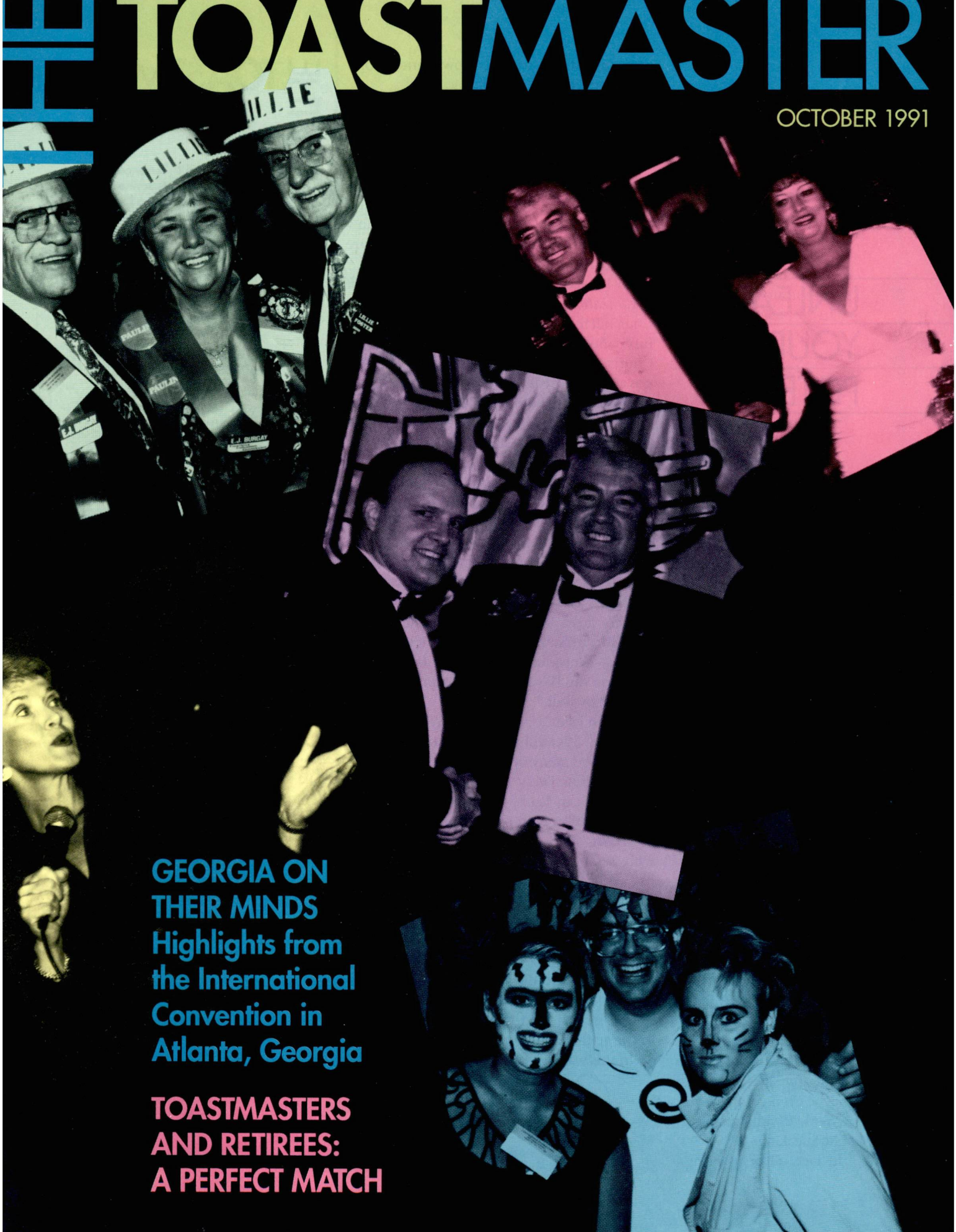


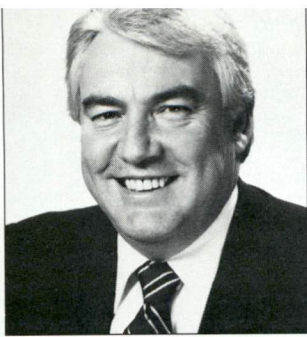
TOASTMASTER

OCTOBER 1991



**GEORGIA ON
THEIR MINDS**
Highlights from
the International
Convention in
Atlanta, Georgia

**TOASTMASTERS
AND RETIREES:
A PERFECT MATCH**



VIEWPOINT

UNLEASH YOUR POTENTIAL

■ What is potential? A want. A need. An action.

We know what potential is not: it is not the status quo. Potential is something we are not, but what we can be with the proper attitude, desire and conditions.

All of us could be more – and achieve more – if we set our minds to it.

William James stated in a letter to a friend: “Most people live, whether physically, intellectually or morally, in a very restricted circle of their potential being.”

Webster’s Dictionary gives two relevant definitions for potential: “A possibility, not an actuality” and “latent capability.”

Many of us have heard of someone who joined Toastmasters and became an overnight success. A person who couldn’t put two sentences together coherently in his icebreaker speech, but who went on to win speech contest after speech contest – maybe even competing in the World Championship of Public Speaking.

In fact, all of us have a

story about the marvelous growth and accomplishments of other people.

What about ourselves? We’re only as good as we want to be. Some of us are very good, but are we as good as we *can* be? We must recognize that the good is often the enemy of the best.

Sometimes we need to Unleash Our Potential. William James continued his letter as follows: “Great emergencies and crises show us how much greater our vital resources are than we had supposed.”

In his recent book *Managing the Non-Profit Organization*, Peter Drucker calls Winston Churchill the “most successful leader of this century.” But for 12 years, from 1928 to 1940, Churchill’s career was going nowhere, and he was almost discredited. But at age 66, at the start of World War II, he was available and ready.

None of us are likely to have challenges of the magnitude that Churchill had, but there are always crises in our clubs, districts, homes and workplaces. As Drucker states: “The one predictable thing in any organization is the crisis. That always comes. That’s when you do depend on the leader.”

Let’s consider these crises opportunities for growth. Let’s use them to Unleash Our Potential.

Wants and needs lead to **action**. Toastmasters learn by doing. Toastmasters is an action organization. Sophocles put it well when he said, “Knowledge must come through action; you can have no test which is not fanciful, save by trial.”

Action leads to self knowledge, the springboard for Unleashing Our Potential!

We have many opportunities for action in Toastmasters. Every speech is an action by which we can learn. Every club and district officer position is an opportunity for action.

It has often been observed that anyone who has been a successful district governor can achieve anything he or she sets out to do, in any leadership arena, and be triumphant.

One note of caution: Growth hurts. We must recognize this and overcome the pain.

We in Toastmasters have the world at our fingertips. If we did not have the want we would not have joined Toastmasters. It is up to us to search out the need, and be involved in the action.

In this way, we will Unleash Our Potential.

JACK GILLESPIE, DTM
International President

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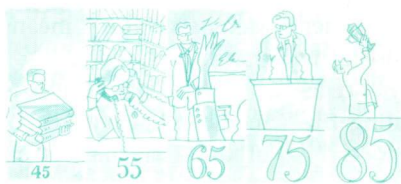
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On the cover — Clockwise from top left:

Walking Billboards: Delegates sporting campaign gear at Proxy Prowl.

First Couple: Newly elected President Jack Gillespie with his wife, Grace, at President's Dinner Dance.

Passing the Torch: President Ed Bick welcomes his successor, Jack Gillespie.

Looking Beastly: Delegates have fun, safari style.

A Tall Tale: Keynote speaker Jeanne Robertson illustrates the importance of humor.



LETTERS

PRAISE FOR FRENCH CLUB

We Toastmasters are proud of our own clubs, but I would like to praise another one, which I visited recently: the Eloquence 45 Club 7468-U of Orleans, France. Founded by soldiers of a United States base, the club was adopted by locals after the base closed. It has little contact with other clubs because there are only two other Toastmasters clubs in France, but the standards are as high as in any of the 20 clubs I have visited in Canada and the United States.

The speeches are excellent, as are the Table Topics and evaluations. Meetings are in the evening, with a meal, aperitif, two wines and a liqueur. The meeting details are available from Toastmasters World Headquarters. Any visitor will enjoy a good meeting and a wonderful meal, and will receive the red carpet treatment.

CASS SIMONS, ATM
TORONTO DOWNTOWN CLUB 1744-60
TORONTO, ONTARIO, CANADA

JUST DO IT!

I want to commend Janet McGivern for her article, "What, Me Nervous?" (July). I greatly appreciate her honesty and her suggested guidelines, particularly "Just do it!" Avoidance of speaking situations will never help us conquer our fear of public speaking.

We're out here, Janet, and your article has been a great help. You are truly an asset to Ellsworth Park Toastmasters.

AMY JOHNSON
GATES MILLS, OHIO

CRANIAL EDUCATION

Your July issue had an especially excellent article, "What, Me Nervous?" by Janet McGivern. Since her byline didn't mention any educational awards, it appears that she is new to Toastmasters. I really feel for Janet and understand why it might take a year mustering enough courage to attend her first meeting. Janet's first-person account supports others who suffer from the same ordeal of stage fright. I would like to see more articles of this type in the magazine.

There must be many who join Toastmasters to overcome nervousness. Before I joined Toastmasters, I had several years of training from a Chicago based mental health support organization called Recovery Incorporated. At one point I wore sunglasses to hide any staring when practicing eye contact. Despite my stage fright, I eventually earned my ATM.

Janet did get some lame-brained advice from one member of her club who in essence said, "You have no reason to be nervous. Just snap out of it." It isn't quite that simple. However, her last point to "Just do it" is defined by Recovery Inc. as "The muscles educating the brain"!

LESTER HEMPHILL, ATM
SPARTA, NEW JERSEY

TRAVELING TO MALAYSIA?

The Pan-Southeast Asian Toastmasters Council will have its 2nd Convention on Nov. 22-24, 1991. It will be held at the beautiful Kuching Hilton hotel located on the

banks of the Sarawak River in Kuching, Malaysia.

We invite Toastmasters from all over the world to attend our conference! For more information, please contact:

GERALD GREEN
P.O. BOX 1066
PENANG, MALAYSIA

NO PUSHING OR SHOVING

The word "Coping" in the article titled "Coping with the Inactive Toastmaster" (February) clearly shows the negative focus expressed by author J.B. Klug.

Klug's final "coping" mechanism of removing inactive members from the meeting schedule occurs only after extravagant measures to push them around, pull them back into participation, or shove them out.

Inactive club members do not need to be coped with, pushed, pulled or shoved! They pay their dues, are working to fit Toastmasters into their lives, and therefore deserve understanding and cooperation.

Our club reserves a portion of the member directory for members who prefer to be inactive. It is titled "Inactive Members", and it means just that and no more.

Our club supports all members in whatever portion of the Toastmasters experience best meets their needs.

When members show signs of inactivity, we express interest in their situations and ask if they would prefer being put on the inactive list for a while, to be returned to the active list at their request. Those so listed are not scheduled on the program and are

not called upon to be replacements. That's all there is to it! No pressures anywhere.

Our inactive members stay in touch by continuing to receive *The Toastmaster* magazine and occasionally attending meetings. They are always greeted with smiles and hugs when they do show up.

Inactive members are not problems that need to be coped with. They have paid for their memberships and should be recognized as having individual needs and desires.

JAN KING, CTM
BUSINESS AND PROFESSIONAL
TOASTMASTERS CLUB 2207-56
SAN ANTONIO, TEXAS

GRAPHIC BRICKBATS

I'd like to congratulate Carl Abel (July, Letters) on taking the effort to speak up about the use of graphics in the magazine. While I agree with his argument, I disagree with his negative approach. As an ATM, Mr. Abel's ability to critique and make suggestions in a positive manner should be more finely honed. He needs to review the article titled, "The Fine Art of Evaluation" in that same issue.

I have always found the magazine's words to be the important component. If an insignificant illustration is enough to conjure up the thought of terminating Mr. Abel's relationship with Toastmasters, perhaps he should re-evaluate his reasons for continuing. I only hope he uses a touch more finesse when evaluating his fellow Toastmasters.

THOMAS P. O'CONNOR
WINNERS CIRCLE II
CLUB 4822-49
HONOLULU, HAWAII



MY TURN

GIVING A SPEECH AT THE LAST MINUTE HAS ITS REWARDS

By Judith Sulik, CTM

I always feel a bit anxious when I'm speaking on the spur of the moment because I'm not sure what I'm going to say. Ideas float through my mind throughout the meeting. I listen more attentively to everyone. A Table Topics question or response may trigger the

A TOASTMASTER OF GOOD REPUTE

"One of the nicest benefits of Toastmasters, and of Table Topics in particular, is that you learn to be prepared for the unexpected."

■ I have a reputation. I won't tell you whether it's good or bad; suffice it to say that all the members in my Toastmasters club are aware of it. It is not something I try to hide; in fact, I'm proud of it.

This reputation precedes me to every meeting. Whenever a speaker fails to attend a meeting, the Toastmaster thinks of me because I love to be asked at the last minute to give a speech. Well, actually, I prefer to be asked at the beginning of the meeting so I can have a little time to prepare. But I generally prefer to prepare at the last minute rather than the first.

I realize this might sound like self-congratulatory heresy. Believe me, I do realize most speeches require hours of research, development and practice. However, one of the nicest benefits of Toastmasters, and of Table Topics in particular, is that you learn to be prepared for the unexpected. And after all, it is possible to spend too much time trying to craft the perfect speech. Sometimes it's difficult to let go, but at some point the speech is finished – like it or not.

Preparing a speech at the last minute, or giving an impromptu talk, is an effective way to eliminate procrastination. Once you have committed to the Toastmaster to speak, there's no turning back. There are no tomorrows left. The time to be ready is now.

And that can be exciting! These speeches often generate more energy and emotion than well-rehearsed speeches because the speaker assumes more risk.

seed that grows into a speech. A joke can even awaken a long-forgotten anecdotal experience. Or I may have heard a provocative or preposterous subject discussed on the radio and I'm dying to share my opinion. Now I have the perfect forum.

These impromptu speeches strengthen self-confidence, require quick thinking, and force me to organize my thoughts efficiently.

With one eye on the clock and the other eye on the audience, I learn how – with an abstract outline in mind – to develop a beginning, middle and end to my speech, adapting and adjusting depending upon the audience's reaction. A rehearsed, planned speech doesn't lend itself to improvisation as well as an "off the cuff" speech does.

The many potential benefits gained from accepting the challenge to present a last minute speech minimize the risks associated with the decision. Just think of it as a longer Table Topic. You never know when your extemporaneous speaking skills will come in handy in your personal life or career. My sales career has benefited greatly from my Toastmasters training.

So the next time the Toastmaster is desperately seeking a speaker, volunteer to fill in. Soon you'll find that you, too, have a reputation. I hope it'll be a reputation that you're as proud of as I am of mine. **T**

Judith Sulik is a seven-year member of Bristol Club 3153-53 in Bristol, Connecticut. A self-employed sales representative, she uses her extemporaneous speaking skills daily.

GOING ON a LAUGH DIET

By Charles Dickson,
Ph.D.

**“The most
utterly lost
of all days is
that in which
you have
not once
laughed.”
— Chamfort**

WE DIET TO TAKE WEIGHT off our bodies. We also need a diet to take weight off our minds – a humor diet. The French writer Chamfort observed, “The most utterly lost of all days is that in which you have not once laughed.”

Humor is the most powerful – and often untapped – natural resource in our battles against life’s blows. Our ability to laugh with others, at ourselves, and at situations is what keeps us in balance. The positive effect of “a humor diet” has been well documented by countless people. Author Norman Cousins described in his bestselling book, *Anatomy of an Illness*, how a good amount of laughter helped him recover from a life-threatening illness. Not discounting appropriate medical care and emotional support of family and friends, Cousins said that humor played a significant role in his recovery.

We know that we feel better when we laugh and smile. Not only is humor good for our health, it is also a powerful tool for communicating all kinds of messages, for coping with stress and tension, and for building relationships. No wonder comedian Victor Borge reminds us that “Laughter is the shortest distance between two people.”

Just as we diet to lose weight, we can design a diet to gain laughter. Expanding our sense of humor can enhance the pleasure of being together and reduce the effects of stress. As actor Raymond Hitchcock asserted, “A person isn’t poor if he can still laugh.” We can keep our sense of humor alive and healthy by using it.



**HUMOR IS MEDICINE
FOR THE SOUL.**

Joel Goodman, founder and director of the Humor Project in Saratoga Springs, New York, points out that humor is “a set of skills, attitudes and guidelines that we can consciously access. Like any set of skills, humor can be nurtured through practice.” Isaac Stern did not become a famous violinist nor Bjorn Borg a tennis star without practice. You and I must be willing to discipline ourselves if we are to achieve success in building a positive attitude toward life.

Consider for example James Whistler, a young man who wanted to attend West Point to be a soldier. He failed the chemistry exam and was turned down for admission. He then turned his efforts toward art and became a famous American artist. He later chuckled, “If silicon had been a gas, I might have been a major general.”

“Humorous objects at work or home send a message to others that we are approachable.”

How can we develop and practice humor skills, or in other words, begin a humor diet? Sheila Feigelson, workshop leader for injecting humor into the business scene, suggests we:

- 1.** Talk about fun topics.
- 2.** Keep funny objects around us.
- 3.** Constantly look for funny stories and experiences and search for the humor in daily life.

These are simple things we can do to invite sunshine into our lives and the lives of others.

You don't have to tell jokes to bring humor into a conversation. Instead, try to steer the conversation to a subject that will naturally evoke a smile and keep things on a positive track. For example, conversations about childhood games and how we entertained ourselves as youngsters are usually a source for a hearty laugh. Or talking about a funny person, book, movie or event usually makes us and others laugh.

Other topics that elicit smiles and build relationships include recalling embarrassing moments, “dumb” things we have done, silly fears we had, or funny signs we have seen. The latter occurred at a business luncheon when one of the guests told of a sign on the receptionist's desk in his office that read, “Complaint Forms: Please fill out in detail and file in triplicate.” At the bottom of the sign was a memo pad – the size of a postage stamp.

If talking about fun topics is an essential ingredient in a humor diet, so is collecting pleasant or laugh provoking objects – be it a simple humorous sign or memo pad, or expensive “executive toys.” For example, one manager describes how he keeps a couple of small toys on his desk, which many visitors will pick up and nonchalantly start playing with as they are talking. He believes this adds a sense of lightness to serious moments. One secretary has this note posted on her office wall as a reminder to her boss: “You may know where you're going. God may know where you're going. Does your secretary know where you're going?” With a bit of modification, parents can use this with their teenagers as well.

Funny classified ads can be clipped and copied for others as a means to evoke laughter. Take, for example, the department store that advertised in a local newspaper: “Shoppers wanted. No experience necessary.”

To help family members stay on the sunny side, one mother keeps a bottle of “Grouch Control Pills” on the window ledge over the kitchen sink. The label on the bottle, which really contains colorful jellybeans, reads: “Take

one after each growl, frown, complaint or scowl to control grouchiness. Warning: Occasional smile or grin may occur.” Another family I know has a picture of a dog house held by a magnet to a refrigerator door with small magnets holding names of each member of the family. When one family member gets on the bad side of another, the magnet holding his or her name is placed inside the dog house.

Humorous objects at work or home send a message to others that we are approachable.

In addition to talking about fun topics and keeping funny objects around, we can feed our laugh diet by actively searching for opportunities for humor. If you look for them, you will find plenty. When traveling, for instance, how often have you seen hilarious bumper stickers, billboards and advertisements?

Humor can give negative messages more impact and make them easier to swallow. I recall one store sign that read: “In God we trust. All others pay cash.” Then there was the company whose no parking signs read: “If a big heavy green tow truck is not here now, it will be here shortly.”

Funny signs can take the sting out of negative information while still getting your message across.

Collecting overdue bills is a real pain for organizations. One business handles this by including this note with their statements: “Please let us be your pallbearer when you die. We've carried you this long, we'd like the privilege of doing so to the end.” A minister I know once was a guest speaker at a church, but never received the promised honorarium. After some time, he wrote the local minister a note that read: “Dear Reverend: I regret to learn of the death of your treasurer.”

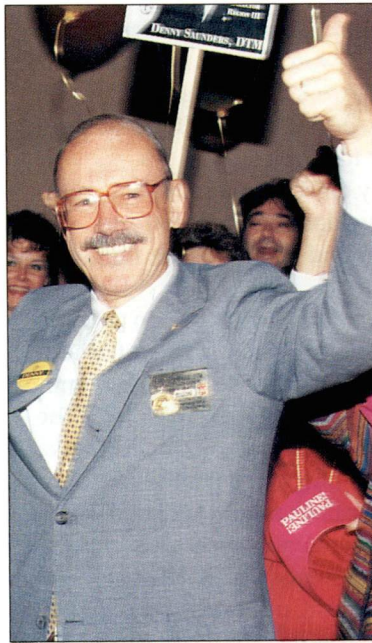
We can reduce tension and improve human relations in the family, at work, or anywhere if we will take time to inject a little humor into situations. Humor specialist Allen Klein reminds us that a bit of pre-planned humor is like having a psychological insurance policy, “You may never need it, but it sure is nice to know it's there if you do.”

Go ahead and start your laugh diet. You'll lose the weight of tension and frustration. Your efforts will be well rewarded. **T**

Charles Dickson, Ph.D., has taught courses in human relations at community colleges in Florida and North Carolina. He is now a freelance writer.

GEORGIA ON THEIR MINDS

HIGHLIGHTS FROM THE
60TH ANNUAL CONVENTION
IN ATLANTA, GEORGIA.



RECAPPING A SUCCESSFUL YEAR

With traditional pomp and pageantry, the 60th Annual International Convention began on Wednesday, August 14, with the Parade of Flags down the ballroom aisle. Accompanied by the beats of a live band, local Toastmasters proudly carried the national flags of all the 52 countries in which the organization is represented. Host District 14 Chairman John Lister, DTM, welcomed everyone to Atlanta and the "Peach State" with a promise of Southern hospitality: "We'll make sure you'll have 'A Peach of a Time' and experience true Southern comfort."

Toastmasters 1990-91 International President A. Edward Bick, DTM, then took the stage with a cheerful reflection on his presidential year.



Clockwise from left:

A Winning Team: Pauline Shirley, DTM, won the election for Third Vice President.

New International Director: Denny Saunders, DTM, celebrates campaign victory.

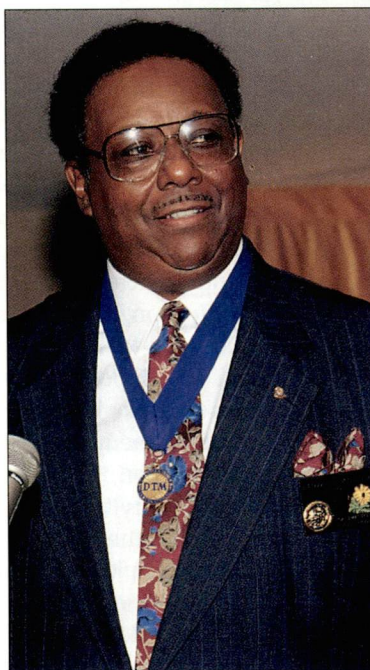
They are Champions: International Speech Contest winners Dave Ross, Dana Lamon and Marc Hardy.

A Distinguished Toastmaster: Past International President Ted Wood hosts the DTM Luncheon.



■ More than 1,600 Toastmasters from all over the world converged on the Atlanta Hilton and Towers hotel during August 13 - 17 to do their share of talking, laughing and learning at Toastmasters 60th Annual International Convention. For veteran conventioners, this was a time to renew friendships with Toastmasters from distant clubs and to campaign for a favorite candidate. For the "first timers," this was a chance to experience first-hand what they've been told is an inspiring, action-packed way to learn more about what Toastmasters and public speaking is all about.

In between reunions with old friends and chats with new ones, convention participants were enriched by communication experts and inspired by great speakers. They also celebrated the achievements of the past year by the Toastmasters organization as a whole and by its award-winning members.



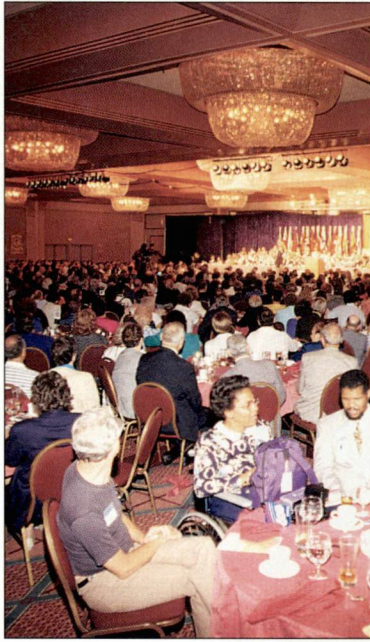
Reporting a 5.2 percent net membership growth amounting to an all-time high of 164,310 members in 7,586 clubs, Bick said it was clear that members are proud of their organization. He commended their success in building clubs, conducting quality meetings and recruiting new members. "With a year of political unrest and worldwide economic recession, it would have been easy for members to lose sight of their educational and club building goals. The fact that they continued to perform demonstrates that Toastmasters International offers a solid value and a definite educational benefit for every member." Referring to his presidential theme, he said, "Pride and Purpose truly do Inspire Performance!"

He mentioned as a highlight of his presidential year the opportunity to meet with many Toastmasters during his

district visits. "At each stop along the way my wife Jennifer and I observed a 'can-do' attitude among the individual members," Bick said. "When a challenge came along, someone would take responsibility and handle the situation swiftly, smoothly and professionally."

President Bick spent 67 days traveling 65,898 air miles on Toastmasters business during the year. He visited 12 districts, during which time he met with representatives of 52 different corporations, nine government officials and leaders from local governments, service clubs and associations. His visits were covered in eight newspaper articles and in 318 minutes of air time on radio and television.

Executive Director Terry McCann elaborated on Bick's sentiments in his report on the organization's growth.



a sense of humor is the key," she said. "But let's not confuse being funny with having a sense of humor."

The popular professional speaker from Burlington, North Carolina, defined three necessary ingredients for developing a sense of humor: ability to laugh at oneself; making an effort to look for humor in everyday events and writing those down; and discovering humor in tense, stressful situations. The former president of the National Speakers Association practices what she preaches: Her hilarious message was filled with self-deprecating jokes about her height ("six-foot-two, without heels and with my hair mashed down"), and her sometimes frustrating but funny experiences as a basketball coach, beauty contestant and tenure as Miss North Carolina.



Clockwise from left:

A "Speaker's Speaker": Toastmasters' 1991 Golden Gavel recipient Bill Gove with his wife, Ada.

Golden Gavel Luncheon: A sold-out event.

Happy Proxy Prowlers: Members of Lloyd Gavin's campaign team.

A Loyal Supporter: Evelyn-Jane Burgay's Seeing Eye dog lends publicity to her winning bid for international office.



He emphasized that flexibility is the key to building a strong organization. "To achieve continued success and continue our aggressive club building efforts, we need to be ready to improve and adapt our programs to meet the needs and wants of a changing society," he said. He added four factors that need to accompany flexibility in the 21st Century: "Clearly stated goals; quality club meetings; well trained club and district officers; and motivated leaders who have the courage to pursue their visions."

PROMINENT SPEAKERS

Keynote speaker Jeanne Robertson created roars of laughter from the audience with her humorous message on the importance of humor. "To be successful and effective as a communicator and as a Toastmaster,



At the end of the ceremony, President Bick recognized Distinguished Toastmaster Bruce Norman, DTM, for his long-time service to the organization. A member of the Board of Directors in 1961-63, Norman has attended 43 International Conventions, most of them consecutively.

Also recognized with a hearty applause were the four newly conferred Accredited Speakers: Mike Gibson, ATM-S, of Lilburn, Georgia; Pauline Harvey, DTM, of Port Neches, Texas; Bonnie Kenny, ATM, of Algoma, Wisconsin; and Hal Slater, ATM-S, of San Diego, California.

The Accredited Speaker Award recognizes Toastmasters who have professional-level speaking skills. To earn the award, applicants must meet a rigorous set of requirements, including giving at least 25 presentations varying in topic and purpose before different audiences within

three years. (The final presentation by the candidates for the Accredited Speaker Program were given Tuesday afternoon before a panel of Toastmasters judges.)

COLLAGE OF TOPICS ADDRESSED

Throughout the week, other experts in the communication field shared their secrets for personal and professional success. Popular topics dealt with self-improvement in areas related to public speaking and leadership. Many seminar leaders were Toastmasters, who by their very example demonstrated the potential of the Toastmasters program. Toastmasters also facilitated and participated in productive group discussions about club and membership building and shared ideas for using computers to schedule effective club meetings.



Richard Peterson, DTM, of St. Paul, Minnesota; and Alan Whyte, DTM, of Fremont, California.

Delegates also voted on two proposals: A proposed change in the annual club year (Club Constitution, Article VI, Section b), was adopted by more than the required two-thirds vote. Effective July 1992, the annual club year will begin July 1 and end June 30. This change brings the club year in line with the district year, and gives clubs the opportunity to work toward the same goals as the district. There is no impact on clubs that currently elect officers semi-annually. (See sidebar, page 13, for details.)

Proposal B, a change in the qualifications for Lieutenant Governor, was also approved by the delegates and becomes effective immediately. This change in the District Constitution, Article V, mandates



Clockwise from left:

Standing Room Only: Toastmasters learn about public speaking at popular educational session.

Hall of Fame: 1990-91 District 6 Governor Joanne Dahlin, DTM, accepts President's Sponsor Award from President Ed Bick, on behalf of Judy Wagner, ATM.

Making Friends: 1989-90 District 14 Governor Jim Dawson, DTM, chats with a fellow Toastmaster during break.

Overcoming Speech Anxiety: Speaker Natalie H. Rogers shares tips on breathing techniques.



NEW LEADERS ELECTED

Many attended the convention to not only learn and meet friends, but also to elect Toastmasters International's new leaders for the coming year. At Thursday's Annual Business Meeting, delegates elected Jack Gillespie, DTM, as Toastmasters' 1991-92 International President; Bennie E. Bough, DTM, as Senior Vice President; Neil R. Wilkinson, DTM, as Second Vice President; and Pauline Shirley, DTM, as Third Vice President.

Delegates elected eight Toastmasters to two-year terms on the organization's Board of Directors: Evelyn-Jane Burgay, DTM, of Sarasota, Florida; Terry Daily, DTM, of Chatham, Ontario, Canada; Lloyd Gavin, DTM, of Sacramento, California; Richard Fath, DTM, of Fairfax, Virginia; Jon R. Greiner, DTM, of Clinton, IL; Denny Saunders, DTM, of Tulsa, Oklahoma;



that the Lt. Governor district officer position be filled by people who have served at least six consecutive months as a club president and at least twelve consecutive months as Lt. Governor, Division Governor or an Area Governor, or a combination thereof.

After enjoying good food and inspiring speakers at the Toastmasters and Guests and DTM Luncheons, delegates took time to celebrate the accomplishments of fellow achievers at the festive Hall of Fame ceremony. Awards were presented in categories such as Top Five Clubs, Distinguished Districts and Top Ten Bulletins. (A list of clubs, districts and individual Toastmasters honored for their efforts in 1990-91 appear on pages 24 through 27 in this issue.)

FUN IN THE JUNGLE

By the end of the day, conventioners were ready to celebrate their achievements with a party in safari style. Donning pith helmets, khaki duds or beastly costumes, Toastmasters were transformed into jungle animals and hunters, but were nevertheless seen dancing together in perfect harmony. Besides the live dance band, a variety show featuring juggling comedian Dan Rosen, magician Bob Higa and the music of Nancy Hays entertained the appreciative audience.

GOLDEN GAVEL AWARD

On Friday, after a morning of informative educational sessions, conventioners took their seats at the sold-out Golden Gavel Luncheon to watch renowned professional speaker and seminar leader Bill



act yourself into good thinking than to think yourself into good action." He explained that positive thinking alone won't break bad habits; only action will garner results. Echoing the Nike "Just Do It!" commercial, Gove said, "Do it now, whether you feel like it or not. Feelings just get in the way and keep you from doing."

UNLEASHING NEW POTENTIAL

After an afternoon of more stimulating educational sessions, Toastmasters dressed in black tie elegance and gathered to honor the newly elected officers and Board of Directors at the President's Dinner Dance. International President A. Edward Bick handed over his presidential pin to incoming President Jack Gillespie, who began his term with an inspiring message.



Clockwise from left:

On the campaign trail: Lloyd Gavin, DTM, solicits votes at the Candidates Corner.

A Southern Host: District 14 Chairman John Lister, DTM, made sure the convention ran smoothly.

Collecting Votes: Host district volunteer assists during Annual Business Meeting.

Bestselling author: David Peoples demonstrates "How to give an effective presentation."



Gove receive the Golden Gavel Award. This prestigious honor was bestowed on Gove in recognition of his influence as a "speaker's speaker"; a master orator ranked as one of the most popular professional speakers in the world.

A resident of Atlantis, Florida, Gove was the first president of the National Speakers Association and is a member of the International Speakers Hall of Fame. According to Cavett Robert, Founder of the National Speakers Association, "Bill Gove has done as much to make public speaking a profession as any person alive."

In his acceptance speech, 79-year-old Gove proved his reputation. The audience loved his joke-studded motivational message and energetic delivery style. Contradicting the wisdom of most self-help gurus, Gove said that, judging by his own experiences, "It's easier to



Explaining his chosen theme, "Toastmasters: Unleash Your Potential!," Gillespie urged all Toastmasters not to settle for the status quo. "We are only as good as we want to be," he said. "Some of us are very good, but are we as good as we can be? We must recognize that the good is often the enemy of the best."

"I believe that Toastmasters training, through our self-directed, experiential learning process, allows all members to polish their skills and uncover talents they never imagined they possessed," he explained. "We are all born with a large amount of talent and potential. We owe it to ourselves and our world to be the best that we can be."

THE GRAND FINALE

The highly anticipated International Speech Contest finals on Saturday

morning topped off what was a successful and memorable convention. Nearly 1,700 Toastmasters gathered in the huge ballroom to watch in awe as nine talented contestants vied for the title of "World Champion of Public Speaking." Video cameras projecting the contest on two large screens ensured that no one missed out on the drama.

After the votes were counted, Dave Ross, a 36-year-old major stationed at the Tinker Air Force Base in Oklahoma, emerged the winner. His speech, "The Train's Still Rollin'," dealt with the importance of perseverance and belief in oneself, defining success as "continuing to try." A member of different military Toastmasters clubs around the world for the last 10 years, Ross now belongs to the Tinker Club 1362-16 in Midwest City, Oklahoma. He said he has plenty of opportunity to use his speaking skills at military briefings, but that his goal is to become a professional public speaker.

The second-place winner was Dana Lamon, an administrative law judge from Lancaster, California. Lamon spoke about "The Secret Ingredient." Third place went to Marc Hardy of Elkhart, Indiana, for his touching speech, titled "Bud," a tribute to his late father.

Six other speakers competed in the contest: Andrea Noonan from Region I; Brad Ballinger from Region IV; Theresa Parlette from Region VI; Vincent Marsh from Region VII; James Holloway from Region VIII; and Peter Hempenstall, representing the districts outside North America.



On Safari in Georgia? Past International Director Mario Pedercini, DTM, and his wife, Sharon.

In a fitting conclusion of Toastmasters' 1991 World Championship of Public Speaking, International President Jack Gillespie honored the late Dr. Martin Luther King, Jr. as an "Orator of Distinction." Following a dramatic videotaped segment of King's "I Have a Dream" speech, Gillespie bestowed the award to a representative of the Martin Luther King Center in Atlanta with these words: "Martin Luther King truly believed that the word is mightier than the sword. Toastmasters International recognizes the late Reverend Dr. Martin Luther King, Jr., as an Orator of Distinction for his powerful speaking, contributions to humanity and inspirational leadership."

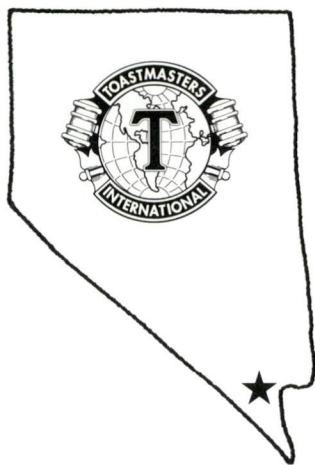
Host District 14 Chairman John Lister, DTM, gave special thanks to the many host district volunteers who so generously offered their time and efforts to make the convention run smoothly. District 33 Governor Bobby Williams, DTM, then welcomed everyone to next year's

convention in Las Vegas, Nevada, during August 18-22, 1992.

The convention drew to a close with a slide show accompanied by the appropriate Ray Charles' ballad, "Georgia On My Mind." Images of the past five days recalled the excitement, fellowship and personal growth that had taken place, and set the mood for fond farewells. Delegates now had had their share of "A Peach of a Time" in Atlanta, and were already making plans to reunite next year in Las Vegas' Bally's hotel for "The Toastmasters' Way to Play." **T**

Note: You can bring the convention to your home via audio and video cassettes. See ad on page 29 for details.

THE TOASTMASTERS WAY TO PLAY...



LAS VEGAS, NEVADA

AUGUST 18-22, 1992

Go for the gold!

The 1992 Toastmasters International Convention will be held at Bally's Hotel in exciting Las Vegas, Nevada.

Mark your calendar and be prepared to experience a spectacular

Toastmasters event!

DELEGATES APPROVE CHANGE IN CLUB YEAR...

WHAT THIS MEANS TO YOUR CLUB

Beginning July 1, 1992, the annual term for club officers will be from July 1 to June 30. This is a change from the current term of January 1 through December 31. All clubs that elect annually must conform to this new term of office.

Following is a timetable for clubs to follow:

November 1991: All clubs (those that elect annually and semiannually) elect officers to serve a six-month term from January 1, 1992, to June 30, 1992.

May 1992:

Clubs that elect semiannually elect officers for a six-month term from July 1, 1992, to December 31, 1992.

- * Clubs that elect annually elect officers for a twelve-month term from July 1, 1992, to June 30, 1993.

NOTE: In order to facilitate an easier transition to the new club officer terms, the Board of Directors is giving clubs the option of allowing annual club officers, elected for the six month term beginning January 1, 1992, to be nominated and elected for an additional twelve month term from July 1, 1992, to June 30, 1993. This means this one time only, if the club desires, officers may serve a total of eighteen consecutive months.

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HOW TO

By David Roper

TIRED OF JOKES?
A FEW MAGIC
TRICKS WILL DO
THE JOB.

SPEAKING OF MAGIC

■ I started doing magic when I was seven years old and gave my first public talk when I was nine, but it wasn't until 30 years later that I thought of putting the two together.

During those decades I started my after-dinner speeches in the traditional way with a number of jokes to warm up the audience. But one day, as I was preparing for a speech, the thought came: Wouldn't magic accomplish the same purpose? I thought it worth a try, so I began my speech with a humorous rope routine and then moved into the message. The audience loved it. From their viewpoint, it was something different, something fresh.

Ever since, I've begun my after-dinner speeches with magic. I sometimes also use a trick at different spots during the presentation to illustrate my points. Occasionally, I also use magic at the end to wrap up the session. I have found that magic warms up the audience, puts them on my side, and makes them ready to listen to what I have to say.

If you want to incorporate magic in your speeches, I recommend you think of tricks as you think of humorous illustrations. Years ago the response to a magical feat was a gasp, but the more common response from today's sophisticated audiences is a smile or a giggle. Since one of the main ingredients of humor is surprise, there is something inherently funny about magic. So forget about being "Mysto the Magnificent"; be Joe Blow having some fun before getting to the serious stuff.

Experiment to see what works for you. I think you will find, as I have, that magic can have the same effect as a humorous anecdote. It can serve as a great opener. It can illustrate points. It can be used throughout a speech to revitalize the audience. It can help summarize what you have said.

But I have to warn you: Magic also has the same weakness as a great joke. Have you ever

come home from a banquet and told your mate a funny story from the speaker's presentation? After the laugh, your mate asks, "What was the speaker's point?" And you can't remember! The joke was *too* good. If you are not careful, your magic can have the same result. I make sure people remember my point by: 1) not taking the magic part too seriously (just have fun, remember), 2) getting the magic out of the way before I present my message, and 3) using fairly simple tricks, not eye-poppers. In other words, I try to make my message more powerful than my magic.

The way to learn magic depends on the kind of person you are. I'm a reader and a do-it-yourself sort of person. So books and a private place to practice are what I need. If you're like me, I recommend you visit your local library and look for any books on magic. Be sure to check the children's section, too; the best books on the subject can often be found there. Or you may want to check the hobby section in bookstores. If you really want to get serious, buy the *Mark Wilson Course in Magic* or the seven-volume *Tarbell Course in Magic*. (Next page's sidebar on "The Rubber Cement Connection" will give you an idea of the type of material you will find in books like these.)

But if you're a "let's-get-with-it-and-not-waste-time" kind of person, I suggest you visit the nearest magic shop (one with real magic tricks, not just a novelty shop with a few junk tricks) and ask them to show you a few items until you find one you think you would enjoy doing. But, please, even if the trick is advertised as "self-working," practice it again and again before you use it in a speech. Buying a violin in a music shop won't make you a musician and buying a trick in a magic shop won't make you a magician. Both take lots of practice.

Or maybe you're the kind of person who learns best from others. Then I recommend

"Buying a violin in a music shop won't make you a musician and buying a trick in a magic shop won't make you a magician."

you join a magic club. Most large towns have one and chances are there's one within driving distance from your home or work. These clubs usually meet once a month to exchange ideas. They also have special activities, such as club shows and conventions. They can be a lot of fun and help keep your interest in magic alive. If there is no magic club near you and if several of your fellow Toastmasters are interested in magic, you may want to work together on creating some tricks for upcoming speeches.

Give your speeches a magic touch. You may find, as I did, that you love it – and, more importantly, that your audiences love it. And if you find that magic is not for you, you'll still have a lot of fun in the discovery process. **T**

David Roper is a preacher, trainer and author of three books. He lives with his family in Cleburne, Texas.

THE RUBBER CEMENT CONNECTION

THE MAGIC SECRET.

By David Roper

■ **THE EFFECT:** You show a strip of paper, about two inches wide and fifteen inches long. You fold the paper the long way and then cut off an inch or so on the folded end (i.e., out of the middle of the strip). You hold the strip by one end and let the other end fall. The paper is in one piece again; it has been restored!

THE SECRET: Take a strip of paper the size mentioned, tape from an adding machine or a column cut from a newspaper. Coat the center of the strip with a thin layer of rubber cement. Let it dry and then coat it again with rubber cement. After that dries, dust the entire strip with talcum powder and then shake off any excess powder (the powder keeps the cement from sticking to itself when you fold the paper).

When you do the trick, be sure you cut the folded paper straight across. When you do this, the cutting process forces the cut ends together, thereby cementing them together just enough to allow one end to "fall." When you let one end fall, it appears the piece is restored. This effect can be repeated several times, just as long as you don't cut where there is no rubber cement.

USES IN A SPEECH: This effect can be used as a humorous item. Use a newspaper column and pretend to read funny items from the

center of the column and then cut them out. If the items are topical and/or apply to someone in your audience, they will be even funnier.

Say that the strip is your notes. When you tell an unfunny joke (deliberately?), you can pretend to "find" it on the strip (in the middle of the strip) and then cut it out.

The effect can also be used to illustrate a point. For instance, if you are talking to a group of speakers, you can demonstrate how to improve a speech by tightening it, i.e., "cutting out" extraneous items.

Moreover, the trick can be used to illustrate the need for unity. Cut the piece in half without folding it and show the two pieces. "That's division. But it doesn't have to be that way." Lay the two pieces together and cut across near the cut ends. When you release one of the ends, the paper will appear to be one piece again. "There's no reason we cannot be united, working as one."

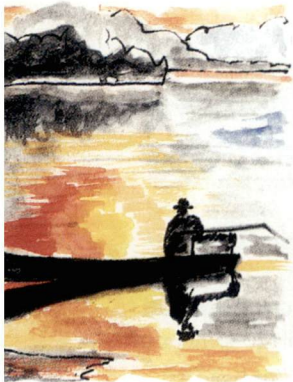
Here's my favorite application with this effect: Print on one end of the strip the name of your organization. On the other end of the strip, print what the organization would like to accomplish. In the middle of the strip, print the obstacle. Show the strip and talk about how the obstacle "stands between us and our objective. But we can get rid of it." Fold the paper and cut the obstacle out. Open the strip. Your organization and its objective are side by side with the obstacle gone. **T**

T OASTMASTERS AND RETIREES:

By Thomas Montalbo, DTM

a perfect match

GOLDEN YEARS GLOW BRIGHTER
WITH MENTAL EXERCISE.



45

“Just because you like golf or fishing doesn’t mean that after retirement you’ll enjoy it as a daily diet.”

OVER THE YEARS, MANY PEOPLE HAVE ASKED ME, “HOW LONG HAVE YOU BEEN IN TOASTMASTERS?” USUALLY I ANSWER, “SINCE 1963.” AFTER MENTALLY COUNTING THE YEARS, THEY ASK, “WHY SUCH A LONG TIME?”

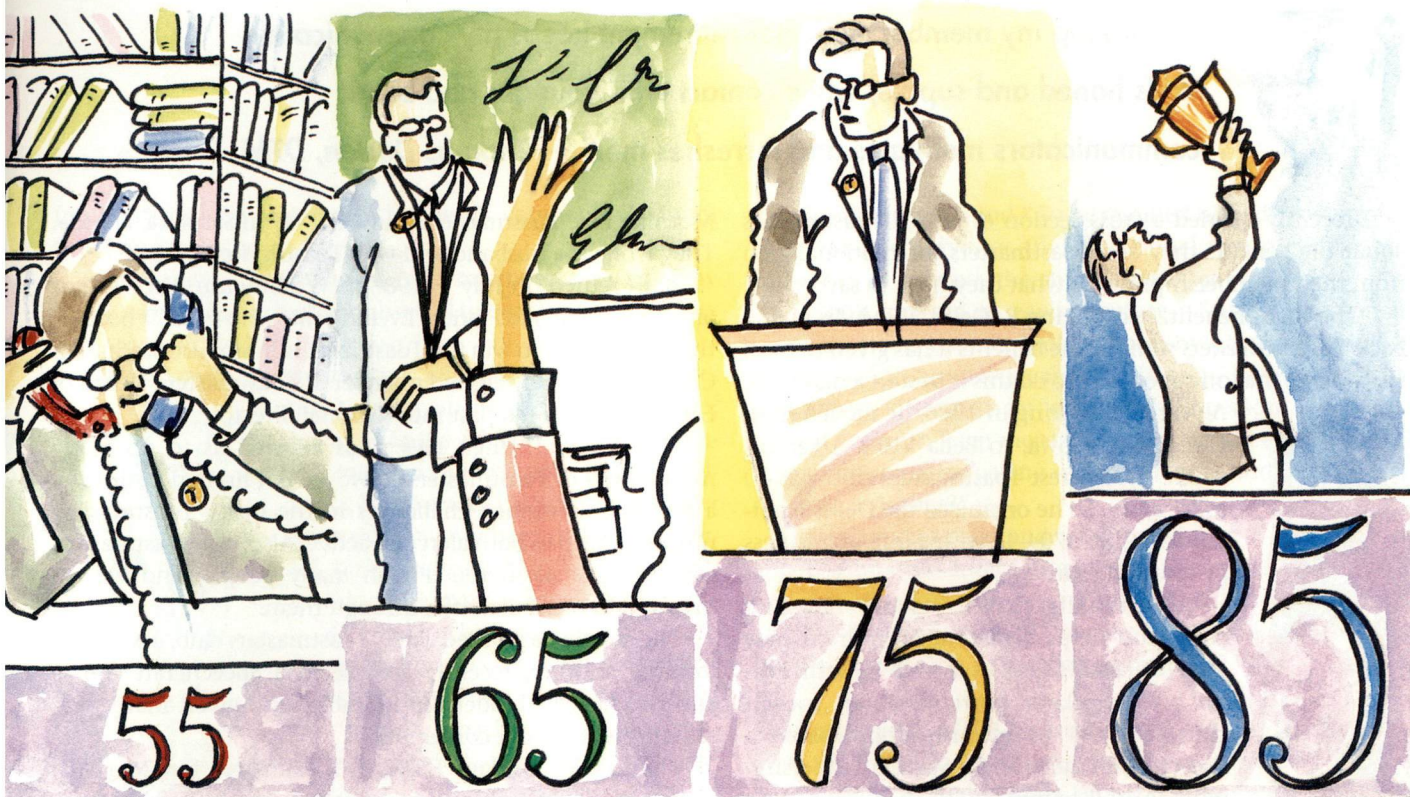
MY RESPONSE: “I HOPE YOU’RE NOT WONDERING IF I’M A SLOW LEARNER. THE TRUTH IS, NO MATTER HOW GOOD A COMMUNICATOR AND LEADER YOU ARE, YOU CAN ALWAYS GET BETTER. TRAINING IN TOASTMASTERS IS UNLIMITED. BESIDES, THERE’S FUN AND FELLOWSHIP IN IT. I’M STAYING IN IT TIL I DIE.”

Then they’d ask, “Even after you retire?” Judging by the frequency of this question, some people seem to think retirement marks the end of all work.

At the beginning of this century people who retired were expected to live only a few more years. You couldn’t blame them for wanting only rest and relaxation. But retirees today may live for another quarter of a century. That’s too much time to spend on shuffleboard, bingo, card games and other pastimes. Just because you like golf or fishing doesn’t mean that after retirement you’ll enjoy it as a daily diet.

Research has shown that older men can be as mentally alert as the average young adult. Sandra Weintraub, a neuropsychologist at Harvard Medical School, tested more than 1,000 male doctors ages 28 to 92 and found the top 10 scorers in the 75-92 age group did as well as the average of men under 35. Research conducted by gerontologist Lydia Bronte has shown that performance and creativity don’t have to diminish with age, particularly if men and women take care of themselves physically.

“If an older person wants to keep mentally sharp, what better activity is there than participating in Table Topics?”



The happiest years of a person's life often start at retirement. That happiness won't materialize, however, if you occupy your time with only trivial pursuits.

When you retire you're more experienced and wiser than ever before, you have no job restraints and fewer obligations, and you've never had more time at your disposal. It's a wonderful opportunity for meaningful activity. Let me offer my own experience as an example. When I retired as financial manager for the U.S. Treasury Department in Washington, D.C., I discovered nothing is more liberating than retirement.

For years, I had let my career and family obligations dominate my life. Now I can work whenever I want and at whatever I choose. Because I loved my Toastmasters activities before retirement, it seemed only natural to continue with them.

Retirement gave me a lot of free time, so I began writing for *The Toastmaster*. Praise from editors and readers, coupled with requests from other publications to reprint my articles, encouraged me to keep writing. I also wrote a book on public speaking, which was selected by two book clubs and received positive critical reviews.

Even a relative newcomer to Toastmasters, Amy Walton, a member of Virginia Beach Club 3267-66 in Virginia Beach, Virginia, has found that Toastmasters can provide a lifetime of learning enjoyment. As she reflects on her three-year association with Toastmasters, she describes it as "one of the greatest learning and growth experiences I've ever had. It's an unsurpassed opportunity for a lifelong learning adventure."

That's just what Ralph C. Smedley had in mind when he founded the organization. He said: "Toastmasters has values far beyond the training of men to face audiences and speak their ideas." Among the values he mentioned are: discovery of hidden abilities and bringing them into use; broadening one's conception of how to live with people; and opening the way to more creative and constructive living.

Retirees and Toastmasters International are a perfect match. The benefits to retirees include:

1. Restoring identity, confidence and self-esteem. You inevitably lose prestige the day after your retirement party. Suddenly you go from being Somebody to being Nobody. You have no job and you've lost your authority, private office and secretary, along with your name plaque on the door and desk.
2. Making new friends.
3. Pursuing educational and leadership goals.
4. Maintaining a feeling of accomplishment.

In turn, the benefits to Toastmasters International include:

1. Gaining members with wisdom, maturity and experience, who can serve as unofficial advisers to local and district officers and as mentors for new members.
2. Older members can help recruit new members through programs such as Speechcraft, Youth Leadership, Success/Leadership and speakers bureaus.
3. Retirees help the organization grow by helping to start new clubs and by bringing in new members.

“Continuing my membership after retirement keeps my communication skills honed and supple, while contact with younger and better communicators motivates and refreshes me.” — Thomas Durkin, DTM

I recently queried a cross section of retired Toastmasters about the benefits they and Toastmasters International gain from their membership. Here’s what they have to say:

“The main benefit,” says Irving R. Deihl, DTM, “is giving back to Toastmasters some of the benefits it has given to me.” He believes that one good way to do this is to start a new club.

A year after retiring in 1986, he moved from Des Moines, Iowa, to Bella Vista, Arkansas, where the nearest Toastmasters club was 40 miles away. So he organized the Deihl Toastmasters Club 3704-43 with a mix of business people and retirees.

Additionally, Deihl rescues faltering clubs and helps district officers train new club officers. He serves as club bulletin editor and regularly participates in speech contests. And he recently coordinated a Speechcraft course and a Success/Leadership module on listening.

Other retirees in Deihl’s club include 91-year-old E. L. Stevenson, who is writing a book titled *Life Begins at Retirement*, and 72-year-old John Tate, who initiated forming two Toastmasters clubs at the headquarters of Wal-Mart Discount Stores near Bentonville, Arkansas. Another retiree, Amy Christopherson, of Hot Springs Club 7643-43, was the 1990-91 Outstanding Toastmaster in District 43.

Roy Fenstermaker, DTM, won Toastmasters’ International Speech Contest in 1983 at age 70 – with a speech appropriately titled, “Retirement? Never!” After 27 years with North American Aviation and Rockwell International, he retired from the job but never from work. “What we commonly call ‘retirement’ is a dead loss if all it means is a rocking chair, daytime television and the perusal of obituary columns,” he says.

“Many of us are blessed in having discovered Toastmasters and thereby knowing something of our own potential and the opportunities we have to give something of ourselves to others. I believe Toastmasters offers us a whole new career, one of service and learning that is invaluable.”

Fenstermaker, a member of Dynamic Forcemasters Club 587-F in Santa Fe Springs, California, and author of last month’s cover article for this magazine, is most proud of his coordination of 25 Youth Leadership programs over the past 10 years. He works with students from third grade to high school, most of whom are of Hispanic or Asian origin. He says conducting these programs in neighborhood schools is personally rewarding and offers great benefits to students and the community.

Sometimes one spouse wants to retire earlier than the other. That’s not so with Evelyn-Jane and Hugh Burgay. Both are Distinguished Toastmasters and members of the Saturday

Morning Live Toastmasters Club 7858-47 in Sarasota, Florida. They work as a husband-and-wife Toastmasters team.

Both retired on July 1, 1988 in Washington, D.C. A year later they moved to Florida. Evelyn-Jane, who in 1977 became the first woman to win the Toastmasters International Speech Contest, is a newly elected member of Toastmasters’ Board of Directors. Hugh is a past international director.

“Retirement,” Hugh says, “has allowed us to do many more things in Toastmasters, as we are not limited in time by a job. The continued challenges in the many Toastmasters programs keep us both alert and active. Also, our Toastmasters activities put us in touch with many people, and we get involved in other activities through them.”

The couple has started a new Toastmasters club, assisted in forming another, recently completed a Speechcraft course and two Success/Leadership modules, and given many presentations at district conferences.

Thomas M. Durkin, DTM, a Toastmaster for 26 years, retired in 1982 as a government statistician in Washington, D.C., and moved with his family to Wilmington, North Carolina, transferring his membership to Wilmington Club 3603-37. “Toastmasters helped me a great deal in my career,” he says. “Continuing my membership after retirement keeps my communication skills honed and supple, while contact with younger and better communicators motivates and refreshes me.”

Among his recent accomplishments, he cites a speech on listening delivered to a hard of hearing group to help minimize their hearing impairments. Another was his work toward adding weekends to the weekday Meals on Wheels program, which provides hot meals to the housebound elderly. He said this involved obtaining the cooperation of churches, restaurants and volunteers, as if he were planning and conducting an area speech contest/banquet.

Two years after retirement, Rosella R. Bonham, DTM, joined Toastmasters and eventually became governor of District 47, a Distinguished District. After her term expired, she founded the “Development 2000” company in Orlando, Florida, where she conducts seminars on learning communication skills through selective listening.

Her teaching is based on what she has learned in Toastmasters: how to use overheads and flip charts; how to handle a crowd; how to run meetings; and especially, how to listen. “I have loved being a leader in Toastmasters,” she says.

Richard S. Warren, ATM, of the Lancaster Club 1723-38 in Lancaster, Pennsylvania, a Toastmaster for 35 years, retained his membership when he retired 15 years ago as personnel director of the Hamilton Watch Company. He continues to participate in the club’s regular meetings, speaker’s bureau and annual Speechcraft course. Additionally, he



frequently serves as a judge in speech competitions sponsored by local schools.

Warren says, "Toastmasters still is an important part of my life. From originally being frightened to death of an audience, I have learned to love audiences."

Some Toastmasters dropouts rejoin a club when retirement opens up more time. Years ago, Leonard Stults of Ephrata, Pennsylvania, joined a club in Lancaster, Pennsylvania, held various club offices and later dropped out – not because he lost interest, but because he didn't have enough time to participate adequately.

After selling his swimming pool construction business and retiring several years ago, Stults says he discovered that his "mental capacities could not shift down to the kind of inactivity that awaits retirees. I desperately needed something

to help occupy my mind." So he rejoined his old Toastmasters club and now serves as the educational vice president and editor of *The Informer*, the club's newsletter.

"I look forward to each meeting," Stults says. "As an older member, you are looked upon by other members as an important, knowledgeable participant. I am not labeled as a 'senior citizen' or an 'over the hill' person. If an older person wants to keep mentally sharp, what better solution is there than participating in Table Topics and other Toastmasters activities?"

These retirees need and want more than a life of leisure and Toastmasters International welcomes their active membership. Whether you see retirement as the beginning of another fulfilling phase of your life or the end of your working life is up to you. Which do you choose? **T**

Thomas Montalbo, DTM, a member of Sparkling Toastmasters Club 3602-7 in St. Petersburg, Florida, is author of *The Power of Eloquence*, available from World Headquarters.



THE RALPH C. SMEDLEY MEMORIAL FUND

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"Education is our business. It has been so since the beginning."

-Dr. Ralph C. Smedley, Founder

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Romancing the PHONE

HOW TO AVOID PLAYING PHONE TAG.

By Diane Wills, CTM

**"Nothing can save
you more time
more quickly than
learning how to
avoid playing
'phone tag.'"**

DOES THE TELEPHONE PLAY A dominant role in your life? Are you bothered by unnecessary phone calls, pushy sales people and obnoxious answering machine recordings? You are not alone.

One recent study by the Bureau of Business Practice found that 21 percent of all phone calls amount to wasted time.

In fact, inefficient phone practices waste more time in a day than just about any other office activity. Another study claims the average person wastes three weeks a year on overly long telephone calls alone. And according to AT&T, fewer than one call in four reaches the right person at the time he or she is available to talk.

We use the phone more than any single tool. Although we may complain about unnecessary meetings, piles of paper work and junk mail, we actually spend more time on the phone than on any one office activity.

If you are looking for more control over your day, some simple techniques will help you save time and improve the image you project of yourself and your company over the phone.

Nothing can save you more time more quickly than learning how to avoid playing "phone tag." You know how it goes: you call your committee chairman and he's in a business meeting. He calls you back, and you've left for errands. You call him back, and he's at lunch. He calls you back, and you're tied up until three. He calls you back in the morning and you've taken your children to the dentist. Pretty soon you feel like giving up trying to reach anybody about anything.

Here are some ways to end phone tag:

1. Be persistent. If someone's secretary says, "He's not at his desk," or "She's in a meeting," reach further. Find out if the person can be reached on another phone. Or perhaps someone else can answer your question.

2. Leave specific messages. If you call someone, and she isn't there, or you get a secretary, an answering machine or one of the new voice mail systems; never be content to say, "I'll call back later." Leave a detailed, thorough message explaining exactly why you are calling. Although it may be frustrating to have a secretary dictate a lengthy message, remember that both you and the person you're calling will end up saving time. Establish rapport with the secretary and ask her to verify the message you gave.

3. Schedule specific callback appointments. If the person you're calling is out, find out when she will be back and leave a specific message that you will call back at that time. Treat the callback just like you would a regular appointment. By all means, call back when you said you would. You'll make the person aware you prioritize her time as well as your own.

Furthermore: Ask the person answering the phone at your office to screen calls and determine why each person is calling. Leave a list of people you always want to talk with, and a list of types of calls you don't take, like "cold calls" from salespeople.

Be prepared before you make a call. Most people thoroughly prepare for a trip, but for a phone conference most of us choose to "wing it." Before you place an important call, know



cord: "I get to move around and be animated. My excitement is reflected in my voice."

Never use ambiguous words. Use positive, active language. When the person you are trying to reach isn't there, don't tell the receptionist, "I'll try later in the week - maybe Thursday or Friday"; instead say, "I will try to reach him Friday. Is 9:30 in the morning all right or is three in the afternoon better?"

Manner of speaking and rate of speech affect every conversation. For example, if you are speaking to a fast-talking executive in a quiet, tentative manner, it's doubtful he or she will really listen to you at all. Likewise, if you barrel ahead and talk loud and fast to someone who's timid and thoughtful, you'll destroy rapport. If someone speaks in generalities, don't speak in specifics. Try to match the speaker's communication style.

Practicing better telephone etiquette will save time and strengthen the image you project of yourself, your company and your Toastmasters club. **T**

Diane Wills, CTM, a member of Times Toasters Club 1549-52 in Los Angeles, is an executive sales representative with the *Los Angeles Times*.

exactly what you want to accomplish and write it down. This will help you remember everything you need to ask and will save time on callbacks for information you forgot to ask the first time.

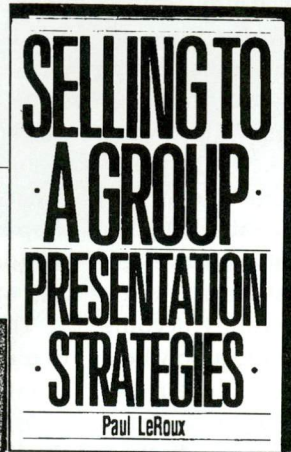
IMPRESSIONS ON THE PHONE

Perhaps you have heard the expression "power talking." Everyone who uses the phone projects a specific image. This is created by:

1. The message.
2. Word choice.
3. The manner of speaking.
4. Nonverbal body language.

Body language is important even in a phone conversation. Perhaps you have spoken to someone on the phone whom you imagined looking sour and grumpy. We all like to do business with people who sound as if they are smiling. We imagine them being pleasant and easy to get along with. Some of the best telecommunicators find that moving around increases their vitality and makes their voices sound better. Lillian Simon, a 22-year veteran award winning telephone sales representative for the *Los Angeles Times*, swears by using a long phone

"A study by the Bureau of Business Practice found that 21 percent of all phone calls amount to wasted time."




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MANNER OF SPEAKING

THEY CAN STUFF IT
DOWN THROATS, BUT
IT WON'T MAKE PATÉ.

THE PATOIS POLICE

By Carol Richardson

■ Cocktail-party chatter happens. Even minus spirits, wherever two or three are gathered, the inevitable, self-defining question arises among strangers: And what do *you* do? While many occupations fuel the encouraging "How interesting!" a few are social scuds. I've seen the hapless dentist watch animated groups become amateur ventriloquists whose lips never move, certain that her very occupation somehow mocks their various dental defects.

It's the same story for my two previous vocational incarnations: English teacher and librarian. The former inclines even the garrulous to preface their remarks with an apologetic "Pardon my English, but...." And the latter is so burdened by stereotype, most people just burble "But you don't look like a librarian." In both cases, I

feel a little like the thief who, when asked why he robbed banks, replied "That's where the money is." That's where the books are.

Another low-cachet, high-risk group are language critics. Anyone rash enough to write about language and usage should know she is walking into a buzz saw. First, because perfect English is an illusion. A critic will inevitably commit some embarrassing gaffe, and there will be plenty of readers eager to take her down a peg or two. Leaf through some issues of *Verbatim* magazine, and you quickly realize there are scores of linguistic zealots who spend lifetimes tracing words, dialects, and shifts of meaning; people who keep files of interesting uses, who greet new editions of dictionaries with the enthusiasm of Carl Ichan's tax auditor.

That language and usage change is obvious to undergraduates everywhere who snickered through Spenser's *Faerie Queene*. And yet, most of us, I would guess, had teachers who practiced grammatical gavage, forcefeeding us the immutable rights and wrongs of language, hoping, I suppose, to turn our brains into the cerebral equivalent of paté fois gras.

Yet while we reject this puritan spirit, some change indeed suggests a Gresham's Law at work in language, with bad words driving good words out of circulation. Why, for example, has "normality" apparently been replaced by "normalcy?" As Dwight Macdonald put it, "simple illiteracy is no basis for linguistic evolution."

The result for both speakers and writers is a kind of schizoid approach to usage and style.

So, for example, while most language experts agree that it is perfectly permissible to split the occasional infinitive, I don't have the courage to do it, though I admire those who do. My favorite comment on this issue belongs to humorist James Thurber. Upset that a junior

copy editor at the *New Yorker* had corrected this most deliberate of writers, he stormed, "When I split an infinitive I expect it to damn well stay split."

Even among experts there is no consensus. The perennial bugaboo "hopefully" is a perfect example. While most critics remain opposed to its almost universal misuse, esteemed language critic Richard Lederer believes that the battle has been lost for the pristine use of this optimistic word. I believe that is true. Yesterday on the radio I heard President Bush use it accurately and it sounded peculiar: "Every morning I listen hopefully for some word about our hostages." Still, I remain reluctant to begin anything with "Hopefully...."

About all this tempest regarding terminology demonstrates is that "correctness" in language eventually comes down on the side of the majority. Words do not exist apart from the people who use it. And while lovers of language should not embrace every mayfly coinage, neither should they begrudge the evolutionary process. Who among us could get along without such relative newcomers as "meltdown," "software," "drop-out," "rip-off," and "yuppie?" Perhaps the best test for usage was suggested by the scholar and author Theodore M. Bernstein: "We should apply the test of convenience. Does the word fill a real need? If it does, let's give it a franchise." **T**

Carol Richardson is a freelance writer living in Laguna Hills, California.

WORLD HEADQUARTERS CELEBRATES 25-YEAR ANNIVERSARY OF EMPLOYEE

■ That friendly voice at the other end of the phone line helping you to place your order at World Headquarters probably belongs to Senior Order Clerk Connie Kull.

After 25 years of serving members from her desk at World Headquarters, Connie was recently honored for her outstanding performance with a luncheon put on by the WHQ staff.

Toastmasters' Executive Director Terrence McCann praised Connie for her dedication and loyalty as he presented her with a piece of Waterford crystal to commemorate the occasion.

"You find something comfortable, like an old shoe, and you don't take it off," Connie says of her long-time employment at World Headquarters. "My coworkers are a nice group of people to work with."

Connie began working in the Membership Records

Department making address changes on stencils in July 1966 – a time she refers to as the "horse and buggy days," since the stencils that once inked her hands blue have long since been replaced by computers.

Since then, she has worked in various departments, the most recent being the Merchandising Department where she singlehandedly managed all supply orders from members. Today, Connie handles Supply Catalog orders with two other staff members.

She says the highlight of her duties at World Headquarters is the daily contact with members from all over the world. "I've met a lot of wonderful people over the phone," she says.

Connie remembers working with Toastmasters' founder, Dr. Ralph C. Smedley. "He was so friendly and unassuming. Looking at him you'd never think this man dreamed of a program such as Toastmasters to educate the whole world in public speaking and leadership."

She is one of the few employees remaining at World Headquarters who have seen

the organization outgrow two headquarters buildings. "Coming to this beautiful new building is like a dream. When I worked at the rented offices on 8th Street (in Santa Ana), I could never have imagined this organization would be so successful."

She plans on working for Toastmasters as long as she can. "Unless I win the Lottery," she concedes. "Even then I'd probably want to work half days."



Connie Kull is surrounded by her family at her 25-year anniversary celebration. From left: Executive Director Terrence McCann, daughter Susan Berman, Son David Kull, Connie Kull, daughter Kathleen Thomas and Kathleen's husband Tommy.

"I've met a lot of wonderful people over the phone,"
— Connie Kull

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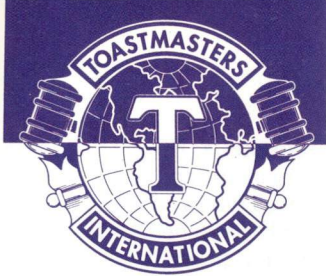
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ATM-S - D-11
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ATM - D-13
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Gary Reynolds, CTM - D-19
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ATM - D-20
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Cecil Allen, DTM - D-22
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Dwight Davis, ATM-S - D-25
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Rosemary Senneff,
ATM - D-27
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DTM - D-43
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Doh Denny, ATM - D-22
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Sue Shennan, ATM - D-72
Edmund Breen, ATM - D-73
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Getting it Started

By Linda D. Swink,
ATM

A GREAT OPENING GETS THE AUDIENCE EXCITED ABOUT YOUR TOPIC.

I'M GOING TO TELL YOU HOW I spent my summer vacation," one speaker began his speech. The speech got better as he went along, but how was the audience to know before they dozed off into slumberland?

Many speeches are like starting an old, cold car. The key is inserted into the ignition, turned, and the starter cranks. The engine spits and sputters and finally, laboriously turns over. Once running, the engine purrs to the end of the journey. Many speeches, too, are like that old car engine: tough to get started, but once started, run smoothly. Unfortunately, in the meantime, the passengers have decided to take the bus.

The possibilities for great openings for that particular summer vacation speech are endless, but the speaker either didn't know or didn't care to use any of them.

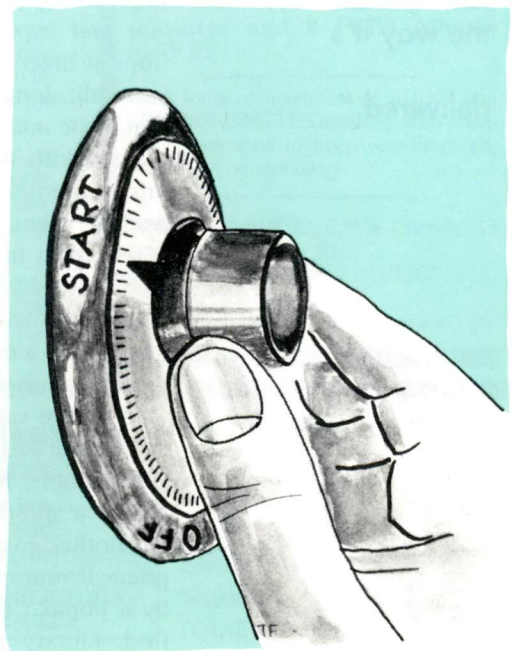
A good opening should make the audience *want* to stop all other activity and turn their attention to the speaker, trying not to miss a single word. It should create the desired mood and set a tone that prepares the audience for what is to come. It should hint that the infor-

mation to follow will fill a particular need. A great opening gets the audience excited about the topic.

Here are some suggestions:

Make a startling statement. An example of a startling opening for a speech about computer hacking might be: "Someone could be breaking into your home at this very minute." The statement should not only jar the audience, but also relate to the rest of the speech. An off-the-wall statement that doesn't tie into the speech will only confuse and perhaps even anger the audience. Caution should be taken when using statistics

**"The approach you
take will depend
on two factors: the
type of speech and
your personal
delivery style."**





“A good opening will turn into a great opening by the way it’s delivered.”

in a startling statement. Some people may have difficulty grasping the relevance of the figures – they might be left wondering if the numbers quoted are high or low.

Ask a question. A rhetorical or actual question is perhaps the most effective method to get attention. By asking, for example, “Have you ever experienced the feeling of a soft tropical breeze gently caressing your face as you walk along a beach?” you paint a picture that your audience would probably like to identify with. By asking a question, you cast a lure. If the topic is interesting and relates directly to them, they will bite. Now all you do is reel them into your sphere. They will become part of your speech whether they want to or not. Asking for a show of hands in response to a question also gets the audience involved with your topic.

A quote can also be used as an opener, provided it’s in the same tone as the speech. For example, if your speech is about world peace, a quotation by Winston Churchill or another great statesman would be appropriate. If your speech is humorous, use a quote by a popular comedian. Quotes are easy to find. Library shelves are full of books of

quotations on any subject by almost anybody who has ever said anything.

An anecdote makes a good opening; it allows the audience to visualize an event and get involved in your presentations. They can relax and perhaps get their mind off the problems of the day. A suspenseful story told with dramatic flair tickles the sense of mystery. Funny stories are always a hit. Even a sad story will work. If your audience members are involved, they are paying attention.

Visual aids, such as unusual objects or pictures, draw the audience’s attention to you and the object. They will want to know more, especially if the object is unique.

The novelty approach: A speech about your summer vacation at the beach could begin with bouncing a beach ball over the heads of the audience. Sound effects also work well. Talking about Africa? The tape-recorded sounds of lions roaring or birds singing draw attention. Sports – perhaps basketball? Blowing a referee’s whistle should wake everybody up.

The approach you take will depend on two factors: the type of speech and your delivery style.

A strong delivery can make a good opening great. A good startling statement will have no effect if delivered in a monotone voice or while fumbling with notes. An effective opening requires dramatic flair. Exaggerated hand gestures and facial expressions don’t hurt, either; if you look interesting, surely the rest of your speech will be also.

Rehearse an opening as if you were delivering it to a sold-out crowd at Radio City Music Hall. The more grand, dramatic and overstated the opening during practice, the better chance you will have at getting the desired effect during the actual delivery. Don’t be afraid to be dramatic; yell, scream and get silly if it loosens you up. The result will be a more refined balance between the dramatic and attention getting during the real speech.

A languid, apologetic, dull opening is sure to lose an audience. You seldom get a second chance to get their attention.

In your opening you want to reach out, grab the audience by the collar, shake them (figuratively, of course) and say, “I’ve got something great to tell you and I want you to pay attention!” If you start out right, you will accomplish just that. **T**

Linda D. Swink, ATM, is a freelance writer living in Sterling Heights, Michigan.

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
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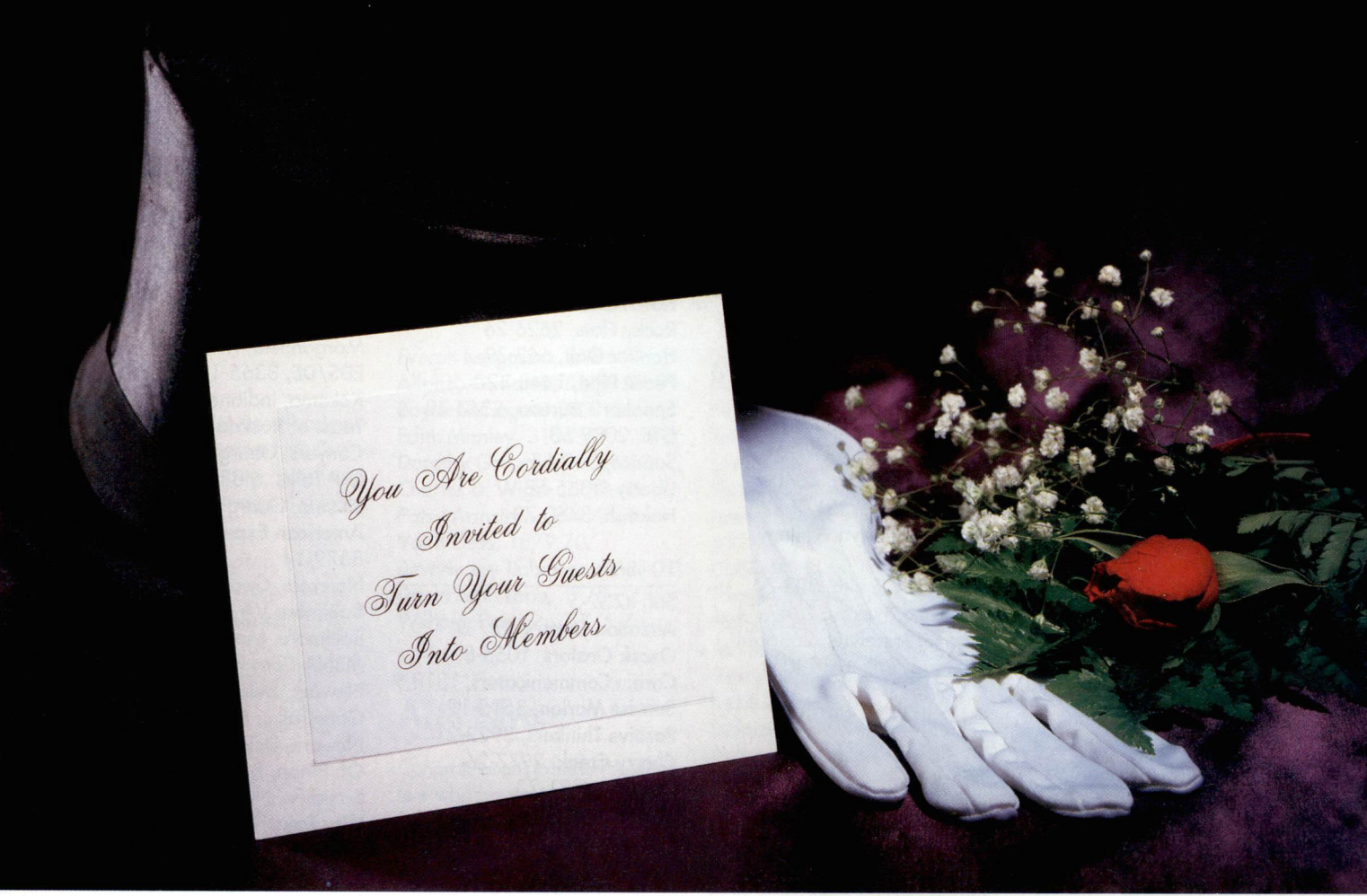
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