members can sharpen their listening skills and hone their speaking proficiency.

This 9½ - minute video includes 10 tips for preparing and presenting a concise, thorough evaluation full of useful pointers and counsel.

Order this video to help members learn to give quality evaluations! Contact the Orders Department at World Headquarters at (949) 858-8255 or visit the Web at www.toastmasters.org. Just select the "Info for members" link. Catalog No. 4008 V \$5.95. (PAL 4008 P, \$9.95)



Q & A Techniques

That Can Make Your Presentation.

You breezed through your presentation without a hitch and now you want to open the floor to audience questions. But wait! Are you prepared? Do you know how to effectively lead a Question-and-Answer session? Are you skilled at speaking extemporaneously? Can you maintain control, should someone try to monopolize the floor or become otherwise disruptive?

While the Q & A session may seem like nothing more than an afterthought – a courtesy to the audience – the fact is, it can make or break your presentation. It's during the Q & A that a speaker reveals his leadership abilities, his true personality and his knowledge of the subject. This is when he earns or loses credibility with his audience. While some speakers shine their brightest when responding to random questions, others are uncomfortable with this sort of casual interaction.

I know an author who won't answer questions during his book promotion presentations. He purposely runs his speeches a little long so there won't be time for questions, and he leaves when the talk is over. He says, "People don't come to hear what other audience members have to say. They come to hear me. And if I respond to all of their questions, there will be no reason for them to buy my books."

I know speakers who dislike the lack of structure inherent in the typical Q & A. One friend says, for example, "There's no way to plan for audience participation because there are too many variables and surprises." Yes, there are variables and surprises, but speakers can prepare for the unexpected by honing their leadership skills.

If you're a speaker who typically relies on the Q & A session, but you aren't sure you're as effective as you could be, or if you're uncomfortable opening the floor to questions, the following will help:

Q & A BASICS

First, understand that questions are a compliment to you and your presentation. Interesting thoughts evoke questions. Personable presenters draw questions. What

audience member is going to ask a boring speaker to say something more on a dull topic?

When you open the floor to questions and a hand goes up, this means you've probably opened a mind, touched a heart and/or hit a nerve.

- **ALWAYS repeat the question so everyone can hear it.** A typical audience member will not speak loudly enough for the rest of the audience to hear the question.
- **Make sure you understand the question.** Another reason for repeating the question is to make it clear to you. Repeat it and elicit a nod of affirmation from the individual who posed it. Say, for example, "If I understand the question, you're asking how to locate someone to help you design a Web page."
- **Speak to the whole room.** If you're responding to a question asked by someone in the second row, speak so you can also be heard in the back of the room. I've seen speakers look at that person in the second row and speak directly to him or her in a tone virtually inaudible to the rest of the audience. You can address the person in the second row while answering his question, but do elevate your voice so you can be heard throughout the room.
- **Keep things moving.** One way to lose your audience during the Q & A session is to spend too much time addressing the personal concerns of one or two individuals.

BY PATRICIA L. FRY, CTM ■ ILLUSTRATION BY MIKE CRESSY

PRIME THE PUMP

What if you open the floor to questions and no one raises a hand? Try jump-starting the questions. Here are a few techniques:

- **Ask the audience questions.** I recently saw this done successfully by a man who spoke on time management. When he invited questions from the audience and saw no hands raised, he asked, "How many of you feel organized—that you are using your time to your best advantage?" Not very many hands went up. He asked, "What's the problem?" One brave soul spoke up, "Children. That's my problem—a full-time job and children." This gave the speaker fuel for his fire. And once he began addressing this issue, others raised their hands with their own comments and questions.
- **Plant someone in the audience.** I've been a "plant" for speakers at Toastmasters meetings a couple of times. It's easy and it works. Write out a few questions, give them to one or two game and trustworthy people, and instruct them to ask you the questions should no legitimate questions be forthcoming.
- **Bring up questions from other presentations.** I used this method at a local high school several months ago. I gave my Writing For Life presentation before a senior journalism class. When I asked for questions, all I got were blank stares. I would have left the room, except that the teacher was counting on me to stay with the class for another twenty minutes while she attended a meeting. What was I to do? In this case, I'd brought my own questions.

I'd given the same program before a class of 8th graders at the junior high school the week before. These students asked such good questions that I wrote some of them down. I decided to use those questions to prime the pump with the senior class, and it worked like a charm.

PUT YOUR QUESTIONS IN WRITING

Sometimes written questions are appropriate. Where the audience is very large and when the topic may be somewhat controversial, having audience members write their questions affords you the opportunity to screen them.

Hand out slips of paper with instructions to write the questions before and during (if you wish) the presentation. Ask runners to pick up the questions and screen them for you. Or you can review them during a break and read only those you feel represent the interest of the majority.

ALLOW RANDOM QUESTIONS

Random questions are fun and interesting and make the Q & A portion of a presentation entertaining as well as informative. People are usually interested in what others are thinking. To keep things orderly yet lively, respond to individuals from all areas of the room. Don't call on

someone a second time until you've let others have a chance to speak.

Tune into your audience while fielding the questions to discern if you're holding their interest. If everyone seems fascinated hearing you talk about a recent geological theory, you might want to continue along the same vein. If the audience shows signs of restlessness, move on.

PRECISION TIMING FOR YOUR Q & A

While most speakers open the floor to questions at the end of their talks, it's also okay to break your presentation into sections with a Q & A at the end of each section. You might say, "Before we continue, are there any questions about what we've covered so far?" This is especially effective if you're conducting a workshop or seminar. If people ask questions that will be answered in the next session, say that you'll be covering that material later in the program.

Some speakers start with questions. I've used that technique myself a time or two. If you ask questions of the audience, for example, it will give you an idea of who they are, what they know about the topic, and what their level of interest is. This will help you to decide what areas of your speech to focus more attention on.

In a large group, where time is strictly limited or where there's a potential for a lot of questions, you may want to set some ground rules. For example, allow one question per person and one minute per question.

TROUBLE SHOOTING

Anytime you stand before a group, there's a chance you'll meet with some discord. Typically, it's someone trying to monopolize your time to discuss something of a personal nature. Discourage the person from taking up too much time by suggesting that he or she see you after the program to discuss the questions further.

YOUR CREDIBILITY

You don't know everything, and no one expects you to. If you don't know the answer to a question, say so. Refer to an expert source or ask the questioner to see you after the program so you can take the person's name and address and provide the answer later.

If you're speaking before a group of folks with credentials similar to yours, ask if anyone in the audience has had experience in that area. I do this on occasion—especially if I'm speaking to other writers about an aspect of writing. I remember one incident where I was talking about the business of writing nonfiction and someone asked me about submitting fiction. Since this is not within my expertise, I asked if anyone in the audience had any information for this individual. Several people did.

The Question-and-Answer session is generally casual and impromptu, but a wise speaker hones his leadership skills before attempting to open the floor to questions. **T**

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Patricia L. Fry, CTM, is a freelance writer living in Ojai, California.



By Craig Harrison, DTM

The value of holding the same office twice.

Take Two!

WE LIVE IN A WORLD WHERE PEOPLE ARE QUICK TO PROCLAIM “Been there, done that.” Yet in my experience, it’s often the second time I go somewhere or do something that I receive the full benefit of the experience. This has been especially true in Toastmasters.

For instance, the first time I served as club president it took me four months to even feel comfortable in the role. It was several years later, when I became president of a specialty club, that I really came to appreciate that function and what I could do to lead our club to success.

As an area governor, I barely survived my first speech contest in the fall. Yet when it was time to plan spring contests, experience had equipped me with confidence and a better understanding of what was expected and what possibilities existed.

We are constantly learning, both in our Toastmasters clubs and outside. Sometimes we aren’t aware of how much we’ve grown until we find ourselves in situations similar to those we’ve experienced. Then we realize we have new skills and qualities to bring to bear.

I remember the first time I served as Timekeeper. I was so proud of the precision with which I timed each speech, Table Topic and speech evaluation. Yet it was when I served as Timekeeper a second time that I began to uncover ways I could make that role more valuable to my club – helping us start on time by giving a 30-second visual warning to our members, timing officer reports and giving yellow flashes when unscripted portions of the meeting threatened to disrupt the day’s timetable.

It was also when I served the second time as Timekeeper that I realized I could assist our president and Toastmaster of the Day by driving the meeting from the back of the room, just as a hook-and-ladder firetruck has a driver leading from the front and another steering from the rear. Together they deftly navigate the terrain.

The first time I served as our club’s Grammarian, I diligently counted “ums” and “ahs” and the occasional “and um.” I gave my report of people’s shortcomings in this

area and eventually noticed I wasn’t the most popular member that day.

The next time I was asked to accept the role, I initially demurred. “Oh, I’ve done that before. Can’t someone else do it?” Then a past president told me how much she enjoyed the Grammarian role. She liked to catch people doing things right, she said, using appropriate words and employing nice turns of phrase. Suddenly, my eyes opened to the possibilities.

Now I relish serving as Grammarian. I credit our speakers who use alliteration or double-entendres and those who draw nice analogies. I bring my dictionary to meetings and define some of the words used that day, as some members may not know their meanings. I still count filler words. But now I do much more. It was only when serving the second time around that I was able to look beyond the initially defined role and push the envelope.

I’ve completed the Communication and Leadership manual multiple times since joining Toastmasters in 1992, and each time I open the manual I find new ways of building on my current experience and get more out of each assignment.

Just as many people reread the Bible, textbooks and classic novels, I reread Toastmasters material. With each reading, I discover something new. If this isn’t happening for you, read a little deeper. Albert Einstein said, “The important thing is to never stop questioning.” So ask yourself how you can improve the quality of your meeting, club, and district each time you serve.

Whenever you’re asked to serve a second time as a club or district officer – or to accept responsibilities at a meeting – I challenge you to approach the role with new eyes, new curiosity and newfound enthusiasm. The rewards will be twice as sweet!

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Craig Harrison, DTM, is a professional speaker and member of Dramatically Speaking Club 1580-57 in Oakland, California. Visit his Web site www.craigspeaks.com.



2001-2002

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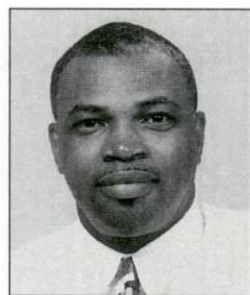
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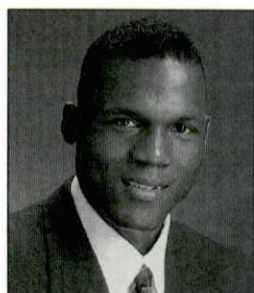
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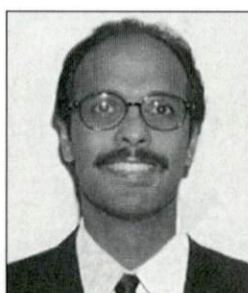
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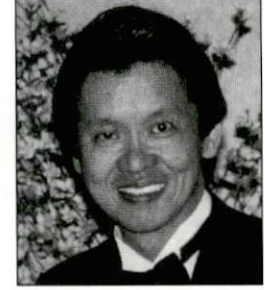
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58 Geneva Anderson, ATM-G
Greer, SC



59P Alain Petillot, ATM-G
Paris, France



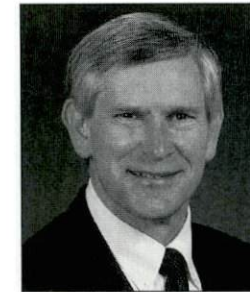
60 John Timothy Sulisz, ATM-S
Toronto, ON, Canada



61 Bob Lyle, DTM
Ottawa, ON, Canada



62 Karen Lawson, ATM-S
Lansing, MI



63 C. Franklin Horne, DTM
Mt. Juliet, TN



64 Jo-Anne McDowall, DTM
Winnipeg, MB, Canada



65 Marian Lamanna, DTM
East Syracuse, NY



66 Patricia Jordan, DTM
Mechanicsville, VA



67P Bing Bing Lin, DTM
Taipei, Taiwan



68 Carolyn Nix, DTM
Lafayette, LA



69 Barbara Richardson, DTM
Clontarf, QLD, Australia



70 Helene Buckman, DTM
Ambarvale, NSW, Australia



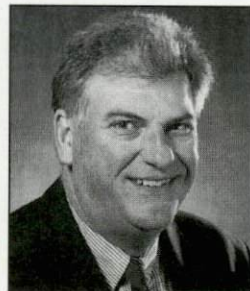
71 Margaret Worthy, DTM
Surrey, England



72 Joy Ackrill, DTM
Wellington, New Zealand



73 Judith Talanoa, ATM-G
Dandenong, VIC, Australia



74 Martin Ranger, ATM-B
Hout Bay, South Africa



75 Wilhelmina T. Demesa, DTM
Manila, Philippines



76P Keiko Omachi, DTM
Kanagawa, Japan

Test Your Skills:

Help Form a New Toastmasters Club!

One of the most rewarding things you can do as a Toastmaster is to help form a new Toastmasters club. Yes, it takes time, energy and persistence, but it is worth it.

Think about it: Someone, at some time, made the effort to organize the club you belong to now. Now it's your chance to return the favor. You'll take satisfaction in knowing that you will be helping scores of people improve their communication skills, in years to come.

But no matter where, why, or with how many people, you'll need some materials to help you get started:



NEW CLUB INFORMATION KIT

Contains a free How to Build a Toastmasters Club kit – a valuable guide that takes you step by step through the club building process. It includes an Application to Organize a Toastmasters Club form and various promotional items.

EVERYBODY'S TALKING ABOUT TOASTMASTERS VIDEO

The perfect publicity tool! This 12-minute video features explanations of typical meeting activities and testimonials from a variety of people who've participated in the Toastmasters program.

PUBLICITY PACK

A professional-looking folder that includes a fact sheet, press releases, brochures, a sample issue of *The Toastmaster*, and other promotional items. Great for impressing corporate decision makers!

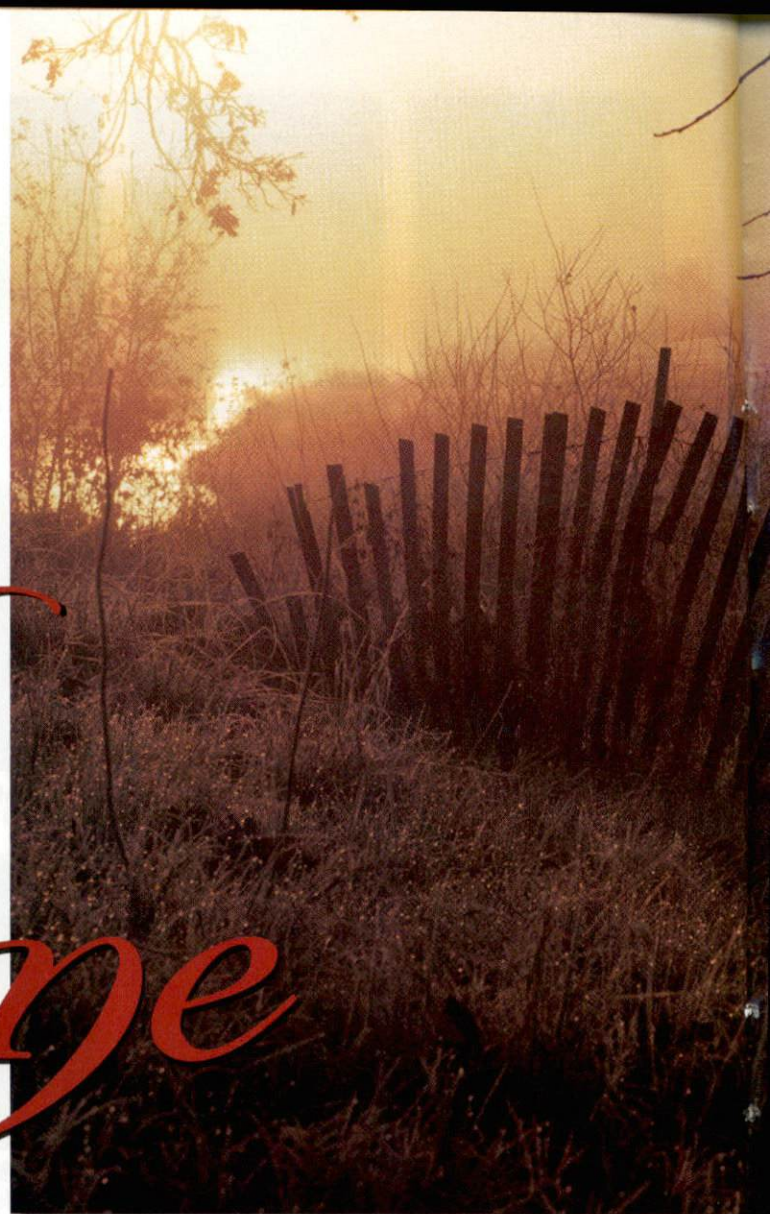
Of course you'll need help – club building isn't usually done by just one person. Your first step, then, is telling World Headquarters you want to build a club. They'll also help you get in touch with your local district officers for insight and assistance. After that you'll be on your way to bringing the benefits of Toastmasters to others – and enhancing your own communication and leadership skills as well!

TOASTMASTERS INTERNATIONAL

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(949) 858-8255 • Fax: (949) 858-1207 • www.toastmasters.org

How to renew
the zest for living.

When the Joy is Gone

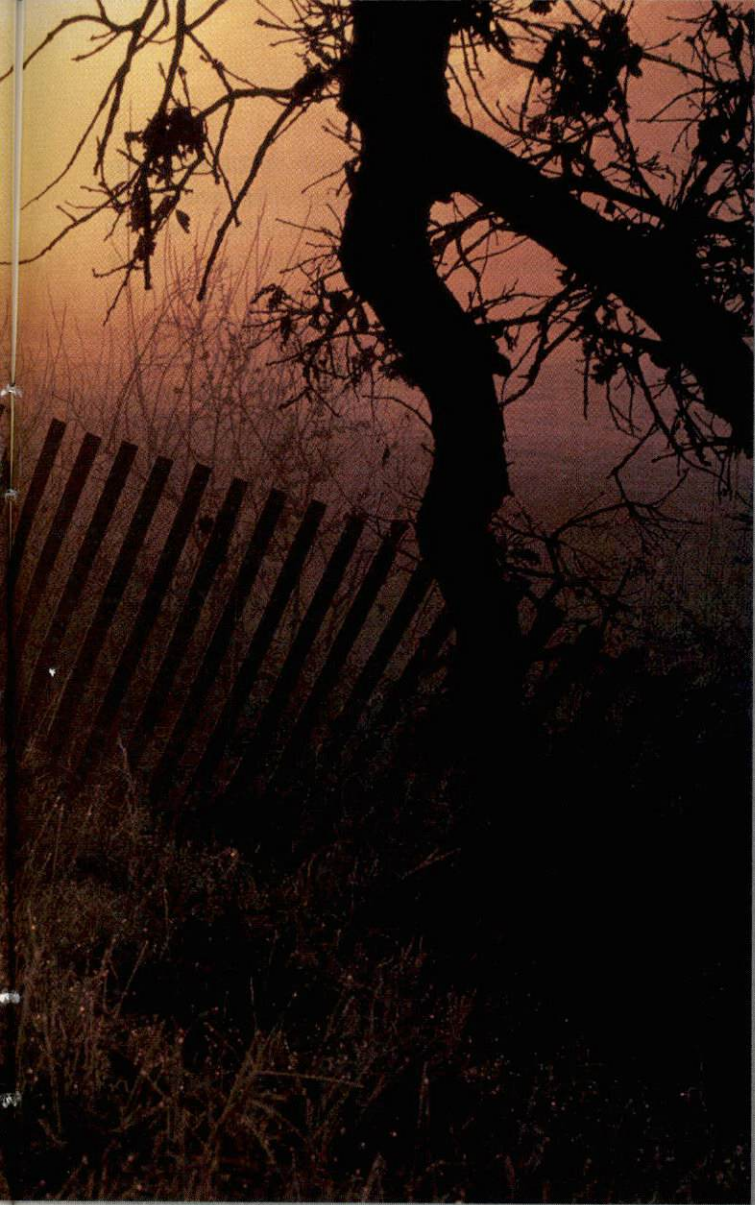


One cold, gray and cheerless day, Connie, who had been feeling depressed after a severe bout with the flu, got into her car and drove to a nearby beach. "I took a folding chair out of my car trunk, placed it on the deserted beach, wrapped myself in a thick blanket and sat on the sand listening to the surf. I was mesmerized by the rhythm of the waves and the seagulls dashing in and out of the surf. When I finally glanced at my watch, I was shocked to see I had been sitting there nearly three hours. By the time I returned home, I felt renewed, emotionally and mentally. It was as though I had been on a two-week vacation!"

Connie is an excellent example of someone who took the right action when her joy and zest for living were depleted. There are times when we experience a season of discontent and unhappiness. It may be the result of a strained relationship, problems at work, frustration with a child, personal criticism and attack, or a period of illness. When those difficult times come our way, the joy in life evaporates. Times of joyless existence come to most people. Many of the world's most famous artists, writers and thinkers throughout history have agreed with philosopher John Stuart Mill who once said: "I frequently asked myself if I was bound to go on living." Or, as Soren Kierkegaard sadly declared, "My life has been brought to an impasse; I loathe existence." However, like Connie did, we can seek renewal by taking some simple steps. Here's what you can do to feel better in difficult times:

■ **Seek solitude.** Get away from it all. The hectic pace of life and the constant presence of people often conspire

B VICTOR PARACHIN LLUSR



to stifle joy. The mystics and spiritual masters among us have always used solitude as a means of self-renewal. Meditation is a time-honored way of disciplining and opening the mind. Habitual thoughts can choke awareness. Meditation is an effective way of stopping the mind and permitting fresh awareness and new insight to emerge from within.

■ **Make a difference to someone, somewhere.** One of the most effective ways to restore joy is to help another person. Reach out to someone by lifting a burden, offering words of encouragement, or extending kindness where none is expected. One winter night in 1935, Fiorello LaGuardia, the irrepressible mayor of New York City, showed up at a night court in the poorest ward of the city. He dismissed the judge for the evening and took over the bench. That night, a tattered woman charged with stealing a loaf of bread was brought before him. She defended herself by saying, "My daughter's husband has deserted her. She is sick, and her children are starving."

The shopkeeper refused to drop the charges, saying, "It's a bad neighborhood, Your Honor, and she's got to be punished to teach other people a lesson."

LaGuardia sighed. He turned to the old woman and said, "I've got to punish you; the law makes no exceptions. Ten dollars or 10 days in jail." However, even while pronouncing the sentence, LaGuardia reached into his pocket, took out a 10-dollar bill and threw it into his hat with these words: "Here's the \$10 fine, which I now remit, and furthermore, I'm going to fine everyone in this courtroom 50 cents for living in a town where a person has to steal bread so that her grandchildren can eat. Mr. Bailiff, collect the fines and give them to the defendant." The following day, a New York newspaper reported: "Forty-seven dollars and 50 cents was turned over to a bewildered old grandmother who had stolen a loaf of bread to feed her starving grandchildren. Making forced donations were a red-faced storekeeper, 70 petty criminals, and a few New York policemen."

■ **Plan a "joy" day.** This is something a busy professor at a California college does several times a year. His "joy" days are simple, satisfying and take many forms – a drive in the country with no destination in mind, a walk to a

*"I want to be thoroughly
used up when I die, for the harder
I work, the more I live."*

– GEORGE BERNARD SHAW

nearby bakery where he enjoys freshly baked bread and tea, or a museum visit with a group of children. "My joy days leave me feeling exhilarated, relaxed, peaceful and happy," he says.

■ **Think about people who make you happy.** Focus your thoughts on someone who brings joy to your life. Be grateful for those individuals. Remind yourself that they are "spiritual gardeners" who help your soul blossom and your spirit soar. Try to emulate their behavior and become a person who delivers joy and happiness to others.

■ **Take your vacation.** Lee Iacocca, former CEO of Chrysler Corporation, shares this practical wisdom: "Over the years, many executives have said to me with pride: 'Boy, I worked so hard last year that I didn't take any vacation.' I always feel like responding: 'You dummy. You mean to tell me that you can take responsibility for an \$80 million project, but you can't plan two weeks out of the year to have some fun?'" Take your vacation days and carefully plan them to maximize personal renewal.

■ **Seize the day.** Treat every day as a gift. Make the most of it. This was something practiced by playwright George Bernard Shaw, who said: "My life belongs to the whole community, and as long as I live, it is my privilege to do for it whatsoever I can. I want to be thoroughly used up when I die, for the harder I work, the more I live. I rejoice in life for its own sake. Life is no 'brief candle' to me. It is a sort of splendid torch, which I have got hold of for the moment, and I want to make it burn as brightly as possible before handing it on to future generations."

■ **"Don't worry. Be happy!"** That popular slogan found on buttons and bumper stickers contains a truth that is now being scientifically verified. According to recent research done at the Mayo Clinic, optimistic people live longer and healthier lives than pessimistic people who have a 19 percent increased risk of death. "The study confirmed our common-sense belief," said researcher Toshiko Maruta. "It tells us that mind and body are linked and that attitude has an

"According to recent research done at the Mayo Clinic, optimistic people live longer and healthier lives than pessimistic people."

impact on the final outcome of death." The findings, which involved more than 1,000 people followed since 1962, were reported in *Mayo Clinic Proceedings*. Maruta further speculated that optimists may live longer because they are less likely to develop depression and learned helplessness, and are more willing to seek medical help.

■ **Be an honest person.** Without truth and honesty, relationships will be superficial and false. Dishonesty breeds stress, anxiety and unhappiness. "Honesty has a beautiful and refreshing simplicity about it. No ulterior motives. No hidden meanings. An absence of hypocrisy, duplicity, political games and verbal superficiality," says minister and author Charles R. Swindoll.

■ **Get physical.** Exercise is a mood elevator. When asked why she started swimming laps during her freshman year at Boston University, world-class endurance swim-

By Michael Landrum, ATM-B

Finding Happiness

Most folks are about as happy as they make up their minds to be.

— ABRAHAM LINCOLN

An article in a recent *New York Times* (Saturday, May 19, 2001) says that even economists are beginning to study the meaning and quantity of happiness. In the tradition of the dismal science, they are trying to determine if money plays a role in people's happiness. They find it does – no surprise there – but not as much as it should. "Money does buy happiness," said an economist at Dartmouth, "It just hasn't bought enough."

"The pursuit of happiness" – Thomas Jefferson had the right idea. Or did he? Happiness chased is an ever-receding horizon. In *Man's Search for Meaning*, Viktor Frankl wrote: "It is a characteristic of American culture that, again and again, one is commanded and ordered to 'be happy.' But happiness cannot be pursued; it must ensue."

It cannot be sought, it must be found indirectly. This reminds me of something my astronomer brother told me once. When looking through a telescope at a very dim object, an experienced astronomer will intentionally look away from the object and observe it with his (or her) peripheral vision. It takes great training and discipline, I suppose, to avert your gaze from the object you seek, but it is necessary because the rods and cones on the human retina are capable of a much finer resolution in the eye's peripheral field of view. (Anyone needing a more complete explanation can write me, and I will be happy to provide my brother's e-mail address).

If we look at the etymology of the word *happy*, we find that it derives from the Middle English *hap*, which meant *chance*. We can feel this element with our word *happen*, which has the absence of intention we need when making the excuse "it just happened." This puts happiness in the realm of luck, which seems fitting since the economists aren't able to lay claim to it. The question remains: If we find a shortage of happiness in our lives, how are we to get more? We can't buy it. We can't even pursue it. No wonder so few people in this cockamamie world are happy.

At this point in my life, my happiness is gathered in the person of our 7-year-old daughter, Elizabeth. She is a remarkable person. From early in her life she displayed an

mer Julie Ridge replied, "It was a sanity thing." While sedentary people may assume that working out is all about looking good, habitual exercisers like Ridge know it is more about feeling good. A number of studies show that physical activity reduces depression and relieves stress.

■ **Remember, you get to make mistakes.** "Part of finding joy is in accepting ourselves when we make mistakes," says psychologist Charlotte Davis-Kasl, Ph.D., in her book, *Finding Joy*. "Many people start sinking into despair or scolding themselves unmercifully after making a mistake...Put the mistake in perspective and ease up on yourself." In order to remain gentle, loving and joyful, Dr. Davis-Kasl offers this list of things to say to yourself following a mistake:

- All people make mistakes.
- It's natural to make mistakes.
- I can go back and apologize.
- I can clean up the mess.
- I'm not bad for making a mistake.
- It's just a cosmic blink in time.
- I can make mistakes and still be loved.
- In a week it will not matter and even if it does, I'll survive.

optimism, joy, and capacity for caring that gladdens the hearts of those who meet her. When she was only a few months old, sitting on a couch with several other infants, one of whom was bawling in distress, Elizabeth reached over and comforted the crying child with gentle strokes.

Her fondest activity seems to be making a present for someone. She will work for hours to create a treasure hunt for my wife and me to find in the morning. There is no need for a special occasion – it can be any common sort of Tuesday morning as we go around the living room to search out little folded scraps of paper with hearts drawn on them, crayon X's and O's for hugs and kisses. There will be pictures of gardens and sunshine, and crudely cut and stapled crowns for us to wear as we eat our breakfast. Through it all, she is the very personification of joy, laughing and clapping and jumping around with boundless energy, delighted that she has indeed surprised and pleased us.

I trouble you with these descriptions not simply to brag about my child and my good fortune in having her, though I readily admit the pleasure it gives me to do so. But it also underlines the point made by Viktor Frankl and so many others, that happiness ensues from making others happy. True happiness, it seems to me, is the result and by-product of love and generosity. Elizabeth is a happy person, not because she has tried to be happy, but because she has simply expressed her natural impulses well.

"It is a characteristic of American culture to 'be happy.' But happiness cannot be pursued; it must ensue."

■ **Live in day-tight compartments.** That advice comes from Sir William Osler, the great Canadian physician. In a speech titled "A Way of Life" that he delivered at Yale University in 1909, he stressed the importance of living one day at a time. Live "for the day only, and for the day's work...in day-tight compartments," he said.

In that speech he explained his "compartment" theory first came to him while he was riding on an ocean liner. As a warning alarm sounded and all the watertight compartments suddenly slammed tight below deck, Dr. Osler had a revelation about life. By concentrating solely on the day's work and shutting out other thoughts, it would be possible to get a day's work done joyfully and without experiencing "mental distress...worries about the future."

■ **Maintain a sense of humor.** Laughter lifts spirits and lightens burdens. Be guided by this wisdom from Henry Ward Beecher: "A person without a sense of humor is like a wagon without springs – jolted by every pebble in the road." T

Victor Parachin is a freelance writer and frequent contributor to this magazine. He lives in Tulsa, Oklahoma.

A speaker I heard recently told a story about Heaven and Hell. It seems a man was given a tour of both places. His guiding angel took him to Hell where people sat around a banquet table laden with every sort of delicious food and drink. But they were unable to enjoy this bounty because their arms were locked in a full extension and they could not bend them to carry food to their mouths. They sat around the tantalizing feast, helpless and frustrated. Then the angel showed his guest Heaven. Here again, the banquet table was set with every manner of delicacy, and again the people's arms were locked and useless to them. But here in Heaven, they had learned to feed one another.

The ability to express yourself well is a gift, they say, and so it is. But like any gift it must be for the benefit of the receiver. If we share our power and capability with our audiences generously and authentically, we have engaged in a worthy pursuit. Be happy for it. T

Michael Landrum, ATM-B, is a member of S E C Roughriders Club 1876-46 in New York City. He is a business and presentations skills coach and conducts workshops in and around the city.

This article was reprinted with permission from his Web site newsletter, *The Passionate Speaker*, which can be found at www.CoachMike.com.



Toastmasters Share Their Lessons Learned

Stop the Chatter and Just Communicate

One would think cell phones, beepers, e-mail and tons of other technology would mean the end of any communications problems. One would think we never would long for accurate information. Not! Truth is, these gadgets are often misused, creating digital clutter and making communicating more difficult rather than easier.

But it doesn't have to be that way. Pledge now to become an exceptional communicator – by heading for your nearest Toastmasters meeting. Take a break from technology, turn off the gadgets and just speak plainly with each other.

This doesn't mean we should never benefit from technology's advantages. But nothing can replace the skills in speaking, listening and thinking that Toastmasters fosters.

Now for some advice by fellow Toastmasters:

■ *When scheduled to speak to a new audience, arrive for the "social hour" prior to your presentation. Use this time to learn people's names, listen for humorous anecdotes or find other ways of relating to your listeners. Take mental notes and incorporate some of this information into your speech introduction. A customized introduction will help you and your audience to connect. The audience will be ready to hear your speech, and your overall effectiveness will be enhanced.*

DAVID S. DUNCAN, CTM • ST. LOUIS, MISSOURI

■ *A fun way to learn interesting things about your club members and guests, and to introduce them to each other, is to ask people to tell you three things of which they are most proud. They may appear modest while telling you, but watch them beam when you relate their accomplishments to the group!*

GEORGE TOROK, CTM • BURLINGTON, ONTARIO, CANADA

■ *When I am scheduled to be Grammarian, I select a Word of the Day from our International President's Viewpoint article in the latest Toastmaster magazine. When I announce the word at our club meeting, I read the sentence in which it is used in the article. This enables me to find an example of how to use the word without having to pore over words in a dictionary or thesaurus.*

RUTH MCLENNAN, CTM • GISBORNE, NEW ZEALAND

■ *Recently, our Toastmaster chose "Watusi" for the Word of the Day. That word elicited such a humorous response that we laughed throughout the meeting. Two of our three guests even used the word in a way that evoked laughter. Activities like this make a first-time speaker want to get up in front of the*

group again. And they encourage visitors to join our club.

We cannot afford to get lazy. Some good advice I received from a past club president was, "If you find you are feeling less than enthusiastic and not wanting to attend a meeting, don't go. Let someone else take over – because your mood will affect the entire group."

JACQUELINE (JACKIE) TANASE, CL • MARIETTA, GEORGIA

■ *Take your club away from the ordinary – literally. A beautiful, 8,000-foot, forest-covered mountain – with many tramp-ing tracks and cabins scattered in the area – is just 20 miles from where our club meets in New Zealand.*

Some years ago when I was Vice President Education, I organized a Sunday hike for our club. We held a memorable club meeting and had lunch at a cabin two hours up the slope. Table Topics centered around the environment and the national park we were in.

A new member gave his Icebreaker and another member gave his No. 10 speech to complete his CTM. An immigrant from the United States talked of his experience of being near Mt. St. Helen's when it erupted. He cleverly combined the volcanic explosion subject with that of our position on the side of a sleeping volcano.

What a memorable, uplifting event. Try something like that at your club. Get away from the ordinary!

REX D. RUTHERFORD, DTM • NEW PLYMOUTH, NEW ZEALAND

■ *Scenario 1: You're driving to work and have a great speech idea. "I'll remember that," you tell yourself. WRONG!*

Scenario 2: You're rehearsing your speech/review/word segment. A brilliant idea that could lift your presentation from good to excellent occurs to you at a traffic light. While searching for pen and paper, you almost miss the traffic light. The idea is lost. Again, WRONG.

Scenario 3: A Better Idea: Capture your thoughts and ideas using a tape recorder, possibly a Dictaphone™, so that they can be played back to enable you to type a transcript.

You can, of course, use the recorder when an idea strikes you at work, at home or while traveling. A recorder also can be great for timing speeches, evaluating your voice and for personal reminder messages.

DEE DOUGLAS, DTM • BRISBANE, AUSTRALIA

■ *My constant driving companion is a pocket-sized tape recorder because speech topics seem to invade my mind when I'm alone in my car. I log my thoughts and listen to them later. Doing this helped me overcome a problem I once had of forgetting the ideas. My recorder also helps when I review a speech before a presentation. I can catch errors, note vocal variety and, most important, determine length.*

CLAUDIA WHALEN, ATM-B • MONTCLAIR, CALIFORNIA

■ *I often eat alone in restaurants and while waiting for food, as well as when eating, I mentally rehearse a speech. This helps me prepare to speak publicly, and it makes the waiting time for my meal seem shorter. I also rehearse speeches until I fall asleep after going to bed. This works well for me, but if you fall asleep quickly, your speech might have the same effect on your audience.*

RICHARD FREEDMAN, DTM • SAN DIEGO, CALIFORNIA

■ *Follow this "golden rule" to be an effective evaluator: Show – don't merely suggest – how to improve a speech. For example, if you recommend pausing, illustrate by using a five-second pause in delivering your evaluation.*

BRIAN HANRAHAN, ATM • DUBLIN, IRELAND

■ *When I joined Toastmasters, I didn't realize how important a speech's opening is. I thought all I had to do was to present my speech. But as I gained experience, I realized my speeches must have distinct openings; otherwise, I would lose audience interest.*

So the tip I want to share is that the opening is not only one of the most important parts of a speech, it's the speech's foundation. And without a solid foundation, a speech will fall apart.

The speech's opening, like a building's foundation, is something upon which one builds – step-by-step.

NAISH ROOPNARINE, ATM-S • EDMONTON, ALBERTA, CANADA

■ *I often volunteer at the last minute to act as Table Topics Master when the assigned person is absent. My method is this: Select an initial topic, often from the morning or evening news. Then ask the first speaker to address a specific part or point of the topic. I listen to the first speaker's delivery and pick a second topic based on something the first speaker mentions. I listen to the second speaker's delivery and base the third topic on something the second speaker says.*

DON SLATER, ATM-S • MORGANTOWN, WEST VIRGINIA

■ *Visuals add a lot to a meeting. I like to close my speeches by giving everyone something tangible. When I spoke on the cor-*

relation between the lives of Joseph (from the Bible) and mine, I gave everyone a strip of multi-colored cloth. As Toastmaster, I enjoy setting the atmosphere. When our meeting theme was "Travel," I called members in advance and asked them to bring a piece of luggage to the meeting. I gave each member a mock train ticket as he or she arrived. I also displayed travel posters and invited a travel agent to be our guest.

MARIJO COSGROVE • VENTURA, CALIFORNIA

■ *When I start preparing a speech on a new topic, I buy a new notebook especially for that project. On the first page, I write my subject. I keep the book with me wherever I go – including the coffee shop, my car, at work – and any idea I generate that could relate to the topic goes into the notebook.*

Examples of entries include signs in stores, overheard conversations, humorous stories from the radio, facts from a magazine article. Sometimes it seems as if the whole universe is helping me write the speech. Using this method, you may find yourself turning your five- to-seven minute speech project into a keynote address.

BOB ARMSTRONG, DTM • ST. CATHERINES, ONTARIO, CANADA

■ *Some people have wrong ideas about success. They may regard themselves as "nobodies" because they feel they do nothing important. But whatever your job, if you perform it well – responsibly, honestly and striving to improve and do your best – then you're important. You count!*

HAROLD LEVINSON • AKRON, OHIO

■ *Two persevering Toastmasters clubs turned a joint night meeting into a "candlelight" event when the lights in the conference room where they had gathered went out unexpectedly. Ironically, the conference room was at the local power company. A squirrel had taken a short cut across an insulator, causing a power shortage that shut down half the city of Fergus Falls, Minnesota.*

Because the meeting room was illuminated only by timer lights, the clubs – Lake Region 377-20 and Hilltop 8621-20 – held a "seance" to contact Toastmasters founder Ralph Smedley. He advised them to continue with the meeting because a good Toastmaster is always prepared for anything.

Table Topics resumed, and the power company provided small flashlights to help out. Toastmasters spoke intelligently on the topics presented to them, even though lack of adequate lighting prevented them from making good eye contact with the audience.

ALLAN ANDERSON, ATM-S • FERGUS FALLS, MINNESOTA

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

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

HOW TO CONTACT YOUR

2001-2002 District Governor

For the protection of all members, use of a Toastmasters list of names, such as this list of District Governors, or lists from any other Toastmasters source, for any purpose other than for official Toastmasters business, is strictly prohibited. Lists of members or officers may not be used for solicitation purposes.

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Saskatoon, SK, Canada S7K 2W9
- 43** Louella Wooley, ATM-S
660 Arena Rd.
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- 44** Tony Neitzler, DTM
4617 Pin Oak Ct.
Abilene, TX 79606
- 45** Richard Habina, DTM
8 Breckan Rd
Brunswick, ME 04011
- 46** Frances Okeson, DTM
7492 Amboy Road
Staten Island, NY 10307
- 47** Cathy Epler, DTM
9831 Alvernon Dr.
New Port Richey, FL 34655
- 48** Caroline Wang, ATM-S
3029 Heather Hill Drive
Huntsville, AL 36054
- 49** Greg Ching, DTM
1351 Nanakai St.
Pearl City, HI 96782
- 50** Harland Downs, ATM-B
723 Willow Brook Drive
Allen, TX 75002
- 51** Lillian Lau, DTM
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#04-01 Grange Tower
Singapore 239700
- 52** Enrico D. Pena, DTM
8750 Kester Ave. #58
Panorama City, CA 91402-2156
- 53** Joseph Zafian, DTM
25 Echo Ln.
East Hartford, CT 06118-1113
- 54** Richard Poirier, DTM
223 Ashley Ct.
Oswego, IL 60543
- 55** Anna Lopez, DTM
P.O. Box 145
Los Fresnos, TX 78566
- 56** Marcia Hudgens, DTM
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Alameda, CA 94502
- 58** Geneva Anderson, ATM-G
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Greer, SC 29650
- 59P** Alain Petillot, ATM-G
73, Rue de Reully
F-75012 Paris, France
- 60** John Timothy Sulisz, ATM-S
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Toronto, ON, Canada M6N 4W4

- 61** Bob Lyle, DTM
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Ottawa, ON, Canada K1H 8C9
- 62** Karen Lawson, ATM-S
1122 N. Waverly Rd.
Lansing, MI 48917
- 63** C. Franklin Horne, DTM
106 Lakeview Circle
Mt. Juliet, TN 37122
- 64** Jo-Anne McDowall, DTM
1600 Mathers Ave.
Winnipeg, MB, Canada R3N 1Z6
- 65** Marian Lamanna, DTM
160 James Street Manor
East Syracuse, NY 13057-9343
- 66** Patricia Jordan, DTM
7135 Harver Way
Mechanicsville, VA 23111
- 67P** Bing Bing Lin, DTM
9D-1, #332, Sec. 1
Tung-Hwa South Road
Taipei, (106) Taiwan
- 68** Carolyn Nix, DTM
814 Rosedown Lane
Lafayette, LA 70503
- 69** Barbara Richardson, DTM
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Clontarf, QLD, Australia 4019
- 70** Helene Buckman, DTM
42 Clerkenwell St.
Ambarvale, NSW 2560, Australia
- 71** Margaret Worthy, DTM
Keepers Cottage, Hare Warren Hollow
Morrow Down, Guildford Surrey,
England GU1 2HJ
- 72** Joy Ackrill, DTM
P.O. Box 23233
Cable Car Lane
Wellington, New Zealand
- 73** Judith Talanoa, ATM-G
82 Princes Highway
Dandenong, VIC 3175, Australia
- 74** Martin Ranger, ATM-B
Unit 12020 Bokkenskloof Estate
Blue Valley Avenue
Hout Bay 7806, South Africa
- 75** Wilhelmina T. Demesa, DTM
Bureau of Customs, IED-MICP
Isla Puting Bato North Harbor
Manila, Philippines
- 76P** Keiko Omachi, DTM
#102 1065 Kameino Fujisawa-shi
Kanagawa 252-0813, Japan



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- GULF TOASTMASTERS
COUNCIL
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Post Box No. 25916
Riyadh 11476, Saudi Arabia



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

DTM

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Royston K. Fernandes 7492-U
 Lauren Kelly 6463-F
 Barbara Kaplan 351-10
 Phil Edney 4483-21
 R. Eileen Wiedeman 8394-21
 Mary F. Jones 1795-27
 Jeffrey A. Miller 1999-36
 Olivette M. Aviso 8700-45
 Audrey E. Dagnachew 5446-46
 Larry Smith 5846-46
 Raveendran Subramaniam 8955-51
 Arnold S. Grot 919-53
 Arlene J. Angelmaier 4839-53
 Zully F. Trujillo 831-64
 Hadis Morkoc 5869-66
 Sandra Lasky 5934-70
 Helen Cameron 3203-73
 Keiko Omachi 9717-76

Anniversaries

50 years

Columbus 959-40
 Lubbock 884-44
 Greenville 964-58

45 years

The Excel Orators 2164-F
 Interior 2157-36
 Florence 1916-58
 Aylesbury 762-71

40 years

Chopawamsic 2635-27
 Excellcomm 2246-40

35 years

Twilite 3480-3

30 years

Fairfax 1899-27
 Seafarers 2270-70

25 years

Logos 445-F
 Sounds of Sand Point 3662-2
 The Spielers 3214-22
 Berowra RSL & Citizens 1879-70
 Taverners 1347-74

20 years

Zimmer 4683-11
 T.G.I.F. 4679-22
 Meridian 4681-32
 Los Hablantes 1476-52
 Canadair Employees 4673-61
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 Village 4672-74

Ralph C. Smedley Memorial Fund

Benefactor

Matthew B. Winthrop
 Tara Rishter, DTM, and Past International Director Kai Rambow, DTM, on the occasion of Executive Director Terry McCann's retirement, in recognition and appreciation of his outstanding leadership and contributions to Toastmasters International

Associate

Marvin K. Grudem, ATM-B
 Western Suburbs Toastmasters Club No. 2477-69
 Members of District 66, in memory of Ali Zaidi, DTM, Past District 66 Division Governor
 Helen Diskant, DTM
 Past District 36 Governors Louise Butler, DTM; Paulette Claiborne, DTM; Dick Fath, DTM; Joice Franklin, DTM; LaVerne Hawkins, DTM; Jill Lambe, DTM; Walter Long, DTM; Doris Ann Martin, DTM; Shanon O'Brien, DTM; Jim Ronning, DTM; George Scott Jr., DTM; Paul

Terry, DTM; Bernadette Watson, DTM; and Doris Hoshide, in memory of Hugh Burgay, DTM, International Director 1979-81
 Victoria Kinsman, in memory of Richard Haefs, ATM-G
 Caroline B. Haefs, in memory of Richard Haefs, ATM-G
 Johnnie O. Nicholas, CTM
 David Hostler, in memory of Sarfaraz Nazi's mother
 Ties Optional Toastmasters Club No. 7518-33, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91

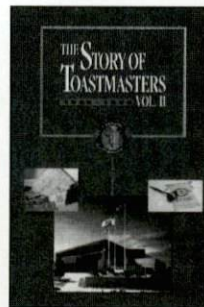
Contributing Club

Conquerors Toastmasters Club No. 1066-47, in honor of Gale Watzel, DTM

Contributor

Santa Maria Toastmasters Club 89-33 and Pinta Toastmasters Club No. 6712-33, in memory of Past District 33 Governor Norman Young, DTM

Past District 25 Governor Bert Markwardt, DTM, in memory of Robert Lanz, DTM, District 25 Governor 1985-86
 District 15, Area E53
 Bellevue Friends of the Library, in honor of Pamela Ziemann, ATM-S, Rhetoracles Toastmasters Club No. 5092.
 Andy Cole, DTM, in memory of Bob Kerr, ATM
 Walter Fukunaga, ATM-S, in memory of Larry Bliss
 Past International Director Grace E. Brown, DTM, and Past International Director Frank C. Brown, DTM, in memory of Ali Zaidi, DTM, past District 66 Division Governor
 Past District 66 Governor Ralph O. Compton, DTM, in memory of Ali Zaidi, DTM, Past District 66 Division Governor
 Past District Governor
 Past International Director Louis P. Novak, DTM, in memory of Dewey Brokofsky, DTM, District 6 Governor 1979-80



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