

The Toastmaster

JUNE 1979



Overcoming the Fear of Stuttering

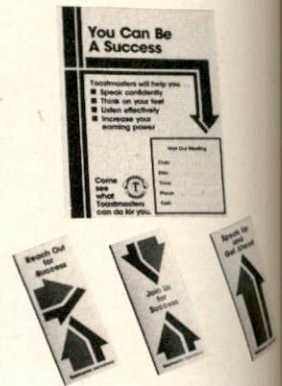
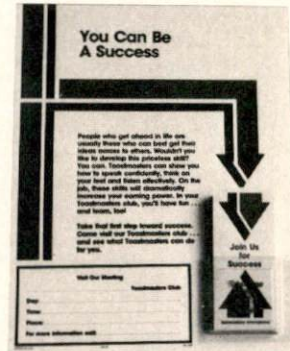
Spread the Word About Toastmasters!

Toastmasters can lead you to greatness. And that's no secret. So why not tell everyone about it? Starting today — with these appealing promotional tools. . .

367-368. New TI Posters. These eye-catching works of art will help you get your message across quickly and eloquently. Two sizes available. The smallest (367), is 11" x 14". The color scheme is navy blue and white and there's space for your club's name, meeting time and place and phone number. Set of 10: \$2. The large red, white and blue poster (368) is 22" x 17" and comes with a plastic stick-on brochure holder. Set of three: \$4.

99-101. New Brochures. Toastmasters has completely revised its promotional brochures, giving them an attractive design that complements the new posters.

The new brochures include *Reach Out For Success* (99), which tells prospective members what Toastmasters is all about; *Join Us For Success* (100), which includes statements from prominent persons who have been helped by Toastmasters; and *Speak Up and Get Ahead* (101), which is tailor-made for company clubs that want to promote their programs within their organizations. Clubs may request up to 25 of the above brochures at no charge. Additional copies are 2 cents each. Contact World Headquarters' order department for details on quantity prices for orders of 1000 or more.



267. Communication Achievement Award. Now your club can honor a local dignitary for outstanding communication achievements and gain valuable publicity at the same time! Comes complete with a handsome award plaque ready for engraving and a helpful "how to" booklet with valuable tips on who to select, how to present the award and how to gain the needed publicity. \$15.



363. Highway Sign — 22". Features the Toastmasters emblem in weatherproof paint with reflecting Scotchlike "T." Provides an excellent way to publicize Toastmasters — and your own club — in your community. Pre-drilled holes make this sign easy to attach. \$15.



376. Membership and Extension Slide Presentation. This unique 40-slide show provides a great way to introduce Toastmasters to a civic group, business association or prospective club. The show comes with professionally prepared slides and a script booklet. \$15.



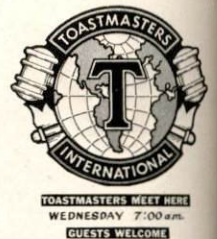
377-378. TV, Radio Public Service Announcements. Let Earl Nightingale work for you! These 30-second television and radio public service spots will go a long way toward making the Toastmasters program better known in your community. Information sheets with tips on how to use the tapes are included. Television spots (377), \$25; Radio (378), \$5.



369-370. TI License Plate Frames and Bumper Stickers. Carry Toastmasters with you wherever you go . . . or give these popular items as gifts. Let everyone know how proud you are to be a Toastmaster. License Plate Frames (369) sold only in sets of two — \$2.50, plus \$1 postage and handling (U.S.). Bumper Stickers (370) come in sets of two — 70 cents each.



384. Official Club Meeting Plaque. White plastic plaque, 10" square. This attractive plaque makes an effective promotional tool to hang in restaurants, auditoriums, business rooms . . . wherever your club meets. Includes pressure-sensitive decals for posting the day and hour of your meeting. \$3.50.



The Toastmaster

June 1979

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There are some two million adult stutters in the United States alone, not to mention the millions of children who have stammering problems. For most of them, stuttering is an agonizing experience, and the fear of stuttering causes many to remain silent when they have something to say. But stuttering doesn't have to be a handicap. The problem can be controlled. And anyone who suffers from it can learn to speak without fear. . . (Cover art by Joel Barbee.)



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Positive Thinking

Lately, in spite of all my planning, preparations and efforts, nothing seems to be going right with my Toastmasters activities. Do you ever feel that way — as though you were in some sort of a slump? Ready to chalk up the whole effort to experience? We all have known this feeling at one time or another. We are, after all, human beings not machines. Things can go wrong.

Not too long ago a jockey finally rode a winning horse after losing 110 consecutive races. Did he feel as though he was a failure? I'm sure he did. So much so that it was reported he had his bag packed and was ready to return home to think things out. But a trainer at the track — himself in a losing streak — pulled the jockey aside and convinced him it would be wrong to quit at a time when he was losing.

When you hit a slump, or if you are in one right now, do something positive. Consider the advice the trainer gave the jockey — *Get in there and stick with it; try harder.* Next, review your past successful Toastmasters experiences — speeches, table topics, evaluations, special activities. Then immediately take the next step and volunteer — that's right, volunteer — for an active part in your club's next meeting.

No one can guarantee that you will win the club's next speech contest using this system. However, by building on your past successes, you can get into a better frame of mind to succeed in all your efforts to become a better speaker through Toastmasters.

Michael L. Wardinski, DTM
Alexandria, Virginia

Blind Toastmaster Protests Contest Rule

I would like to register a protest about the rule prohibiting use of an audible tone to signal times during speech contests.

I recently competed at an area level contest. I went two seconds over the time limit. Being almost

totally blind, I cannot see timing lights and the person who stood to give me the green light sat down before I could see him. I'm also at a disadvantage in a speech contest because I do not outline or write out a speech. I organize it in my mind and then depend upon the first time signal to tell me when to summarize and conclude. Before I gave my speech in the area level contest, I requested an audible tone, but was told that was against the rules.

It seems to me that Toastmasters is discriminating against the visually impaired with such a narrow-sighted rule.

Pat Kelly
Edinburg, Texas

Your plight brought into focus a definite need for an option regarding light and timing procedures used in Toastmasters speech contests. Be assured that such a recommendation will be brought to the attention of the Board of Directors' Educational Committee at the August board meeting. —Ed.

A Reluctant Farewell

Joe Dalatte, sergeant-at-arms of the Business and Professional Toastmasters Club in New Orleans, has found it imperative to resign from the club so he will have time to work toward a college degree.

His letter of resignation so well exemplifies what Toastmasters can do for a person that I feel it must be shared.

Joe wrote: "For 30 years I could not stand before even a small group without being seized by panic — trembling hands, a pounding heart, utter terror. Sleepless nights always preceded speaking engagements.

"Perhaps you can imagine my utter dread at the thought of living a life of fear — because of severe public speaking anxiety.

"Then came Toastmasters. With each speaking experience in the club, I felt confidence and strength growing in me. I have recently been able to speak to professional groups of 40 or 50 without the dread that once plagued me — indeed with anticipation. Fear of speaking has turned to excitement!

"Perhaps you can also imagine and

share the joy I feel with this new found self-confidence."

Is not this a wonderful accolade for our organization?

Moses E. Brennan
New Orleans, Louisiana

Reader Recommends Remedy for Eye Strain

Just a brief note of constructive criticism.

I often have wondered why, in spite of the many well written articles in *The Toastmaster*, that I find the magazine fatiguing to read.

I believe the answer is in your strange composition format, whereby you use "ragged right" justification for most of your columns.

I personally do not find it very attractive to look at. And in the printed word, it certainly is tiring on the eyes.

I wonder if there are other readers who feel the same, and if there is some way the magazine could print the columns in a format more relaxing to the eyes — mine anyway.

Hank Singler
Somers, Connecticut

Praise for Toastmasters Who Dress for Success

I read with interest the March article on "Dressing for Success." I recently gave a speech on a similar subject, for which I was awarded the "Best Speaker" trophy. One of the things that impressed me most about Toastmasters when I started going to speech contests and conferences was the fact that all Toastmasters were very sharply and appropriately dressed.

We are so busy learning and helping others to learn to express themselves that we have no time for fuss and frills. Too bad that other people in the business world do not take a lesson from Toastmasters about modes of dress and other important aspects of life, such as helping our fellow man and honoring our senior citizens.

Christine B. Vallejo, California

Feedback - A Foundation for Growth

How do you measure your progress as you work toward a goal? Most of us depend a great deal on *feedback*. It tells us where we stand. But, more important, it gives us recognition for our achievements. This magic potion of emotional food is one of the most vital ingredients of anyone's diet. Yes, diet — most people are starving for feedback or recognition and acceptance of what they do, how they act, their job performance, dress and even lifestyle.

Psychologists have filled columns of books with studies of human behavior and motivation. I like the simplistic description of Lilburn S. Barksdale, who writes that "our basic motivation is to *feel good* physically, mentally, socially, spiritually."

The human hunger for recognition and satisfaction is demonstrated in many ways. For instance, a mother admonished her young son to walk straight home after school without stopping along the way to play. She said, "You can go out to play after I know you are home safely." But the boy continued to arrive home late. When the mother started to punish her son, he explained, "You just don't understand. The safety patrol boy won't let us cross the street when we are ready. He makes us wait until a car comes down the street so he can go out and stop it."

The patrol leader was performing his job, but was his first concern for the students or did his motivation for power and recognition prevail?

We are all a lot like the patrol leader. People perform a wide variety of acts to attract attention. We also may want to achieve, join or gain power. But while our motives may vary, the hunger for recognition and reward is usually the desired end result.

In my role as a training and development consultant, I design programs in which trainees progress step by step, moving from easy to more complex problems. A check on each trainee's progress is made at every step. This serves a twofold purpose. It gives the instructor an opportunity to recognize achievement and it gives the trainee feedback on his or her progress. That feedback can motivate the trainee to tackle more difficult problems and to continue to grow.

Originators of the Toastmasters program obviously had great insight in structuring our highly successful four-step model of *listening, speaking, thinking* and *evaluation*. This model recognizes not only the immeasurable value of speech training, but also the benefits of evaluation. This fourth step is the basis of feedback — it offers a timely opportunity to recognize progress or to give specific guidance for improvement.

Toastmasters is now in its 55th year of service to thousands interested in self-development. More than a million people have benefited from the original four-step model. Educational materials are updated from time to time, but the model remains the same. Indeed, it should remain unchanged. Not only does it contain key building blocks for personal growth, it also gives us the best payoff — recognition, the basis for growth in life. ■



Hubert E. Dobson

Lending Support To Leaders of the Future

Washington, D.C. — They are the Toastmasters of the future — and that's reason enough for Toastmasters of today to take an interest in the youths who set out to win the Boy Scouts of America's national public speaking contest.

Robert Blakeley, DTM, a past international president of Toastmasters, volunteered to be head judge at the contest finals held in Washington, D.C. recently and Toastmasters in District 46 conducted the semifinals held at the Boy Scouts' headquarters in New Brunswick, New Jersey.

The contest was sponsored by the Reader's Digest Association, which offered a total of \$11,500 in scholarships to the winners. The top awards — \$2000 scholarships — went to Patrick G. Daus, 16, of Flushing, Michigan, and Ernest Tutt III, 19, of Dallas, Texas. Each spoke on a theme related to his scouting or exploring experiences.

The national contest is now in its ninth year, and the Toastmasters who have sponsored the event are eager to continue their involvement in future years so they can take advantage of this opportunity to guide the youths who may well be Toastmasters' future leaders.



SMILES OF VICTORY — Winners of the annual Reader's Digest Association-Boy Scouts of America public speaking contest were Patrick G. Daus, of Flushing, Michigan (left), and Ernest W. Tutt III, of Dallas, Texas. Each won a \$2000 scholarship in a contest that Toastmasters in New York and Washington, D.C. helped conduct.

Practice Pays Off — On National Television

Fullerton, California — Progress may seem slow at times, but the time and effort you spend developing your speaking skills is bound to pay off eventually — and it may even happen in a way that can give you a touch of fame.

For example, Toastmaster Ed Freis, a member of the Yawn Patrol Club 3436-F in Fullerton, California recently found himself in the national limelight when he was asked to appear on the "Good Morning, America" television show to comment on President Carter's State of the Union speech on inflation.

The ABC Network news staff initially contacted Freis' employer, Beckman Instruments,

Inc., Fullerton, one of several large companies asked to respond to Carter's address on the nationally televised program. Freis, who works in the company's corporate manufacturing division, was one of six employees chosen to represent Beckman. His polished style of speaking was the main reason for his selection — and Freis gives Toastmasters most of the credit for that.

Freis' rise to stardom was short-lived — he has announced no plans to go into show business or to become a television commentator. But he's still a celebrity in the eyes of his fellow Toastmasters, each of whom would no doubt be just as thrilled to have a similar opportunity to demonstrate the gains he or she has made through Toastmasters.



WHITE HOUSE GREETING — President Carter congratulates Dennis Wyant on his appointment as deputy assistant of labor for veterans' employment.

Former Toastmaster To Represent Veterans In Key Labor Position

Washington, D.C. — If career advancement was among the goals you set when you joined Toastmasters, you should find the news of 35-year-old Dennis Wyant's recent promotion very encouraging.

Wyant, a DTM and winner of 23 Toastmasters speech contests, was recently nominated by President Carter to serve as deputy assistant secretary of labor for veterans' employment. A former member of the VA Gaveliers Toastmaster Club 2920-36 in Washington D.C., Wyant left a position as special assistant to the administrator of Veterans Affairs to assume his new post in the Department of Labor after his nomination was confirmed by the U.S. Senate.

Wyant, a consultant for the President's Committee on Employment of the Handicapped, has been active in veterans' affairs since coming to Washington, D.C., in 1973 as a national field director for the Blinded Veterans Association.

An active member of the Disabled American Veterans, the national Association of Concerned Veterans and the American Legion, Wyant lives in Bethesda, Maryland. His wife, Judy, is active in Toastmasters as president of the Fairfax Toastmasters Club 1899-36 in Fairfax, Virginia.

How to Combat Audience Fatigue

by Armen Charles Tarjan, ATM

Here you are, winding up preliminaries and going into what you feel is the heart — the quintessence — of your masterful presentation. Now, you tell yourself, they're really going to sit up and marvel at what I have to say next.

But as you plunge into the body of your speech, you notice that someone in front row is sleeping, others are yawning and still others are impatiently glancing at their wrist-watches.

No speaker with gumption will panic at this crucial moment. Instead, you've got to listen to the internal alarm system that tells you when drastic action is needed to recapture the attention of the strayers in your audience.

To do this properly, you must have the correct mental attitude toward your audience. You can't be angry at your listeners for being disenchanted with your talk. If your presentation is boring, then you've got it coming, you really shouldn't be up there in the first place.

Even if you are indeed presenting a sparkling monologue worthy of the highest praise, some members of your audience may be inattentive only because they had a hard day at work or maybe they're just tired of sitting, giving credence to the academic adage: "The mind can only absorb what the end can endure." Under such circumstances, you may need to use unusual — perhaps even offbeat — tactics to regain your audience's attention. The following tactics may not be appropri-

ate for every situation but there are occasions when each can rescue you from a potential speaking disaster:

- *The Audience Mover* — "Everyone please stand up. When I say 'NOW,' clap your hands together once!" Obviously, you can't pause to give an order like this during a serious speech. It might recapture the attention of some strayers but continuity of thought would be interrupted. However, this tactic can most definitely be used when emceeding, when giving a light or humorous talk or when trying to quiet down a noisy audience at the

Listen to your internal alarm system — it will tell you when drastic measures are needed to recapture an audience's attention.

start of a speech. A relatively adept speaker can weave this "exercise" into the fabric of his or her talk.

Startling Sleepers

- *The Sonic Boom* — This tactic can wake even the soundest sleepers in your audience. A preacher proved that when a member of his congregation fell asleep during the sermon. The preacher decided to make an example of the congregant and said in a soft, soothing tone of voice, "All of you who want to go to heaven raise your hands." Then, still speaking softly, he said, "Those of you who want to go to Hades . . ." He finished the sentence by shouting, "Stand up!"

The sleeper in the second row

awoke with a start, leapt to his feet, looked around him, then said, "Reverend, I don't know what we were voting for but we sure were outnumbered!"

Be sure to precede that shout with a few softly spoken lines when you use this gimmick, and the effect will be as startling as the sound of a rifle shot.

- *The Lectern Thumper* — Although a drum might be more effective, the speaker's lectern can be a good soundmaker. And you can use it as such during a speech without your listeners knowing you are trying to intimidate them so they will listen to your talk. The speaker needn't interrupt the flow of the speech but can use the lectern thump to emphasize a point whenever the need arises.

- *The Joke Inserter* — If there aren't too many sleepers, an appropriate joke or story will usually recapture the attention of the strayers. The suitability of the diversion is most important and the speaker must have an adequate repertoire. The speaker must know how to tactfully insert the diversion into the speech so it will not detract from the message, but will help listeners follow the speaker's train of thought. The main function of such a joke, besides embellishing the talk being given, is to give the listener who has been daydreaming a chance to focus his or her attention on the speech.

Audience Participation

- *The Peripatetic Orator* — The speaker who leaves the lectern to

The International Convention — An Ideal Place to Exchange Ideas

You have undoubtedly seen the publicity building up to the Toastmasters International Convention in August. But have you asked yourself, "What's in it for me?"

Those who have attended previous conventions could spend an entire Toastmasters meeting answering that question. They would tell you that the International Convention is probably the best place a Toastmaster can go for ideas related to speaking, programming, staging, recognition and a host of other subjects. You'll find it enlightening and exhilarating to exchange ideas with Toastmasters from other parts of the world. And the suggestions you take home are bound to give your fellow club members a fresh outlook, motivating them to tackle club and individual projects with more enthusiasm and vigor.

It would be well worth the investment for every club member to attend at least one International Convention during his or her Toastmasters career. The speakers, both Toastmasters and guests, represent the largest single group of nationally and internationally known personalities you will ever have the opportunity to hear. The ideas they will share with you will be invaluable to you as you pursue your communication and leadership development goals.

Nearly every Toastmaster, at one time or another, has an opportunity to help put a program together for a club, area, division or district meeting. There's no better way to find out just how to do that than to study the operation of the convention program as you proceed from one exciting event to the next.

You'll find ideas everywhere you turn — even at the banquets, where the conversation is lively and stimulating. You'll be learning in an atmosphere of fun. And that kind of education is sure to be an unforgettable experience!

How To Get Your Club in the News — Start Showing Your Appreciation

For those Toastmasters clubs that have trouble getting newspaper, radio or television news coverage, Dick Long of Allegany Toastmasters Club 2986-13 in Cumberland, Maryland, has a solution for you. Long says his club has developed excellent "contacts" with the news media in this western Maryland community.

Over the years, the club has generated thousands of dollars worth of publicity for Toastmasters International. To be sure the media continues to be responsive, the club orders several "certificates of appreciation" at 25 cents each from World Headquarters and presents them to the key editors and reporters at each level of the news media.

It works! Long says the certificates have been well received and appreciated by all. So, once you get that valuable "square inch" of coverage, protect it with a 25 cent guarantee. ■

walk among the audience is sure to capture the attention of everyone in the group. We have seen television mcees use this technique when interviewing members of an audience, and it can work just as well for a speaker giving a stage presentation.

Once you penetrate the listening group, the atmosphere changes dramatically. The disinterested re-join the listening audience primarily out of curiosity and even those who have been listening become more attentive. A note of caution: In order to use this ploy successfully, the speaker must have the main points of his or her speech memorized and be prepared to cope with body movement and changing surroundings while speaking.

• *The Pedagogic Speaker* — A popular classroom stunt teachers use to get attention is to occasionally toss simple questions at the students during a lecture. This invariably works since no student wants to look stupid due to inability (through inattentiveness) to answer a simple question.

In using this tactic with an audience, the speaker can phrase a question so that the answer is a foregone conclusion requiring only the simplest of responses, thus encouraging audience participation. A speaker can even state a question requiring only an affirmative or negative answer as he or she peers intently at the audience, making it clear that a response is indeed expected.

None of these devices can guarantee you the attention of everyone in your audience. These suggestions are offered only as attention-seekers — gimmicks to let the audience know you're still there with a message well worth hearing.

If you have the wit of a Socrates and the oratorical muscle of a Churchill, you don't need gimmicks. But if you don't possess such attributes, you probably should have started using a little gimmickry long ago to reach the strays you are bound to find in every audience. ■

Armen Charles Tarjan is secretary of Gainesville Toastmasters Club 3019-47 in Gainesville, Florida. He also is a professor of nematology at the University of Florida.

Start yourself on a lifetime of

Winning!

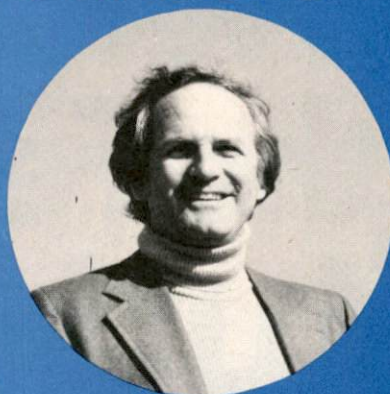
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9. Positive Self-Awareness
10. Positive Self-Projection



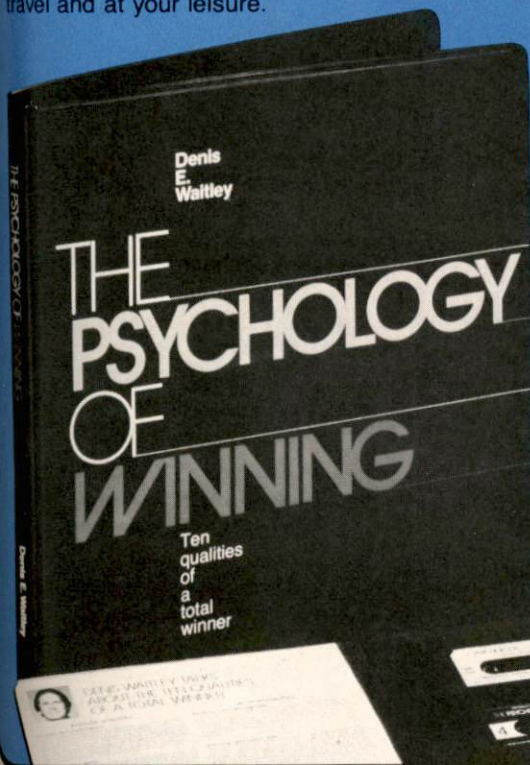
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- Enclosed is \$10 (or charge to credit card below). Bill me for the balance of \$39.95 plus \$2.50 for handling and shipping . . . **\$10.00**
- Enclosed is \$49.95 (or charge to credit card below). **I SAVE \$2.50** for handling and shipping . . . **\$49.95**
- Charge Credit Card:** Master Charge VISA American Express Diners Club

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Don't let the fear of stuttering stop you from having your say. With help, you can learn an entirely new way of speaking. . .

Overcoming the Fear of Stuttering

by Mike Snapp

Do you know what it's like to go into a restaurant and order something you don't really want merely because you can't say "cheeseburger"? To pick up the telephone, dial information and have the operator hang up on you before you can complete a sentence? To avoid asking directions from a passing stranger, even though you're hopelessly lost?

I do.

Wait! Before you brush this off as some kind of self-serving sympathy piece, let me explain my reasoning for attacking this problem as I have.

For a little more than five years, it was my privilege to work for Toastmasters International as editor of the very magazine you're now reading, *The Toastmaster*. That experience was a major turning point in my life.

There was, however, one consideration that almost caused me to pass up the opportunity to edit this magazine. Toastmasters, I was told, was an organization devoted to improving the public speaking skills of its members. As such, I would be required from time to time to represent not only the magazine in certain speaking situations, but the entire organization as well.

To a stutterer such as myself, this posed a unique problem. Fortunately, though, I made what I feel was the right decision. I put aside my fears and apprehensions and accepted the job. Looking back I feel my association with the organization improved my self-confidence and ability to communicate tremendously over what it had previously been.

A unique situation? Not really. When I announced about a year ago that we were considering doing an article for the magazine on stuttering I was amazed at the amount of mail we received. Most of those who wrote to us attributed a certain amount of their newly dis-



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covered fluency to their association with Toastmasters. In some cases, they had even achieved what I considered the ultimate success — winning a club or district speech contest.

When you stop to think about it, those of us who have been involved with Toastmasters are the lucky ones. We've had a chance to deal with our stuttering problems in a supportive environment. But what about the others? There are some two million adult stutterers in the United States alone, not to mention the millions of children who also experience similar difficulties. That's roughly one percent of this country's total population.

The worst part of the problem is the shame, fear and guilt the stutterer inevitably feels whenever he or she tries to speak and cannot.

A new problem? Not really. Through various historical and Biblical writings we have learned of a great many who were troubled with a similar handicap. Moses, Demosthenes, Charles Darwin, Somerset Maugham and Winston Churchill were all said to be stutterers. More recently, we're told that Marilyn Monroe, Jack Paar and Gary Moore also experienced some stuttering problems. And so do some of today's brightest stars in the field of entertainment and sports — Mel Tillis, Tommy John of the New York Yankees and pro basketball's Bill Walton.

Regardless of who the person may be, it's a big problem to all who are touched by it. Like an iceberg, the part above the surface — what people see and hear — is really the smaller part. The most serious part of the problem is beneath the surface — the shame, fear and guilt the stutterer inevitably feels whenever he or she tries to speak and cannot.

Of the millions of adolescents who suffer from it, roughly 75 percent are mysteriously cured without any therapeutic help. But for those of us who have found no cure, it is an agonizing problem. We are often told by others to "relax," to "think about what we're saying" or to "take a deep breath" and "speak more slowly." While all these suggestions are made with well-meaning intentions, they are of limited value. They can, in fact, actually make matters worse.

No Easy Answers

The young stutterer is faced with a problem that is notoriously resistant to treatment and undeniably quick to recur. And, despite what some may say, it is a problem that few really understand and no one knows how to cure.

If you go to experts such as speech pathologists, psychologists and psychiatrists for answers, you're likely to hear conflicting opinions. The traditionalists believe people stutter for purely psychological reasons — because of certain parental pressures in childhood or deep-seated emotional conflicts. Others say strong emotional traumas may have something to do with it.

Recent theories have speculated that there may actually be some physical causes for stuttering. One elementary school speech therapist is said to have told an 11-year-old boy that the reason he stuttered was because, for lack of a better explanation, his brain was in backwards and he was, in fact, right-handed instead of left. My mother, as might be expected, was not impressed with that therapist's diagnosis.

Despite the disagreement among speech experts, most say that stutterers show no typical personality patterns. There are, they say, no consistent differences between those who stutter and those who

don't. And, until very recently, most agreed that about one-third of all stutterers could be greatly improved or cured, another one-third could be somewhat improved, and the rest could not be helped.

It's this kind of pessimism that has led stutterers to question their feelings and attitudes toward themselves: Will I always be unable to talk, to express my feelings? Does it have something to do with my mind, my nerves? Will my speech ever enable me to become socially accepted?

Often, these feelings of dejection, fear and loneliness are overwhelming. You begin to accept yourself as what you are — a person with a

Speech experts say there is no cure for stuttering, but there are ways to minimize the problem, to learn to live with it, to control it. . .

handicap. You come to the realization that, no matter what you do, you'll always be handicapped. I speak from experience. Before coming to Toastmasters, that was how I looked at it.

But it doesn't *have* to be that way. Although most experts readily admit there is no "cure" for stuttering, there are ways to minimize it, to learn to live with it, to control it. In short, you can eliminate your fear of stuttering if not the stuttering itself.

Attacking the Problem

Today, small groups of therapists are attacking the problem of stuttering more aggressively than ever, concentrating almost entirely on the physical side of the problem. Whatever its causes, they tell their patients, stuttering can be broken down into a series of learned motor responses, which can usually be unlearned through proper training.

Using the most advanced therapeutic techniques, the therapists

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teach their clients entirely new ways of speaking — in some cases, with the help of new technological aids. What is encouraging is that, in almost every case, the new programs seem to be working, as evidenced by their claims of success rates as high as 93 percent.

What are these programs, and how do they work? The following is a brief summary of three of the most successful and well-known programs offered today. While by no means all-inclusive, they represent a small sampling of what the stutterer may look for in today's marketplace.

- The Intensive Therapy Program for Stuttering (University of Southern California) — Perhaps one of the oldest programs in the country, its future is somewhat in doubt. While scheduled to be discontinued this fall, recent breakthroughs in not only replicating normal sounding speech, but maintenance of that speech pattern as well have convinced Dr. William H. Perkins, director of the program, to consider continuing the program, providing there is sufficient interest to warrant it.

The program basically seeks to alleviate the problem by retarding the speaking rate, although other methods are used as well. It includes approximately 84 hours of therapy provided in two forms: One involves group treatment four hours a day, three days a week for seven weeks. The other consists of individual therapy typically scheduled over a six-month period.

"We do the same thing you would do if you were trying to teach a beginning typist or a beginning pianist how to play," Perkins says. "We slow the whole thing down so that the movements roll off at a controllable rate, and then we gradually speed them up again.

"I think we've got a good answer on how to teach normal sounding speech as anyone who is working on this problem. But we don't have a good answer on how to maintain it. The people who have been working on that part of the problem at the University of Pittsburgh have taken some of the procedures we use as a means of establishing some approximation of normal sounding speech and then have put their emphasis on how to

manage these procedures by self-control and self-reinforcement.

"They phase out the monitoring so that they eventually replace monitored speech with unmonitored speech. And they appear to be getting very, very good results. We're getting ready to replicate their work and, as a matter of fact, it's the prospect of doing that replication that has changed my mind from going out of business to staying in it for another year or two. It indeed their procedures for permanence hold up as well as they have indicated they have for them, then I think we are close to looking at very real treatment options for people who stutter."

Approximate cost of Perkins' seven-week program: \$1500.

- The Precision Fluency Shaping Program (Hollins Communications Research Institute, Roanoke, Virginia) — Created by Dr. Ronald Webster, a professor of psychology at Hollins College, this program claims to have treated approximately

Don't waste time trying to speak with perfect fluency — even the best speakers occasionally stumble over words and phrases.

ly 900 individuals faced with stuttering problems. As with the previous program, Webster's breaks down the speech process into many small easy steps and teaches them one at a time. The program lasts three weeks and participation is on an intensive daily basis, six to eight hours each day for a minimum of five days a week.

Webster teaches stutterers to slow down speech drastically by breathing slowly and deeply, using the abdominal muscles rather than those in the upper chest. Using this breathing technique, Webster's patients learn to make their voices more gentle at the beginning of each syllable and then to raise them less suddenly than they did before.

"There is definitely something wrong with the way stutterers try to start voicing," Webster told a writer for the *New York Times*. "It's abrupt and excessively forceful, which makes their vocal folds snap shut and prevents their voices from

starting again." According to Webster, stutterers who succeed in making their voices start up more fluently can speak fluently as a result. The program is designed for individuals, not groups or classes. Each person works through the program at his or her own pace, supervised by a therapist. A small personal computer, designed by Webster himself, is used to help stutterers learn to control the voice onset. This personal computer monitoring assures the individual that new speech responses will be acquired correctly, Webster says.

Approximate cost of the three-week program: \$850.

• The Dr. Martin F. Schwartz Stuttering Workshops (The Center for Speech Pathology, Inc., New York) — Perhaps the most controversial of the three, Schwartz bases his therapy on a theory that stuttering represents a three-link chain of learned habits. The first is fear — of certain words, people and situations — that arises in childhood after such stress as illness, accident, etc. The second — and most crucial — link is a locking of the vocal cords, a spasm of the larynx. The third link, the actual stuttering, is, Schwartz claims, actually an attempt to unlock the vocal cords.

Dr. Schwartz, who recommends participation in Toastmasters to his patients, bases his therapy on the need to prevent the locking of the vocal cords a split-second before speech. To do this, he uses a simple two-step approach.

The first step involves exhaling a gentle stream of air through the mouth and letting it flow directly into the first word, phrase or sentence to be spoken. This, Dr. Schwartz says, keeps the vocal cords vibrating and open.

The second step, which deals with speed stress, involves slowing down the first syllable.

"If you let the air flow out passively, not pushing it and, without pausing, speak the first syllable slowly, you cannot stutter," Schwartz tells patients. "Once you've uttered that first syllable, you can go on at any speed you wish."

Schwartz's program is conducted during a series of weekend workshops held throughout the United

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States. At those workshops, Schwartz teaches his techniques along with a series of related exercises.

Patients are then urged to reinforce what they've learned in the workshops by practicing an hour a day for the next year. The hour is divided into four segments, and the patient records the first minute of each segment on a tape that is sent to Schwartz for weekly evaluation.

The author of a book which, by title alone, has alienated a number of other professionals in the field (*Stuttering Solved*), Schwartz claims a success rate of approximately 93 percent.

"But," he stresses, "let me be very precise about success, because it is extremely important to have a very careful definition. Success means not stuttering or playing any games — avoidance or what have you — in all daily, routine speaking situations. Now this does not mean a person might not get caught once in a while. He will. But he will be able

to recover instantaneously. In other words, he will not go all the way to a struggle. He will feel himself getting stuck, he will stop, he will recover and then go on through the word."

Approximate cost of the program: \$1200.

Of course, these programs are not the only ones available, nor do they represent all of the different approaches used by clinicians and therapists around the country. Metronomes, for example, are used by a great many speech therapists. Fitted behind the ear like a hearing aid, the motronome sounds a rhythmic beat that the stutterer is told to speak in time with. Considerable success has been achieved through this method but, again, retention of fluency continues to present the biggest problem.

Help Yourself

Which program is right for you or for someone you know who stutters? That's very hard to say. In

How to Help Yourself

While professional speech therapy can be very beneficial to the adult stutterer, factors such as cost and scheduling make it impossible for many of us to obtain professional treatment.

Fortunately, today's speech experts agree that the stutterer has the inherent abilities and desires needed to become fluent. It's just a matter of following a few simple guidelines:

- *Don't try to hide your stuttering.*

The more you try to camouflage the fact that you stutter, the more you will.

- *Face your problem.* Say "I stutter." Then learn some positive ways of assisting yourself. Give up all your old tricks, stop avoiding those "trouble" words and admit to yourself that stuttering is a problem . . . but a problem that can be handled.

- *Learn all you can about stuttering.* Talk to local clinicians, therapists, psychologists and other experts. Read all you can. There's a wealth of fascinating and helpful information out there, and it's easily accessible. For assistance contact the Speech Foundation of America (Memphis, Tennessee), the American Speech and Hearing Association (Washington, D.C.) or the National Stuttering Project (Walnut Creek, California).

- *When you stutter, find out what went wrong.* Don't rush by that troublesome word or phrase and then forget it. Find out why you

stumbled over it. Examine your breathing. Are you inhaling a sufficient amount of air? Are you reversing it smoothly and starting an outward flow, or are you holding it in your lungs? Are you blocking the air off in your throat at your vocal folds? Is your tongue humped in back of your mouth ("K" and "G" sounds) or jammed up against your gums ("T" and "D"), blocking off the air? Are your lips pressed together so tightly ("P" and "B") that no air can flow between them?

If so, concentrate on what you're doing. Stand before a mirror and watch yourself stutter. Or get a tape recorder and listen to yourself stutter. Then concentrate on correcting your mistakes before you stutter, while you are stuttering and after you have stuttered.

- *Try to stutter more easily.* Avoid awkward body jerks or rapid head movements. If you find you're having trouble, stop yourself, think about what's going wrong and try again.

- *Don't overreact to your mistakes.* Don't be afraid of what your listeners think of you. Isn't it more important that you have something to say?

Get professional help if you can. But if you can't, help yourself.

Remember: Your stuttering won't go away. But you can make it a lot easier to live with. ■

fact, it would be remiss of me to offer such advice. What may be right for me may not necessarily be right for you. The best advice I can give is to look into the various programs, read the literature, and talk to your local speech therapists and university clinicians about the programs offered.

Other good information sources are the Speech Foundation of America in Memphis, Tennessee, the American Speech and Hearing Association in Washington, D.C. and the National Stuttering Project in Walnut Creek, California. All can be very helpful, and all can help you make the right decision.

The final answer? As you've probably guessed by now, there is none. There are, however, some things you can do to help yourself.

While therapy can undoubtedly provide most of that help, it may be too expensive or time-consuming for a great many people. If that's the case, there's an abundance of literature in the marketplace that provides "self help" suggestions for stutterers and most are available at minimal cost.

So what's the first step? It all begins with you — your feelings and attitudes. Accept the fact that there is no panacea for stuttering. Admit to yourself — and others — that you want to do something about it. Then do it. Don't waste time trying to speak with perfect fluency; after all, most people are not completely fluent. And, finally, come to the realization that you probably won't ever stop stuttering completely.

For those of us who stutter, this is probably the best time in history to be alive. Centuries ago, doctors used to cut out tongues of stutterers, believing the length of the tongue to be the root of the problem. Fifty years ago, children who stuttered were whipped for it. But today, the quality of stuttering research and therapy is improving steadily. And someday — somehow — there may even be something we can call a cure.

Until then, there's always Toastmasters. ■

Mike Snapp, former editor of The Toastmaster, is now editor of Western Language Magazine in Irvine, California. He also is a freelance writer.

Write for The Toastmaster

by Sherry Angel, Editor

Anyone who has earned DTM status knows how satisfying it can be to make a personal contribution to Toastmasters through such activities as new club sponsorship, administration of Speechcraft and Youth Leadership programs and public relations work.

And anyone who has written an article that has been published in *The Toastmaster* magazine knows this kind of service to the organization also can be very rewarding, even though Toastmasters aren't given an award, a special title or a paycheck for that accomplishment.

Unfortunately, when Toastmasters ask themselves the question — How can I serve this organization? — they seldom come up with an answer that involves writing for the magazine, which goes to nearly 70,000 Toastmasters throughout the world.

Why? Perhaps it's because most speakers would rather talk than write.

Or maybe it's simply because most Toastmasters aren't sure just how to get an article published in the magazine. If you're in that predicament, you may well be overestimating the difficulty of this endeavor. No set of guidelines can guarantee you success, but the following tips can help you put together an article that will have a strong chance of being selected from the hundreds submitted to the WHQ publications staff for consideration each year.

First, you've got to have something to say — a subject that can teach Toastmasters how to become better communicators or better leaders and one that hasn't already been covered in a recent issue of the magazine.

Just as important as the subject, if not more so, is the way you present it. The writing must be clear, con-

cise, lively and grammatically correct — requirements as essential to good speechmaking as they are to good writing.

Your article also should be written for a specific section of the magazine. In general, member submissions to *The Toastmaster* can be divided into four categories: feature articles, "How To . . ." features suggestions for the "Idea Corner" and club/area/district news for the "Update" column. Following are a few basic requirements for each type of contribution:

- *Articles* — Full-length articles submitted to *The Toastmaster* usually run from 1000 words (three typewritten, double-spaced pages) to 3000 (10 or more pages).

In most cases, they approach the subject from a "how-to" angle, avoiding heavy theory and using a number of specific examples and illustrations to support general statements.

Like any good speech, a good article has an opening, a body, (supported by examples) and a conclusion. It should deal with some aspect of the communication and leadership process, and it should focus on the individual member's self-improvement efforts.

- *"How-To . . ." Features* — Although these articles must be shorter than regular features (500 to 1500 words, or three to five typewritten pages), it is just as important when writing for this column to develop your ideas fully, using specific examples and illustrations to support whatever general statements you may make.

What exactly are "How-To . . ." features? They are short articles, submitted by Toastmasters who want to share organization-related ideas to help clubs function more effectively and to help individual members gain more from their

involvement in Toastmasters.

- *"Idea Corner"* — Every month, we print at least one and sometimes several brief suggestions based on programs or methods of club operation that have worked for those who contribute the ideas. Just send us a simple, one-page description of the idea you'd like to share.

- *Club/Area/District News* — Every other month, *The Toastmaster* carries a section called "Update" in which we highlight, with stories and/or photos, outstanding or unusual accomplishments by Toastmasters or Toastmasters clubs around the world. Because space is so limited, we don't cover common events such as club anniversaries in this column. Instead, we feature news items and personal achievements that are out of the ordinary — events that don't happen often and accomplishments requiring special efforts that set the achievers apart from other Toastmasters.

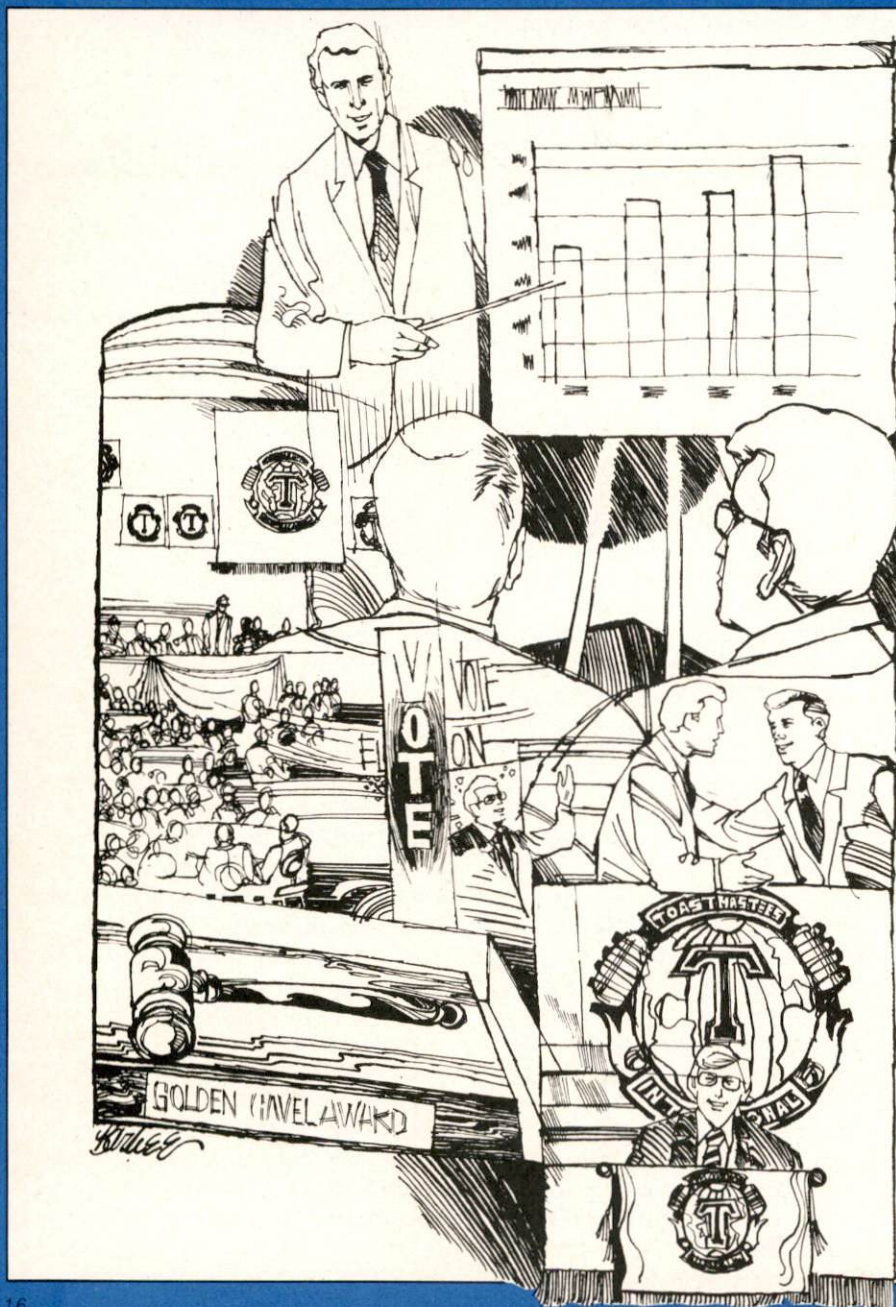
Contributions to the "Update" column are greatly enhanced by photographs, and we could use many more than we receive. Since we have no staff of freelance photographers, we are totally dependent on you. We need photographs of unique or interesting events. (Unfortunately, this does not include officer installations, charter presentations or award nights.) And we need photographs that capture Toastmasters in action.

We are ready and willing to help you get your material into print. While it's impossible to promise that every manuscript and picture we receive will be published, we can assure you that all your submissions will be given serious consideration.

And even those that are not accepted for publication will be well appreciated as signs of your genuine interest in making a special personal contribution to this organization. ■

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Several major interstate highways give easy access to the city and the convention headquarters at the Radisson Downtown hotel. The international airport is served by 10 major airlines and is located 20 minutes away from the hotel by limousine or taxi.

If you're driving, parking is available adjacent to the hotel. Check with the District 6 Hospitality/Information Center (Mezzanine Level) for information on other parking areas within easy access to the hotel.

Once in the hotel, you can walk throughout the downtown business section via the city's famed indoor "Skywalk System." For lengthier trips, taxi service is available at the main entrance of the hotel.

See page 31 for convention registration and hotel reservation forms.

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Choose your words carefully — the language may be changing faster than you think. . .

slang (slang) **n.** **1.** Language, words, or phrases of a vigorous, colorful, facetious, or taboo nature, invented for specific occasions or uses, or derived from the unconventional use of the standard vocabulary. ▼ The vocabulary of slang, although usually ephemeral, may achieve wide use, and, in the evolution of language, many words originally slang have

been adopted by good writers and speakers and have ultimately taken their place as accepted English. **2.** The special vocabulary of a certain class, group, or profession, or college **slang.** **3.** Formerly, the argot or jargon of thieves and vagrants. — **Syn.** See **DIALECT.** — **v.t.** **1.** To address with slang. **2.** To abuse or talk back to; also, to scold. — **v.i.** **3.** To use slang.

Modern English: Is Your Vocabulary Up-To-Date?

by Barbara Scherr Trenk

"Words play an enormous part in our lives . . . Words have power to (mold) men's thinking . . . Conduct and character are largely determined by the nature of the words we currently use to discuss ourselves and the world around us."
Aldous Huxley

The rules of spoken communication are often less rigid than those for the written word. Yet speechmakers have an obligation — to themselves and their audiences — to be even more

concerned with their choice of words than the writer of printed material.

Poets and novelists may experiment with new styles of expression and take the lead in developing new usages of words because a book can be read and reread for deeper meaning if one wishes to pursue the subject. But the speechmaker doesn't have this luxury; if an audience is offended or unable to relate to a speech because of the choice of words, the speaker has lost his or

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chance to make a point. You don't have to use the most formal English in every speech, but it's important to avoid distracting errors with words that make your audience uncomfortable. Words that are outdated, slangy or pretentious detract from even the most interesting message. Words that are racist, sexist or otherwise offensive may offend individuals and therefore keep them from listening attentively to your point. And the use of too many tediously overworked words and expressions can lull an audience into an inattentive, unresponsive state — if not to sleep.

Redefining Words

The meanings of many words change over the years — very gradually in the case of those that were formally accepted. There was a time when describing a person as "silly" was to say he was blessed. When Hamlet used the word "merely," he meant completely and entirely — a far cry from the current meaning of this term. And prestigious, originally used to mean a deception, has evolved to describe its sound-alike — prestige. The word "holocaust," often used to describe the mass murders of World War II, is commonly interpreted to mean "great total destruction of life." But the definition given in Webster's *New World Dictionary* (second edition, 1970) includes "burnt offering," the word's original meaning.

While words such as these slowly take on new meanings, slang and technical expressions change — and become outdated — very quickly. Perhaps the most useful advice that can be given about the use of slang in formal speaking is that you should be aware of what slang is and when you are using it.

Many words that begin as slang become part of our formal language; in fact, one literary critic, Joseph T. Shipley, in his book *In Defense of English* has noted that word formation is basically a democratic process in which "the lower levels of society are indeed more influential... than the 'upper crust.'"

Webster describes slang as "highly informal language... (that) develops from the attempt to find fresh and vigorous, colorful, pungent or humorous expression, and

generally either passes into disuse or comes to have more formal status."

The speaker should evaluate slang words before using them. Do they help make the message clear and interesting or do they simply give the impression that the speaker is trying too hard to be "with it" by using such a word or phrase.

Certain expressions have been

Words that are outdated, slangy or pretentious will reduce the impact of your message — no matter how important it is.

consciously coined by speakers or writers looking for concise, descriptive phrases. Thus the term "multiversity" was created to describe a multi-campus college system in which each campus is itself a university. "Second-hand smoke" is a phrase used by activists who are bothered by the tobacco smoke produced by other people. And such slogans as "black power" and "male chauvinist" were used as rallying

calls for people identifying with organized black or feminist movements.

The job of distinguishing slang from popular words that have passed into formal, accepted usage can be difficult even for language experts. Consider the following examples of this progression.

In 1973, the *Barnhart Dictionary of New English Since 1973* described the word "gay" — used as a noun for homosexual — as slang. Yet "hippy" — "a person who breaks away from conventional society..." — is not considered slang.

Today, the word "gay" is close to becoming formally accepted while "hippy," unless used in reference to the flower children of the 1960s, is considered outmoded.

Technical Jargon

While being careful to avoid using outmoded terms, speakers also should be wary of loaded words that are now in vogue. For instance, words that have recently entered the general language include those reflecting the current popular interest in psychology — "schizophrenic," "paranoid" and "hysteri-

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cal." These words have serious meanings to mental health professionals. For formal public speaking, the imprecise use of these technical terms should be carefully weighed.

Common phrases that add length but not substance to a speech also should be evaluated — and often eliminated. Too often the person whose speech is quite intelligible in casual conversation adds so many extra phrases to a formal address that the argument becomes lost in unneeded words.

Before saying something like "in point of fact" or "in regard to," stop a minute to consider whether the phrase really emphasizes your argument.

"Business puts enormous pres-

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sure on language as most of us have known it," warns newsman Edwin Newman in *Strictly Speaking*. "Under this pressure, triple and quadruple phrases have come into being — 'high retention characteristics,' 'process knowledge rate developments,' antidilutive common stock equivalents.'"

Just as the jargon of psychology is often used too liberally today, the jargon of technology is being used by many, perhaps to give their speeches an academic aura. As *New York Times* consulting editor Theodore M. Bernstein points out in *Dos, Dont's and Maybes of English Usage*: "When the jargon used by practitioners in a specialized field . . . (is) taken over by nonspecialists striving to sound scientific or intellectual or simply out of the ordinary . . . it not only is not precise or useful, but rather is likely to be obscure and wordy."

"Interface," a word originally from the technical fields of printing, chemistry and computer and space flight technology, has come to be used to describe "no more than a meeting place, common frontier, liaison, dialogue or point of contact," says *London Times* reporter Philip Howard in *New Words for Old*. Howard says this word has been "widely and loosely adopted as an imposing metaphor in the past few years, without anybody daring to betray ignorance by asking precisely what is meant by it."

"Input" is another word that's useful in a technical setting but often meaningless when used by laymen who want to sound impressive or perhaps to be deliberately vague.

Sometimes a desire to sound more authoritative leads speakers to use elongated — though incorrect — forms of simple words. "Orient" becomes "orientate," "visit" becomes "visitation" and "use" becomes "utilize." As Bernstein says of the last of these examples "It's not merely a matter of using the simpler word; it's also a matter of using the precise word. . ."

Other "junk" words, as John McCall, professor of English and provost of the University of Cincinnati calls them, include "maximize," "interact," "viable" and "prioritize."

Another expression that often does little more than clutter one's speech is "more or less." Howard calls the incorrect use of this phrase "pompous imprecision," citing this example: "I arrived more or less promptly." Can anyone suggest a time more prompt than promptly?

Social Influence on Language

While many words and phrases in common use today have emerged from technical professions, social movements also have expanded the English vocabulary. The various movements for equality have added several words to our vocabulary and given new meanings to others. "Male chauvinist pig" took its official place in the *Oxford English Dictionary Supplement* in 1976.

And, to return to the word "gay," Philip Howard notes that this term "has grown from a coy euphemism to accepted slang. . . It has recently become impossible to describe our cheerful and lively friends as 'gay' without risk of being misunderstood."

Consciousness of sexism in language has been expressed in many informal ways and has been formalized by the publication of such books as *On Equal Terms* by Jane K. Marshall, a volume that tells librarians how to develop a nonsexist cataloging system for books.

What about the he/his vs. they/their argument? Many argue that the neutral "they" is better than sex-linked "he" or "she." In the 1979 edition of *The Elements of Style*, E.B. White suggests: "No one need fear to use 'he' if common sense supports it. . ." The problem is that a large percentage of our population contends that common sense does not support this use. Speakers must decide for themselves, considering the attitudes represented in each particular audience.

Speakers have good reason to select and use words carefully. You must make your listeners feel comfortable if you want them to be attentive. If your choice of words makes your audience uneasy or distracts your listeners, your ability to communicate will be jeopardized — and no speaker can afford to risk that! ■

Barbara Scherr Trenk is a freelance writer and public relations consultant. She lives in Smithtown, New York.

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Structuring Your World Through Language

by S.I. Hayakawa

The world we live in is created by the language we talk.

I often used to say in my freshman classes in semantics: Suppose you and your little dog crossed the border into Canada. Try to tell the dog what's just happened."

To us it's an enormous reality. You leave the jurisdiction of Washington and Albany and you enter the jurisdiction of Ottawa and Toronto. The dog doesn't know anything about it. He's crossed the same border you've crossed, but that border doesn't exist for him. Why? Because it's linguistically created, and dogs don't have language.

You can talk to a very, very intelligent dog and say, "I promise you a hamburger next Tuesday." But it doesn't mean a thing to him because Tuesday, New Year's Day, Birthdays, January, February, March, April — all of these exist in language, or they don't exist at all.

Thoughts Behind Words

When semanticists talk about language they're referring to the entire complex — first, of how people talk, whether their language is specific or general, descriptive, inferential or judgmental. Secondly, they're referring to the attitudes people have toward their own utterances — whether dogmatic, open-minded, rigid or flexible — because words are so much more than descriptions of experience; they are evaluations of how we think. And the way we evaluate is inextricably bound up with the way we talk not only to others but to ourselves.

The behavior school of psychology asserts that all thought is subvocal speech. It's not necessary to go quite so far to concede the importance of this observation. Certainly, most of thought is talk-

ing to one's self silently. And if our spoken evaluations are hasty and ill-considered, our unspoken ones are likely to be even more so.

A man says, "I don't like fish." There are many, many different kinds of fish and many, many ways of preparing them. But he still says, "I don't like fish." So he even avoids clams and lobsters, which are no more related to fish than snails are to partridges.

Now, perhaps you may think this is a trivial example, but don't all prejudices work in exactly this way — whether they are racial, national ideological, religious or occupational? We have all kinds of attitudes frozen into words that trigger a reaction in us — "I just can't stand women's clubs," "You know how taxi drivers are," and so on.

There are the ideologically muscle-bound who don't like the profit system, whether it manifests itself in a corner newsstand or General Motors. Others reject government intervention in business, no matter what kind of intervention and what kind of business or for what purpose. That is, these are great big abstractions — free enterprise, government intervention in business, etc. No one will know what you're talking about until you start getting much more specific.

Hence, we have unexamined key words in our thought processes. And by creating the illusion of meaning where no meaning exists we run the risk of misdirecting your thoughts.

The philosopher C.S. Peirce has said this: "Is it terrible to see how a single unclear idea, a single formula without meaning lurking in a young man's head, will sometimes act like an obstruction of inert matter in an artery, hindering the nutrition of the brain and con-

demning its victim to pine away in the fullness of his vigor and in the midst of intellectual plenty."

Semantic Reactions

In short, language, to be language, must have a meaning. And meanings are not "out there." Meanings are semantic reactions that exist in people. A language doesn't exist just for sounds and spellings. It is the whole repertory of reactions that the sounds and spellings produce in those who speak and understand the language.

If I tell you a dirty story in Hindustani and you don't understand Hindustani, I haven't told a dirty story. You've got to have the capacity to react.

As Alfred Korzbski, the father of general semantics, said, "A language, any language, has at its bottom certain metaphysics, which ascribe, consciously or unconsciously, some sort of structure to the world. . . . We do not realize what tremendous power the structure of an habitual language has. It is not an exaggeration to say that it enslaves us through the mechanism of semantic reactions and that the structure which a language exhibits . . . is automatically projected upon the world around us."

The problem of education, as well as individual enlightenment, is to overthrow this tyranny of words by learning to look beyond the words, beyond the ideologies, beyond the rhetoric to the ultimate realities in society — all those nonverbal realities which all words are about. ■

S.I. Hayakawa, a noted semanticist and a United States senator from California, is a Golden Gavel recipient and a former member of Toastmasters' Educational Advisory Committee. The comments the senator makes in this issue of The Toastmaster are excerpts from a speech he gave in New York on May 18, 1977.

Your speech can have a lasting impact — if you know how to prepare the way Will Rogers and Daniel Webster did. . .

Preparation: A Guide for the Serious Speechmaker

by Robert T. Oliver

I have a friend who does a lot of public speaking but very little preparation. He boasts that he doesn't need to prepare because he has the "gift of gab."

"I'm the Will Rogers kind of speaker," he says. "I just stand up and the words come."

In a limited and particular kind of way, he is a good speaker. Far from having any stage fright, he leaps into his speeches eagerly. He is animated at the lectern and it's pleasantly relaxing to listen to him for he communicates his own lack of anxiety.

But he also has a problem — people don't take him very seriously. When his associates have difficulties they don't go to him for advice. When critical issues need to be explored, he isn't included in the discussions.

The truth is that he is not at all "the Will Rogers kind of speaker." In an autobiographical essay, Will Rogers explained how carefully he prepared his seemingly spontaneous jests. While he was on the stage twirling his lasso and drawling out his witticisms about the news of the day, a new idea often would pop into his mind. But he rarely used a sudden inspiration impulsively. Instead, in the many hours he spent preparing for each performance, he would phrase and rephrase the idea, until he found a way to use it with the best combination of humor and good sense.

When Dwight D. Eisenhower made a speech in Detroit during his 1952 campaign for the presidency, he set a standard that all public speakers should use as a guideline

when setting their goals. His audience was enthusiastic and his aides assured him that he had made a tremendous speech. "What matters," Ike told them, "is what they will think about it after I have gone away."

If a speech is truly effective, the audience will be thinking about it the next month and even the next year. This is precisely what never happens for the speaker who doesn't plan ahead. Sometimes it does happen for a speaker who knows how to prepare.

After rising to refute a proslavery speech in the U.S. senate before the Civil War, Daniel Webster was asked how he could weave together so many facts and intricate arguments extemporaneously. "I have been preparing for that speech all my life," Webster explained.

There are, then, two distinct kinds of preparation — the Will Rogers kind and the Daniel Webster kind. They have a great deal in common, but there are also substantial differences between them. Every speaker should master and develop both methods so each can be used at the appropriate time.

What the two methods have in common is that they both connect thoughts with speech. Both place the emphasis where it should be — on the ultimate worth, the lasting impact, of the ideas that give substance to the words.

Current speech textbooks focus on two key terms — "transaction" and "transmission."

Transaction — which is strongly recommended — is a process of interchange between the speaker

and his or her listeners, as in a store where goods are exchanged for money for the benefit of both seller and buyer.

A transmission is, on the other hand, a one-way presentation that isn't necessarily beneficial to both the speaker and the audience. A transaction speech involves an active process of give-and-take and interaction between the speaker and the audience. This key element is lacking in a transmission.

Every speech, we are told, should be a transaction, not a transmission. This is the fundamental characteristic that should dominate all speech preparation, whether it be the Will Rogers or the Daniel Webster type.

Now let's examine the three key terms that identify the kind of preparation you as a speaker should undertake to win from your listeners the ultimate reward of continuous respect.

Transactional Preparation

No matter what you say, or how you say it, the significant question every listener has in mind is, "What does this have to do with me?"

A speaker who uses the method of transactional preparation has his or her listeners in the center of attention at every stage of preparation (as well as during the presentation) of the speech.

In the first stage of preparation, the speaker asks: "What should I talk about considering my experience, my knowledge, my interests, my convictions?"

In phase two, the speaker asks, "How can I make this subject interesting, vital, useful and challenging to the particular individuals who will be in my audience?"

This audience-centered method of preparation involves the following four steps:

- Introduce your speech by demonstrating the usefulness of your subject to your listeners. Don't build your speech around such a theme as: "Geometry is an intricate system of measurement. This approach is subject-centered, and the listener response is likely to be, 'Who cares?'"

Don't build your speech around the theme that, "I find geometry useful," for this is speaker-centered, and again the audience reaction is liable to be, "So what?"

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far better theme for this sub-
would be: "A few simple rules
geometry can improve your tech-
skills so you'll be able to make
airs around your home." This is
audience-centered approach that
gates you to develop the subject
terms of the audience's interests
needs.

In the early stage of your
preparation, decide how you will
include your speech by suggesting
that your listeners should do about
the subject you will be discussing.
Should they undertake the study of
basic geometry? If so, where, when,
how? Everything you say in your
speech should point toward the
audience-centered conclusion that
you want your listeners to support.

State your main supporting
ideas or arguments in terms that
relate directly to the needs or inter-
ests of your listeners. If your sub-
ject is television and your theme is,
"you can make television your
servant, not your master," build
your outline for the speech by
asking yourself and your listeners
what you — and they — should do
to maximize the advantages and
minimize the annoyances.

Make it clear through your
language (liberal use of "you" and
"I"), your attitude ("We're all in this
together.") and your point of view
("This is the way it seems to me.")
that you are trying not to dominate
your audience but to represent it.

Even when you think your listeners
are wrong about something and the
chief reason for speaking to them
on the subject is to set them right,
the most effective method is to
present your own ideas as though
you were their spokesman. Alexan-
der Pope, the 18th Century English
poet, said it best:

*Men must be taught as if you taught
them not,
And things unknown proposed as things
they get.*

New ideas are accepted most
readily when the speaker doesn't
claim too much credit for origi-
nating them. "As we all know. . ." and
"As I am sure you agree. . ." are
persuasive phrases. They are also
transactional, reassuring listeners
that you are responding to what
you believe to be in their minds.

Using these four stages of trans-
actional preparation, you can plan
your speech as though you were

discussing it, step by step, with the
individuals who will make up your
audience. Keep these steps in mind
as you examine how Will Rogers
and Daniel Webster would have
used them.

The Will Rogers Method

The way Will Rogers really pre-
pared (not the way my friend
wrongly guessed that he did) was to
take some new topic and then to
search for ways of finding or creat-
ing connective links between the
topic and himself and the topic and
his audience. This meant that he
pursued a three-fold line of inquiry:

1. What are the significant and relevant facts about the topic?
2. What relationship do I have with this topic — through my experience, or interests, or convictions? What are the special and particular reasons why I should speak about this topic rather than about something else? Why should this particular topic be discussed by me rather than by someone else?

As these questions are explored,
the topic becomes personalized so
the speaker can deal with it inti-

New ideas are accepted most readily when the speaker doesn't claim too much credit for originating them.

mately and naturally. The point is
that you should not talk about
Egyptian mummies or investment
in tax-free bonds (or anything else)
without telling your listeners why
this subject is an appropriate one
for you.

3. What relationship does this topic have to the particular listeners who will be hearing the speech? Does it represent a problem they must face? Does it offer them facts they need to know? In what way does it serve their special needs or interests?

If you don't find adequate answers to these questions — answers that you will then incorporate into your speech — by all means, look for a topic that will supply you with the answers. Why should you ask an audience to listen to you talk about a subject that has no genuine relevance to them?

The Daniel Webster Method

In his Senate speech on slavery,

Daniel Webster didn't talk about just any topic. He was a recognized expert on the subject. For him, the best speech topic was one related to American Constitutional History.

The Daniel Webster method of speech preparation, then, involves a look into some area of experience and knowledge that you really know well. In doing so, to insure a transactional development, you should ask yourself these questions:

1. What single, unified point of view do I wish to develop for this speech? You may want to base your comments on the premise that "farming is a kind of gambling" or that "the game of bridge is creative recreation" or that "good citizenship is its own reward." What is important is to decide on a limited and unified theme — then develop it and stick to it.

2. What special relevance does this theme have for the particular listeners who will be in the audience?

3. What is there in my knowledge or experience that will relate to what my listeners already know and how can I give them a better understanding of my subject?

Finally, in conclusion, I have a confession to make. "My friend" — the man with the "gift of gab" — was myself as a young man, when I first began what turned out to be a long career of speechmaking. I have since addressed audiences of widely different types all over the United States and in Europe and Asia and I've received two highly prized invitations to speak at Toastmasters International's annual conventions.

In my inexperienced youth, I thought preparation meant no more than putting together enough material (facts, examples, jokes) to fill the allotted time. But Will Rogers and Daniel Webster have taught me an important lesson.

Now I make it a habit to prepare thoroughly for every speech. And it works. The "gift of gab" wasn't enough. It took preparation to convince people to take me seriously. ■

Dr. Robert T. Oliver is a Research Professor Emeritus of International Speech for Pennsylvania State University. A former member of Toastmasters' Educational Advisory Committee, he now lives in San Diego, California.

Sometimes a simple handshake can be far more expressive than words. . .

Do we communicate with our hands? You'd probably answer that question without much hesitation by saying, "Why, of course, we do. Aren't gestures a part of every good speech?" And you'd be right. But I'm talking about a more subtle way in which we communicate without words — the handshake, a form of expression that reveals a great deal about inner personalities, feelings and motivations.

There are times when an impassioned speech affects us deeply. There are times when a few gentle words touch our emotions. But there are also times when words are woefully inadequate, and a handshake can express our feelings more eloquently than anything we might say. Because an outstretched

Your handshake reveals a great deal about your personality and your attitudes toward others.

hand can carry so much meaning, it is a gesture that should be given more attention as a form of communication.

When you meet someone for the first time or when you greet a friend, you usually start the conversation with stock phrases such as "Hello, how are you?" You can turn such an ordinary greeting into something extraordinary by accompanying it with a sincere handshake.

"There's something so genuine about Larry's handshake that it makes me feel as though he'd put his heart right into the palm of my hand," Barbara confided.

That's the kind of handshake that really communicates a strong positive message. But it's not typical. Many handshakes convey less flattering messages. Take, for instance, the brusque, unconcerned handshake that implies: "I'm shaking

Communicate With Your Hands

by Vivian Buchan



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stands with you simply because it's the civilized thing to do. It's a custom used by well-mannered folk. But I'm not really interested in you. And I'm not interested, either, in how I affect you."

Then there's the limp, cold-fish handshake that conveys the message: "You don't impress me much. I find you rather boring and certainly beneath me socially. I dislike shaking hands, and I wouldn't be doing it now if you hadn't extended your hand."

Strengthening Bonds

Members of fraternal organizations often demonstrate how the handshake can be used to strengthen bonds between friends and associates. When a member of a fraternal group is introduced to someone he doesn't know, he uses the organization's secret handshake to determine if he's meeting a kindred soul. It's a silent question that doesn't require a verbal answer. If the person is a member of the same organization or fraternity, he can respond with the handshake they both understand. If he's not, the handshake means nothing to him and there's no embarrassment.

What about the handshake of sympathy that expresses deep concern over another's loss? It can say something more sincere and helpful than words. In a situation like this, the handshake can communicate a message such as: "I understand what you're going through. There's not much I can do to help, but I want you to know how sorry I am over your loss."

When two persons reach an agreement, they shake hands to seal the bargain. The handshake is like the signature on the bottom line. It says, "Your handshake is as good as a signed contract as far as I'm concerned." Thus, a feeling of trust can be expressed without words, which can be difficult to use at times when we find it hard to reveal sentimental emotions.

The handshake also serves as a bridge to help people resolve conflicts. When two individuals shake hands after a quarrel, they're expressing silent forgiveness and apologizing for the rift in the relationship. The handshake says: "I'm sorry we've been at odds with one another. I'm glad our misunderstanding is over and that we're friends again."

Contestants in the boxing ring shake hands before the whistle blows — and when the match is over. In this environment the handshake is a symbol of sportsmanship. It makes it possible for the loser to accept defeat and for the winner to accept victory graciously.

A Gesture of Gratitude

The boss or coach or parent or friend who wants to express gratitude for a job well done or a favor

You are judged far more than you know by the way you shake hands.

extended may be timid about expressing appreciation in words. But those sentimental feelings can be warmly expressed through a handshake that says: "You've been simply great. I can't find the right words to tell you. But if I could, they still wouldn't express my deep gratitude for what you've done."

Why do we shake hands with guests coming into our homes or offices? It's a friendly and warm gesture of welcome. We shake hands again when guests leave to bid them a safe journey home and to express the pleasure we feel after an enjoyable visit.

What happens when you shake hands with a child? You are giving him or her respect and attention and for that brief moment, the child experiences a rare and difficult-to-establish camaraderie with an adult.

We tend to talk down to children by trying to be too friendly or using

baby talk. But when you shake hands with a child, he or she becomes an equal. The child, having gained confidence and self-esteem, stands a bit straighter and taller.

Revealing Your Personality

You can add meaning to every handshake once you're aware that this gesture can convey a very powerful message.

A good firm handshake that doesn't crush bones, mangle knuckles or bruise fingers says, in essence: "I'm glad to see you. At this moment, you interest me more than myself or anyone else." And that's a gift all of us sorely need.

The way you shake hands tells others whether you are outgoing or shy, selfish or unselfish, kind or cruel. It reveals your basic attitude toward others as well as yourself.

Note how often novelists write about handshakes in their stories, using this gesture to describe a character's personality and attitudes toward others.

Reaching for another's hand is, in effect, reaching for his heart. For as Shakespeare wrote in *King Henry VI*, "Now join hands, and with your hands your hearts."

Make no mistake about it, you are judged far more than you know by your handshake. And far more than you realize, you unconsciously judge others by the way they shake your hand.

Shaking hands can become an art if we make this gesture significant by putting our hearts into it. It's a form of communication that needs no explanation and one that is never misunderstood. ■

Vivian Buchan received her bachelor's degree in English from Coe College in Cedar Rapids, Iowa, and her master's from the University of Illinois. A frequent contributor to The Toastmaster, Ms. Buchan is a former member of the faculty of the University of Iowa, where she taught expository writing, public speaking and literature.

1979-80 Officer Candidates

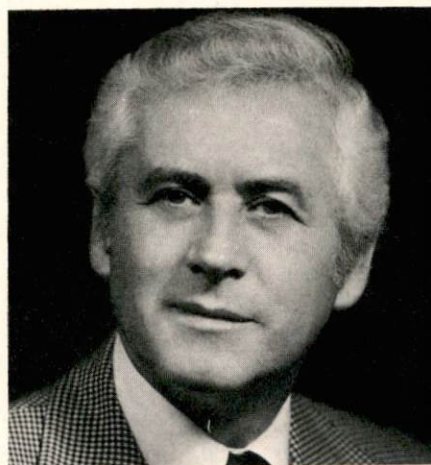
The annual election of international officers is still more than two months away, but it's not too soon to start thinking about the important choices you will be asked to make during the balloting.

A special committee has nominated five candidates for Toastmasters' top leadership positions — the offices of president, senior vice-president, second vice-president and third vice-president. The International Nominating Committee's report on the qualifications of those candidates is presented here in accordance with Article VIII, Section I of Toastmasters International's Bylaws.

The election will be held August 23 during the International Convention in Minneapolis, Minnesota. It is the duty of all clubs to vote either by proxy or through their representatives at the convention. The officers elected will direct organizational activities for the coming year, so all members are urged to give careful consideration to the qualifications of each candidate.

(Additional nominations for all International offices may be made from the floor at the annual business meeting. International director candidates will be nominated at the eight regional conferences to be held this month.)

Nominating Committee — George C. Scott, DTM, *Chairman*; Alex Smekta; Robert Blakeley, DTM; Carl Berryman, DTM; Vit Eckersdorf, DTM; George Barnett, ATM; Ron Chapman, DTM; Floyd Kreider, ATM; Edward Belt Sr., DTM; Robert Savoy, DTM; William Loeble, DTM.



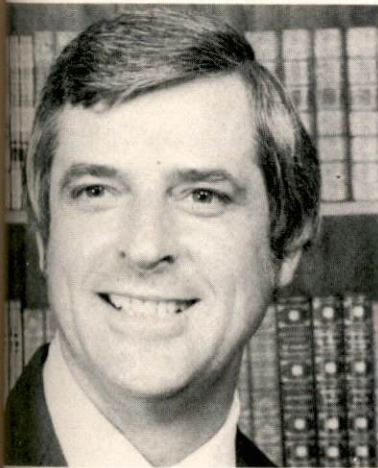
For President

Eric K. Stuhlmüller, DTM — Senior vice-president of Toastmasters International, a 1973-75 International Director and 1972-73 District 64 governor. A Toastmaster for 15 years, he is the 1978-79 chairman of the District Administration and Programming Committee and a member of the Centennial Club 313-64 in Winnipeg, Manitoba, Canada. Mr. Stuhlmüller is a public relations officer for Manitoba Hydro in Winnipeg. He received a President's Distinguished Award in 1973 and "Toastmaster of the Year" awards in 1967, 1973 and 1975. Mr. Stuhlmüller lives in Winnipeg with his wife, Lil, and two children.



For Senior Vice-President

Patrick A. Panfile, DTM — Second vice-president of Toastmasters International, a 1972-74 International Director and 1970 District 65 governor. A Toastmaster for more than 12 years, he is the 1978-79 chairman of the Educational Committee and a charter member of the Postprandial Club 3259-65 in Rochester, New York. Mr. Panfile is Senior Program Manager for the Xerox Corporation in Rochester. He led District 65 to its first Distinguished District Award in 1971 and he received the Ben L. Award for his contributions to Toastmasters in his community in 1976. He is a member of the American Management Association, the Xerox Management Association and the Research Institute of America. Mr. Panfile and his wife, Julie, have two children and live in Rochester.



For Second Vice-President

William D. Hamilton, DTM — Third vice-president of Toastmasters International, a 1975-77 International Director and 1973-74 District 3 governor. A member of Park Central Club 3527-3 and ABC Club 418-3 in Phoenix, Arizona, for more than 11 years, he is the 1978-79 chairman of the Policy and Administration Review Committee. Mr. Hamilton is vice-president of B & R Investment Company and director of prosthetics for the Artificial Limb and Grace Center, Inc., in Phoenix. He also is vice-president of the American Orthotic and Prosthetic Association and is active in the Maricopa Mental Health Association, the Scottsdale Little League and the YMCA Indian Guides. Mr. Hamilton lives in Phoenix.



For Third Vice-President

William O. Miller, DTM — Currently an International Director and chairman of the Membership and Club Extension Committee. A former governor of District 36, he is a member of Atomic Energy Commission Club 2901-36 in Bethesda, Maryland, and Bethesda Club 684 and has been a Toastmaster for 11 years. He has served as a club president and has conducted nine Youth Leadership Programs. Mr. Miller is an official of the U.S. Nuclear Regulatory Commission, Administration Department. He has received "Superior Performance" awards from the U.S. Atomic Energy Commission and the U.S. Nuclear Regulatory Commission, and he was a 1970 "Toastmaster of the Year." He is principal of St. Judes CCD Religion School and also serves as a Boy Scout leader. He and his wife, Betty Jane, have six children and live in Rockville, Maryland.



For Third Vice-President

Dr. Arun K. Sen, DTM — An International Director since 1976 and 1975-76 District 39 governor, Dr. Sen has been a Toastmaster for more than 10 years. He is a member of Town and Gown Club 3337-39 in Davis, California. Dr. Sen has a Ph.D. in entomology-nematology and works as an economic entomologist for the California Department of Food and Agriculture. He was named Distinguished District Governor in 1976, Distinguished Toastmaster in 1975 and Outstanding Division Lt. Governor in 1974. He is a member of Rotary International and was named among the "Outstanding Young Men of America" in 1970. He and his wife, Mimi, have two children and live in Davis, California.

Hall of Fame

DTMs

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

Keith Gregoire

Los Habladores 1952-4, Sunnyvale, CA

Richard A. Freedman

Dynamic 457-5, San Diego, CA

Craig R. Purdy

Victory 221-6, St. Paul, MN

Dewey Brokofsky

Speakeasy 1789-6, Golden Valley, MN

Kenneth J. Covington

Speakeasy 1789-6, Golden Valley, MN

H. Mack Stewart

Capital 503-8, Jefferson City, MO

Wilfrid B. Finuf

Daniel Boone 3536-8, St. Charles County, MO

D. Roy Richards Jr.

Cascade 993-9, Yakima, WA

William D. McCurley

Downtown 99-22, Kansas City, MO

Sharon Ann Mohr

Downtown Toledo 2185-28, Toledo, OH

James Plantholt

Playground 1797-29, Ft. Walton Beach, FL

Paul Flanagan

49ers 1230-39, Sacramento, CA

Wayne Heple

Camellia 1787-39, Sacramento, CA

Yvonne A. Howell

Rockwell 214-40, Columbus, OH

Irene Murray

Golden Gavel 438-42, Calgary, Alta., Can

Alexander P. Pendrigh

Wascana 577-42, Regina, Sask., Can

Bill Williamson

Hi Noon 2217-43, Little Rock, AR

Orville Rogers

Tulia, 129-44, Tulia, TX

Kenneth Tydings

Freeport-Hemstead 1105-46, Freeport, NY

Jack O. Sanders

Bold City Challenger 2092-47, Jacksonville, FL

Raymond E. Floyd

Deerfield Beach 3299-47, Deerfield Beach, FL

Herman Thompson

Nashville Federal 3834-63, Nashville, TN

Ray T. Mansfield

Tidewater 1469-66, Norfolk, VA

William E. Lewis

Chesterfield County 3678-66, Chesterfield County, VA

Terence Maggillycuddy

Karingal 1665-70, Sydney, N.S.W., Aust

28

Leslie J. Hewett

Napier 1542-72, Napier, NZ

F. Colin McNee

Timaru 3474-72, Timaru, NZ

Mohamed Hassan

Georgetown 2678-U, Georgetown, South Africa

ATMs

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

Charles Naddeo

El Monte 352-F, El Monte, CA

Arthur M. Wells

Leisure World 2230-F, Seal Beach, CA

Rosa Osborne

East San Bernardino 3820-F, San Bernardino, CA

Gayle R. Frank

Anaheim Breakfast 3836-F, Anaheim, CA

Charles Pearson

Sea Ren 1994-2, Renton, WA

William F. Gadvois

Thunder Mountain 777-3, Fort Huachuca, AZ

Joe Russell

Papago 2694-3, Phoenix, AZ

William E. Lewis

Safford 3020-3, Safford, AZ

Paul F. Verschoor

Safford 3020-3, Safford, AZ

Theodore Cheek

Puc K Sters 3873-4, San Francisco, CA

Don H. McElvany

Cactus Gavel 120-5, El Centro, CA

Harold J. Masem

Richfield Legion 232-6, Richfield, MN

Steven R. Thompson

Legion Rostrum 374-6, St. Paul, MN

Kenneth R. Brennen

AC Earlyrisers 3646-6, Robbinsdale, MN

Gene Loftis

Cape Girardeau 2072-8, Cape Girardeau, MO

Robert Mathisen

Delta 520-8, Jefferson City, MO

Wayne L. Harp

Kellogg 245-9, Kellogg, ID

Jim Wood

Lamplighters 449-9, Spokane, WA

Charles I. Kirk

Sandusky 2913-10, Sandusky, OH

Lowell H. Spaulding

Tuesday Y 394-11, South Bend, IN

Donald M. Horning

Mallory 1170-11, Indianapolis, IN

Michael E. Raich

Johnstown 1231-13, Johnstown, PA

Joy P. Gomez

TNT 3738-15, Salt Lake City, UT

Stan Hughes

Edmond 170-16, Edmond, OK

Richard Schneider

Conoma 454-16, Oklahoma City, OK

George Leerstang

Ardmore 1320-16, Ardmore, OK

Curtis Black

Gilcrease 1384-16, Tulsa, OK

Edward Jones

Eleventh Hour 3312-16, Tinker AFB, OK

W.H. McLaughlan

Big Timber 1534-17, Big Timber, MT

John Ronnebert

Big Timber 1534-17, Big Timber, MT

Dallas A. Roots

Big Timber 1534-17, Big Timber, MT

John Hayes

Big Sky 3175-17, Bozeman, MT

John Yockey Jr.

Westinghouse Gaveliers 3160-18, Baltimore, MD

Cecil Moore

Dubuque 1337-19, Dubuque, IA

M. Hugeback

Scottish Rite 1817-19, Des Moines, IA

Dick Bohm

Magic City 585-20, Minot, ND

James Daft

Knothern Knights 3808-22, Kansas City, MO

Bob Garber

Carlsbad 1182-23, Carlsbad, NM

Paul R. Beightel

El Paso Natual Gas 2461-23, El Paso, TX

Arthur Byrnes

Early Bird 2534-23, Albuquerque, NM

Thomas C. Bode

Arlington 1728-25, Arlington, TX

Joe H. Boultinghouse

Sunrise 3253-25, Longview, TX

Ray Harper

Texas Farm Bureau Insurance Co. 3428-B, Waco, TX

Shelby Jennings

Cheyenne 798-26, Cheyenne, WY

Larry C. Siedschlag

Boulder Early Riser 3022-26, Boulder, CO

Charles Dean Covey III

Playground 1797-29, Ft. Walton Beach, FL

John Miecznikowski

Crystal Lake 2724-30, Crystal Lake, IL

Donald H. Shite

The Indian Hill 3503-30, Naperville, IL

Robert LaVigne

Quannapowitt 849-31, Boston, MA

Roger Henson

Xerox 913-31, Lexington, MA

old W. Weiss
 Searchers 2201-31, Bedford, MA

ill L. Wade
 Santa Maria 89-33, Santa Maria, CA

ille Lanham
 Desert 3647-33, Lancaster, CA

G. Leonard
 Crosse 411-35, La Crosse, WI

ald F. Nelson
 Tomah 976-35, Tomah, WI

aman Brook
 Burlington 2857-35, Burlington, WI

ter Ball
 Seward Pt. Speakers 259-36, Washington, DC

erge T. Jones
 Annapolis 611-36, Washington, D.C.

aper L. Cummings
 Bethesda 3421-36, Bethesda, MD

amund O. Howell
 New Holland 3155-38, New Holland, PA

manuel Ploumis
 Delaware County 3204-38, Springfield, PA

is Hirst
 State Board 2370-39, Sacramento, CA

aniel V. Ferens
 Hawkeye 1108-40, W. Patterson AFB, OH

ble Hermann
 Brookings 3797-41, Brookings, SD

ill Collyer
 Calgary 60 3205-42, Calgary, Alta., Can

lenn Hagel
 Moose Jaw 3418-42, Moose Jaw, Sask., Can

hony Osborne
 Edmonton 44-42, Edmonton, Alta., Can

andie Armstrong
 Memphis 3607-43, Memphis, TN

Charles Ruggles
 Halifax 1555-45, Halifax, N.S., Can

Walter Archibald
 Docks 3182-45, Halifax, N.S., Can

utherford A. Bennett
 Round Table 1041-46, New York, NY

Virginia Hedding
 Ft. Lauderdale 952-47, Ft. Lauderdale, FL

George Browning
 Sarasota 1958-47, Sarasota, FL

am I. Tillman
 Jacksonville Challenger 2092-47, Jacksonville, FL

Simon Miller
 Tallahassee 2300-47, Tallahassee, FL

George di L. Elcaness
 Broward 2903-47, Ft. Lauderdale, FL

R.R. Baispen
 Jacksonville 3106-47, Jacksonville, FL

Raymond Floyd
 Deerfield Beach 3299-47, Deerfield Beach, FL

Pete Mastin
 Montgomery 1334-48, Montgomery, AL

Robert W. Miles
 Huntsville 1932-48, Huntsville, AL

William B. Shell

Auburn-Opelika 2165-48, Auburn-Opelika, AL

Harold Kent
 Honolulu 2074-49, Honolulu, HI

Dick Spear
 Lockheed Knights 1118-52, Burbank, CA

Paul N. Delia Jr.
 Bridgeport 1065-53, Bridgeport, CT

Freddie Baker
 Danville 127-54, Danville, IL

Homer Khanks Jr.
 San Antonio 181-56, San Antonio, TX

John Lowry
 Austin 966-56, Austin, TX

Leon De King
 Laredo 1910-56, Laredo, TX

Julian Lanero
 Kelly AFB 1973-56, Kelly AFB, TX

Alan D. Burke
 Houston 2243-56, Houston, TX

C. Bradley Barr
 Danville 1785-57, Danville, CA

Janet Brownlee
 San Ramon 2452-57, San Ramon, CA

Milton P. Munger
 Vallejo 2522-57, Vallejo, CA

Vincent A. Da Costa
 Toronto 1744-60, Toronto, Ont., Can

Allan Young
 London 2729-60, London, Ont., Can

Paul Bentley
 Scarborough 3447-60, Scarborough, Ont., Can

Douglas Barclay
 Hamilton 3597-60, Hamilton, Ont., Can

John Keeney
 Grand Rapids 3719-62, Grand Rapids, MI

Dale Erickson
 Nashville 72-63, Nashville, TN

Paul Kelso
 Smyrna 2501-63, Smyrna, TN

Charles E. Addison
 Winnipeg 2150-64, Winnipeg, Man., Can

George Potter
 Syracuse 1427-65, Syracuse, NY

Leonard L. Smith
 Radford 3633-66, Radford, VA

Bruce Maddison
 Brisbane 3110-69, Brisbane, Qld., Aust

John A. White
 Blackburn 1060-73, Blackburn, Vict., Aust

New Clubs

118-F Post Toasties
 San Bernardino, CA — Fri., 7 a.m., Coast Federal Savings & Loan, 245 W. Highland (899-0231). Sponsored by East San Bernardino 3820-F.

479-F I.E.C.
 Anaheim, CA — Tues., noon, Interstate Electronic Corp., 1011 E. Ball Rd. (635-7210 ext. 6589). Sponsored by Fullerton 37-F.

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355-3 Speaking First

Tempe, AZ — Wed., 7 a.m., Operations Center Cheque Room, First National Bank of Arizona, 1305 W. 23rd St. (271-6775). Sponsored by Tempe 1715-3.

3538-5 CSC Speakeasies

San Diego, CA — Thurs., 5:45 p.m., Computer Sciences Corp., 2251 San Diego Ave. (299-9902 ext. 138) Sponsored by Convair 3745-5.

975-9 Sandpoint

Sandpoint, ID — Wed., 7 a.m., Edgewater Lodge, City Beach (263-3117).

1233-14 Bethel

Smyrna, GA — Sun., 6 p.m., Bethel Baptist Church, 2581 Spring Rd. (435-4339). Sponsored by Sandy Springs 3133-14.

1415-14 Fulton Industrial

Atlanta, GA — Tues., 7:15 a.m., Holiday Inn, 4225 Fulton Industrial Blvd., S.W. (691-8646). Sponsored by Georgia Power Co. 3488-14.

1017-16 Verdigris Valley

Nowata, OK — Thurs., 7:30 p.m., First United Methodist Church (273-0531 or 789-3425).

1019-19 Sleepy Eye

Webster City, IA — Wed., 7 a.m., Browns Cafe, Hwy. 20 West (832-6336).

2029-19 Fairfield

Fairfield, IA — Wed., 7 p.m. Maharishi International University, Howard Dining Room, Howard Bldg. (472-5031 ext. 264). Sponsored by Ottumwa 663-19.

3169-21 Walter Gage

Vancouver, B.C. Can — Thurs., 7:30 p.m., MacMillon Bldg., Rm., 278 University of British Columbia (731-6622). Sponsored by Cloverleaf 2769-21.

282-22 Safeway

Kansas City, Mo — Tues., noon, Safeway, 624 Westport Rd. (531-8500). Sponsored by Downtown 99-22.

2210-22 Data Masters

Kansas City, MO — Tues., noon, American Telephone & Telegraph Co., 2121 E. 63rd St. (362-1262). Sponsored by Downtown 99-22.

974-23 Roadrunner

Albuquerque, NM — Mon., 11:30 a.m., U.S. Fish & Wildlife Service, Conference Rm., 10007, 500 Gold Ave., S.W. (766-2174). Sponsored by Albuquerque 123-23.

3665-25 Rockwell Communicators

Richardson, TX — Tues., 5:30 p.m., Rockwell Int., 1200 N. Alma Rd. (996-4453). Sponsored by Downtowners 3663-25.

1954-31 Metropolitan

Warwick, RI — Tues., noon, Metropolitan Insurance Co., P.O. Box 350 (827-4453). Sponsored by RI Credit Union 854-31.

2383-31 Digital-Marlboro

Marlboro, MA — Tues., noon, Digital Equipment Corp., 200 Forest St. (481-7400). Sponsored by Issac Davis 2193-31.

2992-31 Speakeasies

Maynard, MA — Wed., noon, Digital Equipment Corp., Maynard (772-4533). Sponsored by Central 2277-31.

1168-35 Wauwa Toasters

Wauwatosa, WI — Fri., 9 a.m., Ponderosa Steak House, 3161 N. Mayfair Rd.

(786-4000). Sponsored by Waukesha 1173-35.

3152-36 CSA

Washington, D.C. — Wed., noon, CSA (Brown Bldg.), 1200 19th St. N.W. (254-5690). Sponsored by FFC 3740-36.

3336-36 Mount Vernon

Alexandria, VA — Mon., 6:30 p.m., Sherwood Hall Liberty Story Rm., 2501 Sherwood Hall Ln. (790-3595). Sponsored by Mobility 3643-36.

3459-36 Voices of Prince George's

Camp Springs, MD — Mon., 6:45 p.m., Kitty Hawk Restaurant, In-State Inn, 5151 Allentown Rd. (952-3060). Sponsored by SARTO 3371-36.

1524-38 Independence Square

Philadelphia, PA — Wed., noon, Federal Bldg., Training Rm., 6th Fl., 6th & Arch Streets (597-4101).

1442-41 Argus-Leader

Sioux Falls, SD — Fri., 7:30 a.m., YMCA Oak Rm., 290 S. Minnesota Ave. (336-1130). Sponsored by Yawn Patrol 1189-41.

2241-44 Trinity Christian

Lubbock, TX — Wed., 7:45 p.m., Trinity Church, 7002 Canton Ave. (792-3363).

3789-46 Burns and Roe

Oradell, NJ — Thurs., 5:30 p.m., Burns & Roe Training Center, 496 Kinderkamack Rd. (265-2000 ext. 805). Sponsored by Clifton 2664-46.

1956-56 H.E.B.

San Antonio, TX — Wed., noon, H.E.B. Grocery Co./Dist., Center, 4710 Pan Am Expressway (661-4531). Sponsored by Alamo City 1855-56.

1830-60 W.C.B.

Toronto, Ont., Can — Mon., 4:45 p.m., Workmen's Compensation Board, 2 Bloor St., E. (965-8701). Sponsored by Toronto Downtown 1744-60.

1836-63 Franklin

Franklin, TN — Mon., 7 p.m., Shoney's Family Inn, Hwy., 96, East I-65 S. (794-8185). Sponsored by Brentwood 1673-63.

3376-63 Harpeth View

Nashville, TN — Sat., 7 a.m., Shoney's Restaurant, 5305 Harding Rd. (342-1231). Sponsored by Early Bird 1298-63 and Nashville Federal 3834-63.

3481-63 Harlan

Harlan, KY — Tues., 7:30 p.m., McNew Rm., Harlan Library, Center St. (239-5729). Sponsored by Twilight Toasters 2725-63 and Tuesday Toasters 3004-63.

1990-65 Xerox Communicators

Rochester, NY — Tues., 6:15 p.m., Bean & Feed, 1832 Empire Blvd., Webster (381-9224). Sponsored by Postprandial 3259-65.

1968-68 West Cal

Sulphur, LA — Tues., 7:30 p.m., Pizza Inn, 1537 Cypress St. (625-7917). Sponsored by Lake Charles 1225-68.

2802-70 Orange

Orange, N.S.W., Aust — Mon., 7:30 p.m., Orange City Bowling Club Ltd., Warrendine St. (063 62-1933 or 62-5013). Sponsored by Parramatta 2274-70.

2071-71 East Coast Bays

Auckland, NZ — Thurs., 7:30 p.m. East Coast Bays, Community Centre, Browns Bay (Auk 447-632). Sponsored by Takapuna 2506-72.

1593-73 Victorian B'nai B'rith

St. Kilda, Vict., Aust — 2nd Mon., last Tues 8 p.m. B'nai B'rith House, 99 Hotnam St. (03-96-6512). Sponsored by Port Phillip 1381-73.

967-U Tundra Talkers

Prudhoe Bay, AK — Sat., 8 p.m., B.O.C. Annex, Sohio/BP Complex (907-265-9200). Sponsored by Aurora 750-U and Great Lakes 3069-U.

Anniversaries

40 Years

General 136-52, Los Angeles, CA

35 Years

Rochester 271-6, Rochester, MN
Pioneer 272-20, Moorehead, MN
Golden Empire 270-33, Bakersfield, CA

30 Years

South Bay 161-5, Imperial Beach, CA
Columbian 727-7, St. Helens, OR
High Dawn 730-7, Portland, OR
YMCA 715-11, Anderson, IN
Rocky Mountain 739-26, Denver, CO
Mile High 741-26, Denver, CO
Park Ridge 381-30, Park Ridge, IL
Wellesley 743-31, Wellesley, MA
Kamehameha 720-49, Honolulu, HI

25 Years

"1577" 1577-4, San Jose, CA
Findlay 1563-28, Findlay, OH
Doylestown 1540-38, Doylestown, PA
Seven Hills 1578-40, Cincinnati, OH
Bow Valley 1494-42, Calgary, Alta., Can
Ambitious City 1586-60, Hamilton, Ont., Can

20 Years

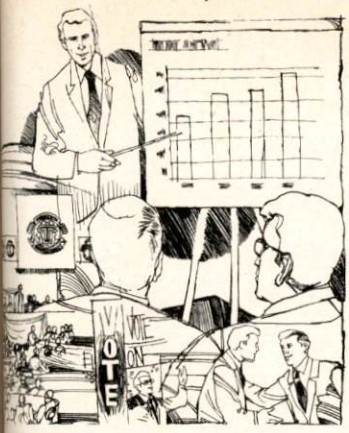
Monroeville 2954-13, Monroeville, PA
Allegany 2986-13, Cumberland, MD
Gen-Sirs 2343-22, Kansas City, MO
Sub and Surface 2886-38, Philadelphia, PA
Hershey 2990-38, Hershey, PA
Chanticleer 1624-39, Sacramento, CA
Parkersburg 2891-40, Parkersburg, WV
Seaway 2959-61, Cornwall, Ont., Can
Georgetown 2687-U, Georgetown, So. America

15 Years

Penn Hills 2009-13, Penn Hills, PA
Downtowners 3801-26, Denver, CO
New Berlin 3803-35, New Berlin, WI
Plaza 3776-36, Arlington, VA
Northern Valley 1040-46, Dumont, NJ
Clifton 2664-46, Clifton, NJ
Helmsmen 3764-47, Orlando, FL
Hollywood 3770-47, Hollywood, FL
St. Augustine 3774-47, St. Augustine, FL
Post 1842-53, Watervliet Arsenal, NY
Morristown 3796-63, Morristown, TN

10 Years

Maple Drive 2789-14, Atlanta, GA
Monroe 3324-14, Monroe, GA
Bien Dicho 696-23, Los Alamos, NM
West Broward 2903-47, Ft. Lauderdale, FL
Speak Easy 2832-68, Monroe, LA



Toastmasters' 48th Annual Convention August 22-25, 1979 Radisson Downtown Hotel Minneapolis, Minnesota

Mail to: Toastmasters International, 2200 N. Grand Avenue, P.O. Box 10400, Santa Ana, California 92711. (This form is not to be used by International Officers, Directors, Past International Presidents or District Governors elected for 1979-80.)

Registration will be required at all general sessions on Wednesday, Thursday and Friday. Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration and tickets to the following meal events waiting for me at the Convention Registration Desk. **All advance registrations must reach World Headquarters by July 13.**

- Member Registrations @ \$10 \$ _____
- Joint Registration: Husband/Wife (Both Toastmasters) @ \$15 \$ _____
- Spouse/Guest Registrations @ \$3 \$ _____
- Youth Registrations (9 years and older) @ \$2 \$ _____
- Tickets: Golden Gavel Luncheon @ \$9.50 (Wednesday, noon, August 22) \$ _____
- Tickets: "Theater of Seasons" @ \$16.50 (Thursday, Dinner, Dancing and Program) \$ _____
- Tickets: President's Dinner Dance @ \$16.50 (Friday, Dinner, Dancing and Program) \$ _____
- Tickets: International Speech Contest Breakfast @ \$5.75 (Saturday) \$ _____

Check enclosed for \$ _____ (U.S.) payable to Toastmasters International. **Cancellations reimbursement requests not accepted after July 31.**

Club No. _____ District No. _____

(PLEASE PRINT)

NAME _____

SPOUSE/GUEST NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

NO. CHILDREN ATTENDING _____ AGES _____

If you are an incoming district officer (other than district governor), please indicate office: _____

Mail to: Radisson Downtown Hotel, 45 South Seventh Street, Minneapolis, Minnesota 55402. (612) 333-2181. Reservation requests must reach the hotel on or prior to August 8, 1979.

- Please reserve _____ single room(s) at \$34 (one person)
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