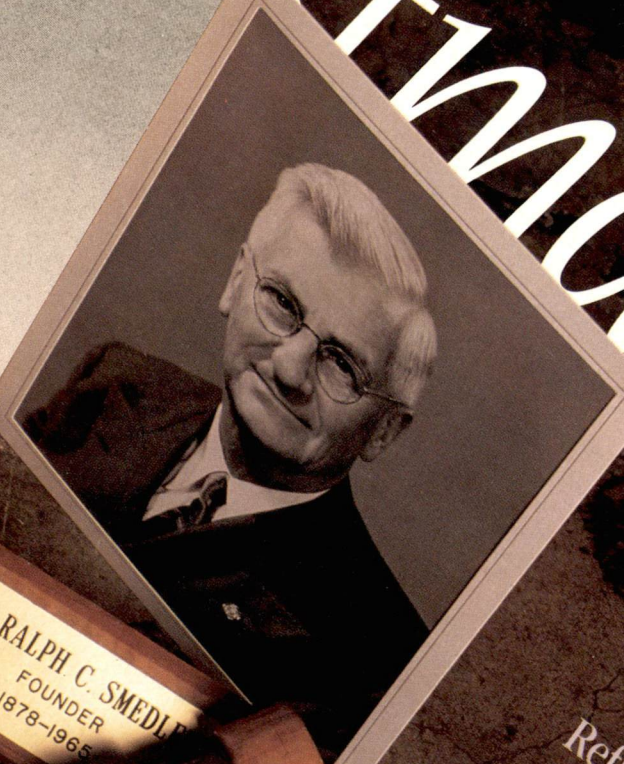


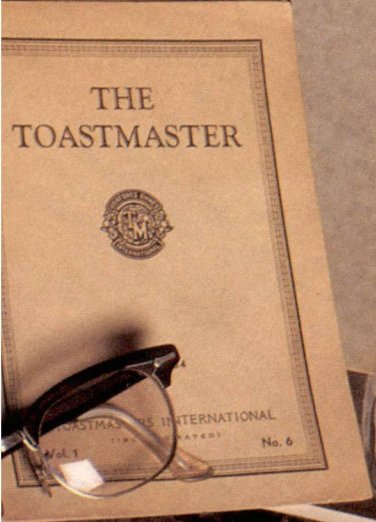
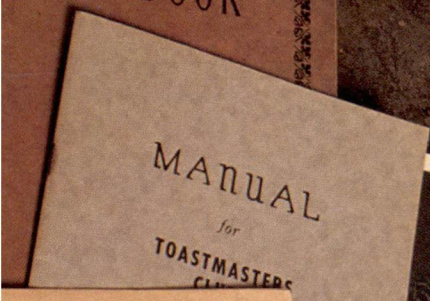
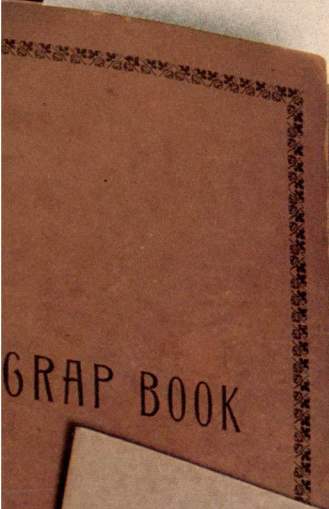
THE Toastmaster

SEPTEMBER 1989



DR. RALPH C. SMEDLEY
FOUNDER
1878-1965

Reflections on
Dr. Ralph C.
Smedley





TI History at a Glance

October 22, 1924—The first meeting of the Number One Toastmasters club in Santa Ana, California.

January 19, 1926—The second Toastmasters club is chartered—in Anaheim, California.

August 11, 1927—Representatives of five Santa Ana Toastmasters clubs plan the formation of a "Federation of Toastmasters Clubs."

October 25, 1928—First *Manual for Toastmasters Clubs*, copyrighted by Ralph Smedley.

October 4, 1930—The name Toastmasters International is adopted and officers are elected.

October 4, 1930—Publication of *The Gavel*, the first Toastmasters magazine.

December 19, 1932—Toastmasters International incorporated.

April, 1933—First issue of *The Toastmaster* magazine.

January 9, 1933—First Toastmasters club outside of California established in Seattle, Washington.

July 6, 1935—District organization is instituted, starting with District 1 of Southern California.

January 29, 1938—Charter No. 100 presented to the Century Toastmasters Club in Santa Ana.

1938—Inter-Club Speech Contest started. First winner: Henry Wiens of Reedley, California.

July, 1946—District 18 of Scotland becomes the first district organized outside the United States.

1948—First TI Articles of Incorporation and Bylaws are published.

1950—The first "Certificate of Achievement" is issued for the new advanced course, "Beyond Basic Training."

June, 1951—First Regional Conference is held in Des Moines, Iowa.

October 27, 1962—Dedication of new World Headquarters building in Santa Ana, California.

1964—The first Able Toastmaster Award (ATM) is issued.

1968—The first Competent Toastmaster (CTM) award is issued for completing the Basic Manual.

August, 1969—*Communication and Leadership Manual* introduced at the International Convention in Cleveland, Ohio.

1970—The first Distinguished Toastmaster (DTM) award is issued.

August, 1973—Membership opens for women.

1978—The multi-manual Advanced Communication and Leadership Program is introduced.

1979—The first two Success/Leadership Programs are introduced.

1981—The Accredited Speaker Program begins.

October, 1982—Membership reaches 100,000.

1984—The Communication and Leadership Program manual is revised, and two new educational awards are introduced: the ATM Bronze and ATM Silver.

February, 1989—The Board of Directors approves the acquisition of land for a new World Headquarters facility in the Rancho Santa Margarita Business Park, Orange County, California.

April, 1989—Membership reaches 150,000.

July, 1989—The Distinguished Club Program, Distinguished Area Program and Distinguished Division Program are introduced.

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EDITOR Suzanne Frey
ART DIRECTOR Bob Payne
ASSOCIATE EDITOR Sean Smithson
TYPOGRAPHER Melanie Monros

To Place Advertising Contact:
Toastmasters International
Publications Department
2200 N. Grand Ave., P.O. Box 10400
Santa Ana, CA 92711
(714) 542-6793
FAX: (714) 543-7801

TI OFFICERS AND DIRECTORS

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

OFFICERS

President
John F. Noonan, DTM
2536 Derbyshire Way, N.
Vancouver, B.C., Canada V7H 1P8

Senior Vice-President
A. Edward Bick, DTM
2712 W. 24th St., Sioux Falls, SD 57105

Second Vice-President
Jack Gillespie, DTM
114 Savoy Crescent, Winnipeg, Manitoba, Canada R3R 2N9

Third Vice-President
Bennie E. Bough, DTM
4607 Ordinary Court, Annandale, VA 22003

Immediate Past President
Tom B. Richardson, DTM
2704 Sleepy Hollow Drive, Lafayette, IN 47904

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

Robert E. Barnhill, III, DTM
2506 61st Street, Lubbock, TX 79413

Donna L. Brock, DTM
7619 Peacock Drive, Huntsville, AL 35802-2826

Earl Chinn, DTM
13745 Rostrata Rd., Poway, CA 92064

Renate E. Daniels, DTM
907 S. Thompson St., Carson City, NV 89703-4930

Ian B. Edwards, DTM
4017 Stonebridge Rd., W. Des Moines, IA 50265

William (Bill) Gardner, DTM
34 Ivy Green Crescent,
Scarborough, Ontario, Canada M1G 2Z3

Pat Kirk, DTM
5 Oak Shore Drive, Burnsville, MN 55337

Doris Anne Martin, DTM
409 N Street, S.W., Washington, D.C. 20024

Clare Murphy, DTM
172 Lutzwg St., Tarragindi, Brisbane, Qld., Australia 4121

Jay R. Nodine, DTM
1316 N. Juniper Ave., Kannapolis, NC 28081

Joseph Orzano Jr., DTM
15 Stewart Place, White Plains, NY 10603

Ruth E. Ray, DTM
35 Sunset Drive, New Castle, PA 16105

Charles Rodgers, DTM
202 Third Street, Collinsville, IL 62234

Pauline Shirley, DTM
2220 Stirrup Iron Lane, Herndon, VA 22071

Patricia Van Noy, DTM
3138 Welch Dr., Indianapolis, IN 46224

Eileen V. Wolfe, DTM
905 West 16th Avenue, Vancouver, B.C. V5Z 1T3

William W. Woolfolk Jr., DTM
210 Easy Street, #19, Mountain View, CA 94043

Cover photo
by Jeri Souw



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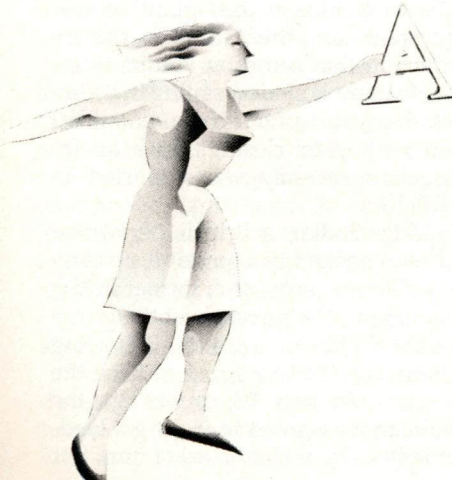
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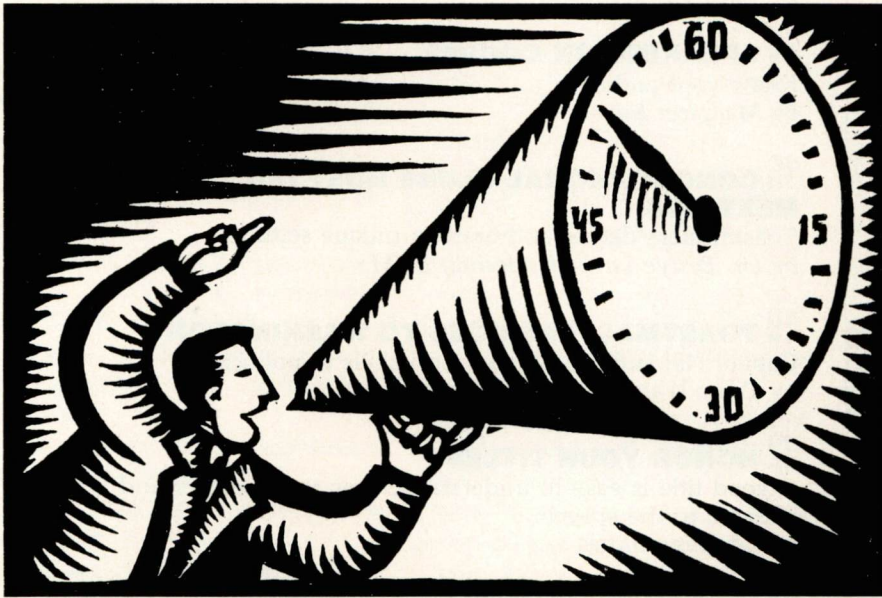


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The First Two Minutes of Your Speech

An audience's first impression tends to be its last.

BY ROBERT ORBEN



BAM! ZAP! POWIE! I don't believe in starting slow and picking up speed as you go. If you're not a celebrity or a proven winner to the audience you're facing, you'd better grab them in the first two minutes—or you may not grab them at all. If you're opening with a joke, go with a big one. If it's a serious beginning, start with a fact, a statement or an illustration that will make them put down their coffee cups and lean forward to give you their undivided attention.

Studies validate this quick-start approach. An audience's first impression tends to be its last. We remember more of what is said earlier in a program than later. So, you can't go wrong if you think of the first two minutes of your speech as an audition. It's a 120-second sam-

ple that has to convince your listeners that the remaining 20 minutes are worth their time and attention.

How do you do this? First, you have to clear the deck of all encumbrances that might get in the way of BAM! ZAP! POWIE! One of the biggest hindrances is being introduced in an interminable or inept way.

Write your own introduction

Most speakers have suffered the slings and arrows of outrageous introductions. If you're a humorist, inevitably you will be introduced by someone who's trying to prove himself a superior humorist. If you are a pundit giving a 20-minute talk on world affairs, you will sometimes be introduced via a 30-minute talk by the resident pundit. If your name isn't exactly a household word, that's when you can count on being welcomed in 10 seconds as someone "who needs no introduction,"—while the audience is thinking, "Who?"

You can count on all of these happening at least once in your public speaking career. But then there is the introduction that comes at you so unexpectedly, and is so devastating in its impact, that you wonder if you shouldn't open with your closing. Such an introduction recently was reported in VARIETY.

Freddie Sadler, a British performer, had been booked to do a stand-up comedy act for an audience of former British servicemen. The secretary of the group brought Sadler on with the following introduction: "We're going to have the entertainment now. We couldn't get the comedian we wanted so we've got Freddie Sadler. I've never heard of him. But

before he tries to make us laugh, I want you to stand for a minute's silence for our two members who died since our last meeting"... Take it, Freddie!

How do you avoid this kind of scintillating send-off? You do it by writing your own introduction and sending a copy of it to the emcee or Toastmaster of the event at which you are speaking. The introduction should be short—tell who you are, what you've done, and what you're going to talk about. It should whet your audience's appetite—not sate it.

Check pre-speech "laundry list"

Every speaker should run down a personalized "laundry list" of checkpoints before the first member of the audience arrives. You might say that many of these concerns are not your job. The program chairman or committee should take care of them. True. But when you begin your presentation, in the eyes and ears of your listeners, you assume full responsibility for your presentation. If you look bad because the microphone isn't working or you're standing in the shadow, you can't call the committee up to share the death scene.

Your first words—do you go right into BAM! ZAP! POWIE? Not quite. I'm a firm believer in moving to the lectern with authority and speaking without hesitation. I'm appalled by the speakers who amble up to the microphone, put their notes down, rearrange and adjust them, then take a lengthy drink of water while silence envelopes the room and the audience wonders when the curtain will rise.

By all means, get your first words out just as soon as you face the microphone. But the first 10 seconds or so of your remarks should be what I call "yammer." An audience always goes through a brief period of readjustment immediately after they applaud the upcoming speaker. They push back the coffee cups, rearrange their chairs, loosen ties, and just get comfortable for the upcoming remarks. If you begin with substance immediately, part of it will be swallowed by this temporary inattention. So give them 10 seconds of amiable "thank you and nice to be here"—and then go for your attention-grabber.

Mechanics of an opening joke

Should it be a joke? Why not? Audiences are conditioned to expect humor at the start of a speech. And as long as it doesn't assume the aspect of

ritual, properly constructed and performed humor usually works. But your first joke should be of a very special kind. Obviously, it should get a laugh—but it should also be designed to bring you and your audience closer together.

How do you do that? By a relevant demand-laugh joke. And what's a relevant demand-laugh joke? The biggest mistake made by speakers who are afraid of humor is that they try to tell a joke in such a way that if it doesn't get a laugh, they can pretend they didn't tell a joke and just continue on. This is a sure-fire, guaranteed path to comedic failure. It's the equivalent of a baseball player who tries for a bunt each time he steps up to the plate, instead of a home run.

A good salesman asks for the order—a good joke asks for the laugh. So much for theory. Now let's demonstrate a relevant demand-laugh joke. My earliest professional speeches were before women's clubs and to lecture series audiences. I began by saying, "Thank you for that very kind introduction and thank you for allowing me to share this evening with you." (The coffee cups have now been pushed back and the chairs repositioned.)

I begin to build the joke. "Even though I've been in show business all of my life, as a comedy writer I've spent very little time in front of audiences—and I guess it shows. Just before the program began, I was standing in a little room down the hall when Mary Jones, your very capable program director, came up to me and said, "Do you do much public speaking?" I said, "No, I really don't." She said, "Are you nervous?" I said, "Of course not!" She said, "Then what are you doing in the ladies room?"

It never misses because it has the four

basic elements of a relevant demand-laugh joke: **SURPRISE, RELEVANCE, RHYTHM and a CONSTRUCTION TO GET A LAUGH.**

1. The first and perhaps most important element is **SURPRISE**. The audience was led along a path of pleasant chit-chat that also sketched in a little plot and character development along the way. Here was the big-shot guest

Continued on page 30

"Whenever I feel like exercise I lie down until the feeling passes"

-Robert Maynard Hutchins

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1989-90 International President John F. Noonan, DTM

“Toastmasters: “Building a Better You”



Toastmasters International has always emphasized unity among members—seeking to create a family-like atmosphere conducive to building a better self. The “all in the family” ideal takes a new twist with the installation of Inter-

national President John F. Noonan, DTM, whose wife and son both are presidents of Toastmasters clubs. President Noonan’s wife, Stevie—an accomplished Toastmaster who placed third in the 1976 International Speech Contest—leads the Advanced Speakers

Club 4589-21. Their son, Joe, is president of Burnaby Mountain Club 5989-21.

“One reason I’m delighted to become President is that I’ll finally be at equal status with the rest of my family,” Noonan says, jokingly.

The Toastmasters “bug” has even affected the President’s daughter, Andrea, who plans to join a Toastmasters club as soon as she turns 18 this fall.

President Noonan’s slogan for the 1989-90 year, “Building a Better You,” emphasizes the opportunity for self-improvement through participation in the Toastmasters program.

A Toastmaster for 18 years, Noonan has climbed the ranks as District 21 Governor, International Director (1982-84), Third Vice-President, Second Vice-President and Senior Vice-President.

While District Governor, Noonan led District 21 to the President’s Distinguished District Award.

The newly elected President also won the 1974 District 21 Speech Contest and the Area Governor of the Year Award for 1974-75.

President Noonan is District Manager of Management Services for the Federal Business Development Bank in Vancouver, British Columbia, Canada. He is a Certified General Accountant and holds the professional designation of MCI from the University of Toronto and the Canadian Credit Institute.

A member of the National Speakers Association, Noonan also belongs to the American Institute of Parliamentarians, the Vancouver Business Ethno Council, the Vancouver Board of Trade/World Trade Center and the Canadian Society of Association Executives.

Mr. Noonan is a member of Friendship Club 1734-21 and Advanced Speakers Club 4589-21.

He lives with his wife, Stevie, and their three children—Joe, Andrea and Valerie—in North Vancouver.

THE TOASTMASTER: *How did you select your theme, "Toastmasters: Building a Better You," and what is its significance to each member?*

JOHN NOONAN: When I was a candidate for the office of Third Vice President, people frequently asked me to describe my vision for our organization. Initially, I answered that question by talking about wanting to build a larger organization and improving programs, but during the campaign I changed my focus. I thought that if I could encourage our members to fully participate in all facets of our program, they would be able to discover their true potential, and the opportunities for self development would be astounding. So for me the theme could only be one thing: "Building a Better You."

What do you hope to accomplish during your term?

In terms of quantitative goals, I hope to achieve 50 distinguished districts out of the 70 districts we have right now. If this is accomplished, it will be the first time in the history of our organization. I also hope to see our membership exceed 160,000 by June 30, 1990; to build 600 clubs by then and to retain 80 percent of our members. My educational growth objectives are to achieve 13,200 CTMs, 6,600 ATMs and 136 DTMs. This is based on two CTMs and one ATM for each club and two DTMs per district.

My subjective goals are to capture the imagination of our membership; to get them to reach deep inside themselves, discover their potential and be able to use it. Another responsibility I have as president is to protect the legacy of our Communication and Leadership Program, which was provided to us by our founder and has been nurtured and developed by a succession of international presidents and leaders since 1924.

When did you first join Toastmasters?

I attended my first Toastmasters meeting in 1967 and thought it was a great organization. Because of other obligations, however, it wasn't until 1968 that I went back and joined the Cariboo Club 786-21 in Prince George in Northern British Columbia, which still exists today. A year later I was transferred out of the area, and it wasn't until 1971 that I got back into Toastmasters. Since then I have maintained continuous membership.

What prompted you to look up Toastmasters in the first place?

In the beginning of my career I look-

ed around at successful people and noticed that they were all effective communicators. I then decided that communication was a skill that I would acquire and master. I enrolled in a couple of commercial public speaking programs, but they didn't provide what I wanted. It wasn't until I joined Toastmasters that I found what I was looking for.

How do you interpret the "thinking" part in our organization's motto, "Toastmasters: for better speaking, thinking and listening?"

"One reason I'm delighted to become President is that I'll finally be at equal status with the rest of my family."

What do we do to make people think more effectively?

I see three particular areas Toastmasters addresses in terms of thinking. First, members think when they prepare speeches. Second, Table Topics develop our ability to think on our feet. Third, we learn to think when we evaluate other members. Although evaluation does benefit the recipient, I think that the major benefits go to the person doing the evaluation. If the evaluator does it right, the procedure provides the person with ample opportunity to analyze.

Have you accomplished the personal goals you had when you first joined Toastmasters?

Yes and no. I've certainly achieved some success in terms of my ability to communicate. My verbal skills have improved. I can give an effective platform speech as well as chair a meeting and lead a seminar. But I also say "no" because I recognize and realize that effectiveness in Toastmasters or in communication is similar to the definition of success: it's a journey and never a final destination.

What is it about Toastmasters that has kept you active in the organization all these years?

Initially, the communication aspect captured my interest. I was motivated to earn my CTM, and then the ATM and DTM. Then I got involved in speech contests. I didn't do well in the first one I entered, but I came back again a few years later, won the club contest and entered the area competition. The third

time I made it all the way through the district into the regional contest.

Another thing that has kept my interest has been the involvement of my wife, Stevie, who joined in 1975. She became involved in the speech contest very quickly and got all the way to the international level in her first year.

Today the leadership tract attracts my attention and it has since the late 1970s.

How has your wife's membership inspired you both?

Toastmasters certainly has helped to

enrich our family life. When Stevie placed third in the 1976 International Speech Contest—being the first woman ever to compete in the finals—people would say to her when she finished speaking, "It's easy for you to be a good speaker. Your husband is a district officer and a former speech contest winner." Then I would go into the community and give a speech and they would say, "It's no wonder you're a good speaker, your wife teaches you everything you know." We used to get upset by those comments until we realized that they were correct. We have always helped each other by rehearsing speeches at home and giving each other input and support. A degree of synergy has taken place and we're both better because of it.

How has Toastmasters helped you in your professional and personal growth?

Professionally, Toastmasters has helped me a great deal. My job at Canada's Federal Business Development Bank has to do with communication. I help people who own and operate their own small businesses to run them as successfully and effectively as they can. In fact, it was my communication skills that got me into this particular area in the first place. I had been working for the bank since 1973 as a credit officer, when in 1976 we expanded and began to offer management services. I was asked to head this program in my branch. I agreed and it was the beginning of a brand new career.

Continued on page 30

IN HONOR OF THE
25TH ANNIVERSARY
OF THE DEATH OF
TOASTMASTERS'
FOUNDER



Reflections on Dr. Ralph C. Smedley

BY THOMAS MONTALBO, DTM

"Education is a growth, and a slow growth at that, and all efforts to discover a quick and easy road to knowledge have failed. A full-grown oak tree, fit to weather the storm and breast the gale, cannot be produced in two or three years. Neither can a mind be matured and developed by any quick process. Nature must have time for the operation of her laws."

—Ralph C. Smedley

Excerpted from Dr. Smedley's article "Shall the College Course Be Shortened?" printed in 1903 in his college newspaper, the Wesleyan Argus.

Shortly before his death in 1965, Dr. Ralph C. Smedley, founder of Toastmasters International, reminisced: "As I look back over half a century of connection with the Toastmasters movement, I am impressed by the fact that a simple idea, put to work in so simple a manner, has grown into such an instrument for service for so many people. It must have met a real need."

Indeed, the need was there. But as often is the case, everybody talks about the need for doing something, but nobody does anything about it. Nobody, that is, except someone like Ralph C. Smedley. He said, "I happened along when the need was evident." Characteristically, he was be-

ing modest: it took more than just happenstance to create a successful worldwide educational organization.

Past International Director Sandy Robertson, DTM, in describing Smedley, said, "It took much patience, persistence and faith to keep plugging away as he did for 20 years." Indeed, "plugging away" aptly describes what Smedley did to launch the Toastmasters movement.

After graduating in 1903 from Illinois Wesleyan University in Bloomington, Illinois, Smedley stayed in that area and became Educational Director of the Young Men's Christian Association (YMCA). Realizing that the older high school boys at the YMCA needed training in communication, he formed a club, which met weekly, with the members taking turns in making short speeches, evaluating them, and presiding at the meetings. The group became "The Toastmasters Club," because the meeting resembled banquets with toasts and after-dinner speakers. The young members enjoyed the club atmosphere, and their communication skills improved.

A slow beginning

When the YMCA promoted Smedley to General Secretary and transferred him to Freeport, Illinois, he organized another Toastmasters club. This time the older men at the YMCA expressed interest in participating in the communication training. Now the membership included businessmen and other professionals.

Whenever Smedley was transferred to different YMCAs in other cities, he organized new Toastmasters clubs. In addition to Bloomington and Freeport, he opened clubs in Rock Island, Illinois and San Jose, California. In each YMCA in those cities, the Toastmasters club operated successfully while Smedley was there, yet shortly after he left, it died. Why? Smedley explained: "I observed a tendency among my fellow secretaries at the YMCA to regard the Toastmasters clubs as a sort of peculiarity—an idiosyncrasy—of mine. Perhaps it was not altogether orthodox as a 'Y' activity."

But that didn't stop Smedley. "Perseverance and faithful effort will produce results," he once said. "Your good results will be in proportion to the work you invest." Undismayed, he kept plugging away.

As demonstrated by Smedley, it's not enough just to create a good idea. Some people think that if they come up with a great idea, they have got it made. Not so. Even the noblest idea can fail unless it's handled with tender loving care, patience and perseverance. Lesser men would have given up after four attempts.

But the "C" in Smedley's name stands for "Chestnut." His parents gave him an appropriate middle name since he turned out to be a truly hard nut to crack. With rock-solid conviction, he insisted that the Toastmasters concept was workable. Because of his unshakable belief in his own idea, he became more determined than ever to stick with it.

Persistence paid off

After San Jose, Smedley's YMCA career brought him to Santa Ana, California, where he organized yet another club.

The Santa Ana Toastmasters Club held its first meeting in the YMCA basement on Oct. 22, 1924. That date marks the beginning of our organization. Since then the Toastmasters movement uninterruptedly forged ahead.

Men in neighboring towns heard about the new communication and leadership club, visited it, liked what they saw, and expressed interest in forming their own Toastmasters clubs. Smedley helped them organize.

Steadily the number of clubs increased. A federation was needed to coordinate the activities of the clubs and to standardize their methods. After a club was organized in Vancouver, British Columbia, Canada, the federation was named "Toastmasters International," which subsequently incorporated in 1932.

In a few years, as the number of clubs increased, districts were created. In keeping with the times, the organization in 1973 opened club membership to women.

In 65 years, Toastmasters has expanded from one club with 24 members to 6,900 clubs with 150,000 members. More than three million men and women have benefited from Toastmasters training. Smedley's experience in launching the Toastmasters movement showed that it takes more than a good beginning to sustain permanent success.

The Santa Ana Toastmasters Club and the Toastmasters movement were fortunate to be able to grow and become firmly established under Smedley's leadership of 41 years. He conceived it, believed in it, and devoted his life for Toastmasters' success. With much enthusiasm, confidence and hard work, he persuaded men to become Toastmasters, inspiring and motivating them to develop their abilities to communicate.

Reflections on Dr. Smedley by those who knew him:

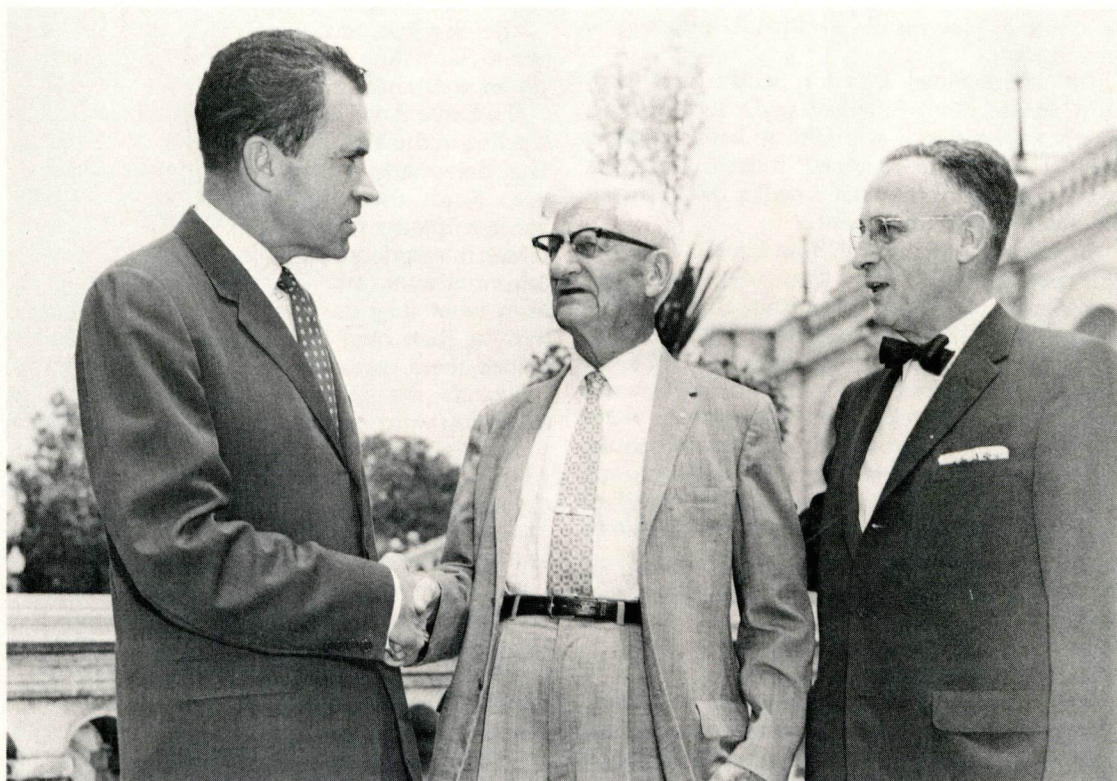
1964-66 International Director **Rex Davenport, DTM**, a Toastmaster for 37 years, says of Smedley: "He always had a deep concern for the potential of the individual. He sincerely felt that learning to communicate effectively would help us reach our full potential."

Robert T. "Buck" Engle, a former Executive Director of Toastmasters International (1968-75), describes Smedley as "a people person, dedicated to the Toastmasters program and organization." Engle recalls: "He carried a heavy correspondence load with members and club officers. He urged them to ensure that their clubs provide the best possible program that would meet members' needs."

Roy D. Graham, DTM, another Past International Director (1958-60), knew Smedley for 18 years. Living not far from Smedley's office in Santa Ana, Graham said he often visited him to

"Ralph was one of the most kind, humble, thoughtful, selfless and considerate persons I have ever known."

*Joe Rinnert
1946-47
International
President*



Dr. Smedley met Vice President Richard M. Nixon and U.S. Representative James Utt while visiting Washington, D.C., in 1960.

discuss Toastmasters matters. Describing Smedley's personality and lifestyle, Graham says, "He was soft-spoken, kind and a pleasure to work with... A very frugal man, he lived modestly, drove a small unpretentious car, and dressed as any middle class businessman... He always listened patiently and showed great consideration for the other fellow's point of view."

Joseph P. Rinnert, Past President (1946-47) and perennial parliamentarian at the semiannual Board of Directors' meetings, first met Dr. Smedley in 1939. Their friendship continued for 26 years until Smedley's death. "Ralph," says Rinnert, "was one of the most kind, humble, thoughtful, selfless, considerate persons I have ever known. He genuinely loved people."

"He took good care of himself and did not overeat, drink or smoke, but was tolerant of those who did... He had no tolerance, however, for the use of profane or obscene words in public or private conversation."

An advocate of "clean" language

Smedley warned Toastmasters about indecent language in his article titled "Don't Dabble In Dirt," published in the July 1947 issue of *The Toastmaster* magazine. Pointing out that "the tendency toward the risqué, the off-color, the suggestive story is always in evidence," he declared that "the warning to 'keep it clean' is to be sounded over and over again."

Expressing displeasure of speeches delivered in

"loud oratorical fashion," Smedley explained, "I do not like to be shouted at unless a danger threatens." People who heard him give speeches say he spoke with a soft, smooth and gentle voice. Rinnert says Smedley "abhorred bombastic and oratorical type speeches, preferring a low-key and conversational style."

Davenport agrees. "Dr. Smedley was not flamboyant in lifestyle, dress or speaking style. He was soft-spoken, thoughtful, dignified and conservative."

Whenever he had a formal presentation, he was always well prepared with a well-thought-out message, using carefully chosen words. His audience gave him rapt attention and appreciated his depth of thought and sincerity."

Referring to public speaking as "amplified conversation," Smedley advised, "Talk to an audience of many people as you would talk to one person. For effective speaking, try to talk *with*, not *at* or *to* your audience."

As examples of this kind of speaker, he cited Franklin D. Roosevelt and Will Rogers. He explained, "Roosevelt could deliver a speech on the radio in such a way you felt as though he were sitting in the living room with you alone. When you heard Will Rogers deliver a lecture, you had the feeling that this was just good old Will, and that he was talking things over with you."

Another person who worked with Smedley is **Ruth Baldwin**, who recently retired after 30 years in a senior staff position at the organization's World

Headquarters in Santa Ana. She says of Smedley: "He was a quiet man who always was polite and friendly to me." Watching the organization evolve over the years, she remembers when Toastmasters were "offered only two basic manuals from which to study."

She referred to the *Basic Training* and *Beyond Basic Training* manuals, both written by Smedley. Most of his writing was done at his desk in his office after he had closed up for the day and could have an hour or two of work interrupted by no one but the janitor.

Smedley's two manuals served Toastmasters well for several decades until they were updated by the *Communication and Leadership* manuals. Even so, the new manuals retained his basic concepts.

Other books on public speaking and parliamentary procedure written by Smedley include: *The Voice of the Speaker*, *Speech Evaluation*, *The Amateur Chairman* and *The Great Peacemaker*, a biography of Henry M. Robert, originator of *Robert's Rules of Order*.

A busy man

Did Smedley have any hobbies? Did he take vacations? The answer to both questions is "no." Why? He was too busy! Calling Smedley "a tireless and conscientious worker," Rinnert says, "aside from constant reading and answering every letter, I don't believe he had any hobbies other than as secretary to the local Rotary club. So far as I know, he had no leisure time and took no vacations."

Smedley himself wondered in his later years how he ever found the time and energy to fulfill all his obligations. Until 1941, he maintained his job as General Secretary of the Santa Ana YMCA. His responsibilities were those of a top executive: he handled finances, fund raising, program planning, membership issues, and the supervision of YMCA employees. He also was liaison with the local Board of Directors and national officers. As Toastmasters' Executive Secretary and Editor of *The Toastmaster* magazine, he also had his hands full with Toastmasters work.

After much consideration, Smedley resigned from his YMCA job in 1941 to devote his full time to Toastmasters. He located a modest one-room office, equipped with desk, typewriter, telephone, filing cabinet and a hand-operated, second-hand addressing machine. A woman was hired to help with the correspondence, while he did a considerable amount of creative writing to provide the materials needed by the clubs.

Growth measured in office space

Continuing growth necessitated more help and larger quarters. Four rooms were rented. Past International President Ted Blanding (1942-43) was hired as Executive Secretary (later called Executive Director) and Smedley became Educational Director, concentrating on educational processes and materials.

As the Toastmasters organization grew, so did the need for more space. In 1962 Toastmasters International constructed its own 27,000 square foot

"He was soft-spoken, thoughtful, dignified and conservative."

Rex Davenport
1964-66 International
Director



Dr. Smedley and District Governor George W. McKim with Indians from San Felipe and Isleta Pueblos.

"He had no tolerance for the use of profane or obscene words."

Joe Rinnert



Dr. Smedley tending to his correspondence.

building in Santa Ana. Studies of projected growth indicate Toastmasters World Headquarters again is running out of space. Plans are under way to open a new facility in Rancho Santa Margarita, California.

The ever-increasing need for World Headquarters office space can be measured in square feet, but Dr. Smedley's contributions to adult education through Toastmasters are beyond measurement. He not only taught Toastmasters how to listen, think and speak better, but they in turn, during personal and business contact, passed this learning on to countless other people. The growth of Toastmasters International attests to the usefulness and universality of Dr. Smedley's teaching. He said the whole world needs Toastmasters' services: "Through better com-

munication, we can help create better understanding, and understanding is what this world needs."

"Where Ralph Smedley stood out was in his encouragement of a simple club program through which men could develop their confidence and learn to understand other people (and themselves) better," Robertson says. "Promoting better understanding between all peoples is his real achievement."

In recognition of Smedley's service as Founder and Educational Director of the organization, Illinois Wesleyan University in 1950 conferred on him the honorary degree of L.H.D. (Doctor of Humane Letters).

Santa Ana honored him in 1955 with dedication of the Ralph C. Smedley Junior High School.

In 1956, in recognition of his status as Founder, the Toastmasters Board of Directors made him Honorary President and a member of the Board, both for life.

The Smedley Number One Club has been active ever since he organized it 65 years ago as the Santa Ana Toastmasters Club. (The club was renamed by the members to honor the founder.)

As a symbol of Smedley's lifelong membership, the club, at each meeting, places near the lectern an empty chair graced with a picture of him and the original club charter. That chair represents a physical remembrance of Smedley, continually inspiring the current members.

What Does a Humorist Look Like?

Humor comes in all shapes, sizes and personalities.

BY GENE PERRET

Many years ago, when I was beginning my career as a comedy writer, I sold some material to Phyllis Diller. She came to my home town for a television show and invited me to visit her after the telecast.

While waiting in line for a seat, a production assistant told me that Phyllis couldn't stay after the show so she'd like me to visit her immediately.

I had never met this gentleman before, and he had never seen me. I asked him later how he recognized me. He said, "You might get upset if I tell you." I promised I wouldn't. He said, "Miss Diller told me to go outside and find the guy who looks the least like a comedy writer."

Rather than being offended, I was amused. The lesson in this story for all of us would-be humorists is that comedians are not poured into a mold. In fact, the more individual each becomes, the more he or she will shine.

Converse with the audience

In working with young comedians, I implore them to abandon the rhythm that seems to have overtaken all club comedians. The intonation, the timing, the speech patterns are the same; they're predictable. That sameness hurts the joke because it gives it an "I heard that before" feeling. Even though the joke may be original, it sounds old.

Comedian Tom Dreesen once advis-

ed that a stand-up routine should be more of a "conversation with the audience" than a "presentation." Talk to them as you would to your family or friends. And this is the most important part: talk to them as *you* would talk.

Comedy comes in all shapes and sizes. Lucille Ball was a showgirl. She had a dancer's figure and a beautiful face, yet she did incredibly well with humor. Diller dressed in outlandish costumes and joked about her body. (She claims that her husband said on their honeymoon night: "Unbutton you pajamas and come over here." Phyllis said, "I'm not wearing pajamas.") Roseanne Barr's new television show was the number one rated program last season, and she certainly doesn't have a show girl figure.

Humor also comes wrapped in all personalities. Bob Hope is sophisticated and classy. Robin Williams often appears frenetic. Woody Allen feigns as a one-liner away from the psychiatrist's couch. Alan King barks; Bob Newhart purrs. Mort Sahl is deceptively aggressive and incisive; Johnny Carson thaws before his audience.

I'm making two points here: You don't

Asked how she felt about administering the affairs of the Founders District, last year's District Governor Brenda Keeling, DTM, replied that the role was "quite an honor... Smedley's philosophy, principles and teaching are the heritage of the Founder's District."

To preserve that heritage, Keeling, as editor of the Founder's District bulletin, ran a regular "Smedley Speaks" column containing excerpts from his book, *Personally Speaking*.

Illinois Toastmasters honor "native son"

Equally proud of Smedley's heritage are Toastmasters in Illinois. Although California is where Smedley did most of his Toastmasters work and where it first began to catch on, Illinois is where he was born (in Waverly), completed high school, taught in rural schools, saved his money for college, and graduated from Wesleyan University. After college Smedley began his YMCA career in Bloomington, Illinois and was transferred to several other Illinois cities. By the time he was sent to California, he was in his early 40s. Taking pride in that he was born and grew up in Illinois, Toastmasters in that state especially honor Smedley.

In 1967 District 8 presented as a gift and lasting memorial to the City of Waverly a monument in honor of Smedley. On Toastmasters' 50th anniversary in 1974, Illinois Toastmasters held a memorial service in Waverly, honoring the founder and

celebrating the golden anniversary.

A Smedley memorial scholarship has been established to make an annual award to an outstanding junior in communications at Illinois College in Jacksonville, Illinois.

Smedley remained active in the educational program of Toastmasters International until a few months before he died on Sept. 11, 1965, at age 87.

At his funeral, where more than 100 of his friends and associates gathered to bid him farewell, Rev. Harry Owings, a close personal friend of Smedley's, said, "He wanted you all to know that he was especially happy in his later years for the chance to help the young men of the world. He wanted to be remembered as a man who loved his fellow men. And, in passing, he wanted to leave his own personal guidelines for men to follow. He said three things were most important to him: guidance, confidence and peace."

Leaving a unique legacy, arising from an idea of unselfish service, nurtured and brought to fulfillment by a noble-minded man, Dr. Smedley's teaching and fame will endure as long as the Toastmasters organization which he founded does.

Thomas Montalbo, DTM, a member of Sparkling Toastmasters Club 3602-47 in St. Petersburg, Florida, has received a Presidential Citation for his articles in *The Toastmaster*. He is the author of *The Power of Eloquence*, a book on public speaking available from *Toastmasters International*.

"Three things were most important to him: guidance, confidence and peace."

Rev. Harry Owings,
at Dr. Smedley's
funeral

have to abandon comedy because you're not "the type," and you don't have to force a "comedy style." Your own style is perfect.

Find your style

Humor is not a shape or a sound. It's not an inflection or a dialogue. Humor is an attitude. It's a way of looking at life and of telling others how you feel about what's happening around you.

If you hold an opinion, and you can express it, you have demonstrated your style. If you have a funny opinion and show it, you have a comedy style.

I used to talk to youngsters in grade school. These kids were just beginning to study "creative writing," and my talk didn't always endear me to the teachers. I told the students that they should forget about spelling, grammar and style, and just tell their story.

I asked them to remember the excitement of seeing the circus: how they couldn't wait to get home and tell people all the fascinating things they had just seen. They didn't worry about how to spell "elephant" or whether "lion tamer" was one word or two (or maybe even hyphenated). They just told their

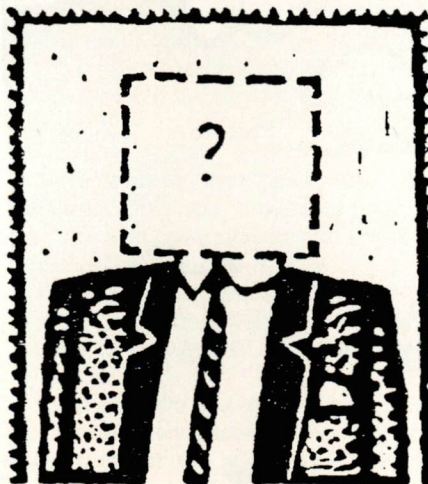


Illustration by Joe Crabtree

story because they couldn't hold it in.

"That's what creative writing is," I told them. "It's an exciting story that you just have to tell." (Of course, I redeemed myself with the teachers somewhat when I explained that good grammar, spelling and vocabulary will help them tell their stories well.)

Humor, like visiting the circus, is exciting. It's something that you have to get out if it's in you. Style or technique

or whether you're "the type" doesn't matter.

Too many of us try to force a comedy style. Too many of us say, "I'm not like Jay Leno, therefore I can't do comedy." Well, Leno is not like Johnny Carson, either, but he's doing a fine job as his occasional replacement.

I wrote for a gentleman once who realized this. I handed in a first draft of a script. He wasn't happy with it. He said to me and the other writers, "This script is funny, but it's not me. I'm not Bob Hope, and I'm not *Laugh-In*. I'm me. Write comedy for me." That man went on to make a pretty fair mark on the comedy world. His name is Bill Cosby.

Just as gas expands to fill the shape of its container, humor adapts to the personality of its bearer. Gary Shandling's style is perfect for Gary Shandling. Elaine Boosler's delivery is fine for Elaine Boosler. Your style is just right for you.

Gene Perret, a comedy writer for such performers as Bob Hope, Phyllis Diller and Carol Burnett, spoke at Toastmasters 1986 International Convention. Mr. Perret's column on humor and speaking appears bi-monthly in *The Toastmaster*.

Speaking on Course

Navigate your talk by the climate in the audience.

BY MARGARET KEYS



Someone once told me that travel to the moon was off course 98 percent of the time. As I shook my head in astonishment and disbelief, my informant further pointed out that being on course and hitting the objective requires constant monitoring and minute mid-course corrections.

Public speaking is like that. But sometimes we allow speaking opportunities to fall into a convenient routine: prepare the speech, then deliver it exactly as written.

After more than 10 years of working with thousands of executives in hundreds of public-speaking settings, it's clear to me that successful communication with an audience lies in *constructing a dialogue*, not in "giving a speech" perfectly.

The key is to continuously correct the direction of your talk to communicate with the audience. To do this, the audience must be a known factor.

There are two critical times to analyze the audience: when you prepare your speech and when you deliver it. Audience analysis *during preparation* especially deserves attention.

Enlightened preparation involves a three-step process:

1. Analyze yourself. In self-analysis look at:

- *Style.* You have a point of view. You

may take an analytical approach to life, be people-oriented, be a concepts-and-ideas type, or bottom-line, action-oriented. Watch for your own biases—they color any presentation.

- *Skills.* What are you capable of doing? Don't structure a talk that you can't deliver with ease and confidence. What is the setting? How much rehearsal do you need to be effective?

- *Anxiety level.* Is this an important talk? Are there people in the audience who intimidate you? Do you anticipate hostility? Apathy? A large crowd? Unfamiliar territory?

Deactivate the things that get you going through internal (deep breathing, centering) and external (practice to develop memory) rehearsals. For some excellent tips, read Dr. James E. Loehr's

group's meeting or event experience.

You need to monitor (and correct) the group's energy level and ability to attend. Afternoon audiences typically need to be brought into the discussion, to be involved. They also need a break every hour. Morning audiences can sit for at least an hour and a half before the silent mutiny starts.

- *Physical set-up.* Speeches can fail because the physical environment is uncomfortable. I've seen speakers destroyed by loud noises from the next room, chilling temperatures, awkward sight lines, overcrowding and an overly formal atmosphere.

Know what you are walking into. You are more in control of the setting than you believe. Exercise that control to make the setting work for your au-

You must monitor the effect your remarks are having every moment.

book, *Mental Toughness Training for Sports*.

Imagine the worst possible scenario for the occasion to make sure you have a strategy to cope with it.

- *Blind side.* Where will you shoot yourself in the foot? For example, if you avoid bottom-line concerns because you feel they rush the process, temper that bias. Realize that 35 percent of a given audience listen for the bottom line. By not showing how your approach meets those concerns, you'll lose that part of your audience.

2. Analyze the audience. Look at:

- *Their reasons.* Why does the audience want to hear from you? What is their perception of you? Their stance on the topic? Their relationship to you (subordinate, colleague, boss?) Your history with them? Your credibility factor going in (must you build it, keep it, monitor it?)

- *Size.* How large is the group? Its critical mass dictates certain adjustments. The larger the group, the more directive and crisp you must be. Thoughts "play" longer. Group reaction builds differently. Take these dynamics into account.

- *Time of day and agenda position.* Morning (fresh, or out the night before) or evening? Noon? Before or after the keynote? Last on the program? First? You must tie your remarks into the

audience and you.

- *Intimidation factor.* Do audience members intimidate each other (mix of manager/staff)? Does your topic create fear in the group? Are you in the position of being the first to bring up "the (yet unsaid) truth in the room?" Watch for dynamics like this. Plan strategies to break through the tension that destroys dialogue.

3. Determine your goal and your message. Only after analyzing yourself and the audience should you set your goal for the speech.

Then, you can determine the verbal phrasing (your message) that best translates your goal to the audience for its reasons.

To be effective as a speaker, you must be continuously audience-focused. You must monitor the effect your remarks are having every moment. In next month's issue, I'll explore audience analysis during delivery.

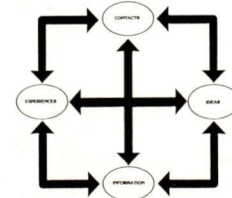
Management expert Peter Drucker says the goal is always to "be effective, not just right." In speaking, this translates into not being so locked into your talk that you forget to build a dialogue with your audience. It won't work if you don't.

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Congressional Clubs Host Innovative Meetings

Toastmasters on Capitol Hill orate and
debate in unique setting.

BY DR. BETTYE LEWIS-UNDERHILL, DTM

On a pretty day under sunny skies in Washington, D.C., a speaker stands on a soap box and shares his opinions. As he makes his viewpoint known, a crowd gathers to watch this unusual spectacle. No, this is not a movie set. It is a Toastmasters meeting that couldn't be held in a more appropriate place—on the U.S. Capitol Hill lawn.

The annual Soap Box meeting is just one of the many joint ventures of Capitol Hill's two Toastmasters clubs, the U.S. Senate Club 473-36 and the Capitol Hill Club 1460-36. Both clubs are basically like other Toastmasters clubs worldwide. They adhere to the same format and learn from the same manuals. What makes them different is that they take advantage of their unique setting—the U.S. Capitol. They are tuned in to the special people and opportunities in the world of our nation's capital.

Other than the annual Soap Box meeting, one of the most exciting joint events for these two clubs occurred on the U.S. House of Representatives floor when Congress was not in session. Twelve Toastmasters impersonated famous people from Washington, D.C.'s past. In the words and styles of the old masters, they gave their versions of yesterday's outstanding speeches, sometimes adding new information of their own.

One Toastmaster's voice echoed that famous motto: "Ask not what your country can do for you. Ask what you can do for your country." Another member impersonating Senator Robert Kennedy pleaded for sanity and calm after the death of Martin Luther King, Jr.; and a Toastmaster playing Margaret Chase Smith beseeched the senators to be less vitriolic to their fellow members across the aisle.

David Joergenson, speech writer for Congressman Carlos Moorhead of California, used Jeffersonian terms, language, style and some appropriate quotes to describe why the separation of church and state was incorporated in the U.S. Constitution. And a female Mark Antony came to tell her audience: "We have not come to bury Ralph Smedley, the founder of Toastmasters, for the good he did has spread around the globe."

Other events co-sponsored by the two clubs include a series of programs in honor of the bicentennial of the U.S. Constitution. The kick-off was "The Great Debate," which was held between members of the House and Senate clubs on the subject, "Resolved: The U.S. Constitution needs a two hundred year tune-up!"

Two Toastmasters, Suresch Chandra, an experimental laser physicist with Science International Application Corporation, and Bill Finerfrock, congressional lobbyist for the Academy of Physician Assistants, debated against the proposal for the Senate club while John Martin of the U.S. Labor Department and Annelie Weber, staff for the House Judiciary Committee, debated the affirmative for the House club.

The highlight was the appearance of former U.S. Attorney General Elliot Richardson as the guest moderator.

After much heated debate, the Senate club finally won, declaring, "The Constitution has served us so well, let's leave it alone. If it ain't broke, don't fix it!"

Other bicentennial programs have included:

- "Demi-Gods of Philadelphia—the Constitution Makers: Hamilton, Washington, Madison and Jay." The speaker was Dr. Dick Howard—chairman of the Virginia Commission on the Bicentennial.
- Washington columnist James Kirkpatrick also made a speech on "Separation of Powers: Making Constitutional Government Work."

In addition to these meetings, many other innovative joint meetings are held each year.

Several events take place during the holiday season. An annual Christmas debate between Scrooge and Santa Claus draws a crowd. Bets are placed, and the proceeds go to a Capitol Hill charity.

As is true of many Toastmasters in District 36, members in the "Hill" clubs get involved in Washington, D.C.'s Pageant of Peace. This event runs for 10 days following the lighting of the national Christmas tree by the President in mid-December. Choral groups, bell ringers, orchestras, quartets and trios entertain from a shell near the lighted state Christmas trees. Toastmasters have been emcees in this event for more than 20 years.

Hill Toastmasters also serve as emcees each August for acts by and for children from all over



"**T**oastmasters is a wonderful organization that gives great support and encouragement to its members."

U.S. Senator
Sam Nunn

the world at the Children's International Art Festival at Wolf Trap Park in Virginia.

When they were formed, both clubs made history. In November 1968, the Capitol Hill Club was the first Toastmasters club on the Hill, and its charter was read into the Congressional record by the Honorable William Henry Harrison of Wyoming. At the time, Toastmasters was a restricted, "men only" organization.

Four more years passed before former Senator Clifford B. Hanson of Wyoming, the original sponsor of the U.S. Senate Club and a Toastmaster himself, was instrumental in establishing a co-ed club. The Senate club became co-ed just before women were officially allowed to join Toastmasters.

One of the early members of the latter club was Evelyn Jane Burgay, who in 1976 became the first woman to win the International Speech Contest. Burgay capped that experience when she served as the 1987-88 Governor of District 36.

Another long-time Capitol Hill Toastmaster is Hyde Murray, who is responsible for arranging many of the two clubs' joint activities. Murray has spent 30 years on the Hill, first with the powerful Agriculture Committee and later as Chief Council for the Minority in the House.

Other important key figures include Senator Sam Nunn of Georgia, who sponsors the U.S. Senate Club, and Congressman Pat Roberts of Kansas, who sponsors the Capitol Hill Club. Says Nunn: "Many of us have suffered nervousness when speaking to a group. I know—I've been there! Toastmasters is a wonderful organization that gives great support and encouragement to its members."

During the House club's 21 years, visiting dignitaries have included such distinguished Americans as former House of Representatives speakers John McCormack, Carl Albert, Tip O'Neil (reciting poetry), and Jim Wright.

Other guests have included Secretary of Agriculture Earl Butz, *Roll Call* editor Sidney Yudain and Minority Clerk of the House, Joe Bartlett.

While the Capitol provides a superb setting for Toastmasters meetings, its clubs are really not much different from other clubs throughout the world. All clubs are unique and can do what these clubs do: tune in to their own communities and take advantage of the opportunities in their special surroundings. Remember that local activities and annual events also can serve as perfect occasions for special meetings of your club.

Why not plan joint club meetings and invite famous guests from your own community? Use your imagination to plan club meetings in conjunction with special events and holidays. As a result, your meetings will be more fun and varied, and membership will increase. ♦

Dr. Bettye Lewis-Underhill, DTM, is past president of Capitol Hill Club 1460-36, a member of U.S. Senate Club 473-36, Oasis Club 4379-F and past Governor of District 31. Residing in Victorville, California, she is a psychologist and a member of the National Speakers Association.

Toastmasters Goes to Washington

Capitol Hill clubs teach speaking skills to politicians.

BY TRACY WATSON



Members of the House and Senate Toastmasters clubs pose on the Capitol steps before a meeting on the House floor.

Capitol Hill—the governmental seat of the United States. The place where the most experienced orators in the land congregate.

Right? Wrong. Washington, D.C. needs help. Those congressmen, legislative aides, and others of their kind are not always the dynamic, well organized speakers they'd like to be.

Fortunately these politics-oriented people know where to turn for help: to the Capitol Hill Club 1460-36 and the U.S. Senate Club 473-36. Although at first they may not be willing participants, the newly initiated soon find themselves under the Toastmasters spell. Take, for example, the current sponsor of the Capitol Hill Club, Republican Representative Pat Roberts of Kansas.

"If you happen to think you're a hot-dog speaker, those Toastmasters will take the mustard off you," says Representative Roberts. "Speech evaluations usually start something like, 'With all due respect Congressman...' and then look out! They let you have it. Toastmasters are candid. That's helpful when you work—as I do—in an environment or position where people hesitate to be straightforward with you.

"Toastmasters trained me to take all the 'uhs,' 'therefores' and 'in that regards' out of my speeches. They've taught me to stop and think before I speak, and that it's all right to pause at the end of a sentence and gather my thoughts. It's preferable, in fact, to uttering inconsequential verbiage."

Congressman Roberts joined Toastmasters as a young marine in Quantico, Virginia. He entered a speech contest in which he expected to do well only to discover that he had a lot to learn about public speaking. When a friend suggested he join Toastmasters, Roberts reluctantly agreed. After leaving the Marine Corps., his interest in Toastmasters waned, but years later he briefly participated in the organization again as a journalist in Arizona. Then, in 1967, when Roberts came to Washington, D.C., as assistant to Republican Senator Frank Carlson of Kansas, long-time Capitol Hill Club member Hyde Murray persuaded him to rejoin Toastmasters.

"I told Hyde I didn't have time, and

Happy Anniversary, Toastmasters!

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I didn't have any trouble speaking," says Roberts. "But he persisted, convinced me otherwise, and once again, I was a Toastmaster. And that's when I realized I'd really slipped. My speech giving had become lazy. I had formed bad habits. I needed Toastmasters."

Roberts went on to become Republican Representative Keith Sebelius' assistant for 12 years and then was elected to his Kansas congressional seat in 1980.

"I'm not currently a regular participant of the Capitol Hill Club," says Roberts. "My schedule doesn't permit it. But I wish I could be. Toastmasters would really benefit me now. You just don't realize the lazy speechmaking habits you get into. They creep up on you, and unless someone points them out occasionally, those bad habits deepen with time. But Toastmasters has indelibly ingrained at least one good habit into me. Its speech evaluation sessions taught me to be a good listener, and that's very important to a congressman."

David Hack, president of the Capitol Hill Club and an employee of the Congressional Research Service of the Library of Congress, says Representative Roberts remains the club's benefactor and friend.

"Through him the club has been able to secure a meeting room in the House of Representatives and other significant favors," says Hack. "His sponsorship is vital to the success of our club."

The Capitol Hill Club has spawned other congressional leaders as well. They include former Republican Representative Jim Nelligan of Pennsylvania, Democratic Representative Hugh Alexander of North Carolina and Democratic Delegate Antonio Won Pat of Guam. But most members of the two clubs are lobbyists and employees of the Capitol's various governmental agencies, committees and congressional staffs. And while the clubs are nonpartisan by nature, politics play a major part in their make-up.

"It's the nature of the Hill. Politics, for most of us, is our business," says Senate Toastmaster and lobbyist Bill Finerfrock. "It's what we know. It's what concerns us. A couple of our members have run for office. One ran for the Maryland House of Delegates, and the other ran for the Virginia House of Delegates. They used Toastmasters meetings as a forum for their campaign speeches, and that only makes sense. Where else could you find such a skilled and friendly group of people to evaluate a speech?"

Finerfrock has often made use of the

same practice himself—both as a lobbyist for the American Academy of Physician Assistants and as a former senate staff member.

"Toastmasters has not only turned me into a better speaker," says Finerfrock, "It's helped me present issues to my boss more effectively by improving my delivery."

The Capitol is a place where, like it or not, most people find themselves having to make speeches—or at least presentations—to various groups. Public speaking is just something that goes with the territory.

Retired senate staff member Mary Kelly worked for six senators during her 25-year career on the Hill. And she couldn't have done it without the communica-

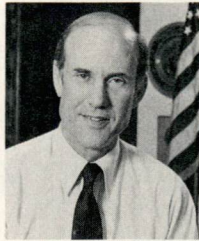
1982 president. The club has assisted my career greatly, and I've watched it benefit others on the Hill as they become more effective writers, speakers and public representatives."

Although now in private practice, Capitol Hill Toastmaster Murray was the Republican Counsel to the House of Representatives for 10 years, and before that, the Minority Counsel to the House Agriculture Committee. As a lawyer and a politician, he thought it imperative to join Toastmasters.

"I was sitting there on Capitol Hill, where public speaking is so vitally important not just to me—but to everyone," says Murray. "And because I wanted to improve my own speaking abilities, I joined Toastmasters early on."

"If you happen to think you're a hot-dog speaker, those Toastmasters will take the mustard off you."

*Representative
Pat Roberts*



tion training she received from the Senate Toastmasters Club.

"I was always very shy," says Kelly. "If I hadn't joined Toastmasters, I never could have talked to or represented my senators' constituents. At the first Toastmasters meeting I attended, I sat in the back, confident I wouldn't have to say a word. But, of course, I was called upon to stand and introduce myself, and while that was difficult, it helped me tremendously—as did every Toastmasters encounter thereafter."

Democratic Senator Sam Nunn of Georgia sponsors the Senate Toastmasters Club, and while he is not a member, Joyce Chestnut, one of his staff, is. She joined in 1980 after a humiliating episode in traffic court.

"I got up to speak," she says, "and I couldn't. That experience led me straight to Toastmasters." She laughs. "After I paid the fine, that is."

An employee of the Library of Congress Congressional Research Service, Annelie Weber, like Representative Roberts, joined the Capitol Hill Club at the invitation of Hyde Murray.

"Being from Germany, I thought it was a club where people just toasted each other," she says with a laugh. I soon found out differently, however, and ended up by becoming the club's

He soon discovered that the Capitol Hill Club attracts an extraordinarily gifted group of people. "This club is unique among Toastmasters clubs in that members come from all over the nation, with all kinds of backgrounds and interests. Many have gone on to win national and even international speech contests."

Faith McCormick, president of the Senate Toastmasters Club and a member of the Department of Health and Human Services, concurs with Murray and offers a theory as to why.

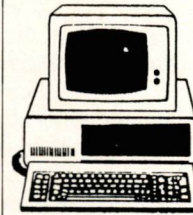
"The Capitol Hill Club meets in the House of Representatives and the Library of Congress," she says. "And the Senate Toastmasters Club meets in the Vandenberg Room on the Senate side of the Capitol. With beautiful, historic settings like these, how could our members not be inspired to do their very best?"

But scenery and historical settings aside, not even the most experienced orators in the nation—as Representative Roberts so aptly put it—can be hot-dog speakers all the time.

Fortunately, the Capitol Hill and Senate Toastmasters are there—ready to take off the mustard. ♣

Tracy Watson is a professional writer residing in San Pedro, California.

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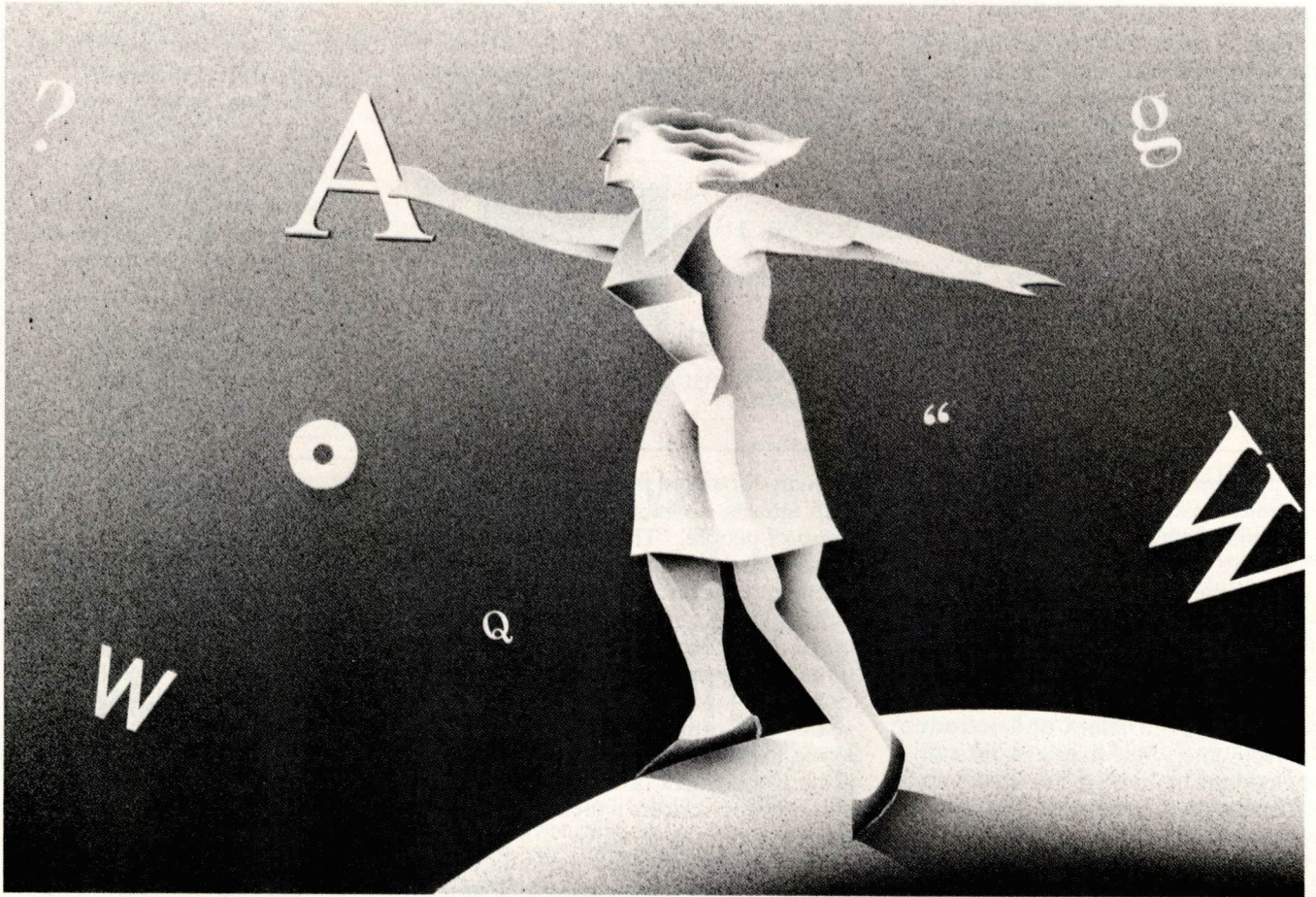
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Honor Your Titles

A good title is easy to understand, easy to remember and relevant to the speech.



BY CHARLENE BUNAS

Titles are to speeches like invitations are to parties, like hors-d'oeuvres are to dinners. Titles introduce, interest and entice the audience. A good title captures the listener even before the speaker approaches the lectern and is remembered long after the presentation. So it's important to learn how to introduce presentations with titles that count!

What makes a good title better? How much must the title say about the speech? How can a title carry the attention span of the audience through the entire talk? What are the guidelines for deciding the title?

Learning how to title your speech with punch is not difficult. As a matter of fact, it's fun.

What makes a good title better?

A title that introduces your speech is good. Make that introduction *interesting* and you have your audience alert, and ready to listen. Create an *enticing* title and have your listeners sitting forward in their chairs. Have an *exciting* title, and you'll receive an ovation even before you begin your opening.

Compare the following three titles for the presentation, "Improving Marital Relationships":

- "Improving Your Marriage" (good, but ordinary),
- "Seven Steps to a Happy Marriage" (better; it piques listener's interest),
- "Bored in Bed? Seven Ways to Wake Up Your Marriage" (captures attention and promises help with a personal dilemma).

Your title becomes better when it promises benefits, incorporates easy-to-follow steps, asks questions, and is easy to remember. It also sets the tone of the speech. For example, it tells the audience whether your speech is solemn and scholarly, or humorous and sprightly.

How much must the title say about the speech?

Your title should be the crystallization of what you'd like your audience to remember. If your title covers the entire topic, make it synoptic, like "Science and Mathematics Education."

You also can guide your listeners' recall of a specific point, and make that the title. An example of this was heard in President Ronald Reagan's farewell address, "We Have Made a Difference." He reminisced about where the country was politically when he began his presidency. He spoke about the state of national pride, political moves, economic changes and global strategies before and after his eight years in office, and suggested that the United States now is stronger. The title was reinforced in his conclusion: "My friends, we did it. We weren't just marking time, we made a difference."

When your talk is straightforward and academic, your choice of titles can start off the dry subject with an interesting twist.

An example of this is "Three Ring Circus" given by Daniel Brenner of the UCLA Law School. He opened his speech by describing the various titles he had considered: "The Young and

Unregulated," "Fatal Deregulation," "Gorillas in Our Midst." He then went on to say why he chose "Three Ring Circus" as the title for his speech about the deregulation of vast communication systems: "Judge Green's courtroom is just one ring of Washington's three ring circus... Ring two, the FCC, handles communication questions... The third ring—or more appropriately, ringmaster—Congress."

When Jake Mascotte, CEO of Continental Corp., delivered "The Mad Hatter's Tea Party" to the Association of Insurance and Financial Analysts Conference, he was not talking about the Lewis Carroll epic. He was describing what "the shareholders should know... The insurance industry is engaged in the longest running production of the

• It uses the title as the outline guide for the presentation. (Mad Hatter's Tea Party.)

• It is easy to remember. (Use of alliteration, familiar slogans, songs, rhymes.)

• In summary, it is easy to understand and relates to your speech.

What are guidelines for choosing an attention-getting title?

First, know your speech thoroughly, understand your sub-points, define one particular point of emphasis, and recognize possible broad applications of your anecdotes.

Next, choose a title that is not just above average. Your title should represent your presentation by having attention-getting, snappy words that

Your title should be the crystallization of what you'd like your audience to remember.

"Mad Hatter's Tea Party" ever... A deliberate yet frivolous affair...and look at the interesting guests." He proceeded to describe the current priorities and reforms of that industry.

His conclusion used Alice and the Hatter again. "(You) haven't guessed the riddle yet?" "No, I haven't the slightest idea." Then Mascotte refers more directly to the industry again; "We don't have complete answers to the industry's financial reporting woes. But we can improve what we do."

The previously mentioned titles are vivid and easy to remember. They relate to one specific point in the speech or introduce the outline guide of the presentation. Whatever your title says, it must have a logical connection to your talk.

How can the title carry the attention span of the audience through the entire presentation?

• It builds to the main point of the speech, the point you want the audience to remember. ("We Have Made a Difference.")

• It is divided into sub-topics ("Three-Ring Circus.") Each of the sub-topics relates to the title.

• It is repeated several times throughout the text. ("Bored in Bed?" is listed seven times when noting the seven ways to "Wake Up Your Marriage.")

state an opinion, make a shocking statement, describe easy-to-follow steps or promise improvements. Another factor to consider in choosing a title is to mention any personal benefits that your speech may offer. Focus your title on health, wealth, sex, self-esteem or pets; or promise something, such as saving the listener time, money or energy. You also may ask a question, or issue a call to action.

Third, study a variety of sources and different styles of titles. Note titles from magazines, especially newspapers, scandal sheets, TV and movie titles, billboard and magazine advertisements, perfume names and greeting cards.

A good exercise in creating attention-grabbing titles is to compare similar coverages in two or three daily newspapers and note the titles used. Re-title those stories using the previous suggestions.

As a speaker, you spend hours preparing and practicing your speech. You want your audience to get the most from your presentation. Be confident of introducing your talk with punch. Choose a dynamite title. ♣

Charlene Bunas is a member of Santa Rosa Club 182-57 in Santa Rosa, California. She is a full-time professional speaker and a speech instructor at Sonoma State University.

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ACCREDITED SPEAKER AWARD

Toastmasters' Accredited Speaker Program recognizes those Toastmasters with professional-level speaking skills. The following Toastmaster received Accredited Speaker recognition in 1989:

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Club 1039-19
Muscatine, Iowa

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Angeline Warneke	D-35 Rufino Ferraris Jr., CTM

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D-38 Virginia Rodriguez	D-1 Connie Weiland, CTM	D-41
D-41 Joe Schwartz	D-2 Millie Kossowan	D-42
D-42 Joan Newman, ATM	D-3 Dan Foreman	D-44
D-44 Dolores Talley, ATM	D-4 Ruth Marstaller, ATM	D-45
D-45 Maria Gonzalez, ATM	D-5 Leo Hoffman, ATM-B	D-52
D-52 Jim Miller	D-6 Nico Sempelsz, ATM	D-52
D-53 Elizabeth Daniell, ATM-S	D-7 Darlyne Willig, CTM	D-53
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Ray Krukowski	D-35 Samuel Echavez, CTM	D-75
Robert G. Powell, CTM	D-36	

Powerful "Wishcraft"

The article "Network Your Way to the Top" by Judith E. Pearson in the May issue caught my attention. I have networked considerably in the last five years and I can attest that honest networking really does work. Networking has helped me meet some wonderful, innovative people, make career changes and learn about the insights of other people—their struggles as well as their successes.

However, the title of the book by Sher and Gottlieb was incorrectly listed in the article as *Wisecraft*. The correct name is *Wishcraft*. This book caused significant changes in my business as well as in my personal life. I highly recommend everyone to read it.

Alicia Lupinacci, CTM

Political Article "Distorts"

After reading "The Fire of Your Ideas" by Roger Ailes (June, 1989), I was left wondering why your magazine published such a political piece. To use the pages of the organization's magazine to state that George Bush was elected President because he has "that moving force of leadership" and not because of his advertising campaign is, in my opinion, untrue and divisive. The author of the piece, who admitted to being one of Bush's campaign strategists, is far too modest.

Considering the bitter media campaign of lies and distortions waged to achieve victory for Bush, Toastmasters International would be better off not permitting the magazine to support such efforts.

Steve Pastis, ATM
Santa Ana, California

Evaluation of Leaders?

Thank you for some excellent articles on leadership (March, 1989). Our organization provides many excellent opportunities and guidelines for building leadership skills through articles such as these, through quality Success Leadership programs and leadership opportunities in the club and beyond.

But it's time to go one step further and provide our leaders with a quality evaluation process. We use the evaluation process so effectively in offering feedback for our communicators; why not extend the tool and provide this same quality feedback to our leaders?

Bob Neal, DTM
Toastmasters of the Bluegrass 4271-40
Lexington, Kentucky

Art Spurs Imagination

The drawing on the cover of the February issue was one of the most thought-rendering illustrations I have ever seen. It was a drawing that let my thoughts and imagination wonder.

I used it as inspiration for my next speech!

Richard Kavanagh
Troy, Missouri

Ambiguous Pronouns

I do not share Mr. Stiansen's amusement in his letter, "'Fellow' Can Be Feminine" (June, 1989), of women who object to the use of male gender in a generic sense. Forget the dictionary definitions in such cases. The dictionary defines "he" as either a male person or as one whose sex is unknown.

I am tired of translating whatever I read into gender-neutral language because the author was too lazy, too ignorant or too male-centered.

"Man" and "he" are not generic terms. They are male terms and their frequent use has a subtle effect on feminine self-esteem that men don't seem to understand. Maybe if everything they read used the pronoun "she," they'd get the message.

I suggest a copy of "The Handbook of Nonsexist Writing" by Kate Swift and Casey Miller for every Toastmaster who wants to convey her or his meaning unambiguously.

Jan Bonarski
Kentwood, Michigan

Helpful Etiquette Issue

Today I received the excellent July

issue of *The Toastmaster*. The theme of etiquette is extremely beneficial, practical and interesting. Let's have more issues like it, with articles covering social and practical topics. We need more reminders about being gracious, considerate and polite to each other! Congratulations!

Nancy A. Beauchesne, ATM
Helmsman Club 2412-36
Washington, D.C.

Too Success Oriented

I was a bit taken back by the article "Power: Not Necessarily a Bad Thing" by Lyn Gensing (June, 1989). The thinking seemed a bit dangerous; that I would want to "manipulate other people to get what I want," or that I would try to use power "over" another person. That contradicts any spiritual principles I know.

One of my deepest concerns about Toastmasters is its emphasis on success, whatever that may mean, instead of personal integrity and responsibility for one's life, words and deeds. In 1989, integrity may be the most essential part of self-actualization.

How else can we be role models for today's youth?

Sri Chimnoy said it best: "When the power of love replaces the love of power, we will have a peaceful world." I'd like to see more about that in your magazine and less about success.

The time has come for Toastmasters to take some stands on the important issues of our times and speak up about ways to save our planet and our personhood.

Robyn Jean
Area Governor
Berkeley Communicators 677-57
Berkeley, California

Editor's note: Letters to the Editor should include the name, address, and club affiliation of the writer. All submissions may be edited for grammar, spelling, clarity and space. Mail letters to Toastmasters International, Publications Department, 2200 N. Grand Ave., Santa Ana, CA 92711. FAX: (714) 543-7801

DTM

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 Katherine Mason, 5815-4
 James C. Casterline, 6774-7
 Scott W. Wilson, 487-17
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 Christine Cliff, 4071-26
 Hal Jenks, 2185-28
 Barbara Cooper, 6047-39
 Sandy William MacLean, 3296-42
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 Lorraine Corner, 5974-70
 David W. Gore, 3473-72

ATM BRONZE

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

Anthony Kaselionis, 710-1
 Norman Riggs, 4211-1
 Julia A. Hassett, 1672-4
 Guy V. Ferry, 2624-4
 Nancy C. Worthington, 3088-4
 Shelley J. Horwitz, 6112-4
 Karrie Allen, 7242-4
 Doug Thompson, 683-5
 Salvador R. Gonzalez, 6767-5
 Dennis E. Brown, 2140-6
 Georgia A. Vanis, 5003-14
 Addison L. Carlson, 2067-17
 Patricia A. Johnson, 759-20
 M. Jandyra Walker, 59-21
 Ken Beck, 1439-22
 Vivian S. Dameron, 3006-25
 Tim Burgoon, 5569-25
 Sue Anderson, 6182-25
 Tom J. Lupinacci, 6530-25
 Brian G. Kelley, 584-26
 R. Darrell Taylor, 2921-31
 Margaret M. Peiffer, 4093-36
 Lillie Foster, 4891-38
 Jackie Balfour, 5136-40
 Donald R. Abramson, 4864-46
 Maria Wojcicki, 5265-46
 Joyce Rogers, 3410-69
 Alexandros Passaris, 5044-69
 David Wellham, 2054-70
 Bryce Peddie, 4974-70
 Lorraine Corner, 5974-70
 Albert Cossetini, 5974-70
 Patricia Christianson, 2782-72
 Pieter Du Plessis, 4795-74

ATM

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

Matthew J. Marnell, 1348-F
 Lois R. Bartel, 1969-F
 Cindy L. Rios, 2250-F
 Lu Verne M. Molberg, 4062-F
 Balachandra M. Begoore, 6366-F

Richard R. Rahder, 7016-F
 Abdul R. Ali, 933-U
 Rudy Garcia, 638-1
 Darlene M. Skorka, 4526-1
 Stuart E. Tanne, 6057-1
 John Hilsdorf, 1918-3
 Virginia M. Granger, 3480-3
 Pnina Levine, 6580-3
 Wayne H. Powell, 107-4
 Francine Hilaire-Miller, 934-4
 Stephen Cashman, 1455-4
 Donald R. Beier, 1984-4
 Benjamin Thomas, 3639-4
 Conrad T. Tracy, 3918-4
 Josephine Fisher, 4200-4
 Antoinette Homan, 6152-4
 Robert M. G. Izat, 6152-4
 Susan S. Porter, 6509-4
 Walt Jue, 7096-4
 Donna J. Price, 7096-4
 Arnold L. Klinkenberg, 474-5
 Diane Windingland, 457-5
 Fausto Garcia-Chavez, 772-5
 H. Paul Heinlen, 1394-5
 Earl L. McLaughlin, 1508-5
 Jose M. Lerma, 3052-5
 Maria Rodriguez De Gonzalez, 4783-5
 Frank Jonasson, 6373-5
 Marian W. Brown, 221-6
 Mary Ann Novak, 1505-6
 Kenneth M. Kuller, 1696-6
 Virginia H. Van Langen, 1767-6
 Lloyd G. Joyce, 2140-6
 George C. Macey, 3246-6
 Thomas F. Hanf, 4026-6
 Harold Juul, 4324-6
 Bernard H. Schepers, 4324-6
 Judith Ulrich, 4726-6
 Len Jennings, 5205-6
 Robert B. Hunt, 364-7
 Shirlee A. Miller, 5654-7
 Myra Morris Peo, 5213-8
 Clementine J. Rice, 160-9
 Linda Besse, 1940-9
 Rosalie Kostantinovich, 5274-10
 Carolyn A. Limmemeier, 159-11
 Claude Hale, 1309-11
 Lewis Howell Von Herrmann, 833-14
 Neville W. Anderson, Sr., 1375-14
 Margaret A. Haas, 1375-14
 Marvin W. Cohen, 3027-14
 Archie B. Fowler, 3379-14
 Randell Herring, 5852-14
 Marti Stephens-Hartha, 6160-14
 Alberta R. Nielson, 1489-15

Lenora M. Frances, 595-16
 James A. Heath, 595-16
 Barbara J. Naranche, 3265-16
 Martha W. Westgard, 6619-17
 Ken Starnes, 6066-18
 Merle D. Oxley, 2701-19
 Jan Wilbeck, 3727-19
 Lynette D. Borjeson, 585-20
 Duncan Scoular, 1611-21
 Doyle W. Smith, 122-23
 Sadye M. Montgomery, 4006-24
 Charles Petty, 6151-24
 Richard D. Rose, 2146-25
 Charles L. Cagle, 2348-25
 Rob R. Flynt, 2899-25
 Lynn Lawrence, 2899-25
 John W. Birkhoff, 3663-25
 Denise E. Sjogren-Startz, 3663-25
 Tim Burgoon, 5569-25
 Lucie Santiago-Allen, 5911-25
 Archie Heathington, 5984-25
 Eve Becker-Doyle, 6082-25
 David Mardis, 6142-25
 Brenda Daniels, 6572-25
 Joaquin Melendez, 2642-26
 Carrie L. Palmedo, 5481-26
 La Bonne Cain Powell, 2956-29
 Dattatray Manerikar, 1451-30
 Robert F. Happel, 1743-30
 Louisa Cynamon, 4604-31
 Lawrence Maguire, 5242-31
 Joyce A. Dixon, 690-32
 Jeffree R. Stewart, 2681-32
 Linda Dowd, 146-33
 Frank Engler, 3533-33
 Brenda Rae O'Brien, 5145-33
 Van B. Cunningham, 2412-36
 Dennis L. Ekberg, 4308-36
 Robert A. Ross, Jr., 1203-37

NEW CLUBS

Conquistadores, 7553-F
 Santa Ana, CA-Alternate
 Tues., 7 p.m., Pacific Bell,
 507 N. Bush St., Room 101,
 (714) 972-5882
West Adams, 7507-1
 Los Angeles, CA-Thurs.,
 5:15 p.m., Automobile Club
 of So. Calif., 2601 S.
 Figueroa St., (213) 741-4531

Toastmasters Quality Speakers, 7540-1

Torrance, CA-Thurs., 11:30 a.m., Douglas Aircraft Co., 190th Normandie, C6-89

H. Claude Hudson CHC, 7549-1

Los Angeles, CA H. Claude Hudson Health Center, 2829 S. Grand Ave., (213) 744-3677

Tox Cheap, 7552-1

Long Beach, CA-1st & 3rd Tues., 11:45 a.m., Veteran's Memorial Auditorium, 245 W. Broadway, (213) 590-4910

Boeing Terrific Talkers, 7583-2

Renton, WA-Wed., 11:35 a.m., 3 Renton Pl., 207 Grady Wy., (206) 234-7398

Chipmasters, 7538-3

Chandler, AZ-Thurs., 6:45 p.m., INTEL Corp., 5000 W. Chandler Blvd., (602) 554-5810

Corps Club, 7590-3

Tucson, AZ-Fri., 2:30 p.m., Tucson Job Corps Center, 901 S. Campbell Ave., (602) 578-0080

Villages, 7560-4

San Jose, CA-Thurs., 8 a.m., The Villages Sewing Rm., 5000 Cribari Ln., (408) 274-1059

Seaside, 7576-4

Seaside, CA-1st & 3rd Tues., 6:45 a.m., Seaside Branch Library, 550 Harcourt Ave., (408) 899-9279

Capitol, 7595-4

San Jose, CA-Mon., 7 p.m., Denny's Restaurant, 1015 Blossom Mill Rd., (408) 293-7651

Logically Speaking, 7596-4

Milpitas, CA-Thurs., noon, LSI Logic, 1501 McCarthy Blvd., (408) 433-7990

CHHC, 7587-5

San Diego, CA-Thurs., noon, Children's Hospital Speech & Dev. Center, 8101 Birmingham Dr., (619) 576-4021

Public Employees, 7527-6

St. Paul, MN-Wed., 12:05 p.m., City Hall Annex, 2nd Fl. Conference Rm., (612) 292-6148

Valspar, 7532-6

Minneapolis, MN-Tues., noon, Valspar Corp., 1101 S. 3rd St., (612) 375-7861

Words-of-Mouth, 7541-6

Plymouth, MN-Tues., 6

p.m., Plymouth City Hall, 3400 Plymouth Blvd., (612) 475-9112

Guarantee Masters, 7548-6

St. Paul, MN-Wed., noon, Metro Square Bldg., 7th Place & Robert St., -350, (612) 690-4969

Fairmont Area, 7581-6

Fairmont, MN-Thurs., 6 p.m., Jolly Inn, 2710 Albion Ave., (507) 235-5553

Forest Grove, 7499-7

Forest Grove, OR-Thurs., 5 p.m., Tektronix, Inc., 1521 Poplar Ln., (503) 644-9549

Morning Masters, 7512-7

Beaverton, OR-Thurs., 6:30 p.m., Beaverton School Administration Bldg., 16550 S.W. Merlo Rd., (503) 591-4536

Construction, 7537-7

Portland, OR-Mon., 7 a.m., Multnomah County Library, 801 S.W. 10th Ave., (503) 655-9151

Manor of Speech, 7558-7

Medford, OR-Thurs., noon, Rogue Valley Manor, 1200 Mira Mar, (503) 773-7411

Output Technology, 7561-9

Spokane, WA-Tues., noon, OTC Training Rm., E. 9922 Montgomery

Post Falls, 7562-9

Post Falls, ID-Thurs., 6:30 a.m., Andy's Family Restaurant, I-90 at Spokane St. Exit

Toastbusters, 7563-9

Spokane, WA-Tues., noon, Group Health Northwest, W. 1500 Fourth, (509) 838-9100

Geiger, 7564-9

Spokane, WA-Geiger Correctional Center Rec Room

North Coast, 7546-10

Parma, OH-1st Mon., 7:30 p.m., Maxelle's Hair Design, 7701 W. Ridgewood Dr., (216) 888-6544

Kaiser's Special "K", 7547-10

Cleveland, OH-Thurs., noon, Kaiser Health Foundation of Ohio, 1100 E. 9th St., 11th Floor, (216) 621-5600

Loganland, 7542-11

Logansport, IN-Tues., 6:30 p.m., Logansport Library, 615 E. Broadway, (219) 753-8869

Ed./Seminar Advanced Club N. Ctl. Indiana,

7543-11

Kokomo, IN-last Thurs., 7 p.m., Armstrong Landon Bldg., 105 W. Sycamore, -618, (317) 963-2138

Whirlpool Communicators, 7544-11

La Porte, IN-Alternate Wed., Thurs., 4:15 p.m., Whirlpool Parts Distribution Center, 1900 Whirlpool Dr., (219) 325-2000

Deaconess Hospital, 7565-11

Evansville, IN-Thurs., 3:45 p.m., Deaconess Hospital, Inc., 600 Mary St., (812) 477-7252

ITT A/OD TAC, 7566-11

Fort Wayne, IN-1st & 3rd Thurs., 11:30 a.m., ITT A/OD TAC, 1919 W. Cook Rd., (219) 487-6000

Lilly Corporation, 7594-11

Indianapolis, IN-1st & 3rd Wed., 11 a.m., Eli Lilly & Company, Lilly Corporate Center, (317) 276-7778

Cartersville, 7503-14

Cartersville, GA-2nd & 4th Thurs., 6:30 p.m., C & S Bank, Main St., (404) 387-1901

Northlake Speaks, 7504-14

Tucker, GA-Wed., 1 p.m., AT&T Northlake Quorum, 5th Fl., 1950 W. Exchange Pl., Bldg. 1, (404) 496-6935

Rayonier Speakeasy, 7517-14

Jesup, GA-Wed., 6:45 a.m., ITT Rayonier, Inc., Jesup Plup Division—P.O. Box 2070, (912) 427-5312

C & S North Avenue, 7567-14

Atlanta, GA-Tues., noon, Citizens & Southern, 33 N. Avenue, (404) 897-3178

Covington Classic Communicators, 7573-14

Covington, GA-Tues., 7:30 p.m., Shoney's, (404) 786-1886

Cobb County SUCCESS, 7586-14

Marietta, GA-Wed., noon, Cobb County Administrative Bldg., 10 E. Park Square, 3rd Fl., (404) 429-3351

AT&T Financially Speaking, 7598-14

Atlanta, GA-Wed., 11:30 a.m., AT&T Morgan Falls, 7840 Roswell Rd.

State Farm West, 7600-14

Mableton, GA-2nd & 4th Tues., noon, Shoney's, (404)

997-5025

Timber Talkers, 7509-15

Boise, ID-Tues., 6:45 a.m., Boise Cascade Corp., One Jefferson Square, (208) 384-6423

Westinghouse "Square Bears", 7513-18

Linthicum, MD-Wed., noon, Westinghouse SQII Bldg., 900 Elkridge Landing Rd., (301) 765-9330

Educators & Entrepreneurs, 7557-18

Dundalk, MD-1st & 3rd Tues., 11:50 a.m., Sparrows Point Country Club, Wise Ave., Cove Room, (301) 285-9936

Hagerstown, 7568-18

Hagerstown, MD-Wed., 8 p.m., Hagerstown Business College, 1050 Crestwood Dr., (301) 790-3805

Hunt Valley, 7599-18

Hunt Valley, MD-7:30 a.m., CSL Intermodal Board Rm., 200 International Cir., Center Point, -4500, (301) 584-0167

Golden Speakers, 7515-19

Fairfield, IA-Tues., 7:45 p.m., Glazier Electronics Systems Group, 50 S. 2nd St., (515) 472-9368

Saints, 7572-24

Omaha, NE-1st & 3rd Thurs., noon, Saint Joseph Hospital, 601 N. 30th St., (402) 449-4463

American G.I. Forum—MRV, 7584-24

Omaha, NE-Sat., 11 a.m., American G.I. Forum, 2002 N. St., (402) 331-8784

North Platte MIDDAY, 7585-24

North Platte, NE-Mon., noon, Holiday Inn, Highway 83, (308) 532-5774

Abbott Dawn Patrol, 7502-25

Irving, TX-Tues., 6:45 a.m., Abbott Labs, 1921 Hurd Bldg., LC-2, (214) 518-6989

HM&V Certified Public Accountants, 7508-25

Shreveport, LA-Wed., noon, Heard, McElroy & Vestal, 720 Travis, (318) 221-0151

Arlington Nooners, 7514-25

Arlington, TX-Mon., noon, Arlington Municipal Building, 101 W. Abram St., (817) 459-7536

North Central, 7570-25

Dallas, TX-Mon., 12:30

p.m., HOK, 6688 N. Central
Pegasus, 7578-25
 Dallas, TX-Tues., 4:30 p.m.,
 Renaissance Tower, 1201
 Elm St., Rm. 318, (214)
 826-2037
PENTASTAR, 7498-28
 Center Life, MI-Tues., 11:55
 a.m., Chrysler Corp., 25999
 Lawrence Ave., MIS Bldg.,
 (313) 758-8805
D-Dot Articulators, 7516-28
 Detroit, MI-Tues., noon,
 Detroit Dept. of Transporta-
 tion, 1301 E. Warren, (313)
 833-7360
The Eleventh Hour, 7500-30
 Rosemont, IL-alternate
 Mon., 11:45 a.m., The
 Austin Co., 9801 W. Hig-
 gins St., Conf. Rm. H.,
 (312) 696-0500
GTE Communicators,
7536-31
 Needham, MA-alternate
 Tues., 4:45 p.m., GTE, (617)
 455-3575
Asserters, 7597-31
 Lancaster, MA-Thurs., 2
 p.m., Lancaster Pre-Release,
 P.O. Box 123
Unity Speakeasy, 7510-33
 Santa Barbara, CA-Thurs., 7
 a.m., Unity House, 1925
 Santa Barbara St., (805)
 683-6723
First Financial, 7588-35
 Steven Points, WI-1st & 3rd
 Wed., First Financial Bank,
 1305 Main St., (715)
 345-4186
Neenah II, 7589-35
 Neenah, WI-1st & 3rd
 Tues., 4:45 p.m., Kimberly-
 Clark Corp., 2100 Win-
 chester Rd., (414) 721-6171
Paciulli, Simmons &
Assoc., Ltd., 7550-36
 Fairfax, VA-2nd & 4th
 Wed., noon, Paciulli, Sim-
 mons & Assoc., Ltd., 11130
 Main St., (703) 591-8880
Unity of Fairfax, 7571-36
 Oakton, VA-Sun., 7 p.m.,
 Unity of Fairfax, 2854
 Hunter Mill Rd., (703)
 255-4434
Granville, 7539-37
 Butner, NC-Wed., 7:30
 a.m., Wheeler's Restaurant,
 B St., (919) 693-6571
Haywood, 7592-37
 Waynesville, NC-Tues., 6:30
 p.m., Haywood Savings &
 Loan, Main St., (704)
 452-0681
Weston, 7575-38

West Chester, PA-2nd & 4th
 Thuis., 5:30 p.m., Roy F.
 Weston, Inc., One Weston
 Way, Bldg. 2-2, (215)
 430-7261
OSP-Ordinary Speaking
People, 7591-39
 Sacramento, CA-Wed.,
 noon, State Printing Plant,
 344 N. 7th St., Room 117,
 (916) 324-0221
C.I.M. Easy Speakers,
7551-42
 Calgary, Alta., Canada-
 Tues., 7 p.m., Mount Royal
 College, 4825 Richmond
 Rd., S.W., (403) 250-9644
Bedstone Olympics, 7554-42
 Calgary, Alta., Canada-
 Wed., 7:15 p.m., Sandstone
 Ecumenical Church, 1100
 Berkshire Way, N.W.
BITUMARCS, 7555-42
 Edmonton, Alta., Canada-
 Mon., noon, Alberta
 Research Council, Clover
 Bar, 1021 Hayter Rd., OSHR
 Main Conf. Room, (403)
 464-9286
Talk 24, 7582-42
 Edmonton, Alta. Canada-1st
 & 3rd Thurs., 3:30 p.m.,
 Norwood Extended Care
 Centre, 10410-111 Ave.,
 (403) 474-5441
Boatmen's Bank, 7545-43
 Memphis, TN-2nd & 4th
 Thurs., 4:30 p.m.,
 Boatmen's Bank, 6060
 Poplar Ave., (901) 529-6135
International Paper, 7579-43
 Memphis, TN-Mon., 5:10
 p.m., International Paper
 Co., 6400 Poplar Ave., (901)
 763-5856
Metropolitan Life, 7497-46
 Hauppauge, NY-1st & 3rd
 Tues., 5 p.m., Metropolitan
 Life Insurance Co., 2929 Ex-
 press Dr. N., (516) 232-4567
St. Joseph's Terrific
Toasters, 7528-47
 Tampa, FL-Thurs., noon, St.
 Joseph's Hospital, 3001 W.
 Buffalo Ave., (813) 870-4320
Post Toasters, 7559-47
 Orlando, FL-1st & 3rd
 Tues., Ronnie's Restaurant,
 Colonial Drive
3M Pioneer, 7580-56
 Austin, TX-Wed., 11:30
 a.m., 3M Company, 6801
 Riverplace Blvd., (512)
 984-3281
CHAT, 7556-57
 Oakland, CA-Wed., 4 p.m.,
 Oakland Children's

Hospital, 747 Fifty-Second
 St., Rt. Dept., (415) 428-3295
NCR, 7501-58
 Liberty, SC-1st & 3rd Wed.,
 12:10 a.m., NCR, 1150
 Anderson Drive, (803)
 843-1778
NCR Columbia, 7531-58
 West Columbia, SC — NCR
 Corp., 3325 Platt Springs
 Rd.
Hackley Hospital, 7529-62
 Muskegon, MI-Fri., noon,
 Hackley Hospital, 1700 Clin-
 ton St., (616) 728-4745
Onondaga, 7530-65
 Liverpool, NY-Tues., 6:30
 a.m., Mother's Restaurant,
 1st St., (315) 458-8799
Niagara Storytellers, 7569-65
 Niagara Falls, NY-Wed., 9
 a.m., 3001 Military Rd.,
 (716) 297-0711
Food Lion, 7511-66
 Disputanta, VA-2nd & 4th
 Mon., 7 p.m., Food Lion
 Distribution Center, 6500
 Enterprise Dr., (804)
 744-7028
Charleville Toastmasters of
the Air, 7518-69
 Charleville, Qld., Australia,
 (074) 541-341
"The Wacoloniais," 7574-69
 Brisbane, Queensland,
 Australia-Thurs., 7 p.m.,
 Wacol Correctional Centre,
 P.O. Box 600, (07) 271-2511
U 3 P, 7519-70
 Wollongong, NSW,
 Australia-alternate Tues., 10
 a.m., Illawarra Leagues
 Club, 97 Church St., (042)
 284308
Cessnock, 7520-70
 Cessnock, NSW, Australia-
 Thurs., 7:15 p.m., Cessnock
 X Servicemen's Club, 201
 Vincent St., (049) 733272
Toronto, 7521-70
 Toronto, NSW, Australia-
 Wed., 7:15 p.m., Toronto
 RSL Club, The Boulevard,
 (049) 733272
Leichhardt, 7522-70
 Leichhardt, NSW, Australia-
 alternate Thurs., 7 p.m.,
 Licyfield Sailors, Soldiers &
 Airmen's Club, 38 Short St.,
 (02) 713-4935

ANNIVERSARIES

55 Years

Santa Monica, 21-1

50 years

Associates, 141-1

45 years

South Bay, 280-1
 Grand Forks, 273-20

40 years

Westside, 389-2
 Town and Country, 754-15
 Malaspina, 738-21
 Nationwide Insurance,
 753-40

35 years

Thursday Noon, 1647-8
 TM In Pocatello, 563-15
 Elmhurst, 1604-30
 Des Plaines, 1645-30

25 years

Orange Breakfast, 3822-F
 Downtowners, 3801-26
 Warren, 2260-28
 Springs, 3194-74

20 years

Lawrence, 1814-22
 Sand Duners, 3792-23
 Sunrise, 3253-25
 Washington, 1854-37
 Innisfail, 2689-69

15 years

Fluor Forensic Forum, 219-F
 Munsingwear Icebreakers,
 1053-6
 Alpha, 1408-8
 Fishermen, 3343-22
 The Washingtonians,
 1006-36
 L E C, 800-46
 Auburn-Opelika, 2165-48
 Easy Risers, 109-56
 M D I, 2764-69
 Avon, 3514-72
 Florida, 920-74
 Hottentots Holland, 1737-74

10 years

Parkers, 519-F
 Village, 4053-10
 The Achievers, 3350-11
 LGMA, 4060-14
 Texins, 3859-25
 TNT, 4055-33
 Glass House, 4061-37
 Diamond, 4056-39
 Shaklee, 1745-48
 Sabor, 4058-56
 Bronson Hospital, 1344-62
 Capital, 4049-74

1st Two Minutes

Continued from page 5

speaker from Hollywood implicitly crowing about how cool, calm and collected he was—only to have the embarrassing truth revealed and the topper delivered by a member of the home team.

2. The second element—**RELEVANCE**. Until the punch line, this was simple, everyday conversation that was germane to the situation, and the audience had no doubt that a true incident was being related. Nothing was implausible in what I said about myself and my conversation with their program director.

3. **RHYTHM**. A good joke has rhythm. It flows and moves and builds with a calculated momentum until the laugh is realized. Note the short sentences of the dialogue—the undercurrent of challenge in Mary Jones' questions, and the hint of unjustified bravado in my answers. A rhythm of tension and confrontation was being established.

4. The final element and trigger-point of a relevant demand-laugh joke is the fact that it's **CONSTRUCTED TO GET A LAUGH**. It has a clear-cut, unmistakable punch line and—if the assessment of the audience is correct, the concept of the joke viable, and the performance adequate—it demands the laugh.

Humor can humanize speakers

Another component to the demand-laugh opening humor exists that isn't mandatory, but often helps. As a speaker, you can rarely go wrong by putting yourself down in a funny way. Self-deprecating humor has become a staple in today's speeches because it eliminates an emotional gulf between speaker and audience. The listeners can relate to the speaker more as an ordinary person than as a senator or chairman of the board.

Also, opening humor need not be a story-type of joke. A one-liner or series of one-liners can be used, providing you preface them with just enough "yammer" to make sure you have the audience's attention.

I occasionally open with a series of self-deprecating one-liners when my introduction or my printed credits refer to me as an "expert on humor." With some false modesty, I point out the correctness of that statement: "I am an expert on humor. But before anyone gets too carried away with that, maybe I'd better tell you the last thing I was an expert on—"How To Prevent Baldness." (For many years I have sported a very

short crew cut from which most of the crew has bailed out.)

Immediately the bubble of self-importance bursts, but I try to make a comeback: "Frankly, I never realized that I was bald until two weeks ago, when a fly landed on top of my head—and slid off."

Balancing the joke

Now for the final payoff and reverse spin: "But I'm not really worried about it because I know there's a Biblical explanation for baldness. That's right—a Biblical explanation for baldness. It is written that the good Lord has created millions and millions and millions of heads—and those He's ashamed of, He covers with hair!"

And so the balance is restored, and all the baldies in the audience who have been getting nudged by their friends can nudge back. You've made your case as a friendly, humorous, down-to-earth human being—and you're ready to go on to the substance of your talk.

How many jokes should you do in the beginning part of your speech? If the first is a blockbuster, quit while you're ahead. For most business and political speakers, two should be the maximum. The whole point of this opening humor is to bring the audience over to your side. Business speakers should never lose sight of the fact that humor is a tool—not an end in itself. What you are doing is staging a comedic commando raid on your audience. You roar in, reach your objective, secure it, and then move on.

Does it work? Whenever I reach the punch line of the relevant, demand-laugh joke I am using to open a speech, I look over at the program director (or whoever booked me for the event) during the laugh. Just as I am settling down in the knowledge that, yes, it's going to be all right, he or she is doing the same. You almost can hear the sigh of relief.

When your two opening minutes are right, you prove to the committee members and your audience that you are in control of the situation and that they have every reason to look forward to what follows.

BAM! ZAP! POWIE! You're playing their song. ♦

Reprinted with permission from Current Comedy for Speakers published in Wilmington, Delaware. Bob Orben, who lives in Arlington, Virginia, now speaks and conducts workshops on the uses of humor in business communications.

John Noonan, DTM

Continued from page 7

Personally, Toastmasters has enriched my life and made it more rewarding. It's helped me to be more confident and outgoing and to deal with situations in an optimistic way.

How has Toastmasters International changed since you joined?

When I joined in 1968, this organization was open only to men. The meetings were very conservative, structured and rigid. Today the meetings are much more flexible. We've adapted to meet the needs of our members, both in terms of time and variety of content. Today Toastmasters provides career men and women with the ability to communicate and helps them develop leadership skills. This gives them a competitive edge in the job market. Overall, Toastmasters is more fun today. I think it was Dr. Smedley who said, "We learn best in moments of enjoyment."

Can you recall an incident that stands out in your mind as your most enriching experience as a club member, leader or international officer?

There are several high points. One of them occurred in New Orleans when my wife placed third in the World Championship of Public Speaking. Another took place when I was District Governor and we were able to lead our district to a President's Distinguished District. In 1988 I served as the Toastmaster at the World Championship of Public Speaking, and that was another mountain top experience.

When I look back at all of these high points, I realize that one of the things that made them all exciting was that so many people were involved.

What do you think is the number one benefit of being a Toastmaster?

The greatest benefit varies from member to member because each person has his or her own greatest need. Some have a need for communication skills, some for leadership training and others need to develop self-confidence.

Are there any areas in which Toastmasters International could be improved?

Like all programs, certainly some areas in our organization could be made stronger and more effective. The strength of the program rests within the club itself. Because the quality of the club meetings is what motivates our members, I would like to see all of our clubs at 20-plus membership, with 20 members at each meeting. I

would also like more members to stay in the organization for a longer period and enjoy the benefits of the programs.

What markets exist for potential members and how can clubs tap into those markets?

The markets are literally unlimited. We just passed a golden milestone recently when the 150,000 member joined our organization. We may think that's absolutely phenomenal, but in the world where most of our clubs exist, there are well over 300 million people, so we really have only begun to scratch the surface of our market.

The market continues to be in the community. Corporations are another place where there are untapped opportunities for our programs. As we move into the 1990s, companies will put more emphasis on training, and they'll be looking for ways to do that at minimal cost. They'll look to us as the vehicle that can help them achieve their training objectives and make their employees more effective.

Associations offer another opportunity for our Speechcraft programs and some of our Success/Leadership modules. Hospitals also have been identified as needing our type of training programs.

How can member retention be improved?

The club meeting has everything to do with member retention. A member who is in a club that is growing and developing will want to stay. One way to accomplish this is to have well planned, skillfully executed meetings that provide variety and meet the needs of members. This creates enthusiasm, which makes it easy to retain and build membership. To ensure member retention, I suggest keeping an eye on membership to make sure it doesn't go below a certain number. A membership of 30 is a good target. When it gets close, actively recruit new members. It is much easier to keep a club at 30 to 40 members than it is to increase membership once it gets below 20.

Why is it important for every club and district to have an organized public relations campaign?

Public relations can be defined as "doing a good job and letting the world know about it." Unfortunately Toastmasters is in some instances a well kept secret. We need an external public relations campaign that lets the world know what Toastmasters is all about. This will lead to increased membership.

For instance, in April I did a radio in-

terview in Chicago. I talked about Toastmasters and the benefits of our programs. Before the weekend was over, the station received 50 telephone calls from people who wanted more information about our organization.

Why is it important for members to achieve CTM status?

The CTM is the first mark of recognition in our program. It gives those who reach this status a foundation from which they can progress in our program into a chosen area of specialization. It also helps to develop their confidence and motivates them to progress in Toastmasters.

"I decided that communication was a skill that I would acquire and master."

How can we encourage more members who have reached CTM status to continue for their ATMs and DTMs?

Members will be interested in continuing to better themselves when they become aware of the benefits of completing an ATM or DTM. Club leaders can educate members by explaining the benefits at meetings and displaying advanced manuals, which show people the various options they have. A way to encourage members to give manual speeches is to post progress charts on the wall. The Educational Vice President can draw attention to the progress of individual members by telling others how many speeches they have left to give until they reach a certain status. This will cause everyone to support and encourage the members. Once they do obtain their ATMs and DTMs it is important that they are recognized in a professional, but very enthusiastic manner.

What new leadership opportunities do you see available in the coming years?

The Board of Directors has approved a modification program which will place increased emphasis on marketing and public relations. They have taken a look at the structure of our clubs and districts and tightened up some of the position descriptions, renamed or re-titled some of the offices, developed new training materials and created new offices within the club and district. These changes will provide a complete new set of leadership opportunities.

What do you believe are the responsibilities

of each member to the organization and to the club?

The first responsibility is to be a good member—to take your membership seriously and to recognize that every club is really only as good or as strong as each member. The second responsibility is to fulfill your assignments. If you are to give a speech, prepare it according to manual instructions and deliver it in a professional manner. When you are an officer, understand the duties of your office. A phrase I use often when talking about responsibility is the "Triple P Formula": Preparation Before Participation Equals Professionalism.

As president you will visit many districts this year. What do you hope to accomplish during these visits?

I'm looking forward to the opportunity to visit 11 districts during my term as International President, and I have a number of things I want to accomplish in these visits. First, I want to talk to as many Toastmasters as possible and share with them the excitement of our organization, encouraging them to use our program as our founder intended. I will listen to members and find out what's important to them and what we as an organization can do to make the program meet their needs. I also want to spend some time with our district officers, advising them in the areas of leading their districts and raising the profile of our organization through media interviews and visits with corporate leaders.

What do you see in Toastmasters International's future?

Today is a pivotal, exciting time to be the President of Toastmasters International. We're coming out of the 1980s and entering the 1990s, the final decade in this century. As we prepare and build the foundation for our program to take it into the 21st century, our responsibility is to protect the program provided to us, build on it, make it more effective and available to more people. At the same time we also must be sensitive to the changes occurring in the marketplace, be able to seek out the opportunities that are in those changes and respond accordingly. ♣

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___ 1993 ___ 1813 ___ 1810
 ___ 1994 ___ 1812 ___ 1917
 ___ 1995 ___ 1811 ___ 1978
 ___ 1984 ___ 1840 ___ 1977
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