

The TOASTMASTER®

JANUARY 1999

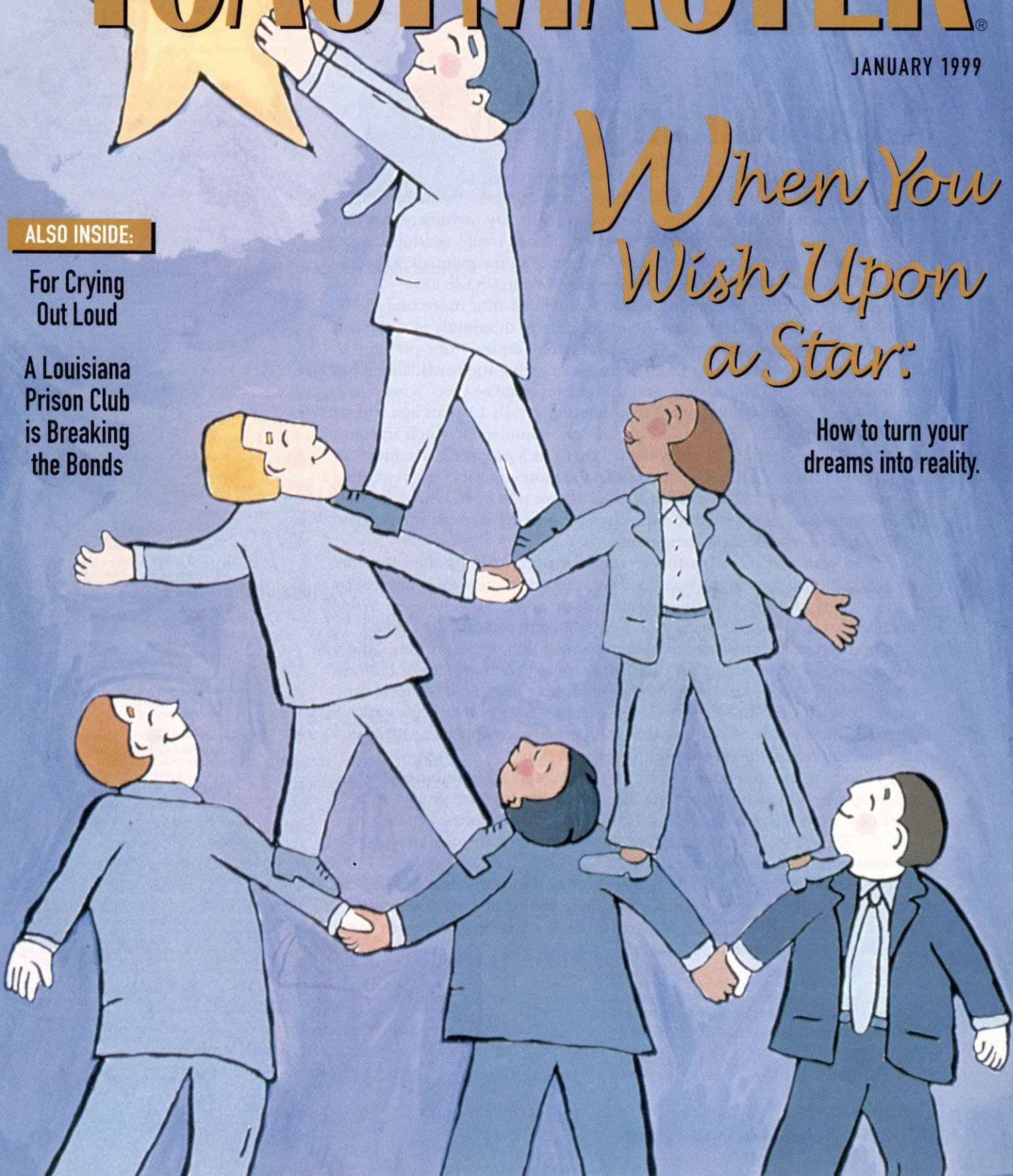
ALSO INSIDE:

For Crying
Out Loud

A Louisiana
Prison Club
is Breaking
the Bonds

*When You
Wish Upon
a Star:*

How to turn your
dreams into reality.





VIEWPOINT

Club Building: Who Me?

It was an awkward silence, and one I will never forget. I had asked, "Who would be interested in helping me form a new club here in the building?" My dream was to start my first Toastmasters club. My nightmare was that no hands would go up and that the awkward silence would continue for an eternity. But gradually, about 20 hands were raised in the group of 30 people attending the new club demonstration meeting. My dream was alive!

Today our successful organization has expanded into more than 8,500 clubs in 68 countries. However, there are literally thousands of untapped opportunities to start new clubs. It takes only one dream – one person – to begin the process that results in 20 members enjoying the benefits that you have received from Toastmasters. And that person could be you.

Who me? you may ask. I asked that question myself 12 years ago when I was asked to start a new club. Our organization's founder, Dr. Ralph Smedley, said, "you learn in times of enjoyment." That was a prophetic statement for me, because starting a new club was one of the most enjoyable and rewarding experiences of my Toastmasters career. The joy was in watching 20 new members deliver their Ice Breaker speeches, progressing through the program and becoming confident public speakers.

Fifteen years ago, most Toastmasters clubs were community clubs that met for two or three hours in the evening. Now, most new clubs are sponsored by corporations and meet in the morning or at noon, for one hour. Why? Because that is where and when people are willing to dedicate their time.

If you accept the challenge of building a new club, focus on time. Find a target market and build around its schedule. Select communities or business complexes that don't have a morning or noon-hour club. Seek out local companies to see if they can support in-house clubs. The possibilities are endless. Then sell the benefits of Toastmasters, and I promise you the club will form – and you will realize the dream of starting a new club.

Districts are the club-building arm of Toastmasters International. They are made up of people who are willing to provide the expertise needed to help start new clubs. Do you have ideas and dreams? Do you know a place where you could start a new Toastmasters club? Contact your area governor or another district officer for help.

Your Toastmasters club would not exist today if someone had not had the desire and initiative to start a new club. Share your experience. In doing so, you will help others gain the self-confidence and abilities needed to make their own dreams a reality.

Terry R. Daily

Terry R. Daily, DTM
International President

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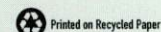
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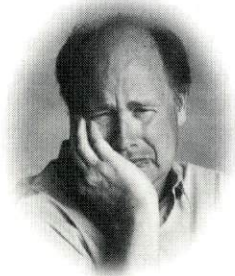
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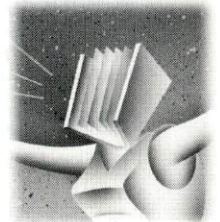
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The Toastmasters Vision:

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, giving them the courage to change.

The Toastmasters Mission:

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

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

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



LETTERS

MORE ABOUT "THANK YOU"

Kathleen Wiacek in her article "Train of Thought" (April), wrote: "Do not end the speech with 'thank you.' The audience is thanking you with their applause." Gerald Hulst, in a letter to *The Toastmaster* (October) maintained that sometimes a "thank you" adds to a presentation's effectiveness.

Because I feel awkward when I don't say "thank you," I've adopted this solution: "Thank you for inviting me to speak to you. You've been a wonderful audience, and I've enjoyed being with you."

What do you think?

Clifford P. Shellhase
Boardwalk Club 2677-38
Ocean City, New Jersey

AFFIRMATIONS LEAD TO SKYDIVING VICTORY

I'd like to thank Amy Walton for sharing her wisdom in "Watch What You Say to Yourself" (September 1998). When I first read her article, I was four weeks away from an important skydiving competition. I gobbled every morsel of insight, and I prepared mentally with the exercises Walton suggested. It took time to develop a palate for writing affirmations, but their power proved incredible. Four weeks later, my teammate and I became the U.S. National Champions of Intermediate Women's Freestyle Skydiving.

Thank you Toastmasters International for cultivating your members' growth and for providing a forum through which we can foster each other's development.

Rose Straney, ATM-B, CL
Towne Centre Toastmasters, 869-5
San Diego, California

TOASTMASTERS FOR INMATES

It doesn't matter who you are, Toastmasters is for anyone who wants to 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."

Justin Brady (letter in November issue) suggests we shouldn't work with convicted criminals, but rather with their victims. I applaud Mr. Brady if he is actually working with victims. However, I want to work with anyone who wishes to improve through the Toastmasters programs, including inmates.

Diane King, ATM
Fort Polk Toastmasters, 6393-68
Leesville, Louisiana

LETTER FROM A LOUISIANA JUDGE

According to criminal justice sources, 95 percent of crime is committed by criminals who have already been to prison. Since those who have already been to prison commit the vast majority of crimes and over 70 percent of those who go to prison become repeat offenders, it would seem that there would be a great deal of emphasis on reforming inmates while in prison.

There has always been much talk about rehabilitation, but there has been very little funding for educational or other rehabilitative programs in our prisons. How can we lower the recidivism rate without additional financial resources from the state?

In 1986, I recommended to a self-help group of inmates at a Louisiana prison in DeQuincy that they start a Toastmasters club in the prison and I put them in touch with a local club. I had determined, after three years of research, that inmates have very low self-esteem and very poor verbal skills and that people who do not like themselves and who cannot express themselves

verbally resort to physical expression. They beat people up instead of talking out the problem with the other prisoners. In 1990, an inmate from the prison club won the Louisiana State Toastmasters Speech Contest. The really startling news, however, was that out of 60 inmate Toastmasters who had been released from prison from 1986 to 1991, not one had been re-arrested. Statistically, 70 percent should have been re-arrested within two years of release.

District Judge Robert Downing
19th Judicial District
Baton Rouge, Louisiana

COMMUNICATION HELPS EVERYONE

As the president of a Toastmasters club at the Washington State Reformatory, I have found that Toastmasters not only helps with leadership and speaking skills, but also with values and morals. I try to instill these four things in all club members. If they cannot show these, they are not members for long.

We are all people with mothers and fathers. Communication helps everyone. If I am able to stop one person from coming back here, there is one less victim.

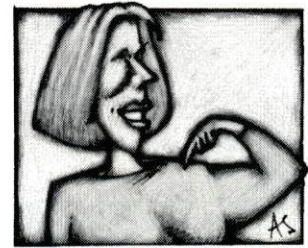
Tony Cupic, CTM
Inspirational Toastmasters, 9509-2
Monroe, Washington

TAKE THE ADVICE

I would like to thank you for *The Toastmaster* and particularly the article "The Perils of Perfectionism" (November). I am going to cut out that article and carry it around and read it until its advice sinks in! Something a perfectionist would do, right? I have many subscriptions but your magazine is the one I read cover-to-cover as soon as I get it.

Rosemary Leslie
Orillia Sunshine Speakers, 7023-60
Orillia, Ontario, Canada

By John V. Slyker, DTM



A case of diplomacy.

An Awfully Good Speech

GORDON LOOKED LIKE DEATH WARMED OVER. BUT, HE WAS THE scheduled speaker this morning. This situation had the makings of a catastrophe. And it did happen. Gordon gave the worst speech I have ever heard.

When I greeted him as he arrived, I could tell that Gordon felt bad. He was scraggly, and puffy dark circles under his eyes suggested he had not slept last night. His clothes were disheveled. Still, his loyalty to the club would not allow him to miss a meeting or a speech commitment. It was part of his life. He loved it.

You see, Gordon had the best attendance record in our club. In a year he attended all but one or two meetings. He came in any weather, whether he felt good or not.

When I noticed his anemic appearance, I recalled the time he had blacked out while driving his old pickup. He could not drive for a year, until his health and a new medicine's effectiveness proved to authorities that he could drive safely again. During that year, club members took turns driving him to and from our 6:30 a.m. meetings. His excellent attendance record remained intact.

Make no mistake, Gordon was a good speaker. Once he gave a magnificent speech in Amarillo, Texas, and did what no other member of our club has done: He won the District Humorous Speech Contest. I had wondered if the pressure of such competition would bother his health, but it didn't. He was funny and original, and he won outright.

But today he showed gumption just to stagger toward the lectern. I didn't think he would make it. He did, and his speech was the worst jumble of utterances I have ever heard. It was disjointed to the point of losing the listeners at the outset. It went downhill from there. Monotonous mumblings. No gestures. Pain and agony racked every embarrassed listener. The speech was disastrous.

Very simply, the presentation had no social or educational redeeming value. I was glad when it was over.

Silence engulfed the audience when Gordon finished. Everyone seemed relieved it was over.

Suddenly, a group thought erupted. You could see it explode in each member's mind: Someone has to evaluate

it! There was nothing good to be said about this speech. How could any evaluator handle this mess? In unison, we glanced around in panic, almost wild-eyed, "Who's the poor soul who has to evaluate it?"

Turns out, it was the ol' pipe-smoking sage and long-time Toastmaster, Bill. You might call him a "smooth oldie." With him, there was actually a chance that Gordon might not be drawn and quartered. After all, Bill had more experience than all of us put together. Still, this was a supreme challenge, even to a crackerjack evaluator.

Bill began, "Gordon, I have never heard a speech quite like this one. It was unusual. The opening was unique." Of course it was; it took "boring" to new depths. Bill continued, "The body of your speech carried a message we all could take home with us. It was of helpful distinction and singularly different. I could think of nothing that you might have left out. To improve, a few

more pauses would help. And your ending was indescribable. Certainly, we all can learn from this speech. In short, Gordon, you did an awfully good job." Then Bill smiled.

Instantly, somebody in the back of the room picked up on that last phrase and blurted out, "Terribly well!" Everyone, including Gordon, laughed.

I will always remember Gordon's courage and Bill's sagacity. Now, when I evaluate someone's speech that needs much work, I often conclude by saying, "You did an awfully good job, terribly well." And I smile. **1**

"When I evaluate someone's speech that needs much work, I often conclude by saying, "You did an awfully good job, terribly well."

John V. Slyker, DTM served as International Director in 1980-'82 and is a member of Pop-Up Toastmasters Club 3165-44 of Midland, Texas.

Start the New Year with a **Bang**

Achieve your CTM with
seven simple steps.

A Toastmaster's first step toward mastering public speaking is to complete the *Communication and Leadership manual* and earn the CTM award. Completing this 10-speech manual has two main benefits:

1. You will feel more confident about public speaking.
2. You will master the techniques of creating a successful speech.

After reading this article, you will have the skills required to earn your CTM – a project that is uncomplicated, while challenging. The following seven steps are necessary to achieve this goal:

1. ATTITUDE IS EVERYTHING

A recent Nike advertisement illustrates an adorable ape with a wildly colored Hawaiian shirt and sunglasses standing next to a mountain bike. The photo caption says, "Attitude is Everything." You need to develop this kind of positive attitude toward attending Toastmasters meetings. Think of each meeting as an opportunity to learn something new about public speaking and the members in your club.

Enthusiasm will allow you to enjoy each meeting as you search

for clues to help you cultivate your speaking skills. Observe how more experienced speakers deliver their topics; then think of ways to incorporate specific parts of their styles into your own. Developing a positive attitude about public speaking will create a climate for success.

2. THE POWER OF MEANINGFUL GOALS

The power of setting meaningful goals is the ultimate outcome of Toastmasters training. One of the best ways to boost confidence and realize a meaningful goal is to designate "building block" targets. Picture each speech as a mini-achievement toward the ultimate goal of completing your CTM. You can make preparing a speech easy by breaking the process down into smaller parts. One goal could be writing a rough draft; a second goal might be writing the final draft. The last step should include rehearsing the speech in front of a mirror or a friend.



3. THE BIG "D" — DETERMINATION

Resolve that no matter what happens, you will continue to attend Toastmasters meetings. There are countless excuses for not attending the weekly meetings. Make an effort to avoid scheduling other activities on the same day as your Toastmasters meeting. Perhaps you have given a speech that was less than perfect and your confidence level is equivalent to the temperature at the North Pole.

Every Toastmaster has experienced frustration. I once delivered a speech and forgot one of the five major points, but I still referred to it in the conclusion. With determination, you can tough it out when setbacks occur.

4. COMMITMENT

Commit to do whatever it takes to achieve your goals. If you want to become a lawyer or a doctor, you must spend years of study and pre-

*"If you complete only
one speech per month,
you will complete your
CTM before Christmas."*

paration before reaping the rewards. Earning your CTM requires the same type of commitment. That means moving Toastmasters to the top of your priority list.

5. DISCIPLINE

The "Pleasure and Pain Principle," based on a theory by Sigmund Freud, seems to grip most people when they begin public speaking. As we move toward what is pleasurable and away from what is uncomfortable, it is natural that we would rather be sitting at home relaxing and watching television than speaking in front of a group of people.

The solution to this problem is what I call The Magic of Four. I believe that one must deliver three to four speeches to develop enough confidence to speak effectively. By the end of the fourth speech, most Toastmasters feel comfortable and look forward to their next scheduled speech.

6. MENTAL FITNESS EXERCISE

The first speech in the Communication and Leadership manual is pretty basic. Its purpose is to talk about yourself, which usually is a topic you are comfortable with. But what happens after your Ice Breaker and you have to speak about something different? It is time to develop a "Mental Expansion Program," which will help you develop topics for your speeches by feeding your mind daily with mental nutrition.

Just about any subject can provide a springboard for a speech, but you need up-to-date information. An abundance of information is available in at least two places — the public library and the Internet. If you don't have access to the Internet at home, you probably can use it at the library for a minimum fee. And, of course, library cards are free.

A word of caution about the Internet: Although information there is usually more current, it may not be as accurate as, say, a library source. It's also easy to get overwhelmed with too much general information.

7. PREPARATION

The final step in completing the CTM is preparation. You will have to do a little homework, but the positive side is that if you find a topic you enjoy speaking about, the homework is interesting. The amount of time required to adequately prepare for your speech varies. Some Toastmasters need weeks, while others can do it in a few hours. Continuous preparation for the "next speech" is helpful.

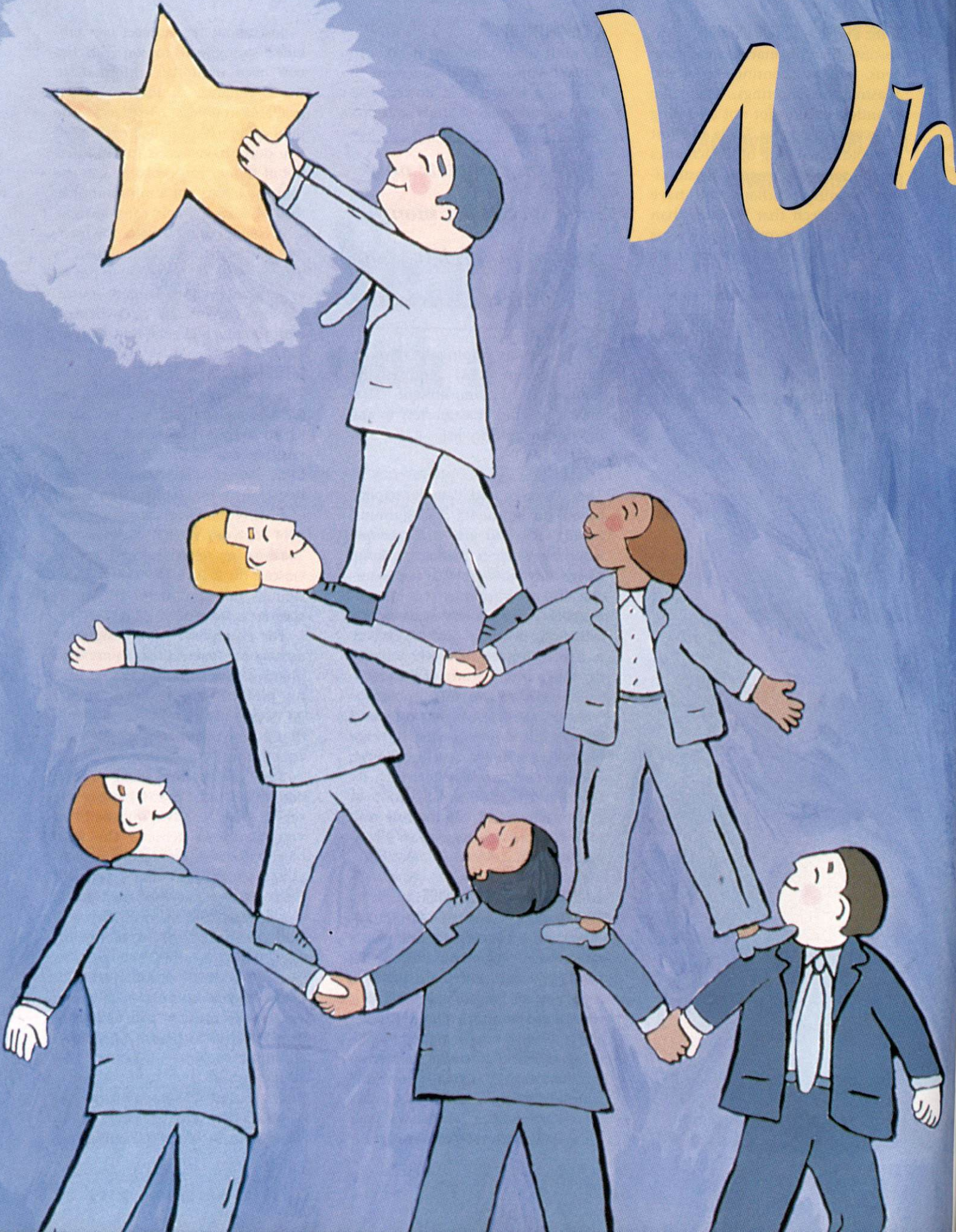
For example, I have designated an area for speech ideas in my day-planner. When an idea flashes into my mind, I write it down. Then I go back and fine-tune it by developing an introduction, body and conclusion.

1999 can be an exciting time to complete your CTM. By using the seven steps I have outlined for you, you can achieve the goal of giving 10 extraordinary speeches to your club. At times, you will find giving speeches frustrating. Understand that learning any new skill requires a period of uneasiness, but that this will pass as you progressively accomplish your goals. If you complete only one speech per month, you will complete your CTM before Christmas. Good luck! **1**

Peter V. Radlick, ATM-B is a member of Capital City Toastmasters Club 9833-39 in Sacramento, California.



Win



When You Wish Upon a Star

Overcome obstacles and turn your dreams into reality.

Did you make any New Year's resolutions? Did you know that of the people who set goals for the year, 20 percent will have stopped pursuing their goals by February, another 30 percent will have given up by the end of April, and yet another 30 percent will have quit by mid-July. By the end of December, less than two percent will have accomplished their goals!

These results, from a three-year study conducted by professional speaker Richard Flint, show that it's easy to say you will do something, but it's obviously much harder to make it a reality.

Did you resolve to earn your CTM, ATM, Leadership or DTM award in Toastmasters this year? Would you like to make sure you reach that goal? Here are seven great ideas for overcoming obstacles and reaching your goals from three people who have reached a few goals of their own: professional speaker Richard Flint; Toastmasters International President Terry Daily, DTM; and motivational speaker and Toastmasters' 1999 Golden Gavel recipient, Zig Ziglar.

1 Be 100 Percent Committed. This is the first and most important step. Terry Daily's theme this year as International President is "Focus on Your Dreams." In the last few years, Terry has worked full-time, served on Toastmasters' Board of Directors and completed his Master's Degree in Business Administration with top honors. Terry emphasizes that "you really have to want to do it," and be 100 percent committed to reaching your goal, otherwise it's too easy to veer off track.

Richard Flint believes anything in life can be handled by working through three questions: (1) What do I really want

to achieve? (2) Why do I want to achieve this? (3) What is the price I am willing to pay to achieve this? "Life never breaks down with desire; it breaks down with price tag," Flint says, noting that the commitment to staying the course is what seals the fate of any New Year's resolution.

Motivational speaker Zig Ziglar is known throughout North America for his bestseller, *See You At The Top*, his sales seminars and for his expertise on setting and reaching goals. Ziglar, like Flint, suggests people answer a series of questions: (1) Is this really my goal? (2) Will it enhance or enrich my career or life? (3) Is it fair to everyone concerned? (4) Will reaching this goal bring me closer or farther from my objective in life? (5) Can I emotionally commit to this goal? (6) Do I realistically have a chance to accomplish this?

2 Break It Down. Why is answering these types of questions so important? Ziglar has observed over several decades that people set their goals "in reverse." For example, Fred will set a goal to have a new car by December that costs \$35,000 when his monthly income is \$4,000 and his expenses are \$3,800. In reality, "he first needs to figure out a realistic plan and how long it will take," Ziglar points out.

For Terry Daily, accomplishing a goal means taking it step by step. "I work on it one piece at a time," he says. Richard Flint notes that the pieces are more important than most of us realize. "Every time you complete something it creates beliefs," he says, "and the beliefs create confidence. When the little things don't happen in a week, they create doubt. And the number one killer of dreams is doubt."

Let's say you are working toward completing your CTM. You might break down this goal to deal with each speech over a six-week period like this:

- Work on introduction.
- Write about the first idea.
- Complete the second point.
- Finish the third idea.
- Add the conclusion and rehearse.
- Deliver the speech at your club.

Then start the process over again for your next speech assignment.

3 Make Time. Daily suggests saying to yourself, "I'm going to take time for myself, for my CTM, ATM or DTM, because I know I need to improve myself." Then schedule time for it in your planner. This kind of detailed planning is an important key for successful goal completion. Flint notes that clarity and confusion cannot coexist. That's why Flint suggests giving yourself an agenda and weekly assignments to help you stay focused on your goals.

Ziglar has developed a detailed planning system. This includes identifying: (1) the benefits of reaching the goals, (2) the major obstacles, (3) resources such as skills, knowledge, and individuals or groups who can help us, and (4) an action plan with completion dates.

4 Overcome Fear. The biggest obstacle in achieving goals is fear. Managing fear is a critical factor often overlooked for one very good reason: it's hard to do. When we join Toastmasters, giving 10 speeches and earning our CTMs seem as if it will take forever. Almost every Toastmaster has had this experience, including our International President, Terry Daily. He, Flint and Ziglar all agree that the best way to overcome fear is to address it, not avoid it. "Until there is honesty," Flint says, "nothing can move forward."

According to the experts, one of the best ways to deal with fear is to focus on our strengths, not our weaknesses. If you are really troubled, Flint suggests reaching out to a mentor or friend who can cheer you on. Sometimes others can see our situation more clearly because they are not emotionally involved. Ziglar recommends a similar technique by holding yourself accountable to people whom you wouldn't want to disappoint. Voicing our goals to someone else will often motivate us past the fear.

5 Avoid Delays. Our fears often lead to procrastination, which, in turn, wastes time. A way to overcome this obstacle is to make sure the goal is challenging enough to let you stretch and grow. A challenging goal frequently generates excitement and motivation, overshadowing any fears and obstacles.

Flint's three-year study revealed something even more important about this obstacle. He found that people procrastinate on easy goals as much as they do on difficult ones. With easy goals, people underestimate the time and effort required and wait until the last minute to fulfill them.

Another way of looking at this is that people's behavior is the same regardless of the difficulty of the goal. So a

much better use of our time and energy would be to work on our most challenging goals. This way, when we succeed, the results will be that much more rewarding.

6 Organize Your Tasks. One of Richard Flint's goals is to help bring clarity into people's lives. In addition to delivering an astonishing average of 275 presentations each year, Flint works as a private coach. He has found two major obstacles to reaching goals: trying to do too much and being disorganized.

"If I start all these projects and I never finish them, they constantly will eat at me," Flint says. He also points out that the human mind cannot focus in clutter. This is also a contributing success factor for Terry Daily, who keeps his desk clean and his paper work organized in filing cabinets.

When we eliminate disarray and start to progressively finish tasks, we gain self-confidence. Psychologists tell us that the more tasks we complete, the better we feel about ourselves. So completing our CTM or other educational requirements helps us improve our communication and leadership skills, gives us recognition from a highly respected organization and makes us feel good about ourselves in the process.

7 Reach Your Ultimate Goal. You may not see the results now, but the sacrifices you make will pay off later. The discipline, experience and confidence gained from working through the manuals may very well lead you to pursuing other dreams. We can't accomplish big goals until we have successfully completed the smaller ones. Thousands of Toastmasters who have earned their CTMs and ATMs, have gone on to achieve things they never thought possible.

In 1952, Zig Ziglar dreamed of becoming a full-time professional speaker. It took him 16 years to reach this goal. Early in his career, Zig would drive several hours to give a free presentation, then drive home late that night because he couldn't afford to stay in a hotel. During those years, he supported his family by selling cookware. As Zigler explains it, "The family, for some weird reason, thought that eating was more important than me giving free speeches." Ziglar will be the first to tell you that he earned success one speech at a time.

Everyone has a reason for joining Toastmasters. What is your big dream? What can you do to piece together this dream, day by day, meeting by meeting? Write it down. Help yourself focus on why each step toward your CTM, ATM, CL, AL or DTM will pay off for you.

Whatever you do, don't quit. There are always going to be obstacles in life. The real challenge is to overcome them. Proper planning and working through obstacles will enable each of us to fulfill Walt Disney's words for ourselves, "If we can dream it, we can do it." **1**

Kai Rambow, DTM. is an Accredited Speaker and a past International Director. He is a member of X Club 8630-60 and Manulife Financial Club 9050-60 in Toronto, Ontario, Canada.



By Bonnie Lowe Doubert, CTM

Attitude + Image = Success

Enhance Your Success

WEEK AFTER WEEK I ATTEND TOASTMASTERS AND WATCH friends and associates bloom – some quicker than others. Some seem to struggle, others are naturals. What makes the

able to provide their needed solutions.” Be willing to verbalize who you are, and record the truth as you see it. “I could be more effective if I listened more and asked for feedback.”

difference? Is it just writing and delivering a speech that produces a successful speaker, or is there more?

One Toastmaster (we’ll call him Stewart) is a middle-management executive in a large accounting firm. He slouches as if he carries the weight of the world on his shoulders. His suits never fit quite right. He knows accounting and is very good at his job. But when he delivers a speech, it is dry and boring. Stewart’s attitude could prevent him from being an outstanding speaker.

Tom, on the other hand, is a systems analyst looking for every opportunity to advance in his career and as a speaker. His posture is erect, his smile warm, and his demeanor makes you feel as if he truly cares about you. Tom is eager to learn every aspect of public speaking and every path to personal success.

Enhancing your own success as a speaker is a matter of knowing what to do and how to do it. Let me explain by using a simple formula: Attitude + Image = Success. This formula will help you define success. It also will help you look at your attitude and image and use them to create your own definition of a successful speaker.

WHAT IS YOUR DEFINITION OF SUCCESS?

- Picture what you want. Close your eyes and think about the type of speaker you want to be. Visualize yourself clearly.
- Write down your visualization. Write whatever comes to mind. If you see yourself as expressive, warm, friendly and captivating – good; write down your visualization honestly.

WHAT IS YOUR ATTITUDE?

Your attitude is formed through your values and your belief in yourself.

- Write down your core values. Say who you are. For example, “I am understanding and competent, but I have a tendency to talk more than listen. Because I am understanding, people feel that I am sympathetic and

When you write about yourself accurately, it is affirming. For the most part, you’ll know what you want and what you should be doing. By taking the opportunity to explore the fundamentals in your life, you’ll learn more about yourself.

- Explore your levels of confidence. Research. Find mentors in your Toastmasters group who are successful and whose opinions you value. Find out what they appreciate about you and ask them about their approaches and techniques.

Study each of your speeches, then work with your mentors. Learn how to deal effectively with your fears, gestures and delivery. Then turn your attention to the audience. The more you know about their needs, hopes, pains and joys, the more you can deliver – not just once, but every time you speak.

WHAT IS YOUR IMAGE?

Image consists of dress, communication and etiquette.

- Visualize how you look, communicate and interact with others. Close your eyes. What do you see? Are you standing tall, filled with confidence, well-attired and communicating effectively? Can you see yourself smiling as you stand to deliver your speech? Again, be honest.
- Realize. You are unique. No one has experienced life exactly as you have. And no one has your presence.
- Research. Use feedback from Toastmasters to develop and improve your speaking ability. Add the appropriate dress and etiquette skills.

You are the only one who can make the needed changes to improve your speaking ability. Toastmasters can help, but you must do the work. To ensure successful speaking, remember that Attitude + Image = Success. **1**

Bonnie Lowe Doubert, CTM, is a member of Select Toastmasters Club 1638-38 in Media, Pennsylvania.

Preparation = Perfection on the

Before there is applause for a spellbinding speech, there must be a process of preparation. Even a seasoned speaker who speaks from the heart or from his store of knowledge prepares to some degree, if only to mentally organize his thoughts.

Decide to create a speech around a topic about which you're not intimately familiar and the process of creation becomes more complex and crucial. In fact, the thought of getting from point A (the idea) to point Z (a polished speech) seems, sometimes, an impossible chore.

If you often feel overwhelmed by the task of creating a meaningful speech from your disjointed thoughts, you're not alone. Nearly every speaker has spent some time procrastinating because he/she didn't know how to begin the process.

Procrastinate no more; help is on the way. Here are 10 basic steps to constructing a speech.

1 Choose a topic. Most new speakers start by talking about something they know well – something from their own life experiences or their particular areas of expertise. You might create a speech around a pet project or a pet peeve. In fact, accomplished speakers will

tell you that the best speeches are on topics you feel passionate about.

As an example, I often rely on my knowledge and love of local history as a speech topic. For my second manual speech, "Be in Earnest," I talked about my disgust at seeing dog-eared and outdated signs for garage sales, lost pets and parties plastered on every telephone pole and fence post in my neighborhood and how I thought this problem could be remedied.

Talk about something you would like to know more about. Are you curious about the concept of chain letters, animal dander allergies or how to cook a whole pig underground, for example? Do you have a burning desire to know whether choosing plastic or paper bags at the supermarket is better for the environment? Make it a speech topic and you'll have to find out about it.

Maybe you want to present seminars at work or give a lecture at a Friends of the Library meeting.

Create your speech around the theme of your planned presentation. Not only is this a great opportunity for you to practice, but think of the valuable feedback you'll receive before taking your presentation on the road.

2 Outline the points of the speech. Note the ideas you want to cover and organize them in a logical order.

Keep it simple. Instead of trying to create a six-minute speech about kids and sports, for example, consider discussing the benefits of sports for children. Or tell parents how they can help make organized sports a more positive experience for their kids. Or speak out on the need for training programs for coaches in youth sports.

3 Research your topic. Search for information in libraries and on the Internet and add anecdotes, facts and examples for clarity and interest.

4 Write the speech. While most people can eventually create a speech from notes, you may want to start by working from an entire written speech. Pull your thoughts and the anecdotes together and write your speech as you would like to present it.

the Podium

Remember to bring the speech full circle. For example, if you open your Ice Breaker by introducing yourself as a jack-of-all-trades, close with a comment about how your versatility has led you to your present station in life. If you begin by saying, "What you don't know about the hot weather can hurt you," end with something like, "Knowing the dangers of hot weather – and how to protect yourself from them – can save your life."

5 Become intimately familiar with your speech. Read and re-read the speech. Read it out loud to see if it sounds as good when spoken as it does when read silently. Make any necessary adjustments.

Memorize the order of the points in the speech and the first few words that introduce each new subject. For example, if your speech is about the importance of preserving family history, your points might include these facts:

- Most families put off documenting their history until it is too late.
- Why preserving family history is important.
- Three methods of capturing the history in your family.
- A few comments designed to persuade the audience to take action.



This speech is made up of a few main points that can be recalled in sequence quite easily by memorizing the first few words that begin each new thought.

For this talk, they might be:

- "More than half of all American families bury their elderly loved ones without ever having preserved their history."
- "Documenting your family's history is important because . . ."
- "Start preserving your family history by . . ."

- "You also can . . ."
- "Another method of capturing your family history through . . ."
- "Don't put it off any longer . . ."

6 Condense the speech into note form. As you practice and become more familiar with the speech, prepare notes using those key phrases and words you've created to remind you of what comes next. Practice presenting your speech from these notes.

7 Create visual aids. Visual aids are great for helping you stay

focused. By writing key points on a flip chart or grease board, for example, you are not only emphasizing them for your audience, you're creating a cheat sheet for yourself.

Another way to use visual aids, while helping yourself to remember the sequence of points in your speech, is to give a demonstration. I once demonstrated how to re-pot an African violet, for example, and another time I taught a country line dance. A fellow Toastmaster used the demonstration technique to complete his manual speech by showing a video of some television commercials he had written and produced. He then entertained us by revealing some of the unexpected and unusual problems the production crew had experienced behind the scenes.

8 Time the speech. Learning to plan a speech to fit into a particular time slot is something every professional speaker, teacher and Toastmaster needs to know. Practice your speech a number of times while timing it. Remember to allow pauses for laughter and other audience responses.

Neglecting to properly time your speech can lead to a botched speech. We've all seen a fellow Toastmaster give a smooth presentation until she sees the yellow light and then begins

to stumble and stammer in an attempt to quickly end the speech.

This won't happen if you plan ahead. Let's say you're giving a seven-minute speech and you want the green light at five minutes, yellow at six and red at seven. At home, figure out where you need to

"Neglecting to properly time yourself can lead to a botched speech."

be in your speech at the five- and six-minute marks and carefully time those parts. You'll find that it's much easier to adjust from the middle of the speech, if you seem to be going over or under the time limit, than it is near the end.

9 Lose the notes. Be brave and let go of the notes. Use your key words and phrases and practice the speech every chance you get. Practice it while you're driving, waiting for a client, getting ready for bed and while you're exercising.

Don't worry if the speech sounds a little different each time you practice it. You don't want to memorize it word for word anyway. It's only important that you know your topic and the sequence of main points. Too much memorization restricts freedom. You'll have a better response from your audience if you appear flexible and spontaneous.

I recall once during a speech about fitness and health that the audience responded more enthusi-

astically when I started talking about how to meditate while walking. So I spent more time talking about that and less about the benefits of walking, as I'd planned.

10 Be professional. Planning a presentation is more than just gathering the right words together. It's also about being prepared and professional. Well before the event, make sure your visual aids and handouts are in order. If there's anything you need brought to the room, make those arrangements well in advance.

Dress appropriately for your speech topic. For the African violet re-potting demonstration, for example, I wore jeans and a T-shirt. I donned Western duds – boots and all – for the line dance lesson. For a talk on yoga or jogging, one might dress casual. But for most speeches, you'll want to dress in a professional mode.

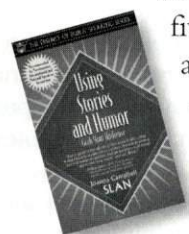
Be on time. Arrive early enough to set up your visual aids and to relax a little. Review your key points, which, by now, should be embedded in your brain, or at least listed on a single index card.

The next time you find yourself procrastinating instead of planning your speech, follow these 10 steps and success will be yours. **T**

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Patricia L. Fry, CTM, a frequent contributor to this magazine, is a full-time writer living in Ojai, California.

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When Toastmasters Tasks Seem Like Too Much Trouble

By Peggy Shanks, ATM-B

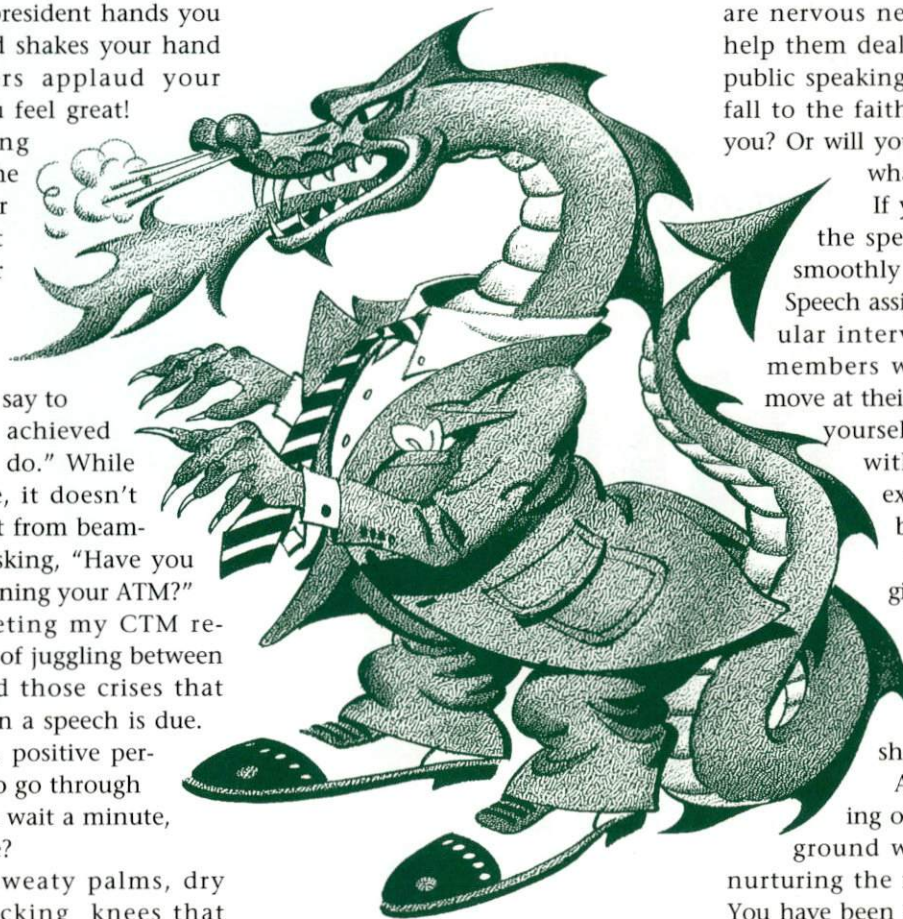
What a buzz it is to finish your CTM! What a feeling of satisfaction and relief! Your application is off to World Headquarters and you are now enjoying the club ceremony when the president hands you the certificate and shakes your hand as club members applaud your achievement. You feel great! The good feeling lasts as you file the certificate with your resumé or pin it on the wall of your study, as I did.

But where do you go from there? Maybe you say to yourself, "I have achieved what I set out to do." While that may be true, it doesn't keep the President from beaming at you and asking, "Have you thought about earning your ATM?"

Well! Completing my CTM required quite a bit of juggling between work, family and those crises that always occur when a speech is due. And this friendly, positive person expects you to go through all that again! But wait a minute, will it be the same?

By now the sweaty palms, dry mouth and knocking knees that accompanied you to your first meeting are gone. In their place, you will have expressive hands, flowing words and relaxed legs. The next phase in your Toastmasters career might even be fun. Of course, there is a trick to making it fun.

A shift in emphasis is needed. When you set out to slay the dragon of public speaking, the aim was to gain confidence and actually stand before a group of strangers and utter,



stutter or mutter a coherent sentence or two. The focus was on yourself, which is exactly where it needed to be. But now that the dragon has skulked off to terrorize new victims, you can relax. You can take a deep breath and look around.

You will see people who have become good friends as they have helped you overcome your fears. Some familiar faces will be missing because they have left the club. In their places are nervous newcomers. Who will help them deal with the dragon of public speaking? Will their training fall to the faithful few who helped you? Or will you give back a little of what you have received?

If your club is like ours, the speech roster rolls over smoothly month after month. Speech assignments occur at regular intervals for established members while new members move at their own paces. Allowing yourself to become involved with newcomers can be exciting. There is a real buzz in being there when a new member gives that special speech and says, "The time went so fast I didn't realize I was at the finish." Who does she thank? You!

And what has been going on quietly in the background while you have been nurturing the newcomer? Surprise: You have been doing the occasional speech and completed a manual. Somehow, giving another five speeches doesn't seem too much after all. **1**

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Peggy Shanks, ATM-B, is a member of Geysersland Toastmasters Club 7725-72 in Rotorua, New Zealand.

Weeping in front of an audience is OK, but falling apart isn't.

I was fascinated by my fellow Toastmaster's speech about a beloved family cat. His descriptions of memorable events were captivating. About four and a half minutes into the speech, he said, "We loved our next cat too, but not as much." Then he launched into a minute's worth of stories about the new cat.

"What happened to the old cat?" I asked him when the meeting was over.

He smiled. "She died. We had a special little funeral for her."

"Why didn't you include that in your speech?"

"I was afraid I might start crying," he replied.

For. Crying Out Loud

Have you ever worried about crying while on the platform? Maybe not. Maybe you think by avoiding emotional subjects, you'll never get weepy in front of a group. Think again.

Lilly Walters, head of Walters International Speakers Bureau, says in her book *What to Say When You're Dying on the Platform* that there are two situations in which crying occurs: when you expect it, and when you least expect it. You might expect to cry when speaking at a funeral, or even at a retirement ceremony for a friend. The grief flows out. It's natural.

You might not expect to cry during Table Topics. Let's say you're asked to tell about a pet you had as a child. As you talk about the favorite Cocker Spaniel you had when you were eight, you suddenly flash to the day you found him dead in the street. Even though it happened 25 years ago, tears start to trickle.

BY PAULA SYPTAK PRICE, ATM ■ ILLUSTRATION BY GUENZI



Or imagine that just as you're leaving home to present a seminar on finance, you get news that your brother has been diagnosed with liver cancer and has three months to live. You decide to put the news out of your mind for now. Later, during the seminar, you mention the words "hospital bills," which trigger the enormity of the news about your brother. You suddenly feel overwhelmed with emotion, at the brink of tears.

No matter what the situation is, when your eyes get moist, the audience usually notices. And the audience wants to know one thing: are you going to fall apart? Your responsibility as a speaker is to assure the audience

that you are in control and will not collapse in front of them. How do you do that? Professional speakers suggest following these eight tips to control watery eyes:

1 Drop your head for a moment or two, breathe deeply, and refocus. The audience is always patient; they will wait for you. As for breathing deeply, I find that when I'm about to cry, my throat tightens up, and I can't breathe in. I have to blow *out* forcefully first, which loosens my throat. Then I can breathe in.

2 Let the tears flow and keep talking. Lilly Walters observes that motivational speaker Mark Victor Hansen often cries during his speeches. "That's one of the reasons he touches us," she says. I went to a funeral not long ago where the son of the deceased was talking.

"There are two situations in which crying occurs: when you expect it, and when you least expect it."

Sometimes he'd get weepy, like when he said, "He was not just my father but also my best friend." It made us cry because we understood his anguish. I noticed that because he continued to talk even through the emotional moments, he kept the service moving along.

3 Walters advises that if your crying is unrelated to the situation, as in the finance situation mentioned above, **leave the lectern for a short time when your composure begins to slip.** Say something like, "Think of three things you want to learn about today's topic. Discuss it with the person next to you. You have 10 minutes." Then leave the room and pull yourself together. If your composure continues to slip, you can opt to stop speaking, saying, "I'm sorry. I can't go on." If possible, look for the master of ceremonies to take your place at the lectern, so the audience is not left unattended.

4 Truth and transition. A seminar speaker for his own company, Matt Weinstein relates that he was in deep grief after his longtime girlfriend died of cancer. At times he found it difficult to feel any kind of cheer in giving his presentation, titled "Fun and Play at Work." Then, at a meeting in Texas, he was inspired by the previous speaker to try something different. From the platform, he talked frankly about his girlfriend and how her death had affected him. He transitioned into his subject by recounting her great love of life, even as she approached death. Telling the audience what he was feeling served as a release for him, and gave depth to his presentation.

5 Humor helps. "I'm not crying. My eyes are just sweating," is a line veteran speaker Dr. Terry Paulson uses when the occasion is appropriate. It's OK to make fun of yourself, but not of the audience, especially if they're crying in response to something you've said.

6 Give advanced warning. "I want to tell you a story that usually makes me cry," you might say. Such a statement lets the audience know that you're comfortable with the possibility of crying, and sets up an expectation that in this situation, crying is acceptable. Feeling comfortable with emotions helps your audience feel comfortable, too. Conversely, rapidly fanning yourself as though you'll blow away the tears, or telling the audience a tense, "I promised myself I wouldn't cry," may make the audience focus more on your struggle with composure rather than on your topic.

7 Sometimes it's not worth the risk. "If a story is too powerful for you to tell easily, don't tell it," advises Charles Garret, a seasoned seminar speaker. "If the audience can't understand what you're saying because you're crying too hard, the effect will be lost."

8 The last resort. If none of the above works for you, and you start to fall apart, here's my suggestion: cry as loud as you can. Moan, gnash your teeth, and be as dramatic as possible so your audience will have something to talk about the next day.

Someone once told me that emotions are a gift from God. They may fill your eyes with tears, but now you know how to handle crying out loud.

Paula Syptak Price, ATM, is a freelance writer and a 14-year member of Reston-Herndon club 3550-27 in Herndon, Virginia.

It's My Speech and...

By Jennifer L. Blanck, CTM

I'll Cry if I W

People know sincerity when they see it, and they will appreciate your willingness to be vulnerable.

The moment had arrived! It was time to present the final speech for my CTM. I was fully prepared, yet more nervous than usual. Ignoring the butterflies, I dove right in. Everything was going smoothly until I realized something strange was happening right in the middle of my speech... I was beginning to cry.

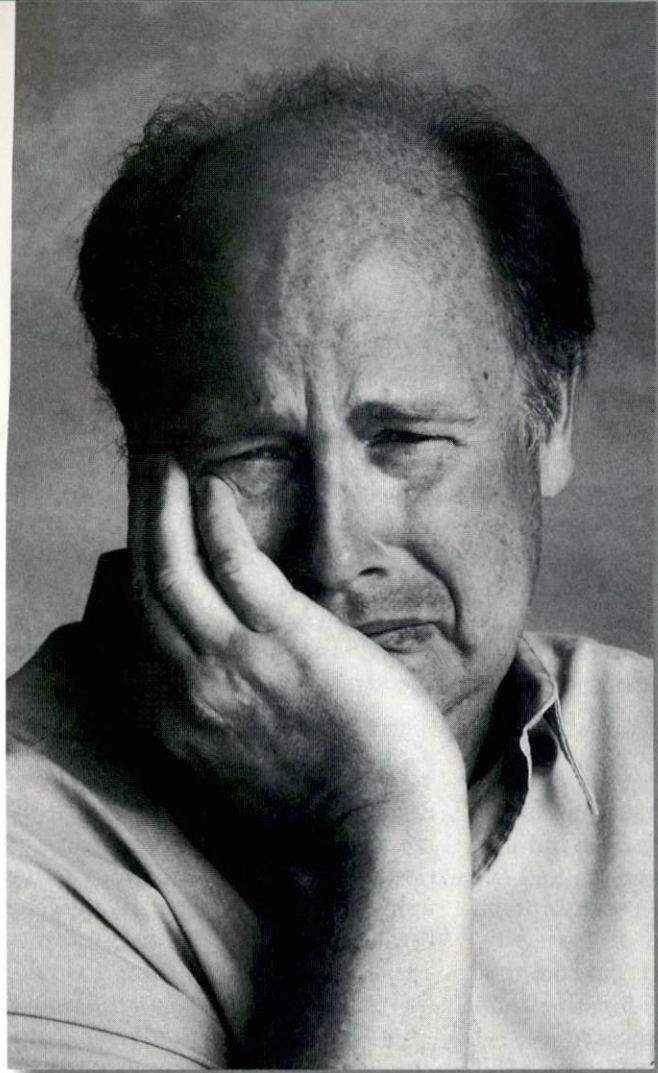
This was a big shock to me as well as to my fellow Toastmasters. Known as the "enthusiastic one" in the club, crying is the farthest thing from anyone's mind, especially mine, when I present a speech.

I knew that my speech was personal in nature, but I never expected the watery eyes that were slowly threatening to blur the faces of my colleagues. The tears began as I was relating the anecdote of a difficult time when my grandmother – or "granny" as we called her – was exhibiting signs of Alzheimer's disease. I knew it had

been a trying time for my family, but I wasn't ready for the powerful hold it had on my emotions as I stood in front of the group describing the vivid memory.

I continued to deliver my speech, as I debated internally what I should do. It was too late to hide my tears, so I needed another option. I had a few choices, but the most important one to me was to deliver my speech completely.

I decided to treat my tears as I would any potential distraction. I maintained my focus on the speech and the audience, and I continued to speak. I was able to get my emotions in check and complete the speech as I had prepared it. After shaking hands with the Toastmaster, I fled to my seat. My mind was a whirlwind of thoughts, yet almost numb at the same time. I didn't know if I should be embarrassed by the tears or elated because I had just completed my CTM.



Want To

I received a positive evaluation and, after the meeting, I didn't see surprise or disappointment in my fellow Toastmasters' faces. Instead, I saw compassion and understanding. One person even shared with me that his grandmother had had Alzheimer's too. I was relieved, thrilled, disconcerted and tired all at the same time. But the important thing was that I had delivered the speech that I wanted to.

Afterward, I researched the situation and found that most writings on public speaking encourage connecting emotionally with an audience, through enthusiasm and confidence. Crying, on the other hand, is noted as a mistake, if it is mentioned at all.

Reflecting on the situation, I realized how thoroughly my Toastmasters experience had prepared me for such an event. My club makes it a point to have every single person speak at least once a month. Except for people pre-

senting prepared speeches, no one can leave a meeting without at least having answered a Table Topic – not even the Topic Master.

In addition, I belong to a dinner club, with restaurant staff taking orders, serving drinks and dinner, and refilling our water glasses throughout the entire meeting. Although we are on the second floor in our own space, sounds from the seating area below often float up to our floor. These are common distractions, which we overcome each meeting. My Toastmasters speaking experience combined with our club's environment had taught me to deal with distractions the best way possible. And this practice allowed me to complete my speech successfully, even with the surprise emotions.

While I would not necessarily recommend crying in front of an audience, I would not always call it a mistake. The best speeches share a bit of you with your listeners. At times, that little "bit" might be more powerful than you realize – but don't shy away. If you are sharing personal information and begin to get emotional, consider this:

- Don't be ashamed and don't apologize.
- If you feel the need, acknowledge your emotions, but don't make a big fuss.
- Keep yourself focused and in control.
- If you must, pause, ask for a tissue, and then continue.
- If it's simply too much for you, conclude your speech as best and as fast as you can and then sit down.

"I didn't see surprise or disappointment in my fellow Toastmasters' faces. Instead, I saw compassion and understanding."

Never be afraid to open up fully to an audience. People know sincerity when they see it, and they will appreciate your willingness to be vulnerable. Connecting with the audience is all about establishing that bond. You'll be surprised at how many people have been in your shoes, but haven't taken the time or the opportunity to share it publicly.

Remember, emotions are a natural part of you. Everyone has them. Use all of your Toastmasters training to stay in control and deliver your message. And if you begin to cry, just consider what actress and singer Bette Midler has said: "A good laugh is good for the spirits, it's true, but a good cry is good for the soul." **T**

Jennifer Blanck, CTM. is a member of Old Town Club 5734-27 in Alexandria, Virginia.

If you are wavering as to whether or not to speak, do it.

By Candis Cohen

Speaking at Memorial Services

I recently spoke during the "open microphone" portion of a memorial service for a friend and former colleague, Chuck Kassis. It was the first time I'd made a speech at the funeral of someone my age, and I found the prospect daunting. I was very concerned that I would choke up and be unable to complete my remarks. With the help of my Toastmasters club, my presentation went smoothly, and I'd like to share what I learned from this uniquely challenging experience.

1 If you are worried that you will be overcome with emotion:

- Prepare your remarks as soon as possible, and rehearse frequently. I found that the more I said the words out loud, the more I was able to defuse them to a manageable level.
- If on the day of your presentation you're still shaky, ask someone (a family member or friend) to stand with you and hand your written speech to him or her if you hit a point where you absolutely cannot continue.
- It's OK to choke up. (Actually, since the audience knows your position, they don't expect a polished delivery.) Bring a tissue, take a deep breath and pause if you need to. Also, by speaking first, I reduced the chances that I'd be in tears later, after listening to other distraught speakers.

2 Keep your remarks brief. While this is standard good advice, it's especially important at a big service like Chuck's where many people wanted to speak.

3 Unless you're a proficient, unflappable off-the-cuff speaker, organize your thoughts, write down what you plan to say and bring your speech notes to the lectern. A few speakers rambled and a couple "blanked" under the high level of emotion and in front of the very large audience.

4 If it's a pass-the-microphone format, as Chuck's was, stand and make your Toastmasters-trained eye contact as you speak. I was surprised that about one-third of those who spoke remained seated. I'm sure they meant no disrespect, but the audience wants to see the speaker.

5 Introduce yourself first. About half of the speakers at Chuck's service did not, and thus left the audience wondering who they were. And, as Toastmasters know, an initial greeting is nice; I was the only speaker who said "good morning."

6 Try to use humor. At every funeral I've been to, the audience has been eager to laugh; it's how most of us relieve tension and regain our perspective. Chuck's audience loved the funny personal anecdotes and the gentle ribbing of him. Nonetheless, this is a tricky area: the last thing I would want to do is offend or hurt the family or others. Know your audience and proceed cautiously. There may be circumstances (e.g., the death of an infant or child, or a murder victim) where there's no room for humor. This is a case-by-case judgment call.

7 If you are wavering as to whether or not to speak, speak. Several family members thanked me and other speakers at the reception following the service, saying it meant a lot to the family to hear how admired and beloved Chuck was.

Speaking at a memorial service can be difficult, draining, important and rewarding. It tests your courage in a new way as well as your speaking skills. I hope you will not shrink from this challenge as it presents itself throughout your life. Your Toastmasters experience will help tremendously. **T**

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Candis Cohen is a member of Capital City Toastmasters Club 142-39 of Sacramento, California.





By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

Got No Time!

There are some things we always manage to “make” time for. Our daily routines are a matter of priorities as well as personal preferences. Perhaps some of these readers’ tips will inspire you and your Toastmasters club as you choose priorities that will make the new year one of great achievement.

■ I have found that a great way to energize club meetings and keep them from becoming mundane is to occasionally plan meetings with themes. The motif could relate to a geographic area, be patriotic – or backwards – or whatever your creativity leads you to choose.

DAVID GRAHAM • ACTON, CALIFORNIA

■ Holidays provide great opportunities for theme meetings. At Christmas, our club made non-manual speeches relating to the occasion. For Table Topics, we brought fun, unwrapped gifts; each member drew a number and had to justify why he or she wanted the gift. The following week, we shared our New Year’s resolutions, our experiences with resolutions or our reasons for not making resolutions.

The meetings were lively, enjoyable and required little preparation. One member wondered if we were allowed to change our usual format, but we found that occasionally doing something different sparks interest. Best of all, members attended during the busy holiday time.

ANNIE SCHLESINGER, ATM-S • TUCSON, ARIZONA

■ Because our club, New Dawn Toastmasters, meets each Thursday, we hold a special “fifth Thursday” meeting during months that have five Thursdays. Each member brings a refreshment, and we suspend rules and enjoy an informal meeting. We devote the meeting to brainstorming ideas related to membership growth, improving the club’s atmosphere, etc. A committee is chosen to research each proposal’s merit and suggest how to put the ideas into practice.

EARNIE GRAY, ATM-G • LEXINGTON, OKLAHOMA

■ For enjoyable Table Topics, I ask volunteers to give me a dictionary page number and column. I read aloud the top noun in the column and, if necessary, the definition. Volunteers discuss what the word means to them or incorporate it into a story. This method generates a great diversity of topics, and if volunteers chance upon obscure words, it enriches their vocabularies as

well. The procedure requires little preparation, so it’s a useful idea if your scheduled Topicmaster cancels at the last minute.

ERIC SPALDING

VANCOUVER, BRITISH COLUMBIA, CANADA

■ I have found a way to make the Topicmaster’s task easy! I use thought-provoking questions from two books by Gregory Stock: *The Book of Questions* and *The Kids’ Book of Questions*. Here are some sample questions: “If you had to pick an age to be for your whole life, knowing you would stay at that age and never grow older, what age would you pick?” or “If you could live someone else’s life for a week – just to see what it would be like – who’s life would you pick, and why?”

I keep paperback copies of these books in my briefcase. When the Topicmaster calls in sick, I whip out a book and use a question we haven’t tried yet – or maybe one we’d like to answer again.

ROSEMARIE ESKE, ATM-B • ROCHESTER, NEW YORK

■ Reading and reciting nursery rhymes and fairy tales to young children is an excellent way to practice speaking in a lively manner with vocal variety. Adults usually present simple rhymes or stories to young children with expression, energy and sparkle. You may be amazed at how much drama and excitement you employ to keep the tiny tot interested.

You probably wouldn’t dream of reciting age-old favorites such as “The Three Bears” or “Little Red Riding Hood” in a humdrum voice. Try adapting these skills to speeches. The results should please you!

JOHN BUSHBY, ATM • PALM BEACH, QUEENSLAND, AUSTRALIA

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



CAN WE TALK?

By Patrick Mott

Want to be smarter and
communicate better with others?

Increase Your Vocabulary

As part of a story on adult aptitude testing I wrote a few years ago, I took a two-day-long battery of aptitude tests at one of the best-known testing agencies in the United States, the Johnson O'Connor Research Foundation. It was fairly brain-bending and included everything from reading comprehension to aural acuity to assembling a tableful of curvy wood shapes into a solid cube (at which I failed miserably; a second career as a sculptor is not in my future).

It was not an intelligence measurement *per se* but a measuring of one's personal aptitudes. However, many of the tests require a fair body of conventional intelligence and knowledge to score well. At the end of the test, clients leave not only with their score sheets and evaluations, but also with a handful of excellent suggestions as to what they can do to, quite literally, get smarter.

At the top of the list is this one, and it ought to be tattooed on the inside of everyone's skull: increase your vocabulary.

Intelligence is not the same as aptitudes, say the Johnson O'Connor people. Aptitudes, such as the ability to visualize abstractly in three dimensions, are inherent; intelli-

gence is learned. And one of the easiest forms of intelligence to acquire – and which doubles as a kind of IQ barometer – is a broad working vocabulary.

If this sounds like a kind of parlor trick, it's not. There is no subject that appears more often in Johnson O'Connor literature than vocabulary building. And its mention is usually emphatic:

"Today's frontier is knowledge," writes Margaret E. Broadley in a foundation book titled *Your Natural Gifts*. "Brain has taken

"Remember, vocabulary can be learned. And through that learning, intelligence can be increased."

precedence over brawn; our physical struggle for existence has been replaced by intellectual struggle, and knowledge of words has become a most valuable tool. The more vocabulary we possess, the more efficient are these tools of thought. With a good vocabulary, which indicates scope of knowledge, we can grasp the thoughts of others and be able to communicate our own thoughts to them."

Vocabulary, says Broadley, can allow intelligence to carry you

through when aptitudes diminish over time. Natural ability isn't enough. Inherent aptitudes, she writes, "begin to lose standing after age 30 and by 40 sink noticeably." If by age 30 or 35 a person's knowledge of vocabulary lags behind natural aptitudes, that person can expect to see job performance gradually deteriorate to the level of vocabulary knowledge.

However, if vocabulary keeps pace with aptitudes, "knowledge picks up, offsets weaker aptitudes and the world sees no decline in performance," writes Broadley.

If the acquisition of a more complete vocabulary is a clear advantage, letting one's store of words languish is the opposite. A low vocabulary is a serious handicap for anyone, according to Broadley. Even the most ambitious people will reach a career plateau if their vocabularies are deficient.

"When we become mature, the world expects us to know something and we are judged on knowledge rather than our possibilities," says Broadley.

Fair? No. Fixable? Absolutely.

Building a large vocabulary doesn't seem to be such a daunting task when we realize that we



Broadley. Examine Latinate word roots and origins. These will provide good clues to words as you learn them.

- Learn with vocabulary workbooks. But learn words in order of difficulty. Begin at the upper boundary of your personal vocabulary level; don't leap ahead to the most advanced words. You might memorize a too-difficult word and its meaning, but if it isn't learned in order of difficulty, you'll likely soon forget it.

Remember, vocabulary can be learned. And through that learning, intelligence can be increased. The equation is that simple.

"We know you can increase your vocabulary almost as fast as you want to," reads a quotation from a Johnson O'Connor booklet titled *Four Basic Steps To a Better Vocabulary*.

"There are countless examples of people who have done so. Remember, you started out in life knowing no words, and now you know thousands. You can learn a great many more." **1**

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

already know a great many words and that only about 3,500 words separate the high-vocabulary person from the low. "Yet," says Broadley, "these 3,500 words can mean the difference between success and failure."

How to find and make them your own?

- Read widely, says Broadley, but keep a dictionary handy; don't simply guess at the meanings of words you don't know.

- Brush up on your Latin. This doesn't mean you must take a class in the language, but "the words that give subtlety and precision to English are Latin," says

YOU'VE ALREADY GOT WHAT IT TAKES TO JOIN.

(What are you waiting for?)

During your academic career, you likely took many standardized tests. Your scores on any of those tests may qualify you to become a member of Mensa, the high IQ society. With 45,000 members nationwide, Mensa offers an array of intellectually stimulating activities and a social environment

filled with people whose interests are similar to yours. One out of 50 people qualifies for Mensa. To find out if your scores make you eligible for membership, call or visit Mensa's web site today.



For more information Call American Mensa, Ltd. at 1 800 66 MENSA or visit our website at www.us.mensa.org



A Louisiana Prison Club Is Breaking

Many of us are familiar with imprisonment. After all, we came to Toastmasters to break free of the public-speaking fears that held us captive.

Members of Voices of Distinction Gavel Club #97 understand this kind of imprisonment too. But they also know the realities of locked bars, iron shackles and strings of concertina wire.

They are inmates of Lafayette Parish Correctional Center (LPCC) in Louisiana. And they are reaching out to help others break free.

In a world weary of cliches, "Been there, done that" holds little meaning. But when members of the Voices of Distinction Club talk about where they've been and what they've done, young people listen. And learn.

The club's Vice President Public Relations, Eurica Antoine, arrived at Louisiana's Kaplan High School in handcuffs, her ankles bound together by shackles. And although the gym was filled with restless teenagers, you could hear a pin drop when she delivered her heartfelt message.

"There are two key steps you have to take to end up like us," she said. "Those key steps are drugs and alcohol."

It's hard to tell who's learning more – the students or the Toastmasters. But it's a sure bet people are listening. To date, some 25,000 youngsters throughout Louisiana have heard the message spread by these Toastmasters in an exceptional program that is changing lives and attracting nationwide attention.

BEYOND THE WALLS

Toastmasters clubs inside prison walls are not unusual. Criminal justice experts have long recognized the power of Toastmasters training to build inmate self-esteem by improving communication and leadership skills. What is unusual is the daring decision Lafayette Parish Correctional Center Sheriff Don Breaux and Warden Carla Gerami made two years ago: To allow members to take their skills and experiences beyond those walls in an effort to change lives.

BY CINDY PODURGAL CHAMBERS, DTM ■ PHOTOS COURTESY OF LAFAYETTE PARISH CORRECTIONAL CENTER

"Some 25,000 youngsters throughout Louisiana have heard the message spread by these Toastmasters in an exceptional program that is changing lives and attracting nationwide attention."

"The reality is that I can make you forget about all your heartaches and all your problems. You have to drink me to forget. After you sober up, all your heartaches and problems will still be there, but a lot worse," he explained. "I cause

They called upon LPCC Director of Programs, Sheriff's Deputy Lt. Russell Dugas, to help make that change possible. Hailed as an innovator, Dugas was already familiar with Toastmasters' proven ability to help reduce recidivism. As the club's advisor, he had expanded the prison's basic Toastmasters program into an intensive communication course, incorporating written requirements from the prison's existing General Educational Development (GED) program through which adults can earn a high school equivalency certificate. But Dugas felt they needed to take their new skills a step further.

He shared his view with Club President Greg Portlock, CTM. And together the pair designed a program that would give select inmates "a chance to tell their stories in their own words," Dugas said, "In a way that's consistent with LPCC's humanistic approach to inmate rehabilitation."

The result is *Friends*, a hard-hitting, 90-minute play written and performed by the Toastmasters, all of whom are serving sentences ranging from two years to life.

damage to your brain and rot out your liver. And if you stick around long enough, I'll make you get behind the wheel of a car."

"If you're lucky," he continued, "you'll end up in jail with a DWI [Driving While Intoxicated] conviction. If you're not so lucky, you'll kill yourself and maybe someone else. But everybody's got to die sooner or later, so who cares?" Chapman then raised a paper bag with a bottle inside. "A toast," he said, without a trace of a smile. "Here's to the end of your life."

Fellow inmate and Toastmaster Arthur Castille then told the students why he will spend the rest of his life in jail. "Drugs and alcohol got me a life sentence," Castille said. "I'm never going home."

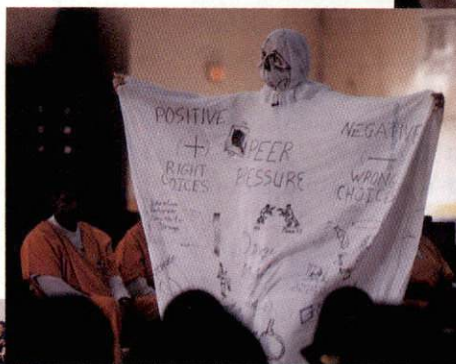
the Bonds

Dugas says the success of *Friends* is based on its ability to hold youngsters' attention for the duration of the play, while genuinely entertaining them. Performers representing characters such as "L.S. Dee" and "Johnny Crackhead" make the message memorable: Drugs destroy lives.

The performers are living proof.

A recent visit to a Louisiana high school found members performing skits on the effects of drugs, alcohol and peer pressure, and then telling of the life experiences that led to their incarcerations.

Mike Chapman's character, Jose Booze-o, illustrated the effects of alcohol abuse.



Jody Merrill's character was Marijuana. The crowd laughed uproariously as he strutted across the gym floor with a foot-long marijuana joint. Suddenly Merrill yelled, "The joke's over. This is real and this is serious."

A hush fell over the bleachers as the students leaned forward to listen to the orange-clad Toastmaster. "My only purpose is to cause you trouble," Merrill said. "Abuse me and you will most definitely discover the reality." Discovering reality is what *Friends* is all about.

A THING OF UNITY

Prisoners are hand-picked for participation in the 25-member club through an intense screening process. "The board chooses motivated individuals who they feel will reflect positively on the club," Vice President Education Frank Batson, CTM, explained. "Not everyone is interested and not everyone sticks with it. But those who do feel privileged to participate." There is a two-year waiting list for membership.

"Being in Toastmasters is a thing of unity," said Jody Merrill. "We have become very close doing this. What I love about Toastmasters is that they had more confidence in me than I did in myself."

Said another, "We have even gone to schools where our own children are students. That's really hard to do. You laugh, you cry, and then you pick yourself up and keep going. We have to pay for the bad choices we made."

President Portlock, who is serving a 20-year sentence for armed robbery, has set his biggest regrets to music. His song, "My Child," performed in a voice breaking with emotion, never fails to leave young audience members dabbing at their eyes. "My child, my child, there's so much you can be," he sings. "My child, my child - why won't you listen to me?" Portlock won't be free to guide his own two children, now 6 and 8, until at least Nov. 17, 2004.

But, Portlock said, "if one kid turns his life around because of us, we have done our job."

If public response is any indication, the Voices of Distinction Club has done just that. Requests for presentations have jumped from 25 per year to several presentations a week.

In addition, the club's work has attracted the attention of media and public officials all over the country. Recently, the American Correctional Center gave LPCC the highest rating out of more than 20,000 correctional centers in the U.S. and Canada, citing the fact that its "inmate education program could be used as a national model on jail programs."

And the group has received hundreds of letters from public officials, principals, teachers and students thanking them for making a difference.

"We have even gone to schools where our own children are students. You laugh, you cry, and then you pick yourself up and keep going. We have to pay for the bad choices we made."

"I have been in education for 27 years and have seen many drug and alcohol prevention programs," wrote one high school principal. "Your Toastmaster group's presentation was by far the most effective we have presented."

Linda Anson, Executive Director of the Lafayette TeenCourt (one of several community groups the club works closely with) wrote: "You really do care about the future of these young people. Thank you from the youths of today who are going to be tomorrow's leaders."

Then there are the letters from children who have been touched by Toastmasters.

"I plan to change my life," wrote one. "I won't get in trouble no more. Because I don't want to go to prison. I learned that you got to be good in order

to get a job. So from this point on I will be good so I don't go to jail."

Perhaps most importantly, Toastmasters is helping to change lives inside the prison. Just ask Frank Batson.

"I'm learning to talk through problems and to better represent myself," he said. "These are the skills that will make my life better when I get out." Batson, who's serving time for possession of cocaine, has two more years to hone those skills before his scheduled release.

Another presentation ends. The bleachers explode with applause. And the women and men who just shared nearly two hours of dramatic testimony and poignant performances are shackled and led from the school gym.

The Voices of Distinction Club has done its job again.



Cindy Podurgal Chambers, DTM, is a freelance writer and member of Heartline Toastmasters Club 7409-63 in Clarksville, Tennessee.

Chicken Soup for the Single Soul Story Contest Win \$1200

The co-authors of "Chicken Soup for the Soul" New York Times best-selling book series are looking for true and inspiring stories to touch the hearts of Single and Single Again people for "Chicken Soup for the Single Soul", 200-1200 words. Winner will receive \$1200 and will be notified by April 30, 1999. Mail to P.O. Box 1959, Dept. Contest-TM, Fairfield, IA 52556 or fax to 515-472-7288 or e-mail to: chickensoup@lisco.com by February 15, 1998. Guidelines available by fax, e-mail or website:

<http://www.chickensoup-womanssoul.com>



By Parkman Joe, ATM-B

Deposits in a Speech Bank Won't Leave You Speechless

MOST PEOPLE DEPOSIT MONEY IN A BANK ACCOUNT AND WITHDRAW it when they need to. I have a speech bank that stays open seven days a week, including holidays. Like a traditional bank, my speech bank has been a lifesaver. A fellow

Toastmaster once asked me to substitute for a prepared speech assignment on very short notice. I gladly said yes, simply withdrew a seven-minute speech from my bank and seized the opportunity to move a step closer to CTM certification.

My speech bank has no restrictions on deposits or withdrawals. It is a day-to-day account. I carry a notebook wherever I go. When an idea hits me, I jot it down and immediately deposit it in my bank. The deposits are backed up with an electronic organizer for better management of my ideas and speeches.

Where do I get ideas? A Toastmaster can never read too much. I read the *New York Times*, *Washington Post*, *Los Angeles Times*, *Harper's Magazine*, *Time* and *The Toastmaster* magazines. I also read some Chinese publications and almost anything else that is interesting enough to spark ideas.

Speech ideas come from all aspects of life experience. When my wife and I took a cruise on the Yangtze River in China last summer, I finished writing one speech and filled a pocket-sized notebook with ideas.

My speech bank account accepts any increment of deposit – including words, phrases, paragraphs or the entire text of a speech. I add new material regularly and update or rewrite old material or simply change titles. Recently, my speech titled "About Chopsticks" became "Two Billion Thumbs Up." (If you ask the Chinese whether chopsticks are easier to use than forks and knives, you will see two billion thumbs go up.)

Besides typewritten transcripts, my speeches are recorded on audio cassettes that I listen to from time to time – especially before a speech engagement. While listening to a cassette, I note on the transcript the time I have to deliver the introduction, body and conclusion, and I then adjust the tape and transcript. There is no

substitute for taping a speech and listening to it before delivery if you must conform to a strict time limit. Time may vary depending on rate of speech and frequency and length of pauses. (Planned pauses will make

the speech more effective. Unplanned pauses have the opposite effect.)

When rehearsing my speeches, I create an audience from pictures of family, friends, students and others on the living room wall. I mentally bring them to life, and I envision them listening intently and responding favorably. Where else can I get such a ready and supportive audience?

I even go as far as recording laughter and applause from radio programs, then use another tape recorder to insert them into appropriate spots in my speech. The result is a taped speech that sounds authentic and provides endless encouragement and inspiration.

Adequate rehearsal is the only way to eliminate unplanned pauses, "ahs" and "ums." If you want your audience's undivided attention, practice your speech until you don't hear a single "ah" or "um." Keep practicing until you don't have to pause and collect your thoughts in mid-speech.

Mark Twain said it takes three weeks to prepare a good impromptu speech. When I had to say "a few words" at a recent retirement party, they sounded impromptu, but my comments were actually from a speech I had withdrawn from my speech bank. The more time you spend preparing, the better your speech will be.

I make regular deposits and withdrawals from my speech bank. I'm not rich, but I am a self-made man who is comfortable, as far as the balance in my speech bank is concerned. As long as I keep up my speech-bank account, I will never be speechless. **1**

"There is no substitute for taping a speech and listening to it before delivery if you must conform to a strict time limit."

Parkman Joe, ATM-B, is a member of Oakland City Center Club 1250-57 and Dramatically Speaking Club 1580-57, both in Oakland, California.



Improved recognition system is now in place.

Are You Eligible For Any of the New Awards?

Toastmasters International has made some exciting changes in its educational system. A new two-track educational system began July 1, 1997, providing members with better opportunities for communication and leadership training and more recognition for their leadership achievements.

The improved system features:

- A clearly defined communication track and a clearly defined leadership track which are not mutually exclusive. Members can work in both tracks at the same time.
- Award requirements that can be completed within the club environment. All three advanced awards in the communication track and the first award in the leadership track can be completed within the club.
- Award requirements that can be completed in a reasonable amount of time.

Competent Toastmaster (CTM) remains the first award members may achieve, and members still must complete the basic Communication and Leadership Program manual with 10

speech projects to receive the award. Now, however, first-time CTM recipients receive two "free" Advanced Communication and Leadership Program manuals instead of the three previously provided. The new award progression in the communication track is Competent Toastmaster (CTM), Advanced Toastmaster Bronze (ATM-B), Advanced Toastmaster Silver (ATM-S), and Advanced Toastmaster Gold (ATM-G). The award progression in the leadership track is Competent Leader (CL) and Advanced Leader (AL). The highest award, requiring completion of both tracks, is the Distinguished Toastmaster (DTM). The award requirements are listed on the next page.

Following are some of the most frequently asked questions about the new recognition system.

Q: Do I have to complete the communication track before I can start in the leadership track?

A: No, you may work in both tracks at the same time. For example, the next award you could earn after receiving your CTM award is the Competent Leader award. Or you could work toward the Advanced Toastmaster Bronze award. Or you could complete the requirements for the Advanced Toastmaster Bronze award at the same time as you complete those for the Competent Leader award. You choose how you want to progress in the program.

Q: I am an Able Toastmaster and had planned to achieve the Able Toastmaster Bronze award in the next year or so. If I meet all of the requirements for the new Advanced Toastmaster Silver, may I apply for that award instead?

A: Yes. You may switch to the new system at any time provided you have met all of the requirements for each new award you apply for.



Q: I recently received the Able Toastmaster Silver award, the highest Able Toastmaster award. Can I convert this into the Advanced Toastmaster Gold award without having to complete any more requirements?

A: No. To receive the Advanced Toastmaster Gold award, you will have to complete all of the requirements for that award.

Q: I received the Able Toastmaster award several years ago. Am I now an "Advanced" Toastmaster?

A: You still are an Able Toastmaster until you have earned one of the new awards.

Q: I completed three Advanced Communication and Leadership Program manuals for my Able Toastmaster award. Since the new awards require the completion of only two manuals, may I apply one of the three I already completed

toward the Advanced Toastmaster Silver award?

A: You did not complete an "extra" manual for the Able Toastmaster award. The three man-

uals you completed for the Able Toastmaster award were requirements for that award at the time you applied. To be eligible for the Advanced Toastmaster Silver award, you must complete two additional manuals.

Q: The Advanced Toastmaster Silver and the Competent Leader awards require that members conduct programs from The Better Speaker Series and/or The Successful Club Series. What are these?

A: The Better Speaker Series is a set of nine 10- to 15-minute educational presentations on speaking-related topics. The Successful Club Series, which also consists of nine educational presentations, addresses the subject of quality club meetings and how every member can help the club be successful. Most of the programs in this series also are 10 to 15 minutes. Programs in both series can be presented by the Vice President Education or other members. Each includes a script, and overhead transparencies also may be

Last Opportunity for "Old" Awards

For members still wanting to earn the Able Toastmaster, Able Toastmaster Bronze and Able Toastmaster Silver awards – as well as the DTM award under the "old" requirements – World Headquarters will continue to issue these awards only until June 30, 1999. For example, an Able Toastmaster award recipient who wants to earn the Distinguished Toastmaster award under the "old" requirements must complete all of the requirements and submit the DTM application postmarked on or before June 30, 1999. The application must be received by World Headquarters by 5 p.m. PT July 7. Applications for these awards are available on the Toastmasters International FaxBack system (document number 46 for the Able Toastmaster application and 47 for the DTM application) and from World Headquarters.

Beginning July 1, 1999, members may apply only for the new awards. No Able Toastmaster, Able Toastmaster Bronze, Able Toastmaster Silver or DTM awards under the old requirements will be issued.

Communication and Leadership Tracks Recognition Requirements

You can now earn the following communication and leadership awards:

COMMUNICATION TRACK

COMPETENT TOASTMASTER (CTM)

Requirements:

- Completed the Communication and Leadership Program manual

ADVANCED TOASTMASTER BRONZE (ATM-B)

Requirements:

- Achieve Competent Toastmaster award
- Complete two Advanced Communication and Leadership Program manuals

ADVANCED TOASTMASTER SILVER (ATM-S)

Requirements:

- Achieve new Advanced Toastmaster Bronze award or have achieved current ATM award
- Complete two additional advanced manuals (may not be those completed for any previous awards)
- Conduct any two programs from The Better Speaker Series and/or The Successful Club Series

ADVANCED TOASTMASTER GOLD (ATM-G)

Requirements:

- Achieve new Advanced Toastmaster Silver award or have achieved current ATM Bronze award
- Complete two additional advanced manuals (may not be those completed for any previous awards)
- Conduct a registered Success/Leadership Program, Success/Communication Program (Success/Leadership or Success/Communication programs may not be those completed for any previous awards) or a registered Youth Leadership Program

- Coach a new member with the first three speech projects

LEADERSHIP TRACK

COMPETENT LEADER (CL)

Requirements:

- Achieve Competent Toastmaster award
- Serve at least six months as a club officer (President, Vice President Education, Vice President Membership, Vice President Public Relations, Secretary, Treasurer or Sergeant at Arms) and participate in the preparation of a Club Success Plan
- While a club officer, participate in a district-sponsored club officer training program
- Conduct any two programs from The Successful Club Series

ADVANCED LEADER (AL)

Requirements:

- Achieve Competent Leader award
- Serve a complete term as a district officer (District Governor, Lieutenant Governor, Public Relations Officer, Secretary, Treasurer, Division Governor or Area Governor)
- Complete the High Performance Leadership program
- Serve successfully as a Club Sponsor, Mentor or Specialist

DISTINGUISHED TOASTMASTER (DTM)

Requirements:

- Achieve Advanced Toastmaster Gold award
 - Achieve Advanced Leader award
- Distinguished Toastmaster is the highest recognition a member may receive.

If you wish, Toastmasters International will notify your employer when you receive any of the above awards.

purchased. See your club's Supply Catalog for details.

Q: The Advanced Leader award requires completion of the High Performance Leadership program. What is this?

A: The High Performance Leadership Program provides instruction and practical experience in leading others. As part of the program, you select a project in which you will serve as leader of a team. The manual offers valuable information and guides you through the leadership experience. A Guidance Committee evaluates your efforts. See the sidebar for more information.

Q: How do I apply for the new awards?

A: To apply, simply complete the appropriate award application and send it to World Headquarters. New Advanced Toastmaster award applications (1207-A) and Leadership/DTM award applications (1209-A) were sent to all Club Presidents in July and October 1998 and will be sent again in January. Applications also appear in the 1998-99 "When You Are the Club President" and "When You Are the Club Vice President Education" handbooks. Applications are available on the Toastmasters International Faxback system. From a fax phone dial 949-858-4185, follow the prompts, and ask for document number 55 (Advanced Toastmaster award application 1207-A) or document number 56 (Leadership/DTM award application 1209-A); the application then will be faxed to you. Applications are available as well on the Toastmasters International site of the World Wide Web: www.toastmasters.org. Or you may call 949-858-8255 and ask that an application be mailed to you. New ATM applications are being included in Advanced Communication and Leadership Program manuals as they are reprinted. **1**

HALL OF FAME



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

DTM

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

Ed J. Mihalka, 2436-F
 Charles C. Athas, 1881-4
 James D. Miller, 9893-6
 Jeanene Johnson O'Brien, 6253-7
 Sharen Bakke, 4936-10
 Charles W. Weck, 7213-12
 Victor R. Hernandez, 3791-15
 Michael L. Hoy, 6105-18
 Pat Amadeo, 9047-19
 Darrell S. C. Peregrym, 9362-21
 Irwin I. Selig, 555-26
 Marlene A. Purdy, 2547-28
 John R. Barnish, 4423-36
 Kathryn Pape, 4471-38
 Walter C. Graham, 5440-44
 Michael A. Joseph, 1066-47
 Carol A. Craddick, 4698-47
 Debra Welch Grehn, 931-53
 Jerri Duke, 6659-56
 Beryl J. Lewis, 4782-60
 Margaret Hawrylcw, 3554-70
 Brian Lucas, 3677-71
 Richard Logan, 2684-72

Queen City, 1420-37
 Graybar, 1436-46
 Empire Statesmen, 1427-65

40 years

Central West Virginia, 2885-13
 Mercury, 2864-37
 East Dayton, 2838-40
 Harris Toastmasters, 1423-47
 Greater Flint, 2826-62

35 years

Kalispell TMC, 3147-17
 Ala Moana, 3701-49

30 years

Atlanta Federal Center, 2261-14
 Peter Kossowan's Com., 1084-42
 Kingsway, 3484-42
 First Bahamas Branch, 1600-47
 Bankoh, 2074-49
 Amanzimtoti, 1812-74

25 years

Speakeasy, 2218-24
 Kohoutek, 611-27
 Golden Gavel, 438-42
 Kitowin, 42-2928
 Daybreakers, 839-56
 Country Club, 2636-74
 TM Club of Davao, 3854-75

20 years

Steinbeck, 1939-4
 Minnesota Mutual Life, 560-6
 Mendota River Bluffers, 2426-6
 Davisville, 437-39
 Metro Manila, 1119-75

Ralph C. Smedley Memorial Fund

Associate

Past District 39 Governors, in memory of Beverly Samora, CTM
 Past District 13 Governor Michael T. Dalton, ATM, in memory of Irene Martin, DTM, District 13 Governor 1982-83
 Past International Director Jon R. Greiner, DTM, & Belinda Greiner, in memory of Gwen Sawyer, DTM, District 54 Governor 1996-97

Contributing Club

Steamboat Toastmasters Club No. 2043-11
 Cranbrook First Toastmasters Club No. 3532-21, in memory of Gene Belcher, CTM
 Double C Toastmasters Club No. 8502-70

Contributor

International Director Terry G. Schutt, DTM, in memory of Ed Batchelder, ATM
 Toastmasters of the Bluegrass Club No. 4271-40, in memory of Bob Watts
 Karl Unger, in memory of Gene Belcher, CTM
 Jeana McDonald, in memory of Gene Belcher, CTM

Sue Williamson, in memory of Gene Belcher, CTM
 Judy Brunner, in memory of Gene Belcher, CTM
 Sandy McArthur, in memory of Gene Belcher, CTM
 Kathleen Melenka, in memory of Gene Belcher, CTM
 Michelle Landry, in memory of Gene Belcher, CTM
 Arla Monteith, CTM, in memory of Gene Belcher, CTM
 Shirley Lewis-Smith, ATM-B, in memory of Gene Belcher, CTM
 Sharron Billey, DTM, in memory of Gene Belcher, CTM
 Richard Hileman, DTM, Past District Governor Randy Prier, DTM, Harold Wheeler, ATM-B, Jim McGee, ATM-B, J. Robert Stahn, DTM, M. Connie Wanek, ATM-S, Richard Freeling, Susie Powell, ATM, Past International Director Ruth Kraft, DTM, Rusty Lammert, and District 24 Governor Linda Lammert, DTM, in honor of District 24's 50th Anniversary Windsor Toastmasters Club No. 4745-53
 Peter J. Badenhuizen, CTM
 Placer's Gold Toastmasters Club No. 6080-39, in memory of Bob Roberts
 Terry Broaders, CTM, in memory of John Howard, DTM, International Director 1995-97
 Past International Director Donald Story ATM, in memory of Gwen Sawyer, DTM, District 54 Governor 1996-97
 District 21, in memory of Gene Belcher, CTM

Anniversaries

NOVEMBER

55 years

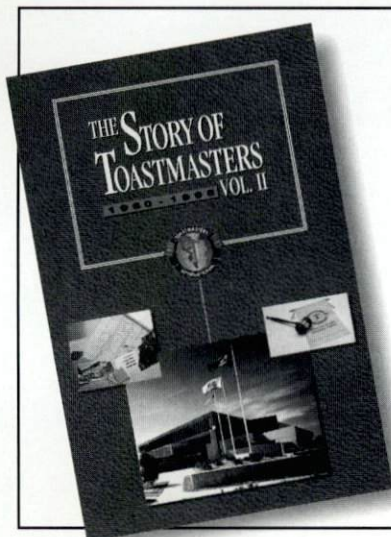
Zanesville, 257-40

50 years

Hospitality, 683-5
 Evergreen, 678-7
 Turning Wheel, 676-28
 Quincy, 675-31
 Lilac City, 687-65

45 years

Brunswick-Golden Isles, 1411-14
 Dubuque, 1337-19
 Green Bay, 1350-35



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RANCHO SANTA MARGARITA, CA — Some people have called Toastmasters “The world’s best kept secret,” but keeping secrets is not always good. Hundreds of thousands of people around the world could benefit from Toastmasters but won’t be able to because they don’t know about it! It’s time to tell our secret by participating in the 1998-99 The Secret’s Out! Membership campaign.

Start today by telling your secret to friends, family, and coworkers. Explain how Toastmasters can help, and invite them to a Club meeting. Once they have experienced a Club meeting for themselves, they will want to join, and your Club will grow!

During the 1998-99 **The Secret’s Out!** membership campaign, you earn the following recognition for telling the secret and sponsoring new members:

- The unique **The Secret’s Out!** pin is for those individuals who sponsor five new members.
- The Gold Star pin is the reward for those sponsoring ten new members
- A Toastmasters necktie or scarf (both new this Year!) is given to individuals sponsoring 15 or more members.

PROGRAM DETAILS:

1. This membership program begins July 1, 1998, and ends June 30, 1999.
2. All members of Toastmasters Clubs are eligible and are encouraged to participate.
3. To receive credit as a sponsor, your name must appear on the Application for Toastmasters Membership (Form 400) along with your home Club number. Please print or type information legibly. No changes will be made to the applications once they are submitted to World Headquarters.
4. New, dual and reinstated members count for credit. Transfer and charter members do not.
5. The new member must join between July 1998 and June 1999.

Applications must be postmarked no later than June 30, 1999 and received at World Headquarters by 5:00 p.m. July 7, 1999.



Toastmasters International

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