

February 1985

# THE TOASTMASTER



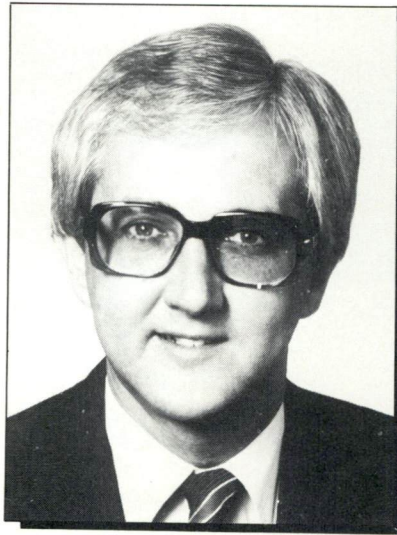
Working the Crowd with  
**Debbie Reynolds**



# VIEWPOINT

## Building to 20

Question: What does a professional soccer, football or baseball team have in common with a successfully run Toastmasters club? Answer: All the "players" show up prepared to participate in accordance with an established "game plan."



And just like a quarterback of a football team calling "time-out" when he spots a player missing from his position, it is necessary for a club president to call "time-out" with the club executive committee when the club learning environment begins to diminish due to lack of members and/or attendance.

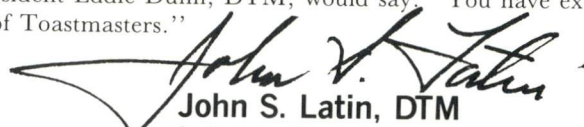
Dr. Ralph Smedley offered us some guidance in October, 1946, when he wrote: "Even the best Toastmasters club, with the Educational Committee functioning at high efficiency, will lose some members, but these losses will be negligible compared to the losses in a club where the requirements of planned, progressive, coordinated training are overlooked." More recently, in October, 1962, he added: "It is my opinion, based on long experience, that it is hard-

ly possible for a club to operate successfully with less than 20 (members) in its activity." Dr. Smedley relied on personal experience when he offered us guidance through his writings. Today, in the age of poll-taking, a recent tabulation of results from a World Headquarters' survey disclosed that our founder was right—it takes at least 20 members in attendance to create the proper environment for learning at a Toastmasters club meeting. So, to bring additional emphasis to this objective, I made it a presidential goal: "Every club to be at charter strength by June 30, 1985."

At this point, I'm tempted to use an expression of a well-known Las Vegas comedienne and winner of District 33's Communication and Leadership Award in 1981—presented to her for her charitable work. The expression is, "Can we talk?" and is used when she wants to speak directly to her audience. So, club presidents with less than 20 club members—"Can we talk?" If you are not in an isolated area and currently using all the energy and creativity you can muster to keep your club alive, allow me to suggest a visit to a local Toastmasters club that has at least 20 members in attendance at each meeting.

Arrive early and ask to see a copy of the meeting agenda and club bulletin. Ask to be seated in a position where you can easily watch the expressions of the speakers and audience. More importantly, position yourself to monitor the enthusiasm of the membership as the participants create the necessary environment for learning—those opportunities for growth. At the "break," inquire about key elements always present in their meetings: the well-run business session, stimulating Table Topics, prepared manual speeches, effective evaluations and respect for time.

Well, visiting other clubs is not an original idea created by this writer. It probably started in 1924 as our educational organization began to expand outside the city of Santa Ana. It is, however, a quick way to gain some valuable insight for improving your own club. Your reward for the time you spend gathering this information and putting it to use is the knowledge that you have accelerated the personal development of your members during your term as club president. Past International President Eddie Dunn, DTM, would say: "You have experienced the power of Toastmasters."

  
**John S. Latin, DTM**  
International President

## TI OFFICERS AND DIRECTORS

**Founder**  
Dr. Ralph C. Smedley (1878-1965)

### Officers

#### President

John S. Latin, DTM  
1010 Calle Ortega, San Dimas, CA 91773

#### Senior Vice President

Helen M. Blanchard, DTM  
430 San Antonio Ave. #2, San Diego, CA 92106

#### Second Vice President

Theodore C. Wood, DTM  
908 Cox Ave., Hyattsville, MD 20783

#### Third Vice President

John A. Fauvel, DTM  
P.O. Box 3114, Auckland 1, New Zealand

#### Immediate Past President

Eddie V. Dunn, DTM  
3106 7th St. North, Fargo, ND 58102

#### Executive Director

Terrence J. McCann  
Toastmasters International, P.O. Box 10400  
Santa Ana, CA 92711

#### Secretary-Treasurer

Frank Chess  
Toastmasters International, P.O. Box 10400  
Santa Ana, CA 92711

### Directors

Bennie E. Bough, DTM  
4607 Ordinary Court, Annandale, VA 22003

Edwyn J. Buzard III, DTM  
10680 Marine View Dr. S.W., Seattle, WA 98146

Peter J. Crabtree, DTM  
1305 Cambridge Dr., Oakville, Ontario  
Canada L6J 1S2

Joe Garmeson, DTM  
P.O. Box 61142, Marshalltown 2107  
South Africa

Jack Gillespie, DTM  
114 Savoy Crescent, Winnipeg, Manitoba  
Canada R3R 2N9

Margaret F. Hope, DTM  
195 N. Hythe, Burnaby, B.C.  
Canada V5B 1G3

Frederick J. Ludwick Jr., DTM  
17 Hurd St., Cazenovia, NY 13035

David B. Meeks, DTM  
P.O. Box 2291, Tampa, FL 33601

Arthur F. Nieto, DTM  
6053 N. 21st Dr., Phoenix, AZ 85015

Herbert D. Nowlin, DTM  
309 So. A, Oxnard, CA 93030

Ted Randall, DTM  
R.R. #1 Box 241, O'Fallon, IL 62269

Charles H. Rust, DTM  
2114 Highland Ct., Bozeman, MT 59715

James G. Sauer, DTM  
4209 Frank Court, La Crosse, WI 54601

James E. Seale, DTM  
19 Lenora Dr., W. Simsbury, CT 06092

Frank L. Slane, DTM  
1742 W. Latimer Place, Tulsa, OK 74127

Suzy Smith, DTM  
1922 Huntsman Rd., Aiken, SC 29801

D. Adele Stagner, DTM  
470 W. Harrison, Claremont, CA 91711

# THE TOASTMASTER

### Editor

Tamara Nunn

### Editorial Assistant

Michelle Cabral

### Art Director

Bob Payne

### To Place Advertising Contact:

Toastmasters International  
Publication Department  
2200 N. Grand Ave., P.O. Box 10400  
Santa Ana, CA 92711  
(714) 542-6793





Page 4

## FEATURES

- 4**
- Navigate Through Stormy Conflict**  
by Jean Lebedun, Ph.D.
  
- 6**
- The Care & Feeding of Your Speaking Instrument**  
by Mark Bruce
  
- 9**
- Working the Crowd with Debbie Reynolds**  
by George Heymont
  
- 11**
- I Can Relate to That**  
by James L. Connell
  
- 13**
- A Dynamite Duo: Success/Leadership**  
by John Whitmore, DTM



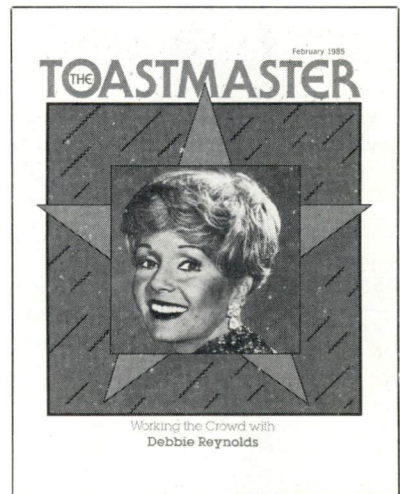
Page 24

## DEPARTMENTS

- 22**
- Idea Corner**
  
- 23**
- Just For Laughs**
  
- 28**
- Hall of Fame**
  


---

- 18**
- Apply Your Tools**  
by William L. Piel
  
- 20**
- Inspire Yourself with Self-Talk**  
by Lawrence H. Bergmann, Ph.D.
  
- 24**
- Discover Yourself in Columbus**  
by Alan L. LaGreen



## COVER

A veteran star of stage and screen, Debbie Reynolds is known for such high-spirited performances as in *The Unsinkable Molly Brown* and *Singin' in the Rain*. Her high spirit has a magical quality for live audiences, and in this issue she shares secrets of her crowd-pleasing style.

THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 2200 North Grand Avenue, Santa Ana, CA 92711. Second-class postage paid at Santa Ana, CA, and additional mailing office. POSTMASTER: Send address changes to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, CA 92711.

Published to promote the ideals and goals of Toastmasters International, an organization devoted to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright 1985 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and circulation should be addressed to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. Non-member price: \$12.00 per year. Single copy \$1.25.







# Navigate Through Stormy Conflict

by Jean Lebedun, Ph.D.

Everything was fine in Ed's Toastmasters club until the issue of Speechcraft came up. Ed, as educational lieutenant governor, strongly favored the project as a way to strengthen the club and gain new members. But Sandra, the club president, had rallied the other officers around her point of view: The time involved would be prohibitive, as members were concentrating on giving manual speeches.

The conflict became bitter. At one club meeting, Ed and Sandra exchanged verbal zingers. Several guests sensed the hostility and decided never again to place themselves in that uncomfortable group.

Experiences like these cause us to dread conflict. The personal stress and detriment to the group are big disadvantages.

But conflict is inevitable. We see it in our offices and conference rooms everyday. Whenever people work together,

they will have different viewpoints, based on their individual experiences and their private goals.

## Goals Clash

Conflict, in fact, essentially involves a clash of goals. It is defined as a struggle between two parties who perceive they have incompatible goals.

Ed's goal, for example, to conduct Speechcraft, is incompatible with Sandra's goal to drop the idea. You can't do both at once. You either schedule a Speechcraft or you don't.

Or so it would seem. Many conflicts grow and flourish because the warring parties perceive their goals to be mutually exclusive. In many cases, both sides can achieve a large part of what they want if they use creativity, good communication and effective negotiation.

Conflict is actually an opportunity, not a tragedy. Ed and Sandra can learn more about each other's philosophies of

club management—IF they know how to resolve the conflict. It's a matter of having the *understanding* and the *skills* to use conflict for positive results.

What happens when conflict goes unresolved? In general, things get worse. The two parties may snap at each other, as Ed and Sandra did, avoiding the real issue and creating a vicious atmosphere.

Or the people in conflict may harbor small resentments which one day blow up in a major explosion. Another common result is gossip. Person A has a conflict with Person B, but prefers to tell Person C. That's because Person A really wants sympathy rather than a direct confrontation. Nasty back-biting occurs as the conflict goes unresolved.

## Types of Conflict

Resolving conflicts requires a recognition of the four types of conflict, as discussed in Marlene Wilson's *Survival*



*Skills for Managers.* When you know which types you're faced with, you have a better idea of what to do. Every conflict will fall into at least one category—or into more than one, if it is complex.

**1. Factual Level**—Person A and Person B may disagree because each has a different set of facts. This is an area where assumptions can kill. Don't assume your data is accurate; check it out. Perhaps Sandra will learn that Speechcraft is not as lengthy a project as she imagined. We all need valid information as a base for productive discussion.

**2. Process Level**—This type of conflict centers on two methods or ways to operate. You may prefer having a new bank of computers in your company, while a co-worker insists that using a data processing firm will be more efficient. Having identified this level of conflict, the two of you can emphasize the comparison of processes in your negotiation.

**3. Purpose Level**—In this case, each person believes in a different purpose for a project. It's helpful to recognize when this factor lies at the heart of the conflict. Maybe you believe that inhouse computer equipment will provide quicker information, while your co-worker mainly wants a cost savings. The two of you are at cross-purposes.

**4. Values Level**—Values are the beliefs which are dear to us. These beliefs are subject to change, but they tend to change slowly. For that reason, a conflict of values may be one where you decide to stand your ground, to avoid compromise.

Occasionally we read in the newspaper that life-saving methods are being forced on a patient who prefers to die because of personal values or religious beliefs. This type of conflict is the most serious of all.

### Resolution Steps

When you find yourself in conflict, analyze it in terms of these four types. Now you're ready for the six steps of resolution: identify, listen, speak, seek, follow through.

• **Identify**—Face the fact that you're involved in a conflict. This is a difficult step for anyone who believes in pleasing others at all costs. Some people are convinced that conflict is not "nice." Actually, it is a dynamic opportunity. You'll extend your range of behavior with the person involved, and you'll probably cement the relationship.

State your identification of the conflict openly to the other person. Use an objective tone of voice and objective wording: "I believe that we have two different goals in this situation. Let's talk about it."

• **Listen**—In this step, your message should be, "I'm interested in how you look at this. Please tell me all about your opinion." Invite the other person to speak *first*. This is how you build rapport and earn the right to be listened to.

Listening is definitely the most challenging part of communication, and in this case, it's "tough listening." The person speaking holds ideas which are opposed to yours. Be careful, or you'll label every word you hear as "worthless."

At this stage, your aim is merely to find out what the opposing viewpoint consists of. You can judge later, when you have all the information. For now,

---

## CONFLICT OCCURS WHEN GOALS CLASH.

---

remember to listen long enough.

Avoid mentally arguing with every point, and avoid planning your reply. Really *listen*, receiving data and sensing emotions. Constantly remind yourself, "Hey—keep an open mind."

• **Speak**—Now it's your turn. In this general process of exchanging perspectives, you may find that the other person becomes less an *opponent* and more a *partner*. You now want this partner to listen to you. Express yourself in a firm, self-confident, but tactful manner.

Several verbal techniques can help. Use "I" statements to indicate that you recognize your views are your own and not infallible truths. Avoid absolutes (vocabulary like "always," "never," "every time") because they are fighting words.

Also avoid war vocabulary. People who dwell on "guns," "ammunition," "battles," and "skirmish," tend to push their listeners into an aggressive mood.

One executive goes into every meeting muttering the phrase, "Well, we'll have to circle the wagons this time, boys." He seems to love the conflict more than the resolution.

It would be much different if he approached the situation saying to himself and others: "Let's talk about what we have in common. What are our mutual interests?" This approach is incorporated in the next step.

• **Seek** (a resolution together)—This is the step where you and your opponent work together. You've each spoken from your vantage point. Now the activity is collaboration.

Start by reviewing areas of agreement.

Openly state the points that are important to both of you. "You know, we're both concerned about saving money." "We both need to get this recommendation submitted by the first of the month."


Ed and Sandra, in discussing Speechcraft, can emphasize to each other their mutual commitment to help fellow Toastmasters achieve personal goals. As they highlight the interests they share, they create a base for the resolution.

Chances are, some things really opened up in the LISTEN-SPEAK stages. Perhaps one person has decided that the other's proposal is workable after all. It just needed a fair hearing. Or the partners may discover how to put their two goals together in one plan.

As they explore possible resolutions, Sandra states that Ed has cited some convincing benefits of Speechcraft. So she suggests they conduct the program, but delay it six months. Ed finds that he's willing to accept that idea—largely because of the mutual respect the two have built through the whole process. This "Win/Win" option has blended the thinking of both parties in a creative new plan.

• **Follow Through**—Implement the plan the two of you have put together. The only criteria is that you both agree on it. Try it out. And be sure to get together again to evaluate and re-negotiate if things have changed.

We often omit the "follow through" stage because we're taking the easy way out. After one congenial face-to-face encounter, we just want to forget the whole thing. Be sure to check on the plan's progress. Be certain that it is a real resolution and not just the lull before another storm.

Ed is now pleased that his club has avoided more storms because the Speechcraft conflict has been resolved. He explains that the turning point came when he and Sandra started discussing what they had in common and where their goals overlapped. "People can work out their differences," he insists, "if they emphasize mutual interests." 



### Dr. Jean Lebedun

is a full-time professional speaker and seminar leader from Jefferson City, Missouri. She speaks on effective oral and written communication. She was a finalist in Toastmasters' 1982 World Championship of Public Speaking and has served as president of her local Toastmasters club.



JUST AS MUSICIANS LOVINGLY CARE FOR THEIR INSTRUMENTS, YOU CAN PROTECT YOUR VOICE BY FOLLOWING THESE GUIDELINES.

---

# The Care & Feeding of Your Speaking Instrument

---

by Mark Bruce

**H**ave you ever watched a professional trumpet player put away his trumpet? He doesn't just toss it in a knapsack and sling it over his shoulder. He lovingly wipes the trumpet down with a soft cloth, carefully takes the mouthpiece off and cleans it, then tenderly lays the trumpet into its case.

Trumpet players and other musicians know that they have to care for their instruments. They don't leave them exposed to the elements. If there's a mechanical problem, they try to fix it quickly and thoroughly. Every so often they wipe down their instruments with special oils that prolong usefulness.

As a speaker, you can learn from musicians' respect for their instruments. Your instrument is your voice. Since the voice comes from a part of your body—your vocal cords—you might not realize that, just like a trumpet, the throat and vocal cords need tender loving care.

First, it's important to understand your instrument—how it works, what helps it, what hurts it.

## How the Voice Works

Your voice is a product of a pair of

bands or folds in the larynx called the vocal cords. When these vocal cords are pulled together and air from the lungs passes through them, sound is produced. The sound comes from the vibration of the cords, much like the sound from a guitar comes from the vibration of its strings.

These vocal cords are paradoxically very tough and very fragile. They can withstand a lot of vocal nonsense before they hurt. But once they're injured they can be ruined. Even if they recover (which sometimes requires delicate and difficult surgery) they're never quite the same.

Unfortunately, the catalogue of things harmful to the vocal cords is long and varied. You can hurt them by overuse, exhaustion, irritation due to foreign substances, use while inflamed, too much or too little moisture during speaking. . . the list is endless.

As a speaker it behooves you to guard your throat and vocal cords. Almost everything you put into your mouth will affect your voice. And the way you use

(or abuse) your voice today will affect the way it sounds tomorrow.

## Avoid Smoke

At the top of the list of things for speakers to avoid is cigarettes. The smoke you inhale irritates the throat and vocal cords—this is one reason smokers cough. In the short run, smoking tends to dry out the throat. The vocal cords need moisture to vibrate, so the voice tires quicker without it.

In the long run, apart from the health problems already publicized by the United States Surgeon General, cigarette irritation in the throat could cause the vocal cords to form callouses, known as *nodules*. Nodules don't toughen the throat like the callouses on your hands. Instead they harm the vocal cords whenever they vibrate, so that it hurts to speak or make any sound at all.

At their worst, nodules must be surgically removed. Even a minor case of nodules will put you out of speaking for several days—you'll have trouble just whispering.

Marijuana also impairs the vocal cords. It actually irritates them worse



than cigarettes. Pipe and cigar smokers also experience this throat irritation, even though they don't inhale the smoke.

Another throat irritant is coffee. Even though it's a liquid, coffee actually dries out the throat and irritates it. This is one reason trained singers won't drink coffee at all, much less on the day of a performance.

A speaker has to be only a little less vigilant of his or her vocal cords. A good rule of thumb is to limit yourself to one cup of coffee on a day you're scheduled to speak before an audience. That cup should precede the speaking engagement as early as possible.

### Dehydration

Dryness of the throat is actually more common a problem than you might think. Stress, for instance, causes a bit of dehydration. For example, have you ever noticed while driving your car, if you suddenly slam on the brakes to avoid hitting a cat, your throat instantly feels dry and it's hard to swallow or speak?

A milder form of this stress dehydration usually attacks people when they're confronted with a mass of faces turned expectantly upon them, waiting for a speech. That's why a jug of water sits on every lecture podium.

There are other causes of throat dehydration, too. Working in an air-conditioned or centrally-heated office can sap your throat moisture. The air around you tends to get stale and dry in such atmospheres.

One solution to this problem is a little gadget called a humidifier, which pumps moisture into the air. Keep a small barometer near your humidifier, though, to make sure that the humidity doesn't get much above 40 or 50 percent. Drinking lots of water, fruit juices or herbal teas will also help replace the moisture your body loses in a stale environment.

By the way, a long plane ride can dehydrate your throat. When the airplane cabin is pressurized with oxygen, moisture is not added to the atmosphere. So if you have to speak after a long plane ride, drink lots of water or juice while airborne.

A final note regarding dehydration that most of you may have heard at some point: Most doctors recommend you drink up to eight glasses of water per day, whether you're speaking or not. And some singers have used hard candy to get their throat juices flowing. Others prefer more organic substances, such as melons or fruit juices.

### Watch What You Ingest

On a speaking day you should avoid not only coffee and tea, but dairy products and alcohol as well.

Just as too little moisture is bad for you, too much can also hamper your vocal cords. Excess moisture and mucus is called phlegm. Milk, ice cream and other dairy products produce phlegm in your throat.

When you have to push your sound past that phlegm, you lose control of your voice. You also tire more quickly. And continued taxing of your vocal cords in this manner can eventually produce nodules. At the very least, your voice will sound pretty ragged by the end of a long speech. For a throat bothered by phlegm, try hot *herbal* tea with honey and lemon.

---

## A LONG PLANE RIDE CAN DEHYDRATE YOUR THROAT.

---

Let's note, however, that nutritionists consider dairy products an important part of your diet, so don't omit these foods completely. Just cut down on them during the days when you have to speak.

Alcohol poses a different problem. It's a liquid depressant that dulls your reactions and loosens your body control. It can make you work twice as hard when you speak, both mentally in controlling your sound and physically in producing that sound.

Some people claim that having a drink before speaking relaxes them. Actually, it only dulls their performance. There's nothing wrong with being nervous before a speech—the nerves can actually make you more alert and animated.

### Guard Your Health

Other factors besides what you eat, drink or smoke can affect your throat. For years voice teachers have shuddered at the thought of a singer taking a long walk in cold, damp weather. That goes for hot, dry weather as well. These practices not only produce phlegm or dry out your throat, they can also open the door to illness. As the song says, button up your overcoat.

An entire body in good health has a good effect on the throat and vocal cords. Proper nutrition and hygiene practices (particularly dental care) are vital to care of your speaking instrument. After all, the throat is part of the organic whole that is your body. As any physician will tell you, when part of your body suffers, your whole body is adversely affected.

Care of your vocal instrument also means that you use it properly. Have you ever gone to a big football game and screamed at the top of your lungs? You were hoarse the next day, weren't you? That was because you pushed your vocal cords to such an extreme that they swelled and couldn't vibrate enough to produce sounds efficiently.

Screaming, coughing, even prolonged throat-clearing taxes the vocal cords this way. Fortunately, not many of us find ourselves in daily screaming sessions. Still, be mindful of the effect of cheering (or shouting) on the vocal cords when a speaking engagement is pending.

Some speakers overtax their vocal cords *while* they speak. They shout their whole speech at the top of their lungs in an attempt at projection. This is like the cabaret singer who "belts" out every song. Both are headed for trouble. It's not good to keep your voice in high gear for long periods of time. It makes the vocal cords swell up and, after continued abuse, nodules will form.

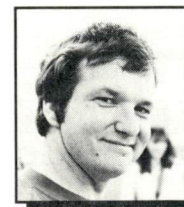
### Obey Your Doctor

The throat care tips just mentioned come from singers, actors, speakers and doctors. Mentioning doctors allows me to play Ann Landers for a minute and say "When you have trouble, for heaven's sake see a good physician." Serious throat problems are not responsive to amateur treatment.

Your bout with laryngitis might seem eased by grandma's hot toddy and honey concoction, but if you deliver a speech in that condition you could do serious damage to your speaking voice. Often in such a case your throat is trying to tell you that something is very wrong. You ignore it at your own peril.

In cases of serious laryngitis, doctors will often prescribe absolute silence. They might give you some medicine to reduce swelling. Whatever they prescribe, follow their instruction to the letter.

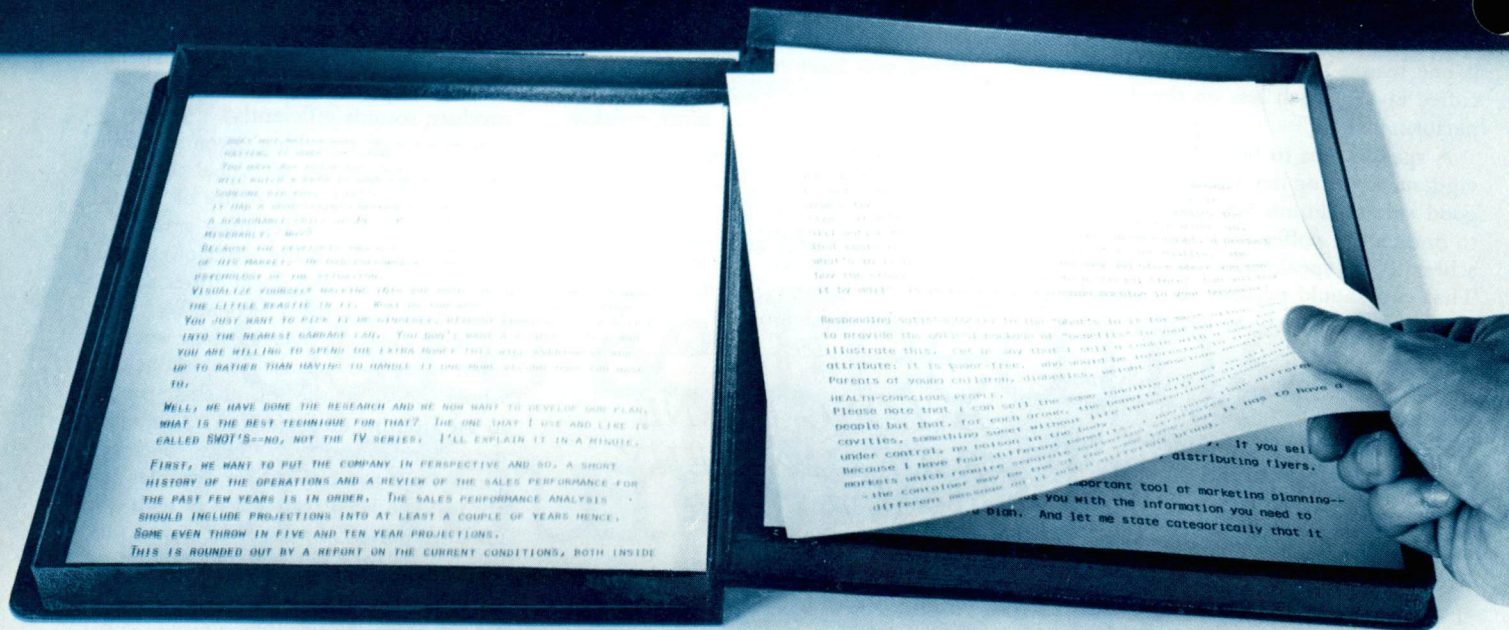
But if you care for your throat and vocal cords the way a trumpeter cares for his trumpet, you shouldn't be making too many visits to the doctor. Some "TLC" and preventive maintenance will help your speaking instrument make sweet music for as long as you use it. 🎤



Mark Bruce is a law student at the University of California at Berkeley. A regular contributor to *The Toastmaster*, he was a radio announcer and owned a public service show on an FM radio station. He also does over 60 different voices and impressions.



# Take complete control of your next speech



Displays two full 8½x11 pages of text at all times.

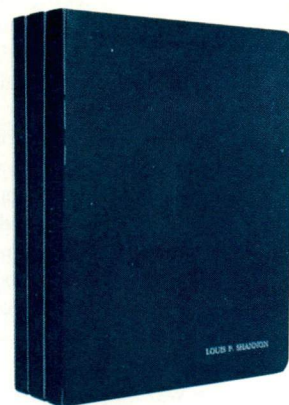
Instead of turning, pages slide from right to left.

Quality, rigid-form construction ensures distinctive appearance and durability.

## The unique SCRIPT-MASTER® Speech Portfolio puts you in full command of your presentations and your audience

The SCRIPT-MASTER Speech Portfolio eliminates the need for cumbersome file folders, ring binders, or note cards. Your entire presentation fits neatly inside a handsome, personalized carrying case. When opened on the podium or conference table, the SCRIPT-MASTER displays two full pages of text at a time. Instead of turning, shuffling or fumbling the pages of your presentation, the SCRIPT-MASTER allows you to simply slide them smoothly from right to left. With nothing to distract you or your audience, your speech, presentation or report always gets across with maximum impact.

Each SCRIPT-MASTER Speech Portfolio is imprinted in gold with your name, your company, or any other imprint you choose. And it can be used as bookshelf storage units for all your important presentations.



Personalized, protective

### Send for your SCRIPT-MASTER® today!

Please send me \_\_\_\_\_ Speech Portfolios at **\$23.95** each.  
 Dark Blue       Dark Brown

IMPRINTING: Limit is total of 20 letters and spaces per line. For special orders (logos, additional lines, etc.) or for quantity discounts, call (212) 685-1200.

Qty	Imprint	Amount
		Subtotal
		Postage
		TOTAL \$

POSTAGE: \$1.75 for first unit, \$.75 for each additional unit- U.S.A. only.

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (      ) \_\_\_\_\_

Check enclosed       Please bill my company (purchase order enclosed)

Mail to: SCRIPT-MASTER® Division of Brewer-Cantelmo Co., Inc.  
 116 East 27th Street, New York, N.Y. 10016



## WORKING THE CROWD WITH

# Debbie Reynolds

by George Heymont

Mingling with an audience and making small talk comes easily to some speakers. Others have to learn how to relax and feel comfortable about chatting with guests. Watching Debbie Reynolds work the crowd in the Headliner Room at Harrah's Reno can leave little doubt that the entertainer is secure in her work and knows what she is doing. Walking atop the barrier which separates several dinner booths, Reynolds asks, "Isn't Barbara Walters grim? I mean, she's so serious you'd think she ought to marry Richard Nixon!"

A moment later Reynolds stoops down to pat an elderly man's bald spot. "You had your hair cut so short it looks like my armpit," she teases. "Hey, take a look at this: This is my good leg. And for an old broad like me, it ain't so bad, either."

Backstage between shows Reynolds talks candidly about her technique and about show business in general. "I'm an Aries and Aries women are very outgoing and outspoken. I have NEVER been shy. I can read a contract as well as any lawyer and I will fight for my rights in a nice manner.

"I'm a very self-educated person about financial affairs," she says, "mortgages, contracts, bank papers, etc. I'm not a loudmouth, but I'm capable of conducting my own business, sitting in a meeting and discussing contractual affairs, money, litigation and points of that manner.

"If you don't get a little tough, then you only get killed all the time. I'm 51 years old and I can't afford to keep getting killed any more. Can I?" she asks.

### Soft Approach

Nor does she seek to kill her audience, preferring to base her act on a softer appeal. "I don't pick on or put down other people. Just myself," she stresses.



"My audiences have all lived through a great deal in life, like I have. And we've survived. I don't think they mind my talking about life, survival or whether our waists have grown bigger.

"In a way, Joan Rivers broke that ice by talking about the gynecologist. No comedienne prior to that, not even Totie Fields or Phyllis Diller, had done so. Joan was really the first one to break the barrier by talking about things of a personal nature. Maybe she's gone too

far. She IS rather shocking in her delivery of women's problems."

To the surprise of many in the audience, Reynolds has hopped aboard Joan Rivers' bandwagon and now includes some jokes about Elizabeth Taylor in her act. "I've talked about everything in my life," states Reynolds, "and I've never been afraid of discussing anything.

"Years ago, I refused to talk about the situation with Eddie (Fisher) and Liz



# “I’VE TOLD PEOPLE THEY CAN ASK ME ANYTHING THEY WANT AND I WILL TRULY ANSWER THEM...”

(Taylor). That’s when I was 26 or 27 (and married to Fisher) and I kept quiet for about a year. But soon I realized that I shouldn’t be that way, that I should be able to discuss everything that happens in my life.

“And since that time I’ve told people they can ask me anything they want to and I will truly answer them as best I can without holding back. Why? Because otherwise the press will report something wrong. It’s better for them to get a quote directly from me than to have them say I won’t talk about something or to print ‘no comment.’”

Having sung and danced her way through such movies as “Singin’ in the Rain” and “The Unsinkable Molly Brown,” Reynolds later starred on Broadway in the musical “Irene.” In 1977 she performed for audiences in Los Angeles and San Francisco, California, in a revival of “Annie Get Your Gun,” which was directed and choreographed by the late Gower Champion.

Claiming to have vaudeville in her soul, Reynolds insists that she is never without an audience. “As far as being an actress is concerned, I’ve always been a comedienne. As my act changes in the next few years I’m going to become more of a stand-up comic who sings. It isn’t that I love the road so much, I love a live audience.”

## Getting into the Crowd

Surprisingly, there was a time when many nightclub entertainers clung desperately to the safety of the stage. “Al Jolson was the first one to use a runway,” explains Reynolds. “About 12 years ago there was an unspoken law that you NEVER entered the audience. You were supposed to just look out over their heads and never make contact.

“In nightclubs and places like Las Vegas, I was the first woman to go into the audience. Nowadays everybody does it. And the entertainment industry is much more difficult today because people just don’t applaud as much,” she confesses. “So you have to work harder. People tend to stare at you because they think they’re watching a big TV screen. As a result, you have to be careful. They’re sort of shocked when you come out into the audience.”

An entertainer who has performed in every medium, Reynolds is a time-tested professional who knows how to target

people in her audience. “I know that the guy with the flamboyant shirt or cowboy hat or the lady who has a deep-cut dress and a feather boa are extroverts. They get a kick out of being singled out. But I don’t bring people on the stage. Some people can’t deal with that and I don’t like to embarrass anybody.

“I just talk to them while I’m in the audience and look carefully at who I talk to,” she explains. “Obviously, I’m not going to pick on some little lady who is afraid of walking into a nightclub—the kind who’s sitting with her purse clutched in her hand and is wearing a little June Allyson collar. I’ll shake her hand or pat her on the shoulder to let her know that ‘Everything’s all right, Emily.’”

Above all else, Reynolds feels a responsibility to give people in the audience their money’s worth. “Reno (Nevada) has a very fair outlook on price, but in general I think prices today are too high. There aren’t many major superstars like Frank Sinatra anymore. I would pay the price to see him because I don’t know where I’d get to see someone like that ever again. That’s history. That’s a legend,” she explains.

“And there are certain people for whom I would pay a high ticket price because they give you a great, hot, exciting show. Joan Rivers gives hard-driving comedy: one laugh after another. Barry Manilow is tremendous. So are Kenny Rogers, Melissa Manchester and Bette Midler. But other than that, Las Vegas is overpriced. I’ve said so and I’ll say it to anyone.

“These promoters can no longer blame the high ticket price on the star’s salaries. That’s baloney sauce and I’m tired of hearing the stars get the brunt of it. Everybody has taken pay cuts and the casinos haven’t lowered their prices at all.”

As a highly-motivated woman who has worked with many of the greats in the entertainment industry, Reynolds knows this much about her life: “I think people who don’t work and don’t do anything are boring. I also find that they’re usually very weak and I don’t admire anything about them. I don’t know any boring people and I wouldn’t want to be around any, either.”

When not performing, she maintains a home in Colorado, far removed from

the center of the entertainment industry. “The people in Colorado are very straight-laced and, well, I guess the word is square,” she confides. “I get along fine with them. I think they’re as funny as can be. In fact, they drink more than most show people I know.

## Grown Up

“If I enjoy myself now more than I did before it’s because in the past I was TOO square without having had any education in life. Now I’ve grown up, traveled around the world and I’ve been very lucky. I’ve been to everybody’s home. I’ve been to their parties and met all kinds of people: writers, artists, dancers, carpenters, wood drillers, tree choppers, etc.”

Although Reynolds doesn’t do as much dancing as she used to, her stamina is still amazing. “I do more today than I did when I was 18 or 19,” she groans.


Reynolds recently made news when she became one of the first major entertainers to headline in a benefit for victims of AIDS disease. The reason was simple. Five of her friends have died from the disease and she feels a strong need to raise funds for medical research.

“Doris Day helps take care of animals. My feeling is that if you can take care of the animals, you can certainly help your gay friends,” she says.

“I’m called upon for more benefits these days. As people find out that you’re sympathetic or that they can approach you about helping other people, you find yourself becoming more involved in causes. Most of us show people do benefits because we’ve been given a calling card. People know our names and they will come to see us. So we can raise more money for charity. Maybe that’s why God gave us talent.”

As a woman with a reputation for being a bit of a square, Reynolds offers the following advice to speakers who find themselves surrounded by strangers with strange customs. “If you put yourself into a situation, be prepared to handle it. If you can’t handle it, then get out!

“Look, if I’m going to be the only square at a party, either I should not go or I should leave and have my own party with a bunch of squares,” she explains. “If I don’t like what’s going on at a party, I remove myself and I’m gone. I don’t say ‘Stop that,’ because it’s not my business to stop a party. I just remove myself.”

Straightforward advice from a straightforward woman. 

---

**George Heymont** is a freelance writer based in San Francisco, California.



THE ABILITY TO RELATE TO OTHERS IS THE  
VERY ESSENCE OF COMMUNICATION.

# I Can **RELATE** to That

by James L. Connell

**S**omething was missing; the entire audience knew it. Did the audience applaud? Just barely; they politely acknowledged the speaker's efforts. The audience agreed with the theme of the speech, but they were cool to the speaker.

The speaker—let's call him George—had done everything right! He followed the format prescribed in the manual. The introduction was a grabber. The body of the speech was well-organized and flowed smoothly. The summary was concise and related back to the introduction. Command of the language was masterful. Gestures were continuous. Eye movement covered the entire audience. "A great speech," said the evaluator; she could find no fault. But, the audience was cool.

George had somehow failed to relate to the audience. He was thoroughly prepared, had practiced several times in front of a mirror, and had given a flawless presentation. George's presentation had been the same as his practice one before a mirror, and herein lies the key to his failure to relate to the audience.

Had George's delivery been videotaped in front of the mirror and again videotaped in front of the audience, I dare say that none of us could have found a difference in the two tapes. That's because the *audience* was not an essential element to George's presentation. It was as if they were not present. The audience felt a communication void and responded with subconscious coolness to George.

George is one of a large segment of our society who has never developed the ability to relate to others. George knows that his audience is there—he can see them. But he looks right past them and he doesn't hear them. George lacks the capacity to scan their faces for feedback—for messages that would tell him whether the audience understands him and is interested, so that he can adjust his delivery accordingly.

For those of us who know how to relate to others, communication is a two-way street. We can look at our audience and see and feel joy, sadness, curiosity, surprise, confusion, agreement, and we

respond to those emotions. We meet the needs of the audience. We erase sadness and replace it with joy. We eliminate confusion and replace it with comfort and agreement. We bring our audience along with us.

## A Rocky Road

My son, Mike, provided me with a great example of relating vs. not relating to others. While in high school, Mike worked for a Baskin-Robbins 31 Flavors ice cream parlor. Most of us would agree that communicating to the young clerk on the other side of the counter how you want your ice cream cone constructed is rather basic communication. No way to mess up on that, right? Wrong!

According to Mike, 20 percent of the customers fail to communicate clearly, given the chance: "I'd like a rocky road and chocolate chip cone, please," says the customer. The clerk complies and produces a cone topped with a scoop of rocky road ice cream and a scoop of chocolate chip. He smiles and hands it to the customer. The customer leaves, satisfied.

"Next, please!" cries Mike. The next customer steps forward. "I'd like a rocky road and chocolate chip cone, please," he says. The clerk complies again: a cone, a scoop of rocky road and a scoop of chocolate chip. Again Mike smiles and hands the cone to the customer. "No! No!" says the customer, frowning. "I wanted *two* cones—a rocky road and a chocolate chip. I told you that!"

Most people (80 percent according to Mike) instinctively project themselves into the clerk's shoes, recognize what information he or she needs and communicate that information. Others lack the capacity to empathize. Their capacity is limited to providing their *own* needs and desires to the clerk.

Because of the 20 percent of customers who don't make themselves clear, Mike tells me that he learned to verify orders: "Rocky road on the bottom and chocolate chip on top, right?" Mike's experience behind the counter was instrumental in his decision to major in

communication in college.

For people who have developed an ability to relate to others, it is instinctive to follow the other person's eyes and know to what extent they are following us. For such aware people, it is difficult to relate to someone who is wearing sunglasses. And if someone is wearing sunglasses during a deeply emotional exchange, people can become frustrated and are tempted to demand: "Take those darn sunglasses off so that I can see you!"

A speaker who relates to people much prefers a small audience of under fifty people to one of over 100. With a large crowd, he sees only a sea of faces. With a smaller audience, he can scan faces and feel the people's emotional states and accordingly vary the tone of the presentation. He feels the degree of acceptance of his theme and he "hears" the emotional response.

## The Monologue

I recently had an experience that I would classify as humorous, if it were not for the fact that I find it rather tragic. One of my wife's business associates made a last-minute request for a ride with us on a one-hour drive to San Francisco. We picked the business associate up on a street corner as arranged. She was a smiling, alert, attractive female in her mid-thirties.

Shortly thereafter, my wife advised our guest that she had to utilize the hour enroute to San Francisco to complete some paperwork, and as much as my wife would like to, she was not in a position to chat with the guest. "So please excuse me," my wife said politely. "Of course," replied our guest.

The woman then proceeded to carry on a one-hour monologue. She was totally insensitive to the irritation in my wife's voice as she responded with an occasional "uh-hum." My wife was determined to meet her commitment to have the work done when we arrived in San Francisco. She did so. Our guest was equally determined to make her social contribution. Her monologue flowed well.



I suspect our guest makes a continuing effort to improve her communication skills. Unfortunately, she has missed the most basic of basics. Communication must be two-way. Not only must it be two-way, it must go far beyond words.

**Communication's Essence**

Virtually all of us strive for improvement in our communication skills and techniques. I believe that relating to others is far too important to be classed

as either a skill or a technique. It is the very essence of communication. It is the core element of our relations with society around us.

Developing this ability requires consciously following other people with our eyes and ears. It requires watching the body language of others. It requires listening for voice inflection. It requires observing facial expressions, and above all it requires watching the eyes of

everyone that we come in contact with.


Try standing on a street corner and practice people-watching. Watch people's posture, gait, dress, facial expression and above all, eyes. Try describing the emotional state of each person you observe. The better communicators among us do this instinctively in every encounter.

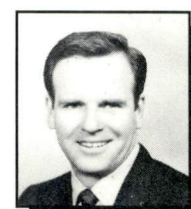
I would like to pass on an experience our daughter, a Peace Corps worker, related to us on audiotape a few weeks after arriving in the small poverty-stricken nation of Upper Volta in West Africa. Upper Volta, whose population has a life-expectancy of 38 years and a literacy rate of six percent, is a rather primitive culture by western standards.

Our daughter told of watching and feeling the frustration and hurt expressed by a Voltaic woman upon receiving her morning instructions from an American. The culture barrier was high, as the Voltaic said, "How can you be so insensitive and uncaring as to walk in here this morning and place these demands on me without first displaying the common courtesy to inquire about the health and well-being of my mother, my father, my brothers, my sisters, my husband and myself? And how can you be so insensitive as to instruct me without looking into my eyes?"

In terms of interpersonal communication, perhaps the following question is appropriate: Which culture was more primitive?

Developing the ability to relate to others requires that we sensitize ourselves to the emotional state of our audience. We meet them where they are emotionally and then gently guide them through the intellectual stream of our presentation.

The trick is reading the audience. We develop this skill by reading people one-on-one. This requires concentration and more importantly, it requires sincere concern about the other person and projecting that concern to him or her. One of my past public speaking instructors expressed it quite concisely: "They won't care what you know until they know that you care." 



**James Connell, Past President of Santa Rosa Toastmasters Club 182-57, lives in Santa Rosa, California. Self-employed, he sells non-registered securities.**

*James has served as guest speaker at over two hundred marketing presentations to the public, nationwide. He is an experienced sales personnel training consultant.*

# JOKES for SPEAKERS!

**For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.**

An up-to-the-minute **Topical Joke-Bulletin** with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$7.50.

Our 12th Year. Send check or M.O. to:

## JOKES UN-LTD.

8033 Sunset Blvd., Dept. 0-9, Hollywood, CA 90046

Introducing a

# NEW WAY TO GET ALONG WITH YOUR BOSS

**Now there is an easy way for you to communicate and work with the person who has the biggest influence on your career.**

Learn the techniques of CORPORATE HIGH ACHIEVERS. Fill the gap that you did not learn at school. Put yourself in line for the next promotion. Find out what this AUDIO CASSETTE program can do for you.

"YOU AND YOUR BOSS" is a five-part, 90-minute program and it comes with a guidebook.

Following eight years of research, Dr. Pas Sadhukhan has developed "YOU AND YOUR BOSS" with Dr. Paul Thompson, former professor at the HARVARD BUSINESS SCHOOL, currently at the BYU and a consultant to IBM, GE, Procter & Gamble, and Exxon. Somers White, who lists 400 of the Fortune 500 as his seminar clients, introduces the program. Narrator Jeff Young received the Toastmasters International's World Championship of Public Speaking award.

Return coupon to:

**Institute for Professional Training & Productivity.**

P.O. Box 219225, Houston, TX 77218, or call, toll free: 1-800-752-7001 EXT. 815A. In Texas, call: 1-800-442-4799, EXT. 815A.



Send me \_\_\_\_\_ program(s) at \$20.95 plus \$2.50 handling and postage for each (5% tax for Texas residents). I'm enclosing  check  money order  VISA/MC authorization for the total amount of \$\_\_\_\_\_.

Allow 4-6 weeks for delivery. Moneyback guarantee if cassette is returned within 21 days.

NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 VISA/MC NUMBER \_\_\_\_\_  
 CARD EXPIRATION DATE \_\_\_\_\_  
 SIGNATURE \_\_\_\_\_



LEARN WHILE YOU TRAIN OTHERS IN LISTENING,  
PARLIAMENTARY PROCEDURE AND BUSINESS  
MEETING SKILLS.

---

# A Dynamite Duo: SUCCESS/LEADERSHIP

---

by John Whitmore, DTM

**H**ow do you use your Toastmaster skills? If you consciously apply yourself to the Communication and Leadership (C&L) program your growing confidence has already become evident to your friends and fellow employees.

Toastmasters is your environment to experiment in and receive feedback on your strengths and weaknesses, to plan and practice improvement, to feel a sense of assurance that growth is taking place and is evident to others. Still, there is something uncomfortable in the real world applications of our skills, don't you agree?

The fact is we find ourselves involved daily in a series of specialized communications environments, each with its own specialized demands. If we understand these demands and fine-tune our skills to them we could be more effective working in these environments.

The purpose of the Toastmasters Success/Leadership training programs, "How To Conduct Productive Meetings," "Speechcraft," "How To Listen Effectively," "Parliamentary Procedure In Action," and "The Art of Effective Evaluation" is to enable Toastmasters clubs to offer their members instruction, simulated experiences and feedback.

## Programs Easily Conducted

Highly skilled specialists created the training programs with full appreciation that regular Toastmaster club members, just like you or I, would function as the programs' coordinators. It goes without saying that one of the purposes of the programs is to prepare the coordina-

tor to present the courses. And for the coordinator there is a special payoff because the most valuable learning experience is when YOU become involved in training someone else.

The need to be thoughtful and responsive to questions helps both instructor and student explore a concept more fully and work together to find the answers. With training material and a coordinator to guide the programs, the club has all the resources necessary to present such courses to the club membership or, when appropriate, to outside organizations.

That's great, isn't it? The programs are manageable and we can present them ourselves. But we still need to know something about the courses and

---

## MEMBERS CAN EASILY CONDUCT THE PROGRAMS.

---

why we should take time to organize and present them. We need to know some of the do's and don't's.

As a person who has served as a coordinator for each course I'd like to share one factor common to all five—preparation. A good job requires adequate lead time to become familiar with the material, handle administrative details and practice delivery.

Allow at least several weeks to prepare for the programs. This does not mean you will be spending every minute in preparation, but you do want to allow time to become familiar with the material and fit preparation comfortably into your schedule. So give yourself plenty of flexibility. Don't rush.

Now let's talk about each course in turn and why we should bring them into our club program.

### How to Listen Effectively (242).

Our nation has been characterized as a nation of talkers, but the most successful people are good listeners. Learning how to read the message and intent of the other person's communication helps us determine the best approach to working with others. It's not always telling others what we think, is it?

Many times it is recognizing the other person's perspective and helping shape their sense of direction toward common goals. That means we have to tune in to what the other person is thinking.

As we grew up our listening skills simply evolved through trial and error to the level of accomplishment we enjoy today. The point of the *How to Listen Effectively* course is to present a scientific approach to sharpening listening skills.

It is a two-hour course which can easily be divided into two one-hour sessions for club meetings in a restricted time frame. Students are not required to prepare in advance—they simply keep pace with instruction through participant notebooks in which they record key lecture materials.

The program presents a mixture of instruction and brief participatory exer-



# PARTICIPATORY EXERCISES ADD FUN TO THE COURSES AND SIMULATE REAL SITUATIONS.

cises covering nine valuable techniques for building listening skills. The nine techniques are:

- Like to Listen
- Ignore Distractions
- Summarize
- Tame Emotions
- Eliminate Hasty Judgements
- Never Mentally Interrupt
- Inspire Openness
- Need to Listen
- Generate Conclusions

The course is fun because of the participatory exercises. Can you imagine speaking on a topic of your choice for three minutes while mentally taking notes on how the listener indicated he/she was paying attention? Can you imagine three of your club's most outstanding speakers delivering presentations *simultaneously* on different subjects while your members attempt to restrict their attention to the person they are assigned to hear? I wonder how many of us would really get the full message and not factor in bits and pieces of the other presentations!

The program flows most smoothly with the mixture of lecture material and participatory exercises and two coordinators—one to deliver lecture material and the other to give the instructions for the participatory sessions. Each participant receives a graduation certificate upon completion of the program. The certificates are suitable for framing and present a positive image of the club.

*How to Listen Effectively* is different than the Toastmasters *Listening to Learn* program. Actually the two complement each other and both are worthwhile training programs for the club. The *Listening to Learn* program is more heavily concerned with analysis of communication and indirectly assumes skill in listening, so don't let yourself be confused and order the wrong program.

**Parliamentary Procedure In Action (237).** Many people view parliamentary procedure as having limited application in their lives. But when they find themselves in a heated PTA meeting, a professional or trade association caucus or a board of directors meeting, a knowledge of parliamentary procedure can come to the rescue. Therefore, it is essential that our training include the

rules and regulations of this specialized communication environment.

The *Parliamentary Procedure In Action* course is organized in five fifteen-minute lecture sessions. Each session focuses on a different aspect of parliamentary procedure and they build upon one another: main motions, subsidiary motions, privileged motions, incidental motions, additional motions and special problems.

It may seem tempting to present the entire course in one sitting, but I wouldn't recommend it. The material is content-rich and one has to allow time for the audience to absorb the significance of the material as well as experiment with using it.

The course material includes transparencies suitable for use with an overhead projector. No student guide for the course is available officially, but *Chairman (200)*, a publication available through World Headquarters, touches on a number of program topics, provides valuable supplementary information and has an excellent summary guide.

To enliven the course, the coordinator can organize several simulation exercises. The exercises will enable participants to run through a practice session involving the skills they have learned. Just as reading the rules and regulations of football is no substitute for playing the game, so hearing the rules and regulations of parliamentary procedure is no substitute for the thrill of action!!

This is a *basic* course. Students will arrive with varying levels of knowledge and someone will always ask a question involving material from a more advanced session. So be prepared by having read the full course content yourself. Answering questions about future material as they come up will reinforce the presentation when you reach that point. Be sensitive to course content and time by limiting, not eliminating, discussion.

**Robert's Rules of Order** may help you prepare; you may order it from World Headquarters.

When ordering this program, keep in mind that it is different from the parliamentary procedure scripts, which can be ordered through World Headquarters.

**How to Conduct Productive Meetings (236).** Have you ever stopped to consider how much of your time and your company's resources are invested

in business meetings each year? If you are like most people, business meetings are simply part of your daily routine—a necessary evil or an opportunity to get things done.

But think about the cost for a moment and work through the following exercise:

Estimate the number of meetings you attend each month on average: \_\_\_\_\_

Multiply by the average number of hours for each meeting: \_\_\_\_\_ = \_\_\_\_\_

Multiply by the average wage per hour of the people attending: \_\_\_\_\_

Multiply by the number of months in a year: \_\_\_\_\_

And this simply covers the meetings YOU attend. If we extend the analysis to include meetings you don't attend and other factors, it becomes apparent that business meetings are expensive, but are important and should be run to generate results.

This is by far the most dynamic and sophisticated communication environment we face and our training program is designed to be thorough and complete. Properly handled, this program can be one of the most valuable growth experiences our Toastmasters environment offers.

*How to Conduct Productive Meetings* is structured as a four- to five-hour program with a maximum amount of flexibility to suit almost any training format, from the club meeting to a formal classroom. In fact, the program takes approximately six to eight hours for the average Toastmasters club to present and requires a significant amount of planning and coordination.

The course also provides for a series of simulation exercises and several quizzes through which participants can score their level of knowledge. Sounds super, doesn't it? And it is. The course material touches every important part of the subject in as much depth as is needed.

As the coordination team takes their first pass at the coordinator's guide and student handbook they may be surprised at what they see, so here are a few helpful hints:

- Before doing anything, first read the student handbook, then the coordinator's guide. The handbook contains the course's substance and the coordinator's guide provides the structure. As you review the student handbook it will be evident you cannot cover everything in detail. Don't try. Draw the important points into your course, be knowledgeable on the rest and let the student handbook fulfill its role of covering detail and being useful as a study guide and reference.

As you review the coordinator's



## COORDINATORS MAY RECEIVE MANUAL CREDIT.

guide it is best to begin by scanning page 67 through the end of the book to develop a perspective on the objectives, the course outline and the various formats which can be used to present the course. The program is very flexible and this is a major benefit to the club.

- If you plan to present the course in a limited number of sessions you will have to rely more heavily on lecture material to supplement textual reading. While students are encouraged to arrive prepared by having read the text in advance, we know that many will not have done this, or a number who did won't remember beyond general impressions and only a few will have absorbed the material in sufficient depth.

Know your students! But don't permit non-compliance or partial compliance to compromise the quality of the program. Fill the gap.

- Participatory sessions highlight the course and deserve special attention by the coordinating group. The opening "discussion leader" sessions on effective and ineffective leadership factors in business meetings are critical to the success of the course.

It is important that simulation exercises provide each member with experience in each of the three meeting types: information-giving, information-taking and problem-solving—because they will discover that in most cases the success of each one is dependent upon a specific leadership style.

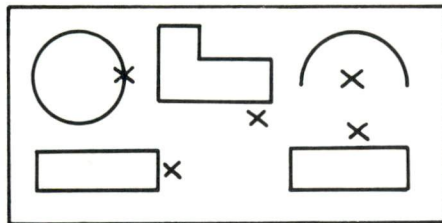
Can you guess which type of leader will be most effective for the meeting situations above? Your choices are the dictator, the consensus-maker and the negotiator.

- Gear topic selection carefully to your audience and the purpose of the simulation exercise. Our group expanded the allotted exercise time to 30 minutes—this allowed the meeting leader to complete the meeting's initial phase with substantial interaction and agreement on a conclusion.

The coordinators quietly observed and took notes on time management, leadership style and the im-

port of the physical setting on the meeting. The textual material does not emphasize this, but we found that the layout of the meeting room has a strong influence on both leadership style and productivity—and can determine not only the quantity of interaction but often who interacts with whom.

The following sketches place an "X" at the designated meeting leader's position and you may want to experiment and comment on this during the course.



If you want to be a rising star in the business world or if you want your clients to feel impressed with their meetings with you, then you will want to work through this program as soon as possible! But because this program is more complex than the others, allow yourself more time to prepare.

**Speechcraft (205).** Speechcraft is an eight-week course designed to help participants develop and strengthen speaking skills. It's a great refresher course for members when conducted inside the club, but it especially shines as a membership-building tool when conducted outside the club.

A coordinator conducts each Speechcraft course. Each session in the course is conducted much like a Toastmasters meeting: Participants, working from a handbook, present prepared speeches and are evaluated. They also learn correct use of parliamentary procedure and discussion group techniques. When the course is conducted outside the club, club members present speeches before Speechcraft participants to illustrate effective speaking skills.

As I mentioned, Speechcraft is an excellent membership-building tool when presented outside the club. Often after enrolling in a Speechcraft course, participants may be interested in joining a Toastmasters club. Be sure to invite them to join, and get any new members active in your club immediately.

**The Art of Effective Evaluation (251).** This is Toastmasters' newest Success/Leadership module, and one that your club should conduct.

Evaluations are the cornerstone of the Toastmasters educational program. Good evaluations help club members develop their speaking abilities to the fullest,

and they create a positive success-oriented environment.

The Art of Effective Evaluation can be conducted during a two-hour club meeting by a coordinator. You may find the module contains more material than you have time to present, but that's okay. Simply present the material that you feel is most important.

The module includes overhead transparencies and numerous exercises in evaluation for participants. The module also includes a coordinator's guide and participants' workbooks.

### The Programs and the Club

I firmly believe every Toastmasters club in the world should consider purchasing and presenting these training programs. Since I have served as coordinator for each one, I can say that from a management and participant perspective they can be exciting, valuable and enriching. At a glance, they may seem a bit expensive, but results outweigh cost and the coordinator's guide can be a permanent club resource for *ongoing re-use*.

Coordinators can receive C&L manual credit for presenting the course if they match their duties to manual project requirements. There are a number of advanced manual projects in the *Discussion Leader* and *Speaking to Inform* manuals that can apply. Check with your club educational vice president for guidance.

Whenever you conduct a Success/Leadership program, you should register it immediately with World Headquarters. Registration forms are included in the modules; extras are available from World Headquarters. Coordinators who register their modules may receive credit toward the ATM Bronze or DTM awards. The club to which a coordinator belongs also receives credit for the course on its Club Management Plan.

Hopefully coordinators would not offer these courses to the public until *after* they had successfully presented the programs in the Toastmaster club environment. After all, when we present programs in public our organization's image is on the line, isn't it?

Clubs should use these programs as valuable training tools to prepare members' communication skills for specialized real-world environments. The courses are educational, informative and fun. And by showing us how to tailor our skills for success, they move us that much farther along the road of fulfillment as an individual and as a Toastmaster. 🎤

---

**John Whitmore, DTM,** is a Past District 14 Governor.



# Share this "No-Nonsense Approach to Outstanding Achievement FREE for 30 Days

If, after 30 Days, You Haven't Changed Your Life for the Better, Return this Six-Audiocassette Album and Owe Nothing!

## As a reader of THE TOASTMASTER

You are cordially invited to profit from *SUCCESS: The Seven Strategies for Wealth and Happiness* by E. James Rohn... for 30 days at no risk or obligation.

Send no money now to start putting powerful, life-enriching ideas to work today. Preview the exciting success plan set forth in this new cassette program.

## A Greater Life Beckons

When you listen to these audio sessions, you quickly realize how Jim Rohn's practical, time-tested guidance can help you reach higher goals. Regardless of your station, he shows you how to let your personal life and career blossom—with more satisfying rewards, more excitement and style.

You thrill with the new enthusiasm, confidence and power you feel. Some things change for the better right away. Others take longer, *but they come*. You reap the harvest of uncommon success.

## The Harvest Awaits You

- Discover how to use the seven keys that can change your life for the better
- Learn a four-step formula that will help you attain wealth and happiness in great abundance
- Follow the blueprint for expanding your life in dramatic new ways
- Enjoy the rewards of knowing and applying the guidelines for putting your funds to work
- Plant the "subtlety of wealth" formula in your mind and reap amazing returns
- Profit from the 80/20 rule in spending your time with others
- Use your "major time" and "minor time" more effectively
- Multiply your earnings by two, three or more—without working more hours

## What They're Saying About Jim Rohn and SUCCESS:

"Few men are endowed with the ability to motivate and effect changes in other human beings. Congratulations on the impact you are having on the people you touch through your programs."

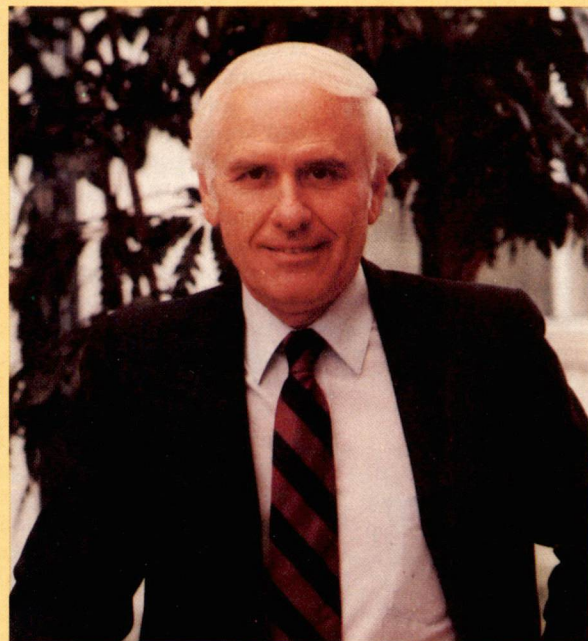
— Tom Hopkins, President, Tom Hopkins International, Scottsdale, AZ

"Jim Rohn's ideas and imaginative concepts for living and achieving are to the point, and better than that, they work."

— John Seymour, California State Senator

"Everyone involved in the commercial process today needs to take stock. Jim Rohn has that rare ability to focus on these issues and inspire people with the need to undertake just that kind of analysis and to set themselves meaningful forward objectives..."

— J. A. Hazlett, Marketing Director Mobil Oil of New Zealand Ltd.



For Learning by Listening, We Have the Touch!



Nightingale-Conant Corporation  
**Unconditional Guarantee**  
 means

**YOU RISK NOTHING**

If, after previewing *SUCCESS* for 30 days you haven't profited many times over your investment, simply return the program and owe nothing.

# SUCCESS

## The Seven Strategies for Wealth & Happiness

E. James Rohn



**More Great Listening from NC for Your Home, Office or Auto Learning Center**

**Start Your New Adventure in Achievement!**

**FOR FASTER SERVICE**

Phone TOLL-FREE during Chicago office hours

**1-800-323-5552**

Other time 1-800-621-5199  
 Illinois residents 1-800-972-5855



**NIGHTINGALE-CONANT CORPORATION**  
 The Human Resources Company®

World's Largest Producer of Audiocassette Programs  
 7300 North Lehigh Avenue • Chicago, Illinois 60648

**YES!** I want to take advantage of this exclusive offer to *The Toastmaster* readers. Rush me the six-audiocassette album *SUCCESS: The Seven Strategies for Wealth and Happiness* by E. James Rohn. If, after using this program for 30 days, I have not profited many times over the small investment represented by your \$40.00 invoice (plus \$3.00 for handling and shipping), I can return the album and owe nothing.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

(1- ) \_\_\_\_\_

Area Code \_\_\_\_\_

Phone Number \_\_\_\_\_

TM5B



WHEN YOU'RE IN COMMAND OF LANGUAGE, THE  
AUDIENCE SEES YOU AS PROFESSIONAL.

# APPLY YOUR TOOLS

by William L. Piel

If a plumber used a pliers on a repair where a pipe wrench was needed, you'd probably wonder about his repair being as inept as his tool selection.

By the same reasoning, a speaker who ineptly uses the speaker's tools creates a little wonderment about the credibility of the message. The speaker's tools, of course, are words.

Specialized plumbers' tools are relatively few in comparison to the specialized tools for the speaker. The speaker's "bag of tools" may contain up to half a million. Naturally, a speaker needs only a small percentage of those tools to get the job done, just as the plumber seldom uses all of the tools available to him.

The comparison breaks down at this point, because the plumber normally doesn't have many different kinds of the same tool. A speaker who uses English does. For such a speaker, there are many tools for any given application. Obviously the speaker must know the application before deciding which tool would do the best—or nearly the best—job.

There are half-a-million words in the English language, but there are only eight ways to use them. That should tell you why a speaker has so many tools for each application. If you learn those eight applications, and how to recognize when a word is suitable for an application, the odds will be 500,000 to eight that you will be able to apply correctly any word you choose to use.

Knowing you are applying every word

correctly, regardless of which words you use, will increase your self-confidence, which in turn will decrease any tendency toward "stage fright." Conversely, *not* being sure will increase that tendency.

## The Eight Applications

What are those applications? If you'll look in the dictionary, you'll find that definitions for a word are grouped according to acceptable applications for that word used with those definitions. The applications are abbreviated as N (noun), PRON(pronoun), V(verb), ADJ(adjective), ADV(adverb), PREP (preposition), CONJ(conjunction), and INTERJ(interjection).

Now hold on! I know you don't want to hear about "that stuff," but if you ever expect to be "professional" as a speaker, it's important to understand "that stuff." From what I just told you about the definitions in the dictionary, if you don't understand it, you don't even know which definition to use.

Maybe it'll help if I tell you those applications aren't as difficult to understand as most people consider them to be. You can start by forgetting INTERJ. You can talk all day without ever saying "Oh" or "Hey" or "Wow!". You'll make the same sense without them. That means you now have to understand only *seven* of those applications.

Maybe it'll help too if I tell you that no word in the English language is used all eight ways. In our everyday speaking, we seldom use a word in more than

three of those ways.

If you still need motivation, consider the fact that a speaker who doesn't know the difference between an ADV application and an ADJ application says such things as, "It stops automatic." Now, you *know* something's wrong there.

Actually, that was part of an instruction on a sign over the sink in a rest stop along the highway. The whole instruction was: "Push the button for water. It stops automatic."

In the same state, which I'd better not name, road signs appearing at intervals along the highway read, "Drive Friendly." Now, if the persons who composed that sign knew the difference between an ADJ application and an ADV application, it would have said, "Drive Friendlily."

Do you realize what an impact the latter sign would have had on travelers? Not only would they have remembered and possibly abided by that message, but they would have been laughing about it two states away. I don't know why they'd be laughing. "Friendlily" is a perfectly good word, provided it's used for an ADV application.

Have you ever heard someone say "I seen it"? I'm sure you have, and I'm almost as sure that you recognized something was wrong with it. Most people know right away when something is "wrong" with the use of the language, but unfortunately, hardly anybody knows how to "fix" it.

To "fix" the poor usage just cited, you'd have to know that every "V" application has four spellings for special



uses of the word. That spelling, "seen" needs another word with it. Without the additional word, it should be spelled "saw."

Have you ever heard someone say "Let's keep it strictly between you and I"? If you have, you were listening to someone who doesn't know how to use the PRON application correctly.

If my assessment of the current situation is correct, not more than two people out of a hundred, in any audience, know how to "fix" those "technical blunders" in the use of English, or, if they do know what to do, they probably can't tell you *why*.

Even though there's so little expertise out there, such blunders tend to cause you to lose rapport with your audience. They recognize when you "say a bad thing," even if they can't tell you why it's "bad."

### Impress the Audience

There's something else to consider: When you *don't* have such blunders in your speech, the audience picks up a subtle message that you are a capable speaker—if not a "professional."

Have you ever been impressed by someone who picked up a ringing telephone, said "Hello," and a few seconds later said, "This is she"? You have?

Well, how come you weren't as sure of your impression when that same person said, "Let's keep it strictly between you and I"? I don't know that she did, of course, but there's a good possibility. There's a good possibility too that you can't make up your mind whether it should be "...you and I," or "...you and me," or maybe "...I and you."

I get a message from that. The message is we all *want* to apply our words correctly, and we are pleased to be able to do so. We like to "show off" anything that indicates that we do know the "rules."

Speaking of that inclination, had you known how to apply PRON's correctly when you were in high school, you could have displayed your "smarts" at every football game by shouting, "One! Two! Three! Four! WHOM are we for?"

Better than that, if you had known about the difference between the ADJ and ADV applications, you could have been a real "standout" by screaming:

Hit 'em in the A!  
Hit 'em in the B!  
Hit 'em in the C,  
and DO IT DIRTILY!"

Now, I'm not proposing that you use such words as "friendly" and "dirty" on a regular basis, even if you *do* use them correctly as ADV's. If you did that, people would think you were acting sillily.

I *am* proposing that, as a person who gives speeches, knowing how to use correctly *every* word in the dictionary will give you "one big bag of tools" to apply to any speaking task. In addition, your approach will have an almost unlimited versatility.

Sometimes it's the little marks we use in place of words that confuse our listeners. I once heard a former newsman, the subject of a television interview, make the statement, "I'm a personal friend of the Vice-President's." No doubt he said it that way because that's the way he would write it, as so many people do. When I heard it, my immediate thought was: "A personal friend of the Vice-President's what? Dog, maybe?"

---

## OVER 600 MILLION PEOPLE SPEAK ENGLISH.

---

I feel moved to point out to you that, providing you were born into an English-speaking family, you have been blessed with a normal, everyday ability that many people are struggling to attain. According to articles I've read recently, there are over 600 million people, representing most countries of the world, who now speak English.

### Why Such a Problem?

In any case, if you have been so blessed as to be born and raised in an English-speaking family, why don't you know those eight applications? A more appropriate question would be, "Why didn't you learn them when you were in grade school, or at least by the time you completed high school?"

Fortunately, the latter question is the basis for a national political furor at this time. Unfortunately, it seems that many politicians involved in this debate argue there wasn't enough money spent on your education. I don't think that's a valid reason, because offering a thousand dollars to every person who could learn the eight applications well enough to get an "A" on a test probably wouldn't result in many "takers."

Why do I believe that? Take you, for instance. If you have a high school education, you've already spent some part of 12 years of such study and probably can't pass a test on it. At least, according to another article, in the 1981-82 school year in California, some 400,000 students could not pass the two-year college English entrance exam. Another 50,000 students had the same problem

entering four-year colleges.

If you have a college education and you still don't know how to use those eight applications, someone should be ashamed. Who? Let's let the national furor resolve that question.

In the meantime, remember there is no teacher who can "learn" you; that's *your* part of it. The process takes a teacher and a student, and each has an obligation to the other.

Also, in the meantime, what are you going to do about your needing such knowledge for your speaking presentations? Using the analogy with the plumber once again, are you going to continue to give "leaky" speeches because you don't know how to apply your tools correctly?


What's a "leaky" speech? It's one where the message the audience gets is not the one you intended to give. How many times have you wanted to say to a questioner, after you've given a speech, "You didn't *listen* to what I said"?

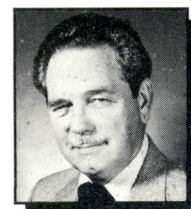
Was it really that the questioner didn't listen, or was it that your word applications allowed your listeners to get a message that was different from the one you had in mind? The listener is not obligated to "figure out" what you intended to say, you know. If *you* don't care how you say it, why should anybody else?

In short, you're not going to be prepared to say what you want to say until you know how to go into a dictionary and prove that it's okay to use the words "friendly" and "dirtyly."

### What Can You Do?

I suggest you investigate evening courses at local high schools and colleges. Schools are probably reflecting the clamor for classes that "return to the basics," and the eight applications certainly are "basic."

I suggest too that you browse through the reference sections of bookstores for newly-published "paperbacks" on the subject. Many of them do a pretty good job of explaining the eight applications in "everyday" English. There's one in particular, that I intended to recommend highly—mine. 



**William L. Piel** is author of the book, *Questions You Should Have Raised in English Class... but Were Afraid to Ask*, published by Price/Stern/Sloan, Los Angeles, California. He is editor of *General Dynamics Pomona Division's Engineering Design/Drafting Manual*.



BY CONTROLLING YOUR 'SELF-TALK,' YOU CAN  
IMPROVE YOUR SUCCESS AS A SPEAKER AND  
BECOME A MORE FULFILLED PERSON.

# INSPIRE YOURSELF WITH SELF-TALK

by Lawrence H. Bergmann, Ph.D.

**T**he most important statements you make in your next speech may not be those your audience hears. Instead, what you say to yourself could be the most significant part of the presentation. By understanding and controlling this "private speech," it is possible to improve speaking technique and increase personal effectiveness.

All of us have an on-going conversation in our heads that is crucially important in our lives. It has been called "private speech," "cognition" or more simply, "self-talk." Consider John, an insurance salesman who has just completed his first speech on the importance of self-confidence. The audience has responded appreciatively and as he takes his seat, John's self-talk might be:

"Boy, that was tough but I really did a good job. I'm really relieved to get this first one out of the way. Did you see that person in the front row frown and nod? She was really listening to what I was saying!!"

It is pretty clear that John feels good and believes he has accomplished something for himself and the audience. But what if John's self-talk had been a bit different:

"Yeah, I guess I did okay for the first time. But that person in the front—every time I made a point, she shook her head. And, at the beginning, I got up and hesitated a bit. I'm not sure they liked my closing, either."

If John said this to himself, he wouldn't feel at all good about his work. Instead, we might guess that he is mildly disappointed and maybe even sad. He might even be considering not giving another speech because he's thinking, "I just don't have what it takes."

From this example, it is easy to see that our self-talk in large part determines how we feel about ourselves and how we act. If our cognitions (thoughts) are realistic and encouraging, we feel

good. If our self-talk is exaggerated and contains distortions or other errors, we feel worse than is really necessary. Mental health professionals believe these distortions are a primary cause of depression, anxiety and guilt.

## **Enhance Your Speeches**

Self-talk can be equally important when a person is speaking in public. By simply keeping track of self-talk, you can change statements that are not helpful and create new ones that do not contain distortions. As a result you will be more effective as well as feel more positive about what you say.

Let's look at some specific self-statement techniques that are helpful before, during and after a speech.

## **Before the Presentation**

Think about it. Before your last speech, what did you say to yourself? Take a moment and write at least five of those self-statements. Then re-read them to yourself several times. Given what you thought, how would other peo-



ple have felt about their presentations? Did your self-statements make you angry, nervous or frightened? If so, you might be making yourself less prepared and flexible than you might be.

Sally, an experienced public speaker, never quite feels prepared although she uses extensive notes and spends hours planning her presentation. Here is the self-talk from before her last speech:

"I'm just not ready for this. All these people are executives and presidents. They can't possibly want to hear what I have to say. Even if they do, I can't deliver this thing right anyway."

Let's look at what Sally said to herself a bit more closely. It's easy to see she is probably pretty nervous and scared about her presentation. She believes that she is not prepared and that the people in the audience have more experience and expertise than she does. Finally, Sally doesn't see how this speech can possibly work well even though she's speaking to this group on their invitation.

After practicing self-talk, this is how Sally helped herself feel good about her preparation. She developed the following "coping" statements:

"Sometimes I think I am not ready for a speech, but the truth is I spent two hours last night getting ready. I really know this stuff, have talked about it before and am sure it will be interesting to the audience. I am ready to go."

You can also use these techniques prior to your speaking engagements to learn more about your audiences. Look over each group you will speak to and listen to your self-talk about them. What are your beliefs about why they will attend? What do they want to hear? Do you need to make any slight changes in your program's emphasis to increase its effectiveness? Answering these questions can make a difference in how your speech is received.

#### During the Presentation

It might seem just about impossible to use self-talk *while* you are actually speaking. It isn't, and if you monitor your thinking you will give a better speech.

Actually, it is quite possible to simultaneously operate on more than one level. Consider your thoughts as you read this article. And how many times do you prepare a response while someone else is speaking?

The primary use of self-talk in public speaking is to monitor how you are doing. As you speak, listen to yourself. Discover how you sound to the audience.

At times, it is also helpful to keep track of your self-talk concerning the

audience. Allow yourself to watch and respond to their reactions. It is okay to be flexible and change your presentation as you're giving it, if necessary.

Also, when you make a mistake during a presentation, it is easy to make yourself so nervous that your effectiveness suffers. Remind yourself that you are not perfect and that it is okay to continue building to a strong finish. Creating coping statements can really make a difference.

#### After the Presentation

Distorted self-talk may be most common immediately after a speech. At that time, it is very easy to judge the whole

## SELF-TALK DETERMINES HOW WE FEEL ABOUT OURSELVES.

performance by the smallest error or mispronounced word. Bill's self-talk is indicative of the most common cognitive errors made by public speakers:

"I don't know . . . sometimes I'm just so stupid I can't believe it. They say the speech was good but I know better. If I could just use more examples, it would be okay."

How does Bill think and feel about his speech? He appears to believe he is stupid in every aspect of his life because of something he has noticed in his public speaking. Although the audience apparently likes what Bill does, he discounts the value of his performance. And Bill believes that because he doesn't use more examples, every aspect of his speech is ruined.

After any presentation, it is good to have a set of self-statements that helps you feel good about what you have just accomplished. The statements should be very general at first and later move to specific examples of good speaking behavior. Things you might have done differently (options) come much later. A routine for positive feedback will leave you eager to get more experience and improve your technique.

Your self-talk while reading this article may have included, "Hey, this isn't new. I'm already doing this." True. It would be very difficult to give a speech or even carry on a conversation without any self-talk. However, there is a good chance that your self-talk may be helpful in one area but may create problems in another.

For example, you may know how to

build your confidence before a presentation, but you always greatly distort the reaction of the audience. In addition, you have probably noticed a pattern among these techniques and suggestions.

#### Change Your Self-Talk

Regardless of how you choose to use them, three steps are necessary to change your self-talk.

**1) Listen to Yourself.** Target the area you are interested in changing. Discover the self-talk in that situation by listening to yourself or better still, by writing down everything you say to yourself. Record at least seven of these statements for each situation.

**2) Understand Errors and Correct Self-Talk.** Re-read your self-talk and ask yourself, "How do I feel when I say these things to myself?" Remember that *thoughts* cause the feelings; feelings don't cause thoughts. Feelings that get in your way will always include self-talk errors.

**3) Create New, More Helpful Self-Talk.** When creating new self-talk, don't just re-word what you have already said. Be creative. Positive self-talk is most effective when it includes a re-statement of the problems, a view of the challenges to be faced and motivational statements.

For example, Phil's difficulty is that when he speaks in public, he tends to accelerate his speech.

"At times, I may speak more quickly than is really helpful. But I know I can slow down, think about what I want to say and communicate effectively. I need to just slow down and be comfortable."

It may be helpful for you to record your self-talk on a chart such as the one that follows, to enhance comparisons of negative and positive statements:

Self-Talk	Coping Statements
"What am I saying to myself?"	"What can I say to help myself?"

If you practice these new statements before facing the actual problem situation, it will be relatively easy to change what you say to yourself. For more information, read *Feeling Good: The New Mood Therapy*, by Dr. David Burns.

Your public speaking can be even more effective if you spare some positive words for yourself. Take some time to learn to talk to yourself in a supportive way and you will notice a real improvement in your ability to communicate.

**Lawrence H. Bergmann, Ph.D.**, is director of Counseling and Readjustment Services, in Columbia, Maryland, a firm specializing in the prevention and treatment of stress-related and post-traumatic stress disorders.



# IDEA CORNER



*Tailgaters Inquire Within*—Virginia Hedinger, DTM, tells people all about Toastmasters when they ask about the unusual letters on her license plates.

## DTMs Hit the Road

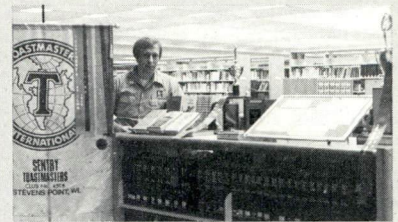
The Distinguished Toastmaster title has hit the road with style. Virginia Hedinger, DTM, Past District Governor of District 47, advertises her Toastmasters status as she drives her car about her hometown of Fort Lauderdale, Florida.

Her custom license plates read “3 DTMS” and pique people’s curiosity, she says. When they ask what the license plates’ letters signify, she uses the opportunity to tell them about Toastmasters!

## Put Your Club in the Public Eye

Acquiring new members is always a challenge. Sentry Toastmasters 4596-35 in Stevens Point, Wisconsin, discovered that keeping their club in the public eye goes a long way towards increasing membership. Recently they showed off awards their club received from the District 35 Spring Convention in Oshkosh, Wisconsin.

Dick Hawley, President of Sentry Toastmasters, arranged a display of awards in the Sentry Insurance Company library that included the top district trophy and the top club bulletin trophy (which the club merited for the second consecutive year), plus numerous ribbons of recognition.



Hawley recommends that corporate clubs use their company libraries to show off awards and books on public speaking—and that community clubs use their neighborhood libraries for such displays.

“It’s good for the libraries to show what public speaking materials are in their stacks... and it’s good for the clubs to receive recognition for awards,” he says. Putting your club in the public eye may well lead to increased membership.

## Area Holds Table Topics Tournery

by Bob Isbill

All the clubs I visited as Area Governor of Area Four, Founder’s District, seemed to enjoy Table Topics to the extent that time just didn’t allow enough participation. So our Area staff devised a

Table Topics Tournament as a “between-contests contest.” Here’s how it worked:

Each club (six in the Area) was invited to select two members to participate in the contest. Everyone who attended was asked to bring three to five Table Topics questions, each written on three-by-five cards or on pieces of paper which would be drawn from a question box.

The hospitality committee assigned a guest sticker to each person present so that

a contestant did not wind up answering his or her own questions. But instead of his or her name, each person wore a number.

The committee then screened the submitted questions for legibility and clarity of thought. Each guest’s number was written on the questions he or she submitted and placed in the question box. Ultimately, 21 questions were chosen.

Area Toastmasters in the audience who

## NEW TOOLS TO HELP MAKE YOUR CLUB STRONGER AND MORE DYNAMIC!

New members add zest and excitement to club meetings. They help make your club stronger and more successful. Now...Toastmasters International has created three tools to help your club get and keep new members.

\* **Membership Building Kit (1160)** — A complete collection of Toastmasters promotional brochures and booklets encased in a handsome folder.

\* **Spirit of Success Award (1211)** — A new way to recognize new members who contribute to club success. Contains guidelines and certificates.

\* **New Member Orientation Kit (1162)** — Everything your club needs to orient and induct new members. Includes guidelines for “coach/mentors,” induction ceremony script, orientation interview guidelines, new member profile forms, copies of the “Icebreaker” assignment from the C&L manual and five member certificates — all in a handsome folder.

Put these exciting new tools to work for your club — order yours today!

Mail to: **TOASTMASTERS INTERNATIONAL**  
P.O. Box 10400  
Santa Ana, CA 92711

- 1160 Membership Building Kit ..... \$3.00
- 1211 Spirit of Success Award ..... \$1.00
- 1162 New Member Orientation Kit...\$3.00

Please send me the items I have checked above. I have enclosed a check or money order for \$ \_\_\_\_\_ (U.S. currency). (Add 20% to all prices for shipping and handling. California residents add 6% sales tax.)

Name \_\_\_\_\_  
Club No. \_\_\_\_\_ District \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Country \_\_\_\_\_ Zip \_\_\_\_\_



# JUST for LAUGHS

wanted to participate put their own names in a "volunteer" contestant box for a random drawing. The names of pre-selected contestants were placed in another box. In this way, we could guarantee participation by all clubs and fill any vacancies in the contest's phases.

## The Contest's Phases

Phase number one consisted of competition among six contestants whose names were drawn from the two different boxes. The Table Topics Master drew a question, repeated it once, and a contestant had one minute to respond. We found that a large part of the enjoyment was that nobody had to leave the room (as is the procedure in a typical impromptu speech contest), because each contestant had a different question.

A separate word for the day was given prior to each phase, and non-use of the word, or overtime of more than fifteen seconds automatically disqualified the contestant. This sequence was repeated in two more phases, with no winners announced.

Names of the persons judging the event were kept secret, and judges scored each contestant on a point system so that the three highest scoring speakers would participate in the final phase of the contest. The winner of that elimination would be declared Area Table Topics Tournament Champion!

## Considerations

Our planning group had to consider many questions in devising such a contest, and the actual contest answered them:

(1) Would 21 Table Topics create a saturation point and become boring? No. Each phase went very rapidly with a one-minute time limit per speaker, and interest was kept alive by the variety of questions supplied by the audience. We also scheduled breaks with potluck refreshments.

(2) Would this contest create a tense and competitive atmosphere between clubs? No. Our impromptu speaking skills were sharpened by the lighthearted and friendly competition created by the spontaneity of Table Topics. The contestant numbering system worked well and a lot of thought went into the questions.

(3) Would our Area want to do it again? *Yes!* The contest was so popular we intend to hold it as a regular event between scheduled Spring and Fall contests. You might want to too!

**Bob Isbill** is a member of High Desert 1043-F and Toastmasters Oasis Club 4397-F, in Victorville, California.

by Gene Perret

## But I Can't Do Comedy

Not too long ago I did a speaking engagement in San Francisco. The president of the host company opened his welcoming remarks with, "As Woody Allen said, '95 percent of success is just showing up.'" He got a big laugh and an ovation. When he returned to the table, he confessed to me that he never thought he could do comedy but my book convinced him to try it. Now here he was getting giant laughs.

Practically anytime I talk with speakers about comedy, I meet someone with this same complaint: "I enjoy humor and think it is very valuable, but I just can't do it." I never accept that statement. I do know there are those who find humor difficult, and those who are afraid of it, but I don't believe there are those who simply can't do it.

But what can people who have these problems do about them? How can they work some humor into their speeches? The example of the gentleman in the opening of this column serves as a good example. Give it an honest try. Both your speech and your audience deserve that much of a trial. Sometimes the speaker will pleasantly learn that the shortcoming he or she complains of can actually be an asset.

Why? Because much of humor comes from the element of surprise. The less expected a punch line is, the more laughs it will generate. If indeed the speaker is not the comedic type, then any comedy coming from that speaker will surprise an audience. It will get bigger laughs coming from that speaker than coming from a humorist.

Laughs come also when a performer relieves tension. An orator who presents a humorless image often generates some tension in his audience. A small funny line relieves that tension and gets a laugh... a bigger laugh than it would receive if it were delivered by a comedian.

The next logical question, if I have convinced some of you to try a dash of humor, is where to get solid material. "I've tried to tell stories and they don't work." I hear that all the time. Another complaint is, "I can't remember jokes."

Most speakers can't write their own humorous material and even if they could, they wouldn't trust themselves to try it out before a live crowd. These speakers, then, should let some of the best writers in the world write for them. They should allow some of the most polished orators to test the material for them. And they should only use that material which has met the rigid standards of audience reception. That's a roundabout way of saying that they should use some well-placed quotes in their talks.

Again, our friend in the opening of this column began by saying, "As Woody Allen says..." He let a great humorist like Allen conceive the line, originally deliver the line and establish that it was good enough to be quoted. It worked for Woody, and it worked for this speaker, too.

Using quotes can be a fun exercise in humor because the research itself is pleasant. There are numerous books of quotable quotes. Some of them are general (i.e. the humor of politicians) and some of them are specific (i.e. the humor of John F. Kennedy). Know *where* you want quotes positioned in your talk and what *sort* of quotes you want and then set about finding them. It's fun. Most likely you'll find several selections. You may try different ones in different talks to see which gets the best audience reaction.

So if you've been fearing humor or doubting your ability to be funny, invest in a good book of quotations, spend some time researching and surprise yourself and your listeners. As a famous comedian once said, "If I can just make one person in this room laugh tonight, I'll be a total failure."

**Gene Perret** is an Emmy-winning comedy writer based in San Marino, California. He's written for Bob Hope, Phyllis Diller and Carol Burnett and publishes a newsletter, "Round Table," for comedy writers and humorists. Toastmasters with questions about using humor in their speech may write to Perret in care of THE TOASTMASTER, P.O. Box 10400, Santa Ana, CA 92711. All responses will be handled through his column.





OHIO  
CENTER




Discover Yourself in

# Columbus

and Discover Greatness!

by Alan L. LaGreen



**Q**uick! Trivia buffs: What United States' city is larger than Denver, Atlanta, Miami or Pittsburg; is growing faster than any city in the Northeastern industrial U.S.; headquarters more insurance companies than any other city except Hartford and Boston; and will host the 1985 International Convention of Toastmasters International August 20-24, 1985?

The first clue tripped you up until the

last one gave it away, right? It's Columbus, Ohio, U.S.A., where Toastmasters will convene from all over the world for the 54th Annual Convention in one of the most impressive convention facilities in the nation—the 28-acre Hyatt Regency Columbus and Ohio Center convention complex.


Toastmasters' International Convention is not only a once-in-a-lifetime opportunity to see and hear some of the greatest speakers in the world and witness the most spirited speaking competition held anywhere, but for most attendees, it's an occasion to renew friendships with other members from around the world.

This is the first opportunity Columbus has had to host this event, and a dedicated team of District 40 volunteers, led by Host District Chairman and Past International Director Carl Johnson, is teaming up with the World Headquarters staff to bring you an exciting Convention in a very interesting and stimulating city.

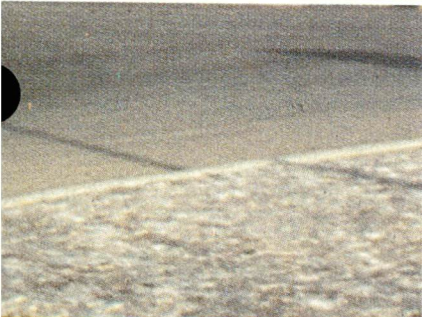
## The Facility

Columbus was an easy choice for this year's convention. First, the facility we chose, the Hyatt Regency at Ohio Center, is a new, magnificent 20-story hotel complex—almost a city unto itself. It is ultra-modern and offers full service with a built-in shopping center of over 40 shops and restaurants, plus services such as a bank, office supply, ticket agency and hair stylists.

Completed in 1980, the Ohio Center was a gift to the city of Columbus from the world-famous research center, the Battelle Memorial Institute. You'll enjoy the atmosphere and the opportunity to



*Sparkling Sunset—Columbus' skyline glitters as the city prepares for nightfall.*



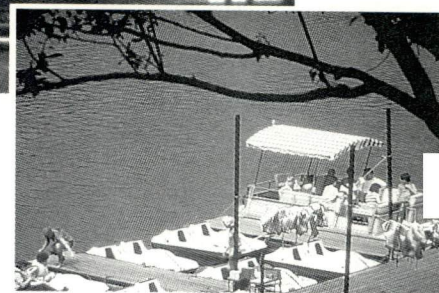
*1985 International Convention Site—The ultra-modern Hyatt Regency-Ohio Center complex is almost a city in itself, with more than 50 diversified shops and restaurants as well as first-rate convention facilities.*

TOASTMASTER / FEBRUARY 1985





*Architectural Contrast—The modern, 41-story State Office Tower soars above the classic, delicate Greek Revival architecture of the State Capitol building.*



*Splashing Fun—Kids of all ages will enjoy a scenic paddle boat float on the Scioto River as it winds through downtown Columbus.*

mingle with friends during Convention off-hours in the hotel's Galeria Lounge located in the midst of everything that's happening.

The hotel offers all the amenities you've come to expect from a Hyatt Regency including a beautiful indoor pool and jacuzzi area for relaxing after a busy day.

### The City

Outside the hotel, Columbus offers an interesting array of things to see and do:

- **COSI**—The Center Of Science and Industry is one of the country's best known museums of its type with exhibits for all ages.
- **The Columbus Zoo**—Recently expanded, the zoo has a collection of over 7000 rare and exotic mammals, birds and fish, plus the largest collection of reptiles in the world.
- **German Village**—The village is an authentically preserved part of Columbus' past, characterized by the quaintness of its streets and immaculate straight-line brick buildings in the tradition of the old world. The village offers numerous restaurants, shops, parks, bakeries and outdoor beer gardens.

- **Columbus Museum of Art**—The museum's collection offers something for everyone from stone figures of the 12th century to works of Old Masters, early 20th-century Americans, French impressionists and contemporary art.

## THE HOTEL IS ALMOST A CITY UNTO ITSELF.

- **More Museums**—The Columbus area also features the Ohio Railway Museum, Ohio Historical Society, Pace Gallery and Cultural Arts Center.
- **Ohio State University**—The home of the OSU Buckeyes is a city in itself with over 58,000 students and 3255 acres just north of the Hyatt Regency.
- **Ohio State Fair**—The fair is one of the largest such events in the nation and will close its run on Sunday, August 18, just a few days before our Convention officially opens.

So you may wish to arrive early for this festive event.

- **Capitol Square**—At High and Broad streets in the middle of the city sits Capitol Square and the State Capitol Building, one of the best examples of Greek Revival Architecture in the U.S. Across the square is the magnificently restored Ohio Theatre, home of the Columbus Symphony and other cultural events. The elegant Hyatt on Capitol Square is adjacent to the theatre.
- **F. & R. Lazarus & Co.**—The city's largest department store (and keystone of the national Federal Department Stores chain) occupies several blocks on High Street near Capitol Square.
- **Parks Galore**—Buy a lunch-to-go in one of the Ohio Center's many fast





*Neat German Homes—Line the streets of 19th-century German Village, along with authentic shops, fine restaurants and beautiful gardens.*

food outlets and take a short walk down to **Arch Park**, just southwest of the Nationwide Insurance Company headquarters at Front Street and Marconi Boulevard. The park takes its name from the huge arch that once was the entrance to the Columbus Union Station depot.

Near City Hall on the Scioto River is the new **Battelle Park** with pontoon and paddle boats which can be rented to cruise the river. Down Marconi past the Avenue of Flags—where the flags of each state in the U.S. fly—is **Bicentennial Park**.

#### **A Very Accessible Site**

One of many reasons why Columbus was selected as the 1985 Convention site is its accessibility.

Historically, the city has always been easy to get to—its location was deliberately chosen as the site of the State Capitol before the city was even built. Ohio wanted its capitol to be in the middle of things. At the confluence of two rivers, Columbus was a hub of Ohio's canal system, and its airport dates back to the days when early transcontinental air passengers changed from plane to train here.

Today, Columbus finds itself only 500 miles from two-thirds of the nation's population, making it an easy drive from much of the U.S. If you're driving to the Convention, the Hyatt Regency is on High Street (Columbus' major north-south thoroughfare) just off Interstate 71. Parking for \$2 per day is available in the Ohio Center's large open lot, and underground parking at the hotel is available at a higher charge.

The Port Columbus International Airport is newly remodeled and serves American, Delta, Eastern Florida Express, Republic, People's Express, TWA, United, U.S. Air and a number of regional carriers. Inexpensive airport vans

link the airport with the Hyatt Regency on a regular schedule.

Once you arrive, you'll find Columbus a clean, stimulating, inviting city and you'll find the Hyatt-Ohio Center complex one of the most beautiful sites ever chosen for a Toastmasters Convention. Columbus is an overwhelmingly friendly city and its residents are eager to please.

The city is big enough to be interesting, yet not so big as to be overpower-

ing. There's a can-do spirit in Columbus not found everywhere—you'll notice it when you discover Columbus and "Discover Greatness" at the 1985 International Convention. 🗣️

---

**Alan LaGreen** is Manager of District Administration and Programming for Toastmasters International and will serve as the staff convention coordinator of the 1985 International Convention.

### **Official Air Carrier**

## **TI and TWA Make It Easy To Fly To Columbus**

Trans World Airlines (TWA) flies nonstop or direct to more cities from Columbus than any other airline and they are offering attractive fares to convention attendees. TWA offers Toastmasters (making reservations through their toll-free central reservation number) their "midweek super saver" regardless of which day of the week you fly and without the usual restrictions. Call TWA at (800) 325-4933 (in Missouri call (800) 392-1673) for details. Give the operator our code number 99-11504 and mention Toastmasters. (The special fare is available for travel beginning August 14 or later with returns no later than August 28, 1985.)

## **1985 Convention Highlights**

### **Tuesday - August 20**

- Registration Opens (pre-registrants at 10 a.m.; ticket sales at noon)
- Open Board Meeting
- Proxy Prowl Reception

### **Wednesday - August 21**

- Opening Ceremonies
- Golden Gavel Luncheon
- Educational Programs
- Caucuses

### **Thursday - August 22**

- Annual Business Meeting
- Spouses & Guests Luncheon
- DTM Luncheon
- Hall of Fame
- Communication Showcase
- Country Fair Fun Night

### **Friday - August 23**

- Educational Programs (all day)
- President's Dinner Dance

### **Saturday - August 24**

- International Speech Contest Breakfast—"The World Championship of Public Speaking"



# HALL of FAME

## DTMs

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

**Franklin McCrillis**  
Totem 41-2, Seattle, WA

**Joan P. Makin**  
Chirp 'N' Choke 5027-3, Phoenix, AZ

**Daniel S. Johnson Jr.**  
San Jose Toastmasters 1577-4, San Jose, CA

**Rosabel J. Bruns**  
First St. Paul 167-6, St. Paul, MN

**Stanley I. Dickinson**  
Zumbro Valley 1013-6, Rochester, MN

**Frances E. Mays-Kerns**  
Bootstrappers 2397-7, Salem, OR

**H. R. "Dick" Pennington**  
Fort Leonard Wood 493-8, Fort Leonard Wood, MO

**Lorraine M. Rikke**  
Innovators 1023-11, Indianapolis, IN

**David W. Caraway**  
Fountain City 3871-14, Columbus, GA

**James M. McAvoy**  
Lockheed-Georgia NMA 4060-14, Marietta, GA

**Barbara Dillon**  
Mid-America 2016-16, Midwest City, OK

**Everett C. Hall**  
Speakeasy 291-17, Great Falls, MT

**Leonard T. Thordarson**  
Kelowna 2796-21, Kelowna, B.C., Can

**Lewis R. Henderson**  
Downtown 99-22, Kansas City, MO

**Robert N. Stone**  
Blackhawk 3521-35, Madison, WI

**John R. Shepherd**  
Gold Mine 241-37, Concord, NC

**Florence F. Vanetta**  
Sea N Air 2314-38, Lakehurst, NJ

**Herbert F. Long**  
Reveillers 985-39, Sacramento, CA

**Kenneth Wayne Primrose**  
Ad Lib 3780-39, Reno, NV

**Robert Barker**  
Kingsway 3484-42, Edmonton, Alta., Can

**Leo J. Roach**  
Hub City 2173-45, Moncton, N.B., Can

**Virginia Hedding**  
Venetian 952-47, Fort Lauderdale, FL

**Robert Lloyd**  
Venetian 952-47, Fort Lauderdale, FL

**Janet C. Bigelow**  
Friendly 3001-47, Ft. Lauderdale, FL

**Hazel W. Bankston**  
Easy Risers 109-56, Houston, TX

**Virginia Dunkelbarger**  
Kalmia 1239-58, Aiken, SC

**Linda Sutton**  
Rock Hill 2040-58, Rock Hill, SC

**Derek Fisk**  
Advanced 5640-60, Scarborough, Ont., Can

**Clarence Patrick Ball**  
CIS-Johannesburg 1150-74, Johannesburg, RSA

**Ray J. Mulvihill**  
Camosun 757-21, Victoria, B.C., Can

**Linda Lee Cohen**  
Virginia Advanced Spkrs. 5378-36, Alexandria, VA

**Gene West**  
Western 2451-37, Charlotte, NC

**Branch K. Sternal**  
Guilford Center 3023-37, Greensboro, NC

**Sharon Campbell**  
Graybar 1436-46, New York, NY

**Margaret Flory**  
Sandoz 2371-46, East Hanover, NJ

**Virginia Hedding**  
Venetian 952-47, Fort Lauderdale, FL

**Carroll W. Puckett**  
Capitol 4258-48, Montgomery, AL

**James E. Roberts**  
Blacksburg 3351-66, Blacksburg, VA

**John Mark Von Dadelszen**  
Hastings 3473-72, Hastings, NZ

## ATM BRONZE

*Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.*

**Bobbie Pavel**  
Chino Valley 3957-F, Chino, CA

**Richard R. Rahder**  
International City 1377-1, Long Beach, CA

**Glen Shake**  
West Valley Orators 107-4, San Jose, CA

**H. R. Pennington Jr.**  
Waynesville-St. Robert 2842-8, Saint Robert, MO

**Richard E. Schneider**  
Conoma 454-16, Oklahoma City, OK

**Leroy James Jr.**  
Claremore Community 806-16, Claremore, OK

**Mary E. James**  
Claremore Community 806-16, Claremore, OK

**Eli Mina**  
Vancouver 59-21, Vancouver, B.C., Can

## ATMs

*Congratulations to these Toastmasters who have received the Able Toastmasters certificate of achievement.*

**Robert D. Thomas**  
Spokesmens 179-F, Huntington Beach, CA

**Milton J. Galbraith**  
Paul Revere 602-F, Orange, CA

**Ronald Munoz Rangel**  
Paul Revere 602-F, Orange, CA

**Hampton T. Gaskins**  
Rose Bowl 3620-F, Pasadena, CA

**Jane Hobkirk**  
Positive Communicators 3708-F, Anaheim, CA

**Thomas H. McKerlie**  
Positive Communicators 3708-F, Anaheim, CA

**Eula Mae Popovich**  
Hemet-San Jacinto 3806-F, Hemet, CA

**Grace Marie Leaycraft**  
Rolling Hills 139-1, Torrance, CA

**Susan Rosemary Thorne**  
CSC Communicators 153-1, El Segundo, CA



**Sarah A. Sheard**  
Space Com 3221-1, El Segundo, CA

**Gordon V. Becker**  
North Star 3696-2, Seattle, WA

**Rick L. Hawkins**  
Successmasters 4401-2, Seattle, WA

**JB. C. Bryson**  
Bellingham Evening 4470-2, Bellingham, WA

**Raymond J. Brown**  
Ocotillo 68-3, Phoenix, AZ

**Helen A. Handler**  
Single Desert Voices 441-3, Phoenix, AZ

**Henrietta C. Ellis**  
Viva Voce 1403-3, Phoenix, AZ

**Rebecca Lemmermann**  
Willie Talespinners 1853-3, Williams Air Force Base, AZ

**David W. Metcalf**  
Aztec 2531-3, Tucson, AZ

**Rita Kane**  
Farmers Insurance Group 2731-3, Phoenix, AZ

**Albert Duncan**  
Oak Creek Orators 4459-3, Sedona, AZ

**Richard E. Levy**  
Oak Creek Orators 4459-3, Sedona, AZ

**Peter Scott Spaw**  
Daybreakers 4517-3, Glendale, AZ

**Drew Tura**  
West Valley Orators 107-4, San Jose, CA

**Gary Edward Ciampi**  
Positive Thinking 949-4, San Mateo, CA

**Shirley F. Farrell**  
Electric Toasters 4200-4, Palo Alto, CA

**S. David Hu**  
Electric Toasters 4200-4, Palo Alto, CA

**Robert L. Boone**  
TM of La Jolla 895-5, La Jolla, CA

**Daniel F. Faust**  
First St. Paul 167-6, St. Paul, MN

**Carsten Burros**  
Marshall 1276-6, Marshall, MN

**James P. Hand**  
Marshall 1276-6, Marshall, MN

**Arlene V. Groebner**  
North Hennepin 2464-6, Minneapolis, MN

**F. Daniel Johnson**  
AC Earlyrisers 3646-6, Robbinsdale, MN

**Patrick T. Fisher**  
Luncheon Linguists 4611-6, Bloomington, MN

**Alan Charles Kohls**  
Big Apple 4619-6, Apple Valley, MN

**Dorothy M. Schaefer**  
Oregonian 1226-7, Portland, OR

**Valentin Alver**  
Blue Ox 1235-7, Portland, OR

**Bruce A. Ruminski**  
PGE 3534-7, Portland, OR

**Terry R. Pridemore**  
Prineville 4458-7, Prineville, OR

**Sandra L. Swearingen**  
O'Fallon 994-8, O'Fallon, IL

**Robert J. McManimic**  
Monsanto 1267-8, Creve Coeur, MO

**Steve Eugene Watkins**  
UMR 4850-8, Rolla, MO

**Vern Westgate**  
Spokane Valley 308-9, Spokane, WA

**David F. Smith**  
Akron 151-10, Akron, OH

**P. S. Surana**  
Pioneer 17-11, Indianapolis, IN

**Joseph P. Stadler**  
YMCA 715-11, Anderson, IN

**Philip T. Parker**  
Innovators 1023-11, Indianapolis, IN

**John W. Tritch**  
Mallory 1170-11, Indianapolis, IN

**Frederick C. Garvin**  
Early Words 1202-11, South Bend, IN

**Joanne K. Hill**  
Early Words 1202-11, South Bend, IN

**Keith E. Carver**  
Checker Flag 2007-11, Indianapolis, IN

**Michael Eugene Martin**  
Pin 2332-11, Plainfield, IN

**Albert Meadows**  
Gentle People 2333-11, Indianapolis, IN

**Martha Ann Reich**  
St. Elizabeth Hospital 4564-11, Lafayette, IN

## club, sales and political meetings **SURE NEED HUMOR!**



IF YOU'RE INVOLVED,  
SEND FOR THIS BOOK

### **"UNACUSTOMED AS I AM"**

... gives you 238 pages of good, current humor indexed for easy use. A bonanza for busy chairmen and editors. Good reading for anyone with a sense of humor.

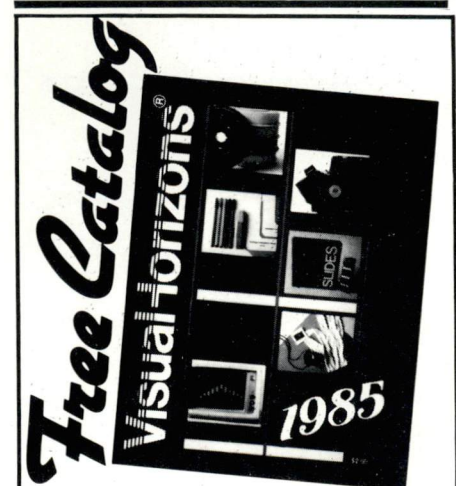
Pointed material to fit any occasion, compiled by the International President of a world-wide service club for his own personal use.

*NOW, Second Printing.*

Send Check for \$ 7.95 plus \$.95 Mailing or your Master Charge-Visa number, Indiana add 4% Tax.

### **THE LORU COMPANY**

P.O. BOX 396, NORTH WEBSTER, INDIANA 46555



#### **WORLD'S LARGEST SELECTION OF MEETING AIDS & PRESENTATION SUPPLIES**

- Custom 35mm Slides
- Stock Slides and Slide Sets
- Custom & Stock Overheads
- Slide Filing Systems
- Projectors & Accessories
- Light Tables & Viewers
- Video Furniture & Supplies
- Slide & Filmstrip Duplication

Hundreds of items available. Quick, expert assistance by mail or phone.

Send for a **FREE 40-Page, Full-Color Catalog**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone \_\_\_\_\_

**Visual Horizons, 180 Metro Park  
Rochester, NY 14623-2666 (716) 424-5300**



**Cy Kapinus**

Dukes and Dames 1299-13, State College,  
PA

**Robert Alan Black**

Athens 1779-14, Athens, GA

**T. Jerald Samples**

Maple Drive 2789-14, Atlanta, GA

**Keith E. Roush**

Valdosta 2906-14, Valdosta, GA

**John M. Ycaza**

Southside 3894-14, Robins AFB, GA

**Roland W. Bauer**

ATM 4349-14, Atlanta, GA

**Phyllis B. Judge**

ATM 4349-14, Atlanta, GA

**Anne S. Elwood**

Pal 1422-15, Salt Lake City, UT

**T. V. Dearing**

Mount Ogden 1614-15, Ogden, UT

**Lawrence E. Geisler**

Downtowners 2696-15, Salt Lake City, UT

**Mardi Dixon**

Tulsa 148-16, Tulsa, OK

**Barbara Harrison**

Conoma 454-16, Oklahoma City, OK

**John L. Linemeyer**

Conoma 454-16, Oklahoma City, OK

**Alice E. Terry**

Conoma 454-16, Oklahoma City, OK

**Louise W. Farley**

Lexington 4171-58, Lexington, SC

**J. Ross Knechtel**

Milton 4778-60, Milton, Ont., Can

**Robert Filiatrault**

Le Club TM Lemoyne 1261-61, Montreal,  
Que., Can

**Joan E. Tierney**

Farm Bureau 2836-62, Lansing, MI

**Robert E. Burfitt**

Monday Mumlbers 2976-63, Chattanooga,  
TN

**Wade C. Goode**

Cleveland 3728-63, Cleveland, TN

**Berl Roanna Norrell**

Cleveland 3728-63, Cleveland, TN

**Malcolm D. Stroard**

Raytheon Sunrisers 4057-63, Bristol, TN

**Derek C. Johansson**

Crossroads 1396-64, Transcona, Man.,  
Can

**Reid B. Wiedman**

Empire Statesmen 1427-65, Syracuse, NY

**Harry James Deyo**

Endicott 2584-65, Endicott, NY

**Warren S. Marcus**

Utica 3703-65, Utica, NY

**Richard C. Fuller**

Lockport 4759-65, Lockport, NY

**William Robert Hauser**

Roanoke 1011-66, Roanoke, VA

**Harold D. Shepherd**

Roanoke 1011-66, Roanoke, VA

**Andrew Zafir**

Sunshine Coast 2763-69, Alexandra  
Headland, Qld., Aust

**Joseph Fresta**

Gateway 3138-69, Sarina, Qld., Aust

**Simon William Arnold Osborne**

Woden Valley 494-70, Canberra, A.C.T.,  
Aust

**Ian A. Pittman**

Ku-Ring-Gai 1091-70, Sydney, N.S.W.,  
Aust

**Lester F. Maino**

The Hills District 3180-70, Castle Hill,  
N.S.W., Aust

**Russell Francis Hendry**

Timaru 3474-72, Timaru, NZ

**Kevin John Shepherd**

Timaru 3474-72, Timaru, NZ

**Masakatsu Yagi**

Yokoto Speakers 583-U, Yokota Air Base,  
Japan

**Jerry Lewis Gordon**

Ramstein 2442-U, Ramstein Air Force  
Base, Germany

---

## NEW CLUBS

---

**334-F Bourns Noon**

Riverside, CA—Thurs., 12:05 p.m.,  
Bourns, Inc., Cafeteria, 1200 Columbia  
Ave. (781-5606).

**716-F Tax Masters**

Tustin, CA—2nd & 4th Thurs., 7:30 p.m.,  
Redhill Realty, 18002 Irvine Blvd.  
(760-3886).

**3441-F SSI**

Tustin, CA—Wed., 7 p.m., Silicon Systems  
Inc., 14351 Myford Rd. (731-7110, x  
6212).

**3919-3 Verbal Articulators**

Phoenix, AZ—Thurs., 4:45 p.m., V.A.  
Hospital, 7th St. & Indian School  
(277-5551, x 219).

**4385-3 Letco Carpet-Braggers**

Phoenix, AZ—Wed., 6:30 p.m., Letco  
Floor Covering, Inc., 8855 N. Black Can-  
yon Highway (249-4600).

**4162-4 Synergists**

Santa Clara, CA—Wed., 7 p.m., Seasons  
Restaurant, El Camino Real.

**262-6 Pillsbury's Best**

Minneapolis, MN—Wed., noon,  
Pillsbury's R & D Laboratory, 311 Second  
St., S.E. (330-5346).

**4324-6 Hutchinson II**

Hutchinson, MN—Thurs., 6:45 a.m., Le  
Bistro Cafe, 101 Main St. (587-8725).

**2031-7 North Milwaukie**

Milwaukie, OR—Tues., 6:30 a.m., The  
Apple Tree Restaurant, 8036 S.E.  
McLoughlin (659-9430).

**2519-7 Club 100**

Portland, OR—1st & 3rd Wed., 11:45  
a.m., Williamette Savings & Loan, 100  
S.W. Marret St. (220-8488).

**2896-14 Speakeasy**

Columbus, GA—1st & 3rd Mon., 11:30  
a.m., Blue Cross and Blue Shield of Colum-  
bus, 2357 Warm Springs Rd. (571-5371).

**1047-20 Prairie Prose**

Mandan, ND—Mon., noon, Seven Seas  
Motor Inn, Old Red Trail (663-6501).

**3518-20 Prairie Winds**

Oakes, ND—Tues., 6:45 p.m. (742-2112).

**2055-25 Toastbusters**

Dallas, TX—Thurs., noon, Taylor Publish-  
ing Company, 1550 W. Mockingbird Lane  
(637-2800, x 277).

**4025-25 Otis**

Carrollton, TX—Tues., 7 a.m., Engineer-  
ing Corp., 2601 Belt Line Rd. (323-2764).

**4414-28 Log-Masters**

Warren, MI—Wed., 11:50 a.m., General  
Dynamics, 6700 E. 14 Mile Rd.  
(293-2679).

**152-29 Brownbaggers**

Pascagoula, MS—1st & 3rd Wed., 11:45  
a.m., Ingalls Shipbuilding, Division of Lu-  
ton (769-1599).



**271-37 Quality**

Mount Airy, NC—2nd & 4th Thurs., noon,  
Quality Mills, Inc., Riverside Drive  
(789-6161).

**1417-38 The First Edition**

Philadelphia, PA—Wed., 6:30 p.m., Phila-  
delphia Inquirer, 440 N. Broad St.  
(854-5534).

**2321-42 Queen's Court**

Regina, Sask., Can—Thurs., 12:01 p.m.,  
City of Regina Health Department, 1910  
McIntyre St. (569-7414).

**2405-42 Rocky Mountain Hot Air**

Jasper, Alta., Can—2nd & 4th Thurs., 8  
p.m., Sawridge Hotel (852-3885).

**3029-42 Big Rockers**

Okotoks, Alta., Can—Thurs., 7:30 p.m.,  
Foothills Composite High School, Highway  
No. 7 (938-5879).

**4545-46 Heights**

Brooklyn Heights, NY—1st & 3rd Thurs.,  
7:30 p.m., Congregation Mt. Sinai, 250  
Cadman Plaza West (624-4883).

**4267-47 Broward Advanced**

Fort Lauderdale, FL—2nd & 4th Mon.,  
7:30 p.m., Fort Lauderdale College, 1401  
Broward Blvd. (462-1001).

**1001-52 Speak Ezys**

Los Angeles, CA—1st & 3rd Wed., 4  
p.m., Commuter Computer, 3325 Wilshire  
Blvd. (380-7433).

**2474-52 Rocketdyne**

Canoga Park, CA—Thurs., 7 a.m., Rocket-  
dyne, 6633 Canoga Ave. (710-2771).

**4174-57 O.B.O.R.**

Oakland, CA—Mon., 8:30 a.m., Oakland  
Board of Realtors, 1528 Webster St.  
(834-7665).

**4702-64 Manitoba Electrical and Elec-  
tronics**

Winnipeg, Man., Can—1st & 3rd Mon., 6  
p.m., Comstock International Ltd., 2116  
Logan Ave. (633-7907).

**2097-69 Northern Suburbs**

Brisbane, Qld., Aust—1st & 3rd Wed.,  
7:30 p.m., Golden Years Centre, Jenner  
Street (3532466).

**1996-72 Pania**

Napier, NZ—Thurs., 12:10 p.m., Cobb &  
Co. Masonic Hotel, Marine Parade  
(437535).

**46-73 AGC House**

Melbourne, Vic., Aust—Tues., 5:30 p.m.,  
AGC House, 31 Spring St. (657-1211).

**4208-73 City Centre**

Melbourne, Vic., Aust—2nd & 4th Thurs.,  
5:30 p.m., Lower Banking Chamber Level,  
State Bank Centre, 385 Bourke St.  
(6064500).

## ANNIVERSARIES

**45 Years**

Twin Falls 149-15, Twin Falls, ID

**35 Years**

I. B. Perrine 793-15, Twin Falls, ID  
Algona 779-19, Algona, IA  
Cambridge 785-40, Cambridge, OH  
Westchester 863-46, White Plains, NY  
Harvey Spaulding YMCA 781-62,  
Saginaw, MI  
Portsmouth 771-66, Portsmouth, VA

**30 Years**

Sequoia 1689-4, Los Altos, CA  
Cedar Hills 751-7, Beaverton, OR  
Atomic City 1760-9, Richland, WA  
Thunderbird 1731-26, Denver, CO  
Daniel Wright 1605-30, Libertyville, IL  
Park Forest 1717-30, Park Forest, IL  
Essayons 988-52, Los Angeles, CA  
Mainline 1446-54, Joliet, IL  
Communicators 1755-57, San Rafael, CA

**25 Years**

Aerospace 2753-8, St. Louis, MO  
Ridgela 3067-25, Ft. Worth, TX  
State Farm PA Region 2926-38, Spring-  
field, PA  
Foothills 3073-42, Calgary, Alta., Can  
Clearwater 3087-47, Clearwater, FL  
Reddy Talkers 1987-48, Birmingham, AL  
Groton 3007-53, Groton, CT

**20 Years**

Anaheim Breakfast 3836-F, Anaheim, CA  
Kritikos 1686-18, Fort George G. Meade,  
MD  
Flying I 2134-39, Sacramento, CA  
Aerospace 3516-39, McClellan Air Force  
Base, CA  
Patroon 3863-53, Albany, NY  
Management 1973-56, Kelly Air Force  
Base, TX  
Voyageurs 2638-64, Winnipeg, Man.,  
Can

**15 Years**

Palatine 3307-30, Palatine, IL  
Greenway 2280-56, Houston, TX  
Takapuna 2506-72, Takapuna, Auckland,  
NZ

**10 Years**

Geronimo 866-16, Fort Sill, OK  
NAVFAC 3396-36, Alexandria, VA  
Ponoka Moose 3430-42, Ponoka, Alta.,  
Can

### TOASTMASTERS INTERNATIONAL'S CONFERENCE/CONVENTION CALENDAR

**1985 REGIONAL CONFERENCES****REGION I June 28-29**

Hyatt Airport  
Oakland, Calif.

**REGION II JUNE 21-22**

Irvine Marriott  
Irvine, Calif.

**REGION III JUNE 28-29**

Marriott Austin  
Austin, Texas

**REGION IV JUNE 14-15**

Howard Johnson's  
Rapid City, S. Dakota

**REGION V JUNE 7-8**

Excelsior Hotel  
Little Rock, Ark.

**REGION VI JUNE 21-22**

Holiday Inn  
Middleburg Heights, Ohio

**REGION VII JUNE 14-15**

Stouffer's Valley Forge  
Valley Forge, Penn.

**REGION VIII JUNE 7-8**

Princess Hotel  
Freeport/Lucaya  
Grand Bahama Island

**1985 INTERNATIONAL CONVENTION**

HYATT REGENCY-OHIO CENTER  
AUG. 20-24  
Columbus, Ohio

**1986 INTERNATIONAL CONVENTION**

MGM GRAND HOTEL  
AUG. 26-30  
Reno, Nevada



WE'RE PUTTING OUT AN

# S.O.S.

## TO ALL TOASTMASTERS TO PARTICIPATE IN THE 1985 ANNUAL MEMBERSHIP PROGRAM

### SHARING

Sharing Toastmasters with others is important to you and your club. Continually bring in new members to share your experience with them, and the "new blood" will be a transfusion of vitality and new life into your club.

### OPPORTUNITY

Answer the S.O.S and give yourself and your club the opportunity to create a positive learning environment and an atmosphere where members will learn, grow and achieve. Build your membership, and combat normal member turnover. Strong clubs can stay strong; weak clubs can become strong so that everyone benefits.

### SUCCESS

Every club must have at least twenty members to conduct an effective Toastmasters program. If your club has less than twenty members, now is the time to point your club toward success. If your club has more than twenty members, new members can help your club become even more successful.

### RECOGNITION

If you sponsor 5, 10 or 15 new members, you will receive the following recognition:

- 5 members.....A Toastmasters Membership Building Pin...a distinctive award you wear to show other Toastmasters you helped TI grow.
- 10 members.....A Pocket-Size Evaluation Guide Folder...a handy, personal club meeting tool.
- 15 members.....Choice of Toastmasters Necktie or Ladies Ascot Scarf...you will be one of the select few to wear this mark of distinction.

You will stand out in a crowd with these awards because only Toastmasters who sponsor new members and answer the S.O.S. receive this recognition. These items are not available through the Supply Catalog. In addition to the above awards, if you sponsor even more members, you may qualify for top recognition. The number-one membership builder for 1985 will receive the "President's Sponsor" plaque. The nine runners-up will receive a "President's Circle" plaque.

### RULES

1. All Toastmasters are eligible and encouraged to participate.
2. To receive credit as a sponsor, your name must appear on the Application For Membership (Form 400) along with your **home** club number. Please print or type information so that it is legible. No additions or changes may be made to applications once they are submitted to World Headquarters.
3. New, dual and reinstated members count for credit. Transfer and charter members do not.
4. The new member must join during the calendar year 1985. The application must be received at World Headquarters no later than December 31, 1985.
5. Awards will be sent automatically upon qualification.
6. "President's Circle" and "President's Sponsor" Awards will be presented at the 1986 International Convention in Reno, Nevada. However, they do not include transportation or other expenses. If the recipient is not in attendance, the presentation will be made to the District Governor.
7. Custom duties (or taxes on awards) are the responsibility of the recipients.



ANSWER THIS **S.O.S.** TODAY!