

# the TOASTMASTER®

OCTOBER 1997

ALSO INSIDE:

Highlights from the International Convention in New Orleans  
• Let's Empower One Another



INTERNATIONAL

## Hall of Fame

Honoring Toastmasters for  
their outstanding achievements  
during 1996-97.





## VIEWPOINT

# This Is My Club!

**M**embers are very proud of their Toastmasters clubs. This is particularly true when they first join, or encourage a person to join.

The newer members' enthusiasm is contagious – their speeches intrigue, inspire and educate us. Successful club meetings engender a feeling of euphoria and fellowship that motivate members to try harder with their next assignment.

Toastmasters meetings are all based on the same basic program. Within each meeting there is room for innovation, originality and for personalities to emerge. Dr. Ralph Smedley, our organization's founder, observed that we learn best in moments of enjoyment.

Each club and meeting officer is faced with the challenge of creating this positive environment – an environment that encourages many manual speeches at every meeting. Those officers who meet this challenge gain the key to eliciting superior performance from club members. This is an insight they can use anytime they work with others.

I am very proud of the seven or eight manual speeches given in my club each meeting. Another feature I enjoy are the special recognition ceremonies for each CTM and ATM achiever. Last year we encouraged 14 members to gain their Competent Toastmaster Awards. Your club may not meet for 2½ hours each session as my club does, but I'm sure it can encourage at least four members to gain their CTM awards this year.

Today with greater pressure on time, there are ever-increasing demands on Toastmasters clubs to perform and meet members' expectations.

The efforts each member puts into planning the club meeting will reap rewards in proportion. In fact, the rewards multiply when this planning and effort becomes the culture of the club. Members become proud of their club and jealously seek to maintain the high standards that are set.

You may feel that by setting high ideals, we may discourage members from participating or discourage prospective members from joining. But a club that encourages its members is a club that realizes everyone makes mistakes. The club is a laboratory for learning. We all enter at different skill and confidence levels. Strong clubs with strong fellowship will immediately rally to support all members with positive encouragement and advice. Dr. Smedley's comment, "Everybody wants to feel himself an integral part of something active, vital and worthwhile," exemplifies our aims.

Proud members encourage a constant flow of guests and new members. Proudly they will experience Toastmasters – the thrill of success – and say, "This is my club!"

Len Jury, DTM  
International President

# The TOASTMASTER

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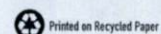
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1996-97 District 1 Governor Marsha James, DTM, is honored by President Robert Barnhill at the International Convention in New Orleans for leading her district to Distinguished District status.

#### *The Toastmasters Vision:*

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

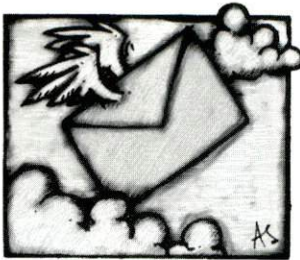
#### *The Toastmasters Mission:*

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

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

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





## LETTERS

### INTERESTING AUGUST ISSUE

The August issue of *The Toastmaster* sparked my interest, from the imaginative front cover to the smartly designed order sheet on the back. Besides being well-written, the magazine was visually appealing with an apt amount of color, script variety and terrific illustrations.

I gained insight from Ray Anthony's article "Awaken Your Creativity" and Susan St. John's feature "Making the Emotional Connection." The examples used by these writers enhanced my understanding and revitalized my desire to speak.

I also appreciated the Topical Tips. Now when I place my first and second note cards beside each other on the lectern, I'll follow Laura Debro's suggestion and move the second card onto the first one before reading it. This way I can preview the third card and thus facilitate the flow of speech.

People admire written and oral communication, whether short or long, that effectively delivers a message. Toastmasters encourages us to develop such skills. Reading your magazine is a highlight of my day. Thank you for such excellent material.

Margaret Klynchuk, ATM  
Vernon Club 1929-21  
Vernon, British Columbia, Canada

### ESSENTIAL INTRODUCTIONS

While reading the August issue, I found the article "And the Speaker Is . . ." to be particularly informative and interesting. I have listened to many speeches that were hard to understand because the introducer failed to mention what the speaker was hoping to accomplish. It is my experience that speakers need the support of a thoughtful introduction to allow the audience to better understand their presentations

As I was reading, I realized that the article is from a Toastmasters publication, "Introducing the Speaker," (Catalog No. 111). It is a two-page brochure available through the Toastmasters Supply Catalog for 15 cents.

I am surprised that the article did not mention a brochure that could be purchased so easily.

Richard Hedman, ATM  
North Hennepin Club 2464-6  
Crystal, Minnesota

### CONGRATULATIONS ON NEW BASIC MANUAL

This is in reference to the new Communication and Leadership Program manual issued to newly joined members.

The manual has a brand new professional and encouraging look. Congratulations! I personally appreciate the changes you have made.

S. Krishna Kumar  
Oasis Club 8258-U  
Al Khobar, Saudi Arabia

### RIGHT ON, BOB!

Imagine my great surprise when after four years of Toastmasters membership I opened the August issue of *The Toastmaster* magazine and the first words I read mirrored my exact feelings on a subject very dear to me.

In your Letters page, Robert A. Richert, DTM addressed the rather myopic view taken by judges at International Speech Contests. I agree with Richert that International Competition speeches should cover a much broader range of issues than the breast-beating, hair-pulling, cliché-ridden motivational entreaties one hears these days at speech contests.

I can recall one contestant who shouted so loud that the windows rattled, and several contestants who

cried pathetically while delivering their speeches for the umpteenth time . . . and all were winners!

Not one original thought or idea. Each followed the same formula: the speech had a beginning and an end with lots of pathos in between. I thought a great speech advanced a unique point of view and proceeded to justify the speaker's position through the use of humor and logic. Where have I gone wrong?

Herb Lederer, ATM  
Bellingham Evening Club 4470  
Bellingham, Washington

### TI CONVENTION IN BAHRAIN

The Dhahran Toastmasters Club 1059-U invites everyone to the 8th Gulf Toastmasters Council convention on November 13-14, 1997 in Manama, Bahrain. The Gulf Toastmasters Council brings together the multi-cultural, multi-lingual and multi-national members of Toastmasters clubs of Saudi Arabia, Bahrain, Qatar and the United Arab Emirates.

Learning is best when you are having fun. So we have packaged exciting speeches and evaluation contests, educational and social programs for everyone to enjoy. And for those keen to see the sights, tourism will be available through the hotel. Bahrain is famous for its archeological sites dating back to 2000 B.C., its vast leisure and recreational facilities, and its cultural diversity.

All this and more will happen at the ultra modern Bahrain Conference Center of the Holiday Inn, situated at the heart of Manama, overlooking the Arabian Gulf.

For more information please contact Tel # (966-3) 873-2135, 87813 or Fax # (966-3) 873-0285, 873-063. We will see you there!

Junn Coro  
Dhahran Club 1059-U  
Dhahran, Saudi Arabia





By V.J. Smith, ATM

Words are more valuable than trophies.

## The Leprosy of Losing

I STILL FEEL THE PAIN. UNTIL THAT MOMENT I'D NEVER GIVEN much thought to losing. Frankly, in my six years of participating in Toastmasters' speech contests I had lost more trophies than I had won. But this was different.

Perhaps it was the place in which the loss occurred that gave me new perspective – The Galt House Hotel in Louisville, Kentucky, the site of the 1994 Toastmasters International's annual convention. It was August 20, 1994, and Toastmasters' "World Championship of Public Speaking" had just concluded.

Morgan McArthur had just been crowned world champion. Hans Lillejord and Jock Elliott had already received trophies for second and third place. I was one of the other six finalists who didn't place.

The judges did a splendid job. Morgan, Hans and Jock gave terrific speeches and deserved the honors. Watch the videotape from the 1994 contest and I'm sure you will agree.

But let's go back to my painful moment. The gavel sounded the conclusion of the contest and people in the crowd surged forward to congratulate the winners. Yes, the winners.

Members of the audience walked by me in cold silence. Other than a few friends, there was a complete absence of eye contact. I looked at the other participants who did not place and the same thing was happening to them. We seemed to have become lepers – the untouchable ones. It was a lonely experience.

A quick glance toward Morgan, Hans and Jock saw them surrounded by well-wishers. At that moment I experienced a terrible case of trophy envy and in that same instant I learned a powerful lesson for which I am grateful.

The people in the audience were not mean-spirited or uncaring. It's just that they didn't know what to say to us. To express their thoughts would have taken them outside their comfort zones. It was easier to remain silent and anonymous.

I know because I've been there. I so often have walked away from speech contests, whether I was a contestant or not, having congratulated the winners and saying little, if anything, to the other participants.

As Toastmasters, we seem to be missing a valuable opportunity. The reality is that it's the "also rans" who

need the most positive reinforcement at the conclusion of a contest. Think of all the Toastmasters in a given year who decide to participate in a speech contest for the first time. Many of these people have mustered every

ounce of courage they possess to make this decision. The worst thing that can happen is indifference to their efforts, should they not win a trophy or ribbon. No words of encouragement, no signs of support.

Most will never try again. So many stories will remain untold and so much talent will never be tapped. That is a real tragedy.

My advice is to seek out these contestants and thank them for their efforts. Say to them, "I enjoyed your speech," or "I really liked that part about . . ." It will make their day and maybe encourage them to try again.

I tried again in 1996. Part of my inspiration came from a woman who talked to me after the contest in Louisville. As the line of people continued to walk past me I tried to make eye contact with anyone who looked my way. When the last people filtered past me I noticed a woman standing alone and looking in my direction. I could tell she wanted to talk to me.

She walked up to me, extended her hand and said, "You did a terrific job. I hope you decide to try again."

I could have kissed her. In a brief encounter lasting no more than 15 seconds she let me know that I did okay and maybe one day I could win a trophy at that level.

Well, I did try again. I went through the same challenges from the local level through the regional contest. Each time the effort of turning words into a meaningful message sharpened my skills as a communicator. At the same time the comments from listeners helped me refine my delivery.

There was no trophy in 1996 either, but I came away from each contest more skilled. It was the encouragement I received from people who dared to offer advice that made me a better speaker. Maybe not the best, but better than I was before I began the journey.

Some words are more valuable than trophies. **T**

V. J. Smith, ATM, is a member of Brookings Club 3712-41 in Brookings, South Dakota.





## HOW TO

By Maryland Lincoln, CTM

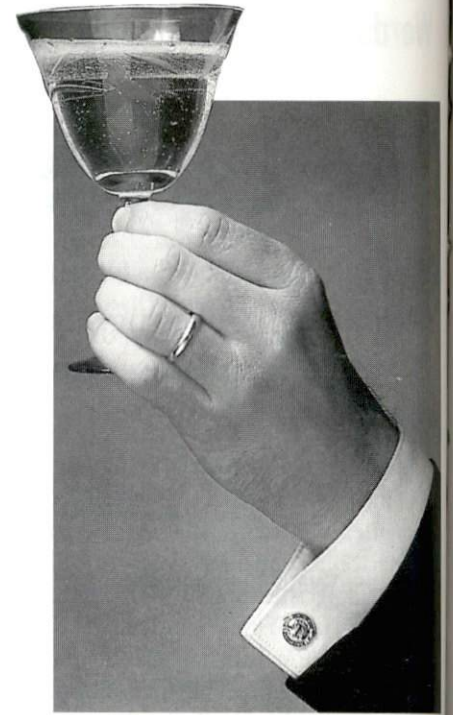
Become a true  
Toast *Master* and learn  
how to dazzle your friends  
with a witty toast.

**A** toast is a short speech. Like any other speech it requires both adequate preparation and presentation. Why not try to liven up your next meeting by preparing and delivering toasts. Our club did . . . and had a blast!

One of the members, Paul Duff, researched the topic of toasts by reviewing six books and organizing the material as one of his speeches. His educational speech helped club members to understand the guidelines for delivering toasts. He offered the following tips:

■ **Be brief!** Don't take longer than four minutes. An informal toast can be as short as a single word (Cheers! Prosit! Salud! Skal!) However, a formal toast usually consists of some introductory comments and culminates by the raising of drinking glasses. A toast that is too long defeats its purpose, bores

# Try Toasting



the audience and embarrasses the honoree.

■ **Consider the occasion, in both mood and language.** Toasts generally refer to the person being honored and offer some perspective on the occasion. A typical toast will bestow best wishes as well as hopes for health, happiness and good fortune. It doesn't matter if the toast is an original written for the occasion or a time-tested classic.

■ **Avoid clichés** like "Down the hatch" or "Here's mud in your eye."

When you're introduced, step forward to the appropriate place

and wait for silence. If you do not get attention, ask the chairman to call for quiet or tap your glass with your spoon to suggest the sound of a toast. Don't begin until you have a reasonable amount of attention, but don't expect a deathlike hush.

The usual opening is satisfactory "Mr. Chairman (pause), Ladies and Gentlemen (pause)."

■ **Speak up.** Many toasts are lost in the hubbub of the occasion. Start slowly with several long pauses. Audience reaction is slow to build and slow to subside under such circumstances. Give adequate time for response to any humorous remark



Keep eye contact with your audience as much as possible, but turn to the person of honor from time to time as you direct a remark to him or her. This will focus attention on the recipient of the toast.

When you have completed your initial remarks, it is time to propose the formal toast. If the audience is seated, face them and say something to this effect, "And now, ladies and gentlemen, I shall ask you to rise."

And don't forget to give them adequate time to stand up. Say, "I now ask you to raise your glasses." Then deliver your final sentiments.

Remember, a toast is just a short speech. To be done well it requires adequate preparation and proper delivery.

After learning all about toasts in Duff's speech, all the members needed was an appropriate time and place to deliver toasts. We chose our club's fifth anniversary dinner, and it was a great success.

For a break in the routine at regular club meetings, try toasting for a delightful change. You may some day be in a position where you are called on to prepare a toast. A practice session on delivering toasts will help you be prepared for the occasion. **T**

**Maryland Lincoln, CTM**, is a member of Farmington Club 8443-53 in Farmington, Connecticut.

# What is a Toast?

By Zendur Rodgers

Paul Dickson sums up how the toast expresses the feelings of the participants when he says: "The toast is the medium through which such deep feelings as love, hope, high spirits and admiration can be quickly, conveniently and sincerely expressed."

The custom of toasting is ancient, as old as recorded history. The Norsemen, Vikings and Greeks drank to their gods. To the vikings, drinking meade or ale from the "skull" of a fallen enemy represented "salutations of victory," thus the word "skoal" came into general use.

Credit for the word *toast* as we know it today goes to the British, who in the 17th Century toasted bits of bread and placed them in a glass or mug, believing it made the drink taste better. Thus, the "toast" became a drink of honor, proposed to a person or sentiment before, during or at the conclusion of the meal. So a toast can range from a blessing to a curse depending on the event celebrated.

As Toastmasters, we should take pride in knowing how to propose a toast with eloquence and style, rather than the "down the hatch" variety so common today. Many popular and famous toasts have been given and recorded over generations and are still in use today.

Here are a few better-known toasts:

*"Good day, good health, good cheers,  
good night!  
Health to my body, wealth to my purse,  
Heaven give thee many, many merry  
days."*

— Shakespeare

*"Love, be true to her, be dear to her  
Health, stay close to her, joy draw near  
to her  
Fortune, find what you can do for her,  
Search your treasure-house through  
and through for her  
Follow her footsteps the wide world over  
And keep her husband always her  
lover."*

— Anna Lewis "To the Bride"



## SHORT & SWEET

- *"Here's looking at you."*  
Humphrey Bogart  
in the film *Casablanca*
- *"The best wine . . . that goeth  
down sweetly causing the lips of  
those that are asleep to speak."*  
Song of Solomon 7:9
- *"It is best to rise from life as from the  
banquet — neither thirsty nor drunken."*  
Aristotle (384-322 B.C.)
- *"I drink to the general joy of the  
whole table."*  
Macbeth 111:4
- *"May the rings of Saturn encircle the  
newlyweds like bands of titanium."*

**Zendur Rodgers** is a member of the Advocates Club 6382-21 in Victoria, British Columbia, Canada.



# Let's Empower One Another

**T**he timid often shy away from Toastmasters. Encouraging people on the shy side to join and then remain active is obviously a good way to help them overcome their shyness. It is also a good way for Toastmasters clubs to expand their membership.

I thought my father was crazy when he suggested I join Toastmasters. I knew he had been a club member for several years and had learned to communicate better with friends and coworkers as a result. However, I was so shy I couldn't even speak informally to several work colleagues I knew well without blushing and nervously shaking from head to toe. The very idea of joining a club where I would have to give prepared speeches regularly, to an audience I hardly even knew, seemed too intimidating to imagine.

After much encouragement and downright pestering from my father I did, however, finally visit and then join a Toastmasters club. That was seven years ago, and I'm still a member. Because my club has been so supportive of my efforts, I can now speak to any group of people with relative ease and joy. In fact, I now enjoy speaking so much I have represented my club in several Area speech contests and one Division Humorous Speech Contest.

After I had been a member for a while I slowly realized there were many things club members said and did that encouraged me to be less shy and thus less nervous when giving speeches. At first I didn't realize it, but they were empowering me to be less shy.

## Is Your Club a Few Members Shy?

What does empowerment mean? It is a term frequently used in the field of social work.

It is about letting people make choices and then giving them emotional support and guidance so they can carry out these choices. Through empowerment everyone can find the inner strengths and values to better themselves.

Empowerment is an idea you can use when encouraging a timid person to join your club and then helping that new member overcome shyness and nervousness in giving a speech. Perhaps you are already using aspects of this concept with reserved people in your club and don't realize it. In my club, for example, members may not

have realized they were doing and saying things that empowered me to overcome my fears.

I will use myself as an example because, from talking to other timid people, I think my experiences are typical.

**Empowerment includes letting people know you will support their efforts at trying to improve themselves.**

In first visiting my Toastmasters club, I told members I couldn't join because of my intense fears of speaking. They then told me Toastmasters in general, and their club in particular, are very supportive and have helped many people become better speakers and communicators. A club member reinforced this point by telling me that she used to be extremely timid, but that Toastmasters had helped her considerably.





BY CYNDY TYLER, ATM ■ ILLUSTRATION BY KAREN STOLPER

I also noticed that most meetings featured both experienced members and nervous beginners. I did not feel as intimidated when novice speakers clearly received as much attention and respect from other club members as did the more experienced speakers.

**Empowerment includes helping a person see all aspects of choices they are considering.** One thing members pointed out that encouraged me to join and stay active was other opportunities Toastmasters could offer me besides learning how to be a good speaker. There were chances to make new friends and business contacts, improve my listening and overall communication skills, learn new information from listening to others speak, and be part of a large international organization.

**Empowerment entails helping people find and use their strengths however they are able.** I felt really good

whenever I was asked to contribute to the club in ways involving very little – if any – speaking. These opportunities included serving as a club officer, fulfilling minor functions during meetings, serving as “guestmaster” and planning social activities outside meetings. Most people, and shy ones in particular, are more likely to keep coming to meetings if they feel needed for their contributions. As they keep coming back, their speaking skills and self-confidence will improve.

**Empowerment means respecting and trying to understand the other person.** When I joined Toastmasters, members of my club sensed I was shy without my having to tell them. Knowing a person is bashful is the first step in helping them. It is easy to misinterpret shyness if you don't know what to look for. Have you ever talked to someone who seemed uninterested and “stuck-up?” Maybe that person was merely shy. Even the most extro-



verted people occasionally feel self-conscious or nervous around others. However, unless you have experienced the often disabling effects of shyness you can't realize how emotionally painful and overwhelming they can be.

Some signs of shyness include:

- Not initiating conversations
- Avoiding eye contact
- Appearing too agreeable and/or too hesitant to express themselves
- Seeming cold and evasive
- Acting uninterested or "stuck-up"
- Talking too fast and looking high-strung
- Blushing easily
- Becoming easily embarrassed and
- Appearing childlike

Timid people are especially afraid of giving speeches because they dread being the center of attention, fearing they'll make a bad impression or glaring mistake.

To support me, members of my club proved they were interested in what I had to say. By making an extra effort to smile and make eye contact with me while I was speaking, they showed me nonverbally that I was succeeding. They also gave me their full attention and had more than the usual amount of upright body posture when listening to me. Most importantly, they complimented me on my progress in speaking and in Table Topics.

The positive comments by evaluators also counteracted my fears. The evaluators always found several specific favorable elements and only one or two specific negative things to say. When mentioning areas I needed to improve on, they did so honestly but tactfully, and always with a kind smile. It is important, no matter how much improvement someone's speeches seem to need, that you still give only one or two criticisms per speech. It is also important to remember that people can learn as much or more from the positive aspects of an evaluation as from the negative.

**Empowerment involves letting people improve at their own speed.** While club members gently encouraged me, they didn't pressure me to improve my speaking skills and to follow the basic manual. I greatly appreciated their attempts because, due to my intense shyness, my speaking skills improved at a much slower pace than the average Toastmaster's.

My fellow club members did not tease me about my timidity or point out that I was shy in a misguided attempt to make me less so. I am – as are other timid people I have talked to – well aware of this character flaw and the negative effects it has on our lives. If my club mem-

bers had teased me, it would have made me even more self-conscious. Instead, they were patient, telling me quite honestly that I was making progress in my speaking skills. They said I was an asset to the club because I had a nice personality and contributed in so many other ways.

It is also important to remember not to get carried away and overdo compliments, for you may come across as insincere or condescending. Nobody likes false praise.

**Empowerment in Toastmasters can include friendship with a shy person.** My fellow club members tried extra hard to include me in social activities and conversations, knowing I was too shy to take initiative.

A really shy person may feel more comfortable being approached on a one-to-one basis. Talk about a common interest, or, if the person still isn't responsive, talk about yourself or try to disarm the person by using humor.

The best way to approach a shy person – or anyone you don't know very well – is to be friendly and polite. If you tend to be extroverted, try softening your voice and demeanor. If the person still doesn't respond to you, don't get angry or offended. Give him or her space. As they feel more comfortable, they may approach you.

*"Empowerment is about letting people make choices and then giving them emotional support and guidance so they can carry out these choices."*

It helps to have a designated mentor to whom the new member can turn. Sometimes, I realized I would need help writing a speech but I was too nervous to ask for assistance. My mentor was an experienced Toastmaster who gave me advice and encouragement when I needed it. Mentors need to take the initiative in the relationship, and to make sure their designated member feels reasonably comfortable during meetings and is included in social plans.

Using the concept of empowerment offers no guarantee that every shy person who visits your club will become a member and become less shy. You cannot make them less bashful – this is ultimately up to them.

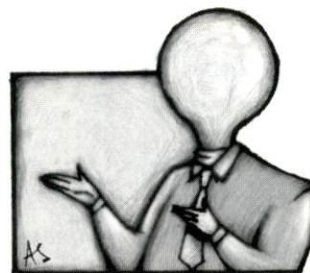
Whether people become less shy depends on the strength of their desire to do so, whether they are ready to make a change in their personality at that time, and whether they have significant support of others outside Toastmasters. It is also important to remember that personality changes take a long time. It took me three or four years of belonging to Toastmasters – combined with other life experiences – before I became more comfortable around others.

Techniques of empowerment can be put to use in varying degrees, depending on the amount of shyness an individual expresses.

When you use the principles outlined here, you will discover a positive approach to helping others – one that will leave you to feeling good.

**Cyndy Tyler, ATM,** is a member of Desert Voices Club 4413 in Phoenix, Arizona.





by Jimmy Henderson, ATM

Brainstorming with a twist.

# Getting Wacky About Membership Building

THIS MAY SOUND GOOFY, BUT INSTEAD OF FEELING DOWN because your club's membership is declining, whack each other on the side of the head to find new ways to gain members.

That is what our club did, figuratively speaking, when we combined an assignment from an advanced manual and

directs the group to think how a six-year-old child might solve these problems. Members ask themselves, "Do we promote success? Do we support each other like friends? Do we have fun?" A third card tells the group to ask, "Are you solving the right problem? Is there a more significant one

you're overlooking?" Group discussion follows.

After 10 to 15 minutes, the leader calls for a member from each group to report their ideas about reaching new members. The discussion leader records their responses on a flip chart. He or she then asks for any additional suggestions from the club. The audience has three to five minutes to modify or combine the written ideas. Finally, the leader takes a minute to summarize and conclude the presentation. The ideas generated by the members are saved and used later by club officers to formulate new and exciting recruiting plans.

Combining advanced manual assignments with a little creativity and a lot of fun keeps members excited about club growth. The next time you find your club racking its collective brain to no avail, try giving it a good whacking instead. **T**

Roger Von Oech's "Creative Whack Pack" technique to brainstorm new ways to lure prospects to our club. The meeting turned into a fun and productive learning experience any club can adopt.

"The Seminar Solution" assignment from The Discussion Leader manual provides an excellent format to conduct a brainstorming session. One of our members combined the assignment's goals with the "Whack Pack" activities.

The "Whack Pack" is actually a deck of cards that provide specific strategies for problem solving. It is based on Von Oech's popular book, *A Whack On The Side Of The Head*, published by Warner Books, Inc. By using the unusual, sometimes outrageous activities suggested, the speaker ignited the audience's creative flames and together they produced realistic membership-building ideas.

The following is a step-by-step plan anyone can follow, using the materials mentioned above, to guide your club in a fun, rewarding and, yes, even wacky club activity.

The leader begins the manual speech by briefly explaining to members that the purpose of the meeting is to think of new ways to build club membership. He or she then describes the cards and instructs how they will be used. Members then regroup into teams of two and three members each. The speaker deals each group four cards, each representing a different aspect of the brainstorming activity. Members read the cards, follow the instructions, and record their responses. The leader monitors the groups' activities and helps them stay focused on the assignment.

For example, one "Whack" card instructs the group to look at the problem - low membership - from a totally different viewpoint, such as that of the uninterested prospect. How does club membership appear through the eyes of the guests who do not join? How does someone who has not been to a meeting in weeks look at the club? What can we learn from these perspectives? Another card

Jimmy Henderson, ATM, is a member of Sundown Club 4834-43 in Rolling Fork, Massachusetts.

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## MEMBERSHIP BUILDING

By Martha Lasley, CTM

The long-term member is precious, but it's the gleam in the eye of the new member that keeps your club fresh and radiant.

# All That Glitters Is Not Sold

**Y**our fellow Toastmasters are gems. Your meetings sparkle with inspiration and creativity. Even the dull moments and the faux pas radiate potential. So where's the gold rush? Why isn't there a waiting list to get on your club's wagon train?

The price is right; the opportunities are boundless, but not everyone is easily sold on Toastmasters. Your local media can help you get the word out. To get prospects to consider joining, it helps to address their fears, use endorsements and ask for action.

### GET THE WORD OUT

Building strong relationships with the local media is one of the easiest and least costly ways to tout your club. Invite not only the editors and

producers, but reporters and talk show hosts to your meetings.

Give them a reason to do a feature story on your club. Meetings, contests, debates, awards, new officers, anniversaries and special events all are potentially newsworthy.

Your media contacts will not attend every Toastmasters function, so write the story yourself anytime you think their audience would appreciate the information.

When you write about future events, you encourage participa-

tion, which is far more productive than writing "Toastmasters had a stimulating meeting, and you missed it!"

The media may print or broadcast a well-written story as is; they may edit profusely; they may interview you and write their own story, or your press release could end up in the trash can with hundreds of others. Learn from the editor, and try to find out why your story did not make the cut.

If anyone butchers a story about your club, resist the temptation to complain. Some publicity usually is better than none at all. Don't sweat the misquotations and typos. Thank the editor or producer regardless, and use the opportunity to invite them to your next event.





You can increase your response rate by interjecting three things into your glittering media releases: testimonials, fear and a call for action.

### USE PERSONAL TESTIMONIALS FOR BEST RESULTS

Quotations are the jewels of any news release. If you write, "Everyone loved the speech," the editor will slash the line because it's not a known fact. Luckily you can express the same sentiment in a quotation: "During the evaluation Kramer said, 'I noticed everyone sat on the edge of their seats. One guy almost fell out of his chair.'"

Powerful endorsements get people to take action. When you ask fellow members for testimonials, do not be surprised if some responses sound lame, flat or boring, such as:

- "I enjoy our meetings because the people are so interesting."
- "I have learned a tremendous amount and I feel much more comfortable about speaking in public."
- "Our club is the greatest, and I never miss a meeting."

Even when comments are genuine and passionate, the content

*When you describe the many reasons for joining Toastmasters, describe not only the value of becoming a great speaker, but the benefit of listening to others.*

may be weak. To elicit the most moving endorsements, start with an interview and probe, goad and cajole until specific examples emerge. Listen for language that vibrates with colorful visual imagery. Good endorsements depend on nouns and verbs, not flowery adverbs and adjectives. An example:

"At my first Toastmasters meeting, I never expected to hear a speech advocating same-sex marriages. When the next speaker protested the demoralization of society, I half expected a fight to break out. Instead, both speakers received praise and suggestions. The club has provided a safe place for me to find my voice, and my quaking has gone from 7.5 to 1.0 on the Richter scale."

To make it easier on your interviewee, write up the most moving parts of their testimony. If you edit well, you can transpose your on-the-spot victim into someone who sounds smart, organized and worth knowing. Offer the interviewee the opportunity to make revisions, and get a signature before using the endorsement in a media release.

### DON'T BE AFRAID TO COMPETE WITH THE FEAR MONGERS

It's not easy to get potential members to put everything else aside to attend your meeting. In competing for a prospect's time, you're up against family, television and glitzy training programs. It's a jungle out there. Tapping primal fears is one of the surest ways to generate a



response. Consider painting a dismal scenario for those who don't join Toastmasters:

- A colleague suggests they put a muzzle on you at meetings.
- Your blind date goes to the bathroom and never comes back.
- You bumble a presentation and some young punk gets your promised promotion.

Hey, wait a minute! Toastmasters is all about reducing anxiety, eliminating fears and empowering people to stand up, speak out and lead. Isn't it unethical and in poor taste to frighten people into coming? No!

Remember that their fears already exist. You do nothing to create or exacerbate those fears. Instead you replace those fears with a marvelous opportunity – Toastmasters.

You can't get away with editorializing in a news release, so try weaving fear into a quotation, a checklist or a quiz.

For some people the greatest fear is giving a speech. For others, it's having to listen to one. When you describe the many reasons for joining Toastmasters, describe not only the value of becoming a great speaker, but the benefit of listening to others.

#### ASK THE PROSPECT TO TAKE ACTION

Any media release should give the who, what, where and when, but it is the *why* that really matters. Give your prospects a reason to come,

*"You can increase your response rate by interjecting three things into your media releases: testimonials, fear and a call for action."*

and a reason to act now. Make it easy for them to act by giving them a number to call, or the address and time of your next meeting.

Still, people will put off coming. They may think, "I am really busy right now. Toastmasters will still

exist next month when things calm down." Counter the procrastination with "Come to the next meeting or miss 'Create Your Own Wealth,' an inspirational speech by Jamie Jackson."

Mentioning the speaker's profession or employer can generate interest, but it's rarely as important as what's in it for the reader.

Encourage speakers to craft their titles with enticement in mind. A tantalizing title can raise the level of anticipation, help the speaker establish a stronger rapport with the audience, and attract new members.

The long-term member is precious, but it's the gleam in the eye of the new member that keeps your club fresh and radiant.

If you think Toastmasters is a golden opportunity, why not write a media release about your club now? **1**

**Martha Lasley, CTM**, is a member of Barrier Breakers Club 7290-65 in Waverly, New York.

## Membership Building Is as Simple as ABCD

By Doris S. Tse, DTM

■ Membership is the life juice of the club. No matter how big your club is, at no time should membership growth be neglected. If your club is not growing and is below charter strength, it is time to relearn your basics: the ABCD of membership building.

**A = Advertise your club** – always have a club flier handy. You can buy some from World Headquarters or create one in 10 minutes by putting a Toastmasters logo, your club name and meeting location and time, a map and a list of the officers and their telephone numbers. Print it on color or decorative paper. Post it on any bulletin board you can find in the neighborhood (cafeteria, library, lounge, student union, job center, etc). Regular news releases about your club events and members' achievements should always include a paragraph about when and where your club meets.

**B = Bring bodies to the meetings** – attend the meetings yourself and invite your friends, coworkers, hotline callers and anybody you can find in the vicinity. Nobody should have double duties. If you don't have enough people in your club, have a Speaker/Evaluator exchange program with other clubs in the Area; invite past contest winners from the district and divisions to present their winning speeches, and look up speakers from the Speakers Bureau Directory. Chances are you will have great speakers presenting the speeches they love to deliver.

**C = Conduct quality meetings with prepared manual speeches, fun Table Topics and constructive evaluations.** All strong and healthy clubs do the scheduling outside the club meetings. In a restaurant, the hungry customers

are likely to be attracted by the delicious food; they don't want to watch the chef prepare the dishes in the messy kitchen. Likewise, your guests will only be attracted by well-organized and well-run meetings. Don't turn them away by your offhandedness.

**D = Dare to ask the guests to join.** We all enjoy the benefits of the program and so will your guests. Include an application in the guest package and explain to them how to fill it out. Often, your guests are waiting for your invitation.

Membership building is just that simple. Know your ABCD and practice it in your club. You will enjoy the result tremendously! **1**

**Doris S. Tse, DTM**, is a member of SRI Organizer Club 1435-4 in Menlo Park, California.





Mark Majcher, ATM

Toastmasters share their lessons learned.

# Turning the Corner

MOST OF US APPROACHED OUR FIRST TOASTMASTERS MEETING with feelings of trepidation and excitement. We were motivated by the need to hone our communication skills. Later we found ourselves in a position to pass the knowledge we had accumulated to the newer members.

This is a forum for sharing those ideas and "lessons learned." Here are some of the latest reader tips:

*When choosing where to build clubs, in the past it was based on enthusiasm and chance. Now we utilize governmental resources. The government has split our country into voting areas known as electorates, each with a population of about 10,000 people. In a recent membership campaign, we logged where our current clubs were. The best electorate had 11 clubs, the lowest had one club. We concentrated our efforts on both those areas with success.*

*In the high club areas we found a large body of current toastmasters to help, and in the low club areas we found a large number of people who had not tried Toastmasters and wanted to join. It also resulted in an increase in membership for the existing clubs as we increased publicity and awareness of Toastmasters.*

*This structured approach helped us focus our efforts in club building. The good news is if you try to build a Toastmasters club, in most cases you will succeed.*

RAY WOLKEN, ATM - WELLINGTON, NEW ZEALAND

*Back when it was somewhat more difficult to earn the ATM award, I wondered how I could complete the 18 presentations (three advanced manuals plus three outside speeches) all within a year or two. The overall task seemed daunting at first, until I met a man who had completed both his CTM and ATM in one calendar year. "How is that possible?" I asked. "Hey! It's only a couple of five- to ten-minute speeches a month, plus less than half a dozen extras in the summer," he said. He continued, "Overall, it's less than five hours of speaking per year!"*

*"Yeah, but there's preparation time and the challenge of getting to the schedule," I countered. "OK, so add another couple of*

*dozen hours per year for research and preparation. It's still not very much overall effort when you set goals and focus on them."*

*So I tried it. I set a goal of an average of 2.5 speeches per month and actually did complete 40 over a 16-month period. Entirely by chance, my 28th presentation coincided with precisely the 365th day*

*following the date of my Ice Breaker. I found that I was able to make an extra speech or two a month simply by going to other clubs and fitting into their schedules. I always was made to feel quite welcome. Attending outside club meetings is well worth the time and effort involved.*

EDWIN M. BEBEE, ATM - TUSCON, ARIZONA

We want to hear from you! Share with us that favorite tip, word of mouth strategy or lesson learned by sending your Topical Tip via postcard, letter or electronic mail. Be sure to include your name and address.

Send to: Mark Majcher, ATM  
"Topical Tips"  
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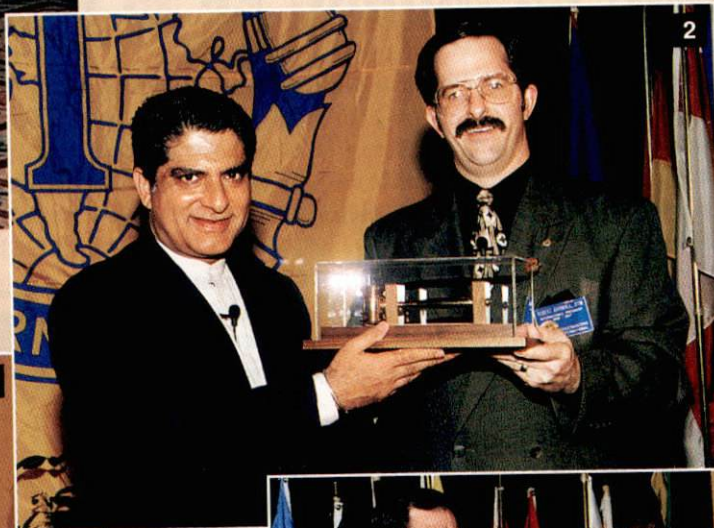
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# A Toastmasters Carnival

Highlights from the  
66th Annual International Convention  
in New Orleans, Louisiana

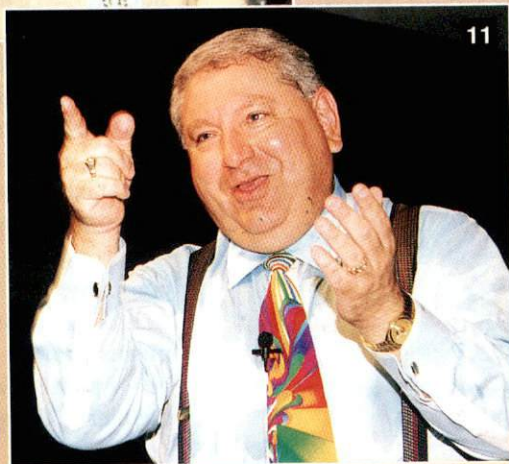
Nearly 1,700 silver-tongued Toastmasters from all walks of life gathered in the multicultural city of New Orleans in August for their own take on the city's famous carnival: the Toastmasters International Convention. During four days of celebration, education, motivation and oration, attendees renewed friendships with Toastmasters from distant clubs, elected new leaders and voted on important issues facing the organization. They also took in the sights of the city's historic French Quarter, sampled Creole and Cajun culinary creations, and enjoyed the jazzy rhythms of the city's celebrated musicians.







See photo captions on next page.



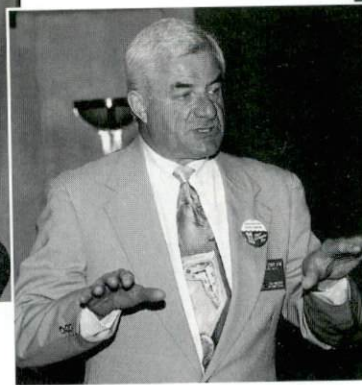




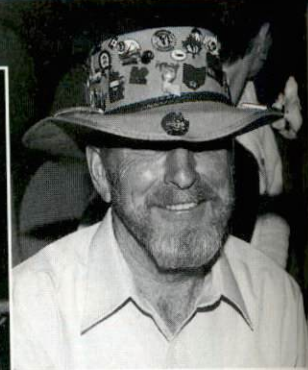
1996-97 District 68 Treasurer Sherry Bournes enjoys her first convention with a fellow host district volunteer.



President Barnhill shows off a Proclamation by the City of New Orleans announcing the week of the convention as Toastmasters Week.



Delegate from the Heidelberg Toastmasters club in Germany speaks out during the Candidates Showcase.



Toastmaster from Down Under proudly shows off his collection of convention pins.

The 66th Annual International Convention opened with the traditional Parade of Flags on Wednesday night, August 20. Proud Toastmasters from Host District 68 and around the world carried the flags of many of the 72 countries in which the organization is represented. Host District 68 Governor Grant Burgess, ATM, welcomed everyone to the "Crescent City" and offered a humorous lesson in "New Orleansese," explaining that the proper way of pronouncing the city's name is "N'Awlins - not Noo Orleans." International President Robert Barnhill, DTM, then reported on the experiences and events of his presidential year and talked about his goals and plans for the organization, which he named "Vision 20/20."

"Everyone wants Toastmasters International to grow, to give more people the benefit of Toastmasters training," Barnhill said, outlining his "Vision 20/20" goals of the organization becoming a worldwide leader in communication and leadership by the year 2020, with 20,000 clubs and 400,000 members worldwide.

How to accomplish this? President Barnhill suggested there is a market for sustaining at least one Toastmasters club per population of 15,000 in any country, providing the following factors are met:

- An increase in club quality and efficiency to ensure members are satisfied;
- An increase in service and support to clubs from districts, divisions and areas;
- Membership costs are kept low.

**CAPTIONS FROM PAGES 8 & 9:**

1. 1997-98 International President Len Jury, DTM, of Auckland, New Zealand, celebrates his inauguration with his wife, Heather, CTM, at the President's Dinner Dance.
2. Dr. Deepak Chopra receives his Golden Gavel Award from International President Robert Barnhill.
3. They are Champions: International Speech Contest winner Willie Jones; 2nd place winner Evelyn Peyton; and 3rd place winner Marilyn Tomlin.
4. Top Five Membership Campaign Award recipients from State Farm Club 5345-18 and Wry Toast Club 8358-26.
5. President's Distinguished District award recipients: District 34 Governor Arnaldo Cantu, his wife Maria Guadalupe and Immediate Past District 34 Governor Maria Gonzalez are honored by President Barnhill at the Hall of Fame ceremony.
6. Host District 68 Chairman, former District 68 Governor Harold Parker and his wife, Joyce, in regal attire at the Mardi Gras costume party.
7. Delegates get into the Mardi Gras spirit.
8. Recipients of the Top 10 Club Newsletter Award are honored at the Hall of Fame ceremony.
9. 1996-97 National Speakers Association President Patricia Ball shares what it takes to speak like a pro.
10. International Taped Speech Contest winner Sashikala Prasad of Al Khobar, Saudi Arabia, receives her award at the International Speech Contest.
11. Keynote speaker Michael Aun tells Toastmasters about customer service.
12. Host District 68 Governor Grant Burgess welcomes delegates to New Orleans.

"Nothing happens unless a volunteer decides to make it happen," Barnhill said, exhorting members to avoid complacency and recommit themselves to keeping The Toastmasters Promise and "making our Vision 20/20 a reality."

Keynote speaker Michael Aun, a businessman, author and corporate trainer from Florida, then commanded the stage with his energetic presentation, "Have I Gotta Beg to Join?" Using examples from the business world and from his own life, he talked about customer service and how it applies to Toastmasters clubs.

"Dissatisfied customers tell 10 others about their bad experiences. Satisfied customers tell only five others about their good experiences," he said. "It costs twice as much to build a new club or gain a new member as it does to keep one we already have." Aun, a Toastmaster and winner of the 1978 International Speech Contest, emphasized the importance of conducting entrance and exit interviews with club members, of asking questions to determine members' expectations and making sure those expectations are met. "Promise them a lot and be sure to deliver even more."

Suggesting that club leaders make new members feel welcome by helping them get involved in the club and in the organization, Aun stressed the importance of first impressions. "Providing high quality service to members in clubs, areas and districts saves you time and money and also leads to increased member satisfaction and retention."

**GOLDEN GAVEL AWARD**

After a morning of educational sessions, delegates eagerly took their seats at the sold-out Golden Gavel Luncheon to watch Dr. Deepak Chopra receive Toastmasters' highest honor for communication excellence: The Golden Gavel. One of today's most popular leaders in the self-help, mind-body medicine movement, Dr. Chopra has written 19 immensely popular books about the mind's dominion over the body and how to find spiritual fulfillment. His company, the Chopra Center for Well Being in La Jolla, California, treats the body and mind as one - healing one means healing the other.

A pioneer and globally renowned expert in holistic medicine, Chopra charmed the crowd with his effortless





off his First-time convention attendee Kathryn Pape of Toms River, New Jersey, is dressed to impress.



Toastmasters and Guests Luncheon speaker LilyB Moskal entertains the audience.



Toastmasters from Arizona and Georgia develop friendships.



Newly elected Third Vice President Jo Anna McWilliams addresses delegates.

and poetic speech about his own spiritual journey. Born in India and trained as an endocrinologist in the United States, Chopra told of his growing disenchantment with conventional medicine while in private practice and while serving as Chief of Staff for the New England Memorial Hospital. "Modern doctors are excellent technicians – they know everything about the body but nothing about the soul," he said.

Finding no clues to the meaning of life in Western medicine, Chopra told of how he turned to transcendental meditation and the teachings of his native land in the form of Ayurveda, an ancient form of healing that emphasizes the role of the mind. "We have this definition of health as the absence of disease, when in fact well-being is about having a higher state of consciousness," he said. "Human experience is one of ambiguity but also of magic. The soul and spirit survives for millenniums; we are literally holograms of creation itself."

In a presentation sprinkled with poetry and elusive metaphysical concepts, Chopra said we live in a multi-dimensional universe. "It is multidimensional in space as well as in time. Depending on the frequency you tune in on, you create your own perception of reality." Offering no easy answers, Chopra said, "Life will always be a mystery to me. We aren't here to solve it, but to celebrate it." The 50-year-old doctor concluded on the thought that the search for meaning will go on forever. "Life is a journey, not a destination," he said, quoting a favorite Chinese proverb he said applies to his own life: "A good traveler has no well-defined plan and is not intent on arriving."

Throughout the week, various communication experts shared their secrets for personal and professional success. Convention attendees had a plethora of seminars to attend and could choose from four different tracks of topics: Speaking, Personal Growth, Motivation and Leadership, and Club and District Success. Most seminar leaders were Toastmasters who, by their own example, demonstrated the potential of the Toastmasters program.

### NEW LEADERS ELECTED

During Friday's Annual Business Meeting, delegates elected new officers to serve on the organization's Board of Directors: Len Jury, DTM, as the organization's 1997-98

International President; Terry Daily, DTM, as Senior Vice President; Tim Keck, DTM, as Second Vice President; and JoAnna McWilliams, DTM, as Third Vice President.

Delegates also elected the following eight Toastmasters to serve two-year terms on the organization's Board of Directors:

- Region I: **Kathy McBride, DTM**, of Spokane, Washington
- Region II: **Katherine (Kitty) Mason, DTM**, of San Jose, California
- Region III: **Elizabeth (Beth) Boaz, DTM**, of Thornton, Colorado
- Region IV: **Joy Pirkel, DTM**, of Coon Rapids, Minnesota
- Region V: **Frank Pagano, DTM**, of Greenfield, Indiana
- Region VI: **Beverly (Bev) Wall, DTM**, of Grand Rapids, Michigan
- Region VII: **Frances (Fran) Gedra, DTM**, of Washington, D.C.
- Region VIII: **Fekry Ismail, DTM**, of Birmingham, Alabama

Earlier in the week, during the Board of Directors Meeting, Executive Director Terrence McCann reported on the organization's growth during the past year: As of June 30, the organization had 171,629 members in 8,424 clubs in 72 countries – a marginal increase from last year. "Thousands of district and club officers and members worked very hard and we all are very proud of them," McCann said. He noted, however, that "these results are



Toastmasters Education Center customer inspects merchandise for sale.



Popular speaker Al Wiseman leads session on "Seven Keys to Successful Speaking."





Norman Boyd of San Felipe, California, and his friend show off their headgear during the Mardi Gras costume party.



Proud delegates vote for candidates and issues during the Annual Business Meeting.



This Elvis Presley impersonator caused a crowded dance floor at the Mardi Gras "Fun Night."



President Barnhill honors Past International Director Carl Cottingham with a Presidential Citation for his outstanding contributions to the organization.

positive, but not good enough. We need to return to the 5 to 7 percent growth we experienced in the 1980s and early '90s."

McCann pointed out that 60 percent of the organization's members have been Toastmasters for less than two years. He cautioned "old timers," such as organizational leaders, to constantly remind themselves to communicate and "assume we are providing new information" when training and orienting new members. "The information may be old to us, but it's new to them," he noted.

McCann mentioned all the support programs available to members and officers in their efforts to meet members' needs and create high quality clubs and districts. "Finding and identifying people's needs must continue to be a priority for us . . . It is important for our organization's survival that we continually search for new or improved products or programs that our members will respond to . . . We must get closer to the individuals who have been members for six months to two years."

To illustrate what the organization has done to ensure the continuing success of each member, club, area, division and district in the past several years, McCann mentioned Toastmasters International has:

- Streamlined the Distinguished programs
- Updated the educational system
- Revised all promotional brochures
- Created a new club building video

- Updated the New Member Kit and the basic Communication and Leadership Program manual
- Updated several Success Leadership modules
- Created the Better Speaker Series and the Successful Club Series modules, aimed at club excellence.

"The programs are in place, now we all need to get down to the business of accomplishing our objectives," McCann concluded.

After enjoying the Toastmasters and Guests and DTM luncheons, delegates took time to celebrate the accomplishments of individual Toastmasters, clubs and districts at the festive Hall of Fame ceremony. Awards were presented for achievements ranging from Distinguished Districts and Top Five Clubs to Top 10 Newsletters and Top Five Membership Campaigns. (A list of clubs, districts and Toastmasters honored for their efforts in 1996-97 appears on pages 27-29 in this issue, under the heading "International Hall of Fame.")

By the end of the day, conventioners were ready to celebrate with a "Mardi Gras" themed costume party. Donning feathered masks, strings of beads and costumes ranging from goofy to glamorous, Toastmasters enjoyed an evening of dancing and entertainment by celebrity impersonators. Appearances by a ventriloquist, as well as "Cher," "Elvis," "Little Richard" and "Ed Sullivan," created a true carnival spirit among the otherwise dignified delegates.

## THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING

On Saturday morning, delegates were up early for the most popular event of the convention: the highly anticipated International Speech Contest. A crowd of nearly 1,700 Toastmasters and their guests gathered in the huge ballroom to admire and cheer their favorite contestants. Willie Edward Jones of Pearl City, Hawaii, emerged victorious and claimed the title of 1997 World Champion of Public Speaking.

By a process of elimination using club, district and regional contests throughout the year, Jones and eight other finalists were selected for the annual competition from more than 8,000 Toastmasters worldwide. Jones, Toastmaster since 1980 and an experienced motivational speaker, commanded the stage with his seven-minute speech, titled "A Warm Boot." Jones engaged the audience



Leaders of District 50 are honored for achieving Select Distinguished District status.



International Speech Contest winner Willie Jones, of Pearl City, Hawaii, dons traditional leis after his victory.





Past International Director Lydia Boyd addresses Distinguished Toastmasters with her DTM Luncheon message about reaching for success.



A future Toastmaster observes the festivities from a vantage point.



Club President Anthony Longley (left) and Shelton Taylor (right) of Nassau Club 1600-47 in the Bahamas strike a pose with International President Robert Barnhill.



District 75 Governor Johnny Uy presents incoming International President Len Jury with a club charter.

ence with his conversational and funny speech about his experiences in owning a computer repair business and helping customers reboot their computers. "On the telephone, I can hear this sound that goes 'boop,' and that lets me know that everything is fine," he said. "That sound is 'boop' - remember that."

And the audience did. When Jones was announced the winner, the crowd applauded and "booped" their approval.

Second runner-up Evelyn Peyton, ATM-B, of Orlando, Florida, drew laughter when recounting her little brother's first trip to a public swimming pool in a speech called "The Journey." Third place went to Marilyn Tomlin, ATM, of Seattle, Washington, for her speech, "A Pinch of Passion."

The six other speakers in the contest were: Brian Cavanaugh from Region III; Tony Brckovic from Region IV; James Holloway from Region V; Sandra Zeigler from Region VII; Jeremiah Bacon III from Region VIII. Elaine Aviola from Matina Davao City in the Philippines was the ninth contestant, representing Toastmasters districts outside North America.

Also honored at the World Championship of Public Speaking were the two newly conferred Accredited Speakers: Victor Costa of Stillwater, Oklahoma, and Robert Opple of Bellvue, Washington. The Accredited Speaker Award recognizes Toastmasters who have professional-level speaking skills. To earn the award, applicants must meet a rigorous set of requirements, including giving at least 25 presentations varying in topic and purpose before different audiences within three years.

District 12 Governor Richard Danzey, DTM, then welcomed everyone to next year's convention in Palm Desert, California, which will be held at the luxurious Marriott Desert Springs Resort and Spa.

### PASSING THE TORCH

After an afternoon of attending educational sessions or sightseeing, Toastmasters dressed in black-tie elegance and gathered in the ballroom to honor the newly elected officers and International Directors at the President's Dinner Dance. 1996-97 President Robert Barnhill handed over his presidential pin to incoming President Len Jury, DTM, who began his term with a speech about his chosen theme, "The Thrill of Success."

"Toastmasters is like being in Aladdin's cave, where every door opens to new and rich rewards," he said. "These rewards can be personal, they can be within your club or district, or even at the international level. These rewards come from the knowledge that through your time, your efforts and your example, others are encouraged to better themselves and the environment around them."

Host District 68 Chairman Harold Parker, DTM, thanked the many local Toastmasters who so generously had volunteered their time and efforts to make the convention run smoothly. Parker himself was thanked by Past International President Ian Edwards, DTM, for his hard work and organizational skill in coordinating the host district's activities.

As the convention drew to a close, Toastmasters enjoyed a night of dancing and saying goodbye to friends. Some were already making plans to meet again next year at the 1998 International convention in Palm Desert, California. When asked about their thoughts about the convention, many Toastmasters agreed with the assessment of Mary Ann Dixon, a Competent Toastmaster from Missouri: "The best part of the whole convention is the fellowship with other Toastmasters," she said. "This is the greatest organization in the world! It always amazes me that everyone doesn't want to be a Toastmaster." **T**



1997-98 International President Len Jury receives his Presidential Pin from outgoing President Robert Barnhill.



Seminar leader Jeff Slutsky gives advice on membership building.



# 1997 Convention Cassettes - New Orleans

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### HAVE I GOTTA BEG TO JOIN?

Michael Aun, CSP - See and hear a former Speech Contest  
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### 1997 GOLDEN GAVEL ACCEPTANCE SPEECH

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### 1997 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING

Elaine Aviola, ATM; Tony Brckovic, CTM; Marilyn  
Tomlin, ATM; Brian Cavanaugh, ATM; Evelyn Peyton,  
ATMB; Sandra Zeigler, CTM; James Holloway, DTM;  
Willie Jones; Jeremiah Bacon III, ATM - The Best of the  
Best compete for the World Title in this dramatic event.  
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### HOW TO BE FUNNY - HUMOR SKILLS YOU CAN USE IN YOUR SPEECHES

David Naccari, DTM - Maximize your speaking potential  
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The reports of the outgoing and incoming presidents will  
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Al Wiseman, ATM-S - These seven habits can improve  
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Gavin Jerome - Benefit from integrating humor effective-  
ly in your next presentation and in your professional and  
personal life.  Audio 12-16

## SPEAKERS SAMPLER

Betty Eisengzimmer, DTM; Darrell Grimes, DTM; Bill  
Matyastik, ATM-B; Maimunah Natasha, ATM - Enjoy this  
cross-section of Toastmasters speakers.  Audio 12-22

## TRACK 2 - PERSONAL GROWTH

### GREAT CONNECTIONS

Margaret Hope, DTM - Learn to communicate for  
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relationships with genuine intent.  
 Audio 12-5  Video 12-5005

### THE FOUR STEPS TO SUCCESS

Paul S. Goldner - Pursue your dreams with confidence  
and persistence. Unleash your potential!!!  
 Audio 12-9

### YA GOTTA BELIEVE

LilyB Moskal, CSP - Achieve self-esteem and self-confi-  
dence by learning to believe in yourself.  Audio 12-15

### CHANGE...TO GROW!

Gerald Green, DTM - Change "dead-end" habit patterns;  
experience greater levels of success; turn risk into reward.  
 Audio 12-18

### STAND UP AND BE COUNTED

Derek C. Johannson, DTM - Derek shares his secrets for  
developing an entrepreneurial spirit that will allow you to  
stand tall and be counted.  Audio 12-24

### LEARN TO BE A BETTER LISTENER

Mike Marino Jr. - Keep your ears open and your mouth  
closed, and see how your communication and leadership  
skills will soar to great heights.  Audio 12-29

## TRACK 3 - MOTIVATION & LEADERSHIP

### LEADERSHIP CAN BE LEARNED

Kai Rambow, DTM - Effective leaders share common  
skills; skills you can learn and use to your advantage.  
 Audio 12-4

### LEARNING THROUGH LEADERSHIP

Geoffrey A. Kirkwood, DTM - Step outside your comfort  
zone and take on leadership roles that will challenge you  
and expand your personal and professional effectiveness.  
 Audio 12-8

### THE MTVS OF LEADERSHIP

Michael Lewis, ATM-S - Cultivate the art of effective  
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**FROM VISION TO VICTORY IN SIX POWERFUL STEPS**  
Jo E. Condrill, DTM - Learn to commit, enroll others, take  
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## TRACK 4 - CLUB & DISTRICT SUCCESS

### STREET FIGHTING: MARKETING MEMBERSHIP IN YOUR CLUB

Jeff Slutsky, CSP - Jeff shares street-wise advice on attract-  
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### DIAGNOSING & TREATING WEAK CLUBS

John Paul Haley, DTM; Carolyn Sanders, DTM - Find  
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### ACHIEVING DISTINGUISHED DISTRICT

Richard Benson, DTM; William J. Cortus, DTM; Daniel  
Jones, DTM; Catherine Y. Santana, DTM; Kathleen  
Steece, DTM - These experts share what it takes to achieve  
area, division, and district success.  Audio 12-19

### EXTEND THE BENEFITS: BUILDING STRONG CLUBS

Frank Hirt, DTM; John S. Latin, DTM; James Miller,  
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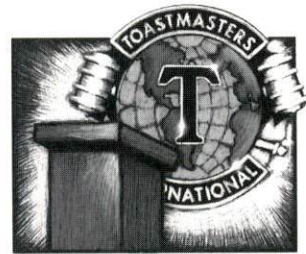
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Region I Director is fondly remembered  
as a respected mentor and encourager.

## In Memory of John Howard, 1930-1997

WHENEVER KEY CLUB 3723-15 IN SALT LAKE CITY, UTAH, GAVE its Spark Plug Award to a member for bringing the most "spark" to the club meeting, it was a miracle if it went to anybody other than John Howard, DTM.

A 16-year veteran Toastmaster, Howard was elected to the Board of Directors in 1995. He died August 14, 1997, of complications from a brain aneurism.

Howard, 67, was known throughout the organization for his brimming enthusiasm and energy. Just three days before he slipped into a coma, Howard attended his Key Club Toastmasters meeting, entertaining members with ceaseless quips and trading wisecracks with his long-time friend and fellow Toastmaster Jinks Dabney.

"We had the most fun we've ever had," recalls Club President Barbara Bisping, CTM. "John and Jinks kept flipping jokes back and forth for an hour and a half."

Along with his enthusiasm, Howard, a retired Vice President and Manager of Corporate Planning and Marketing for Key Bank of Utah, brought to the Board of Directors many years of corporate and association knowledge and experience.

"John was the best kind of Board member," said Immediate Past International President Robert E. Barnhill, DTM. "He studied, he listened, he thought, and then he spoke."

He also brought a warm, welcoming manner to each member and guest. Within five minutes of entering a room, Howard would have introduced himself to every person and asked them about themselves. Whether in a demonstration meeting or one on one, he had a comfortable way of telling people about Toastmasters. He became a mentor to many.

"Everybody looked up to him," Bisping said. "He never said a negative thing, and yet there was no arrogance about him at all. When he walked into the club you felt like you were under his wing - he was there to help you."

Howard tried to make sure everyone felt a part of the group. He thought of small ways to be thoughtful, even

making sure all the women at the Toastmasters spring conferences received corsages.

His passion for public speaking propelled him all the way to the World Championship of Public Speaking. He

was a finalist five times, and a finalist in the American Bankers Association Speech Contest twice. When Toastmasters members became disheartened after losing speech contests, Howard was the ideal encourager who could truly say he had been there.

"He treated everybody with respect and never had a discouraging word to say," remembers Billie Jones, who followed Howard as District 15 Governor. "He had confidence in you even when you didn't have confidence in yourself."

When his club held a birthday party for Toastmasters Founder Dr. Ralph Smedley, Howard dressed up as Smedley - hair slicked back and all - and told the founder's life story.

"He could make the most mundane things exciting," said Robert Bentley, fellow club member and friend, whom Howard mentored. "John could read you the yellow pages and make you laugh and pay attention."

Howard used his Toastmasters skills as a leader in many community and professional associations, including the American Institute of Banking, Boy Scouts of America, the Community Concert Association, Easter Seals, the National Speakers Association, the Utah Speakers Association, the Utah Bankers Association, and the Utah Telecommunications Association. He also served in various leadership positions within The Church of Jesus Christ of Latter Day Saints.

Howard is survived by his wife Shirley, CTM, and his five sons: John, Alan, Sterling, Christopher and Nathan, as well as nine grandchildren.

"We are grateful to have known John and to have been a part of his life," Barnhill said. "We will sorely miss him." 1





# EXCITE YOUR AUDIENCE WITH

By carefully creating anticipation,  
we turn our audience from observers into participants.

**D**uring an interview with poet Carl Sandburg, a reporter asked, "In your opinion, what's the ugliest word in the English language?"

The poet frowned. "The ugliest word in the English language?" he repeated, furrowing his brow and staring in the distance.

"Ugliest?" he muttered to himself. "Ugliest. The ugliest word."

He reflected awhile, face knotted in thought. After a long, pregnant pause, Sandburg's eyes brightened and returned to the reporter's.

"The ugliest word is - 'exclusive.'"

The power in that story lies not so much in Sandburg's choice of a word as in the journey he took to get there. With the pauses - the repetition - the description of Sandburg's physical

reactions - we do not merely hear the story, we participate in it. We sit in the room with the reporter, waiting for the great man's word. Then, once spoken, it is a revelation.

Another way to tell that story could have been: "Carl Sandburg once said that 'exclusive' was the ugliest word in the English language."

Not nearly as powerful, is it? The difference is that the first version puts us on the scene and creates a sense of tension in us - it fills us with anticipation.

Creating anticipation in your listeners can mean the difference between a so-so speech and a great one.





# ANTICIPATION

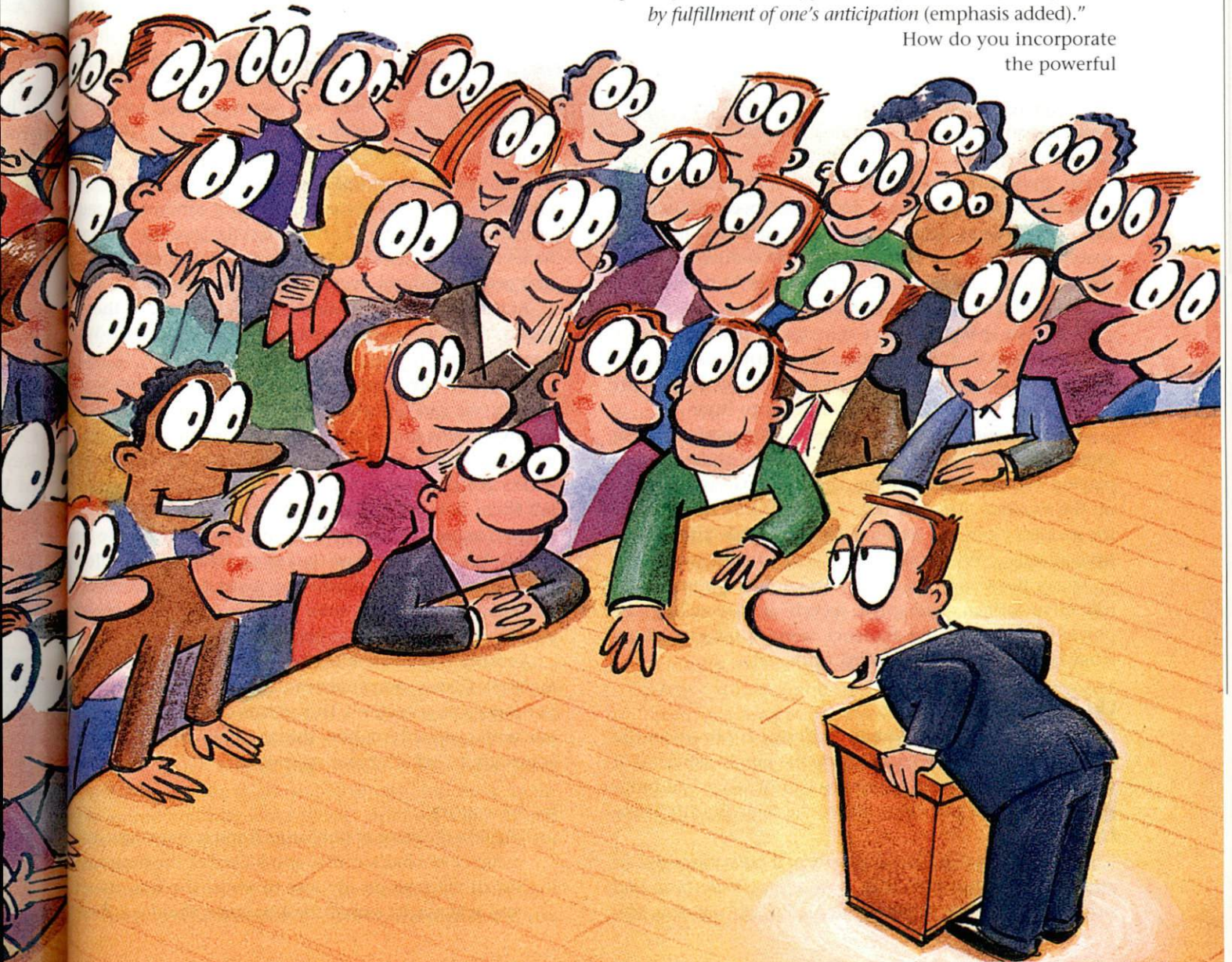
BY TIMOTHY RUTHSTIVER ■ ILLUSTRATION BY CHRIS MURPHY

icipate by carefully creating anticipation, we turn our audience from observers into participants. Instead of being passive recipients of our wisdom, they become companions on a journey, in which they feel they have something at stake.

By the end of this article, you'll know the simple tools that can create anticipation in your listeners – and you'll be able to use them in your next presentation. (By the way – I just used one of those tools!)

Knowing how to create anticipation is a valuable skill for the speaker, because anticipation is a basic part of our emotional makeup. According to Emory University preaching professor Rev. Fred B. Craddock, "Anticipation enables us to ride out the storm, endure periods of pain and privation, stick with distasteful and boring tasks, maintain sanity in chaos, and survive disappointments and delays in pursuit of our goals. *In addition, it is probably the human spirit's greatest source of pleasure, often exceeding that provided by fulfillment of one's anticipation (emphasis added).*"

How do you incorporate the powerful





feeling of anticipation into your speeches? Building anticipation should be considered part of the structure of the speech itself. A speech that uses anticipation to move itself forward is an "inductive" speech.

### DEDUCTIVE VS. INDUCTIVE SPEECH

Deduction is reasoning from the general to the specific. Years ago, I was taught that all speeches use this reasoning: they make a thesis statement, then back it up with the specific facts in the body of the speech. Deductive reasoning is looking at a house, then taking it apart to see how it all fits together.

But there's another way to construct a speech: inductively, or reasoning from the specific to the general. Inductive reasoning is looking at a construction site and realizing that you can build a house with what's there.

The inductive speech uses specific facts to point to a general conclusion. The late author Erma Bombeck was a master of this form – using the mundane specifics of domestic life to make points about the human condition. That's characteristic of an inductive speech – it tends to deal in universal themes.

An inductive speech has other distinctions. Where deductive speech has logic, inductive speech appeals to emotions; where deductive speech is rational, inductive speech appeals to our senses. Unlike the deductive speech, the inductive one rarely states its point directly. It lends itself to first person accounts, or to telling someone else's story.

Inductive speeches aren't superior to deductive ones, but they have their own virtues. Their foremost strength is that, by not showing their hand right away, they create anticipation in us – and thus compel us to listen.

A Greek orator was giving a speech on a matter of great importance. But people were conversing, children were playing – no one was listening. The orator paused and sized up the situation. Then he began again: "Once upon a time the goddess Ceres was traveling with a swallow and an eel." Immediately, every ear strained to hear what he had to say.

The orator was smart enough to know the power of an inductive speech. Inductive speech is storytelling. Its power is in making the audience wonder and care about what happens next – in a word, anticipate.

### CREATING ANTICIPATION

"Bricks are a superior building medium, as proven in the field." This may be a true statement, but so what? Will you remember it in an hour? Maybe not – but you probably remember a story that makes the same point: "Three Little Pigs!"

"Three Little Pigs" illustrates several powerful ways to create anticipation. One of the strongest is repetition and surprise. Why isn't it the "One Little Pig," or even the

"Two Little Pigs"? Because three seems to be a magic number to create tension – it is neither too much nor too little. Let's analyze how it works:

**One:** A situation is contrived (a pig builds a house of straw), and something happens (wolf destroys house and eats pig).

**Two:** Another pig builds a house. We know that pigs in this story-world build houses and that wolves are dangerous and have certain powers. With the second house, we repeat the first action, with an interesting variation (sticks). Then – the same result. We are now accustomed to what happens between pigs and wolves.

**Three:** Bricks, an even more interesting twist. Because the wolf blew down two houses, we anticipate he will blow down the third. Surprise! The expected doesn't happen. And so we are compelled to keep listening.

But note there are only three pigs. Could we even remember the story if there were seven pigs and a variety of building materials? This illustrates

another facet of creating anticipation: restraint.

What you keep out of a story is probably more important than what you leave in. We can't ramble too much or our carefully crafted anticipation fizzles away. We must focus our audience's attention only on the most important points, and not overload them with detail.

At the same time, creating anticipation means that the speech must have emotional and sensual content. What does that mean?

The audience must care about what happens in the speech. We can't create anticipation if the audience has no investment in the outcome. To make that investment, we must make sure that the audience identifies with what's going on in our speech. People will identify if we tell them how our characters feel in the given situation. There is an emotional investment in the Three Little Pigs if only because we know that their choices have life-or-death consequences! Watch any good drama to see how the characters express their feelings, and thus become people we care about and identify with.

Another way of evoking feeling is by supplying sensual detail. (Please don't misread this – I'm not suggesting pornographic speeches!) This means using the richness of our senses: describing how things smell, look, sound. For example, what's more appealing:

- (a) "I was fired,"
- (b) "I had a breakfast of hot oatmeal and maple sugar, drank a cup of hot black coffee, and looked at the fresh snow fall in the trees on my way to work. The boss came and told me, in a small, broken voice, that I was fired."

*"Inductive speech is storytelling. Its power is in making the audience wonder and care about what happens next – in a word, anticipate."*



Sensual detail puts us in the world of the story. We are no longer distanced from events – we participate.

Another way to create anticipation is by foreshadowing, where something happens early on that impacts later events. Telling the story about the time you saved someone's life, you might want to drop in something in the beginning that tells us how you came to know CPR: "My new employer made me take a CPR class, which I felt was a waste of time." This lets the listener know how we acquired the skills, and the description of our feelings adds some irony. Appropriately placed, this admission can pay big dividends later in the speech.

Sometimes we can foreshadow by dropping little hints of what's to come – what I call planting seeds. "I never guessed that would come back to haunt me." "I thought that was the last I'd seen of her – but she returned in a surprising way." Listeners look forward to when these seeds bear fruit.

I give a speech about James Reeb, a white minister who was killed marching with Dr. Martin Luther King in Selma, Alabama, in 1965. As I tell the story of Reeb's life, I talk about a time he went to see a play where a priest "deputizes" himself, as a representative of the Pope, to die in a Nazi concentration camp. Reeb disagreed with the priest's rationale – he thought it was a useless death – but did conclude that sacrifice might be necessary if it could aid or draw attention to a cause. Reeb's reaction to the play adds richness when I tell the audience about how Reeb met his own death.

## MASTERING THE TOOLS OF ANTICIPATION

What if your speech isn't inductive – for example, you're explaining the new widget to your sales force. Can you use the tools of anticipation? Absolutely!

**Repetition and surprise:** "The new product can best be described with the Three P's." What are these? Make them up – create three key words that begin with the letter P. They can be "Performance, Power and Profit," or "Personal, Persistent and Pain-free." The specific words (or letters) don't matter that much – just make them memorable. Define a short list of key concepts, make them sound complementary, and structure your speech around it. Anticipation is created as the audience checks each one off.

Remember: without at least two concepts, you don't have the power of repetition. Three is always better. If you

have more than five concepts, there are probably too many. Always save your best, briefest and most surprising idea for last.

**Emotional and sensual detail:** Incorporate anecdotes. Since an anecdote is really a story, enrich it with detail. We can drop a pertinent anecdote into even the most technical speech – and use this opportunity to create anticipation ("You're going to hear several stories about how we developed this product – here's the first one . . .")

## INDUCTIVE OR DEDUCTIVE?

By Timothy RuthStiver

Some questions to ask if you're considering an inductive approach:

- Does the subject matter lend itself to emotion?
- Would sensual description be out of place?
- Are feelings or hard facts more important in this speech? Would feelings and emotions be totally out of place?
- Are the other speakers giving deductive speeches? A more emotional, descriptive, storytelling approach may bring welcome contrast and relief.

**Foreshadowing:** Say the new widget is yellow (the old ones are blue). The audience will want to know why the change was made, but don't tell them at the start. Tell them, "By the end of my talk, you'll know why it's yellow." In other words, plant a seed – tell them at the beginning that we will explain the change (or they'll keep interrupting us to ask about it). If we assure them at the start that we'll explain the startling new change at the end, they'll be with us all the way. Just remember to make that explanation worth waiting for.

**Another way to use foreshadowing is to create a story.**

For example: "I know you're skeptical. I knew someone who was more skeptical than you about yellow widgets. Let me tell you how even she changed her mind . . ." Refer to the "skeptics'" objections at key points, and explain how the changes won her over. Finish with, "You remember our skeptic? That was me." We've just turned a lecture into a story with a plot and a big payoff.

## ANTICIPATE THE APPLAUSE

Anticipation is more than an emotion – it's a very human need. Filling that need will make our speeches more memorable for our audience and more fun for us to prepare and deliver.

To master the tools of anticipation, study the masters – detective stories and horror tales, for example, depend on creating anticipation. Read them with an eye to see how they create it. Listen to how a good speaker or storyteller like Garrison Keillor creates anticipation, and notice how you feel when it happens. Then, start practicing it yourself. **1**

**Timothy RuthStiver** is a Los Angeles-based writer and speaker whose career has included broadcast journalism, corporate speechwriting and the ministry.



INTERNATIONAL



# Hall of Fame

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### District 29

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\* District receives "Excellence in Leadership Award" for completing 1996-97 with three or more consecutive years as a Distinguished District.

## International Speech Contestants

### Region I

Marilyn Tomlin  
Club 4401-2

### Region II

Willie Jones  
Club 2915-49

### Region III

Brian Cavanaugh  
Club 3569-3

### Region IV

Tony Brckovic  
Club 2324-64

### Region V

James Holloway  
Club 2976-63

### Region VI

Evelyn Peyton  
Club 3004-40

### Region VII

Sandra Zeigler  
Club 4516-36

### Region VIII

Jeremiah Bacon III  
Club 1005-58

### Overseas

Elaine Aviola  
Club 4933-75

## Accredited Speakers

### Victor Costa, ATM

Club 1957-8

### Robert W. Opple, ATM-S

Club 2211-2

## International Taped Speech Contest Winners

### 1st Place

Sashikala Prasad, 8258-U,  
Al Khobar, Saudi Arabia

### 2nd Place

Ronald Olivera, 1059-U,  
Dhahran, Saudi Arabia

### 3rd Place

Rajan B. Parulekar, 9015-U,  
Bangalore City, India

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Club 1987-48

### Rustenburg

Club 5729-74

### Phonic Fury

Club 5963-12

### Midtown/Midday

Club 2333-11

### Dinosaurios

Club 7440-34

CLUBS WITH 20-29 MEMBERS:

### Talu

Club 9643-8

### Staten Island

Club 9679-46

### Durian

Club 4933-75



**Sundowners Advanced**

Club 5803-14

**Braddell Heights**

Club 7903-51

**CLUBS WITH 30-39 MEMBERS:****Master Motivators**

Club 7213-12

**Pukekura**

Club 2176-72

**Wry**

Club 4270-4

**Alpha**

Club 3703-70

**Greater Hartford**

Club 919-53

**CLUBS WITH 40 OR MORE MEMBERS:****Free Speakers**

Club 8401-38

**Tai-Pan**

Club 2100-75

**Conoma**

Club 454-16

**Parramatta**

Club 2274-75

**Bayanihan**

Club 2844-75

**Top Ten Club Newsletters****Tick Tact Talk**

Club 8490-U

Luz Escobido, CTM, Editor

Winifred Maranan, CTM, Editor

**Rocky Mountain Eagles News**

Club 2396-26

Janet Pearson, CTM, Editor

Bob Pearson, CTM, Editor

**The Airdrie Toastmaster**

Club 6344-42

Jim Szpajcher, CTM, Editor

Alan Waugh, CTM, Editor

**Hot Pursuit**

Club 6901-42

Ron Pidskalny, Editor

**The Jester**

Club 9767-42

Nicole Sayler, CTM, Editor

**The Voice**

Club 484-56

Daniel Dess, Editor

Bob Rundle, Editor

**Thornhill Toastmasters Tidbits**

Club 8517-60

James Scollick, CTM, Editor

**The Forgotten Voice**

Club 6571-68

Kerry Myers, CTM, Editor

Dale Gaudet, ATM, Editor

**Kampe**

Club 2100-75

Glenn N. Lim, Editor

**Goodhands**

Club 8723-75

Grace Marie Lopez, CTM, Editor

**Top Ten District Newsletters****District 6 Digest**

District 6

Dallas Sursely, DTM, Editor

**Images**

District 12

Tom Pigeon, CTM, Editor

**The Oklahoma Toastmaster**

District 16

Mary Murphey, ATM, Editor

**Prairie Horizons**

District 42

Linda J. Hawk, DTM, Editor

**Yankee Activator**

District 53

Judith Boynton, CTM, Editor

**Forum 56**

District 56

Jeff Riggs, DTM, Editor

**The Leader**

District 61

Jane Stuart, DTM, Editor

**The Dominion Traveler**

District 66

Grace E. Brown, DTM, Editor

RaNetta Mitchum, ATM, Editor

**Corroboree**

District 69

Josephine Brown, CTM, Editor

**Newsline**

District 72

Gaelle Deighton, DTM, Editor

**Top Five Membership Campaigns****State Farm Toastmasters**

Club 5345-18

**Wry Toast Toastmasters**

Club 8358-26

**Clark County Toastmasters**

Club 7661-40

**NCOC 1 Toastmasters**

Club 9165-51

**Tanjenong Toastmasters**

Club 9420-73

**President's 20+ Awards****District 51**Dunstan Chan, DTM, *Governor***District 71**Hilda McHugh, ATM-S, *Governor***District 72**Leo Baxendale, DTM, *Governor***President's Extension Awards****District 34**

Maria Rodriguez de Gonzalez,

DTM, *Governor***District 51**Dunstan Chan, DTM, *Governor***District 70**Lorna Fazldeen, DTM, *Governor***Outstanding Toastmaster of the Year**

G. Thatcher Darwin, CTM - D-F

Michelle Matt - D-1

Karen Cottrell, DTM - D-2

Beryl Burke, ATM-B - D-3

Jim Griffin - D-4

Ken Garber, DTM - D-5

Mary Ann Giauque, ATM-B - D-6

Kevin Vorheis - D-7

Lorraine Newgent, DTM - D-8

Susie Walters, ATM - D-9

Cherylann B. Sommerfeldt,

ATM - D-10

Sylvia Harbison - D-11

Gregory Scott, DTM - D-12

Charles J. Wilson, ATM - D-13

Joy Bennett, ATM - D-14

Don Azevedo - D-15

Anita Baker, ATM - D-16

Leonard Roberts, DTM - D-18

Linda Terpstra - D-19

Lois Gilbertson, CTM - D-20

Blanche T. Hall, DTM - D-23

Anita Lewandowski - D-24

Jean Boba, CTM - D-25

Robin Roberts - D-26

Linda Werrell, CTM - D-27

Arlene Rahm-Scherf - D-28

Norm Cyr, ATM - D-29

Cordelia V. Barlow, ATM - D-30

Marjorie Noack - D-31

Barbara Blubaugh - D-32

Damencele Dipasqua - D-33

Roberto Salazar Rodriguez,

ATM - D-34

Gary Allen, CTM - D-35

Rosita Dee, ATM - D-36

Selena Fuller, DTM - D-38

Mike Wanner, ATM - D-38

Marian Kile - D-39

Doug Fickbohm, DTM - D-41

Velda Clermont, CTM - D-42

Jerry Smith, ATM - D-43

Marjorie Inman, CTM - D-45

Amelia L. Abad, DTM - D-46

Mickie Di Siena, DTM

Len Corcoran, DTM - D-48

Betty Ann Keala, DTM - D-49

Don Jacobs, ATM-S - D-50

Alex Ng, CTM - D-51

Ruth Deutsch, DTM - D-52



Joseph Purcell - D-53  
 Ronald L. Creek, CTM - D-54  
 Barbara Shareef, CTM - D-56  
 Mercedes Balli, DTM - D-56  
 Alan Zoraster, CTM - D-57  
 Geneva Anderson, ATM - D-58  
 Judy Suke - D-60  
 Connie Maartense - D-61  
 Lee Lebbin, ATM - D-62  
 Ronald de Vera Barredo, DTM - D-63  
 Scott Alexander Murray, ATM - D-64  
 Michael C. Shepherd, CTM - D-66  
 Harold Parker, DTM - D-68  
 Maurie Dunn, CTM - D-69  
 Robert Wright, DTM - D-70  
 Lys Hocking - D-71  
 Leo Baxendale, DTM - D-72  
 Charlie Holden - D-73  
 Lovemore Mabvurudza - D-74  
 Arturo Lomibao - D-75

### Division Governors of the Year

Ann Marie Janicki, ATM- D-F  
 Gregory M. Valtierra, II - D-1  
 Shelley Skiner, CTM - D-2  
 Marge Wilson, ATM - D-2  
 Warren Apger, ATM - D-3  
 James Wilrich, ATM-S - D-4  
 Marian Prokop, ATM- D-5  
 Maria Johnson, DTM - D-6  
 Barbara Gianos - D-7  
 Cindy Larm, DTM - D-8  
 Heather Odegard, CTM - D-9  
 Carole E. Fleming, ATM - D-10  
 Glenn Christian - D-11  
 Deepak Ubhayaker, DTM - D-12  
 Michael Bloeser, CTM - D-13  
 Jason B. Collier - D-14  
 Barbara Gumbrecht, CTM - D-15  
 J. Mike Dobbs, ATM - D-16  
 Deborah Handy, CTM - D-18  
 Genny Yarne, ATM-S - D-19  
 Sharron Waddingham, ATM - D-20  
 Suzanne Conaway, ATM - D-22

Bonnie Buckley, ATM-B - D-23  
 Wayne Schmaderer - D-24  
 Ronald Bland, ATM - D-25  
 Karen Spencer, CTM - D-26  
 Larry Welch, DTM - D-27  
 Josephine Bell - D-28  
 Billy Ely, ATM - D-29  
 Bill Jenkins, DTM - D-30  
 Allan Schmidt - D-31  
 Mary Jo Manzanares - D-32  
 Kay Collis, DTM - D-33  
 Victoria Cueva de Aceves, DTM - D-34  
 Ubaldo Lara Madrigal, CTM - D-34  
 Elizabeth Tsai, DTM - D-36  
 Fannie Howell, ATM - D-38  
 Alvin W. James - D-39  
 Dan Boyum, CTM - D-41  
 Spencer Silver, ATM - D-42  
 Garrey Lee, ATM-S - D-43  
 Celia Fancher, ATM - D-44  
 Amelia L. Abad, DTM - D-46  
 Bob Sullivan, ATM - D-47  
 Melissa Wertz, DTM - D-48  
 Bea Elyot, ATM - D-49  
 Nancy Hodgkinson, ATM - D-50  
 Zacharias Adijuwono, ATM - D-51  
 Ali Marie Matheson, ATM-B - D-52  
 Raymond Bell, DTM - D-53  
 Mary Lynn Edwards, ATM - D-54  
 Maria A. Larsen, ATM - D-56  
 Carol Heil, ATM - D-56  
 Jeff Morris, CTM - D-57  
 Ray Hill, ATM - D-58  
 Michiel Bagchus - D-60  
 Joyce Hill - D-60  
 Victoria Swinburne-Kennelly, ATM-B - D-61  
 Greg Bauer, DTM - D-62  
 Nancy Holder, DTM - D-63  
 Sherri Wood, DTM - D-64  
 Barbara Periman, ATM - D-66  
 Corey Potier, ATM-S - D-68  
 Sandra Simpson, ATM - D-69  
 Colin Levy, ATM - D-70  
 Tony Pettitt - D-71  
 Raymond George Wolken, DTM - D-72  
 Ashley French - D-73  
 Beth Thomas, ATM-S - D-74  
 Melanie C. Ng - D-75

### Area Governors of the Year

Wilma Springer, ATM - D-F  
 Josette Valtierra - D-1  
 Robyn Hunter, ATM-S - D-2  
 Connie Mendoza, CTM - D-3  
 Norman Pefley, CTM - D-4  
 Mark Rivest, ATM - D-5  
 Linda Larson, DTM - D-6  
 Duane Bauley - D-7  
 Angell Chisholm, ATM - D-8  
 Jim Hills, ATM - D-9  
 Theodore R. Krauss, CTM - D-10  
 Glory Smith - D-11  
 Kay Mellen, ATM - D-12  
 Rick Festa, ATM - D-13  
 Joan McGinley, ATM - D-14  
 Joan Haynes, DTM - D-15  
 Mary Kent, ATM - D-16  
 Lauren Sheriff, ATM - D-18  
 Beth Jordan - D-19  
 Scott Swanstrom, CTM - D-20  
 Jo Ellen Cooper, ATM - D-22  
 Ralph B. Wallace, ATM-S - D-23  
 Bob Stahn - D-24  
 Jenifer Johnson, ATM-B - D-25  
 Sharon Heck - D-26  
 Virginia Kibler, ATM - D-27  
 Geoff Slawson - D-28  
 Carlton Clayton, CTM - D-29  
 Barbara Hunt, ATM - D-30  
 Peter Carruth - D-31  
 Vincent B. Schettini - D-32  
 Kelly Brown, ATM - D-33

Maria Guadalupe Aranda Orozco, CTM - D-34  
 James Traynor, CTM - D-35  
 Diann Ellerbe, DTM - D-36  
 Bob Cranston, ATM - D-38  
 Peter Vacura - D-39  
 Roy Wilcox, ATM - D-41  
 Bill Wickson, CTM - D-42  
 Carolyn Livingston, ATM - D-43  
 Velma Kingsland, ATM - D-44  
 Fran Crocheron, ATM - D-45  
 Kenneth Raftery, CTM - D-46  
 Sandra Turner, ATM - D-47  
 Kevin Lawrence, ATM-B - D-48  
 Jeff Reiss, ATM - D-49  
 David Urban, CTM - D-50  
 Iskandar Ahmad, ATM - D-51  
 Edith Stine-Woods, CTM - D-52  
 Val Albert, CTM - D-53  
 Don Kermath, ATM - D-54  
 Judith Michaels, ATM - D-56  
 Frances Rubion, ATM - D-56  
 Cassandra Cockrill, CTM - D-57  
 Tammy Harrison, ATM - D-58  
 Bruce Webb - D-60  
 Bob Lyle, ATM - D-61  
 Sandra Lundberg, ATM - D-62  
 Carolyn Lawson, ATM - D-63  
 Lillian Rummery - D-64  
 Jean Marie Webb, ATM - D-64  
 John Harman, ATM-B - D-66  
 Charles Potier, CTM - D-68  
 Rose Chant, CTM - D-69  
 Joan Dennis, ATM - D-70  
 Patricia Roche - D-71  
 Lynne Lusty, ATM - D-72  
 Janet Morrison - D-73  
 Derek Brune, CTM - D-74  
 Melanie T. Lim - D-75

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**Notice:** Members who received any ATM award before June 30, 1997, will be listed in *The Toastmaster* magazine Hall of Fame. Members who receive ATM awards after June 30, 1997 will not be listed in the magazine because of an increased number of awards that will be issued under the new recognition system and because magazine space is limited.

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

## DTM

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

Michelle N. Matt, 4419-1  
 Donna Snow, 4270-4  
 Mily Tsou, 4270-4  
 Allen Palmer, 9261-4  
 Douglass C. Evans, 888-5  
 Dolores M. Weck, 7213-12  
 Peter K. Wright, 8904-21  
 Suzanne B. Conaway, 8591-22  
 Ralph B. Wallace, 4357-23  
 Marianne Meadows, 5154-27  
 Patricia E. Tripp, 4055-33  
 Mario Zuniga Marin, 6922-34  
 Cecilia T. Hurt, 5309-36  
 Florence G. Printis, 5309-36  
 Brenda L. Fuller, 8341-36  
 Veronica Anne Bucki, 4335-37  
 Susan Ash, 6870-39  
 Curtis A. Woodard, 7118-39  
 Michael B. Churchill, 7118-39  
 Kae Neufeld, 3146-42  
 Edwin L. Lamont, 22-47  
 Valeda L. Jennings, 2903-47  
 Wayne Carl Draper, 4267-47  
 Natasha Maimunah, 4067-51  
 Loh Yunn Hua, 6832-51  
 Ruth Deutsch, 125-52  
 David Robert Estrada, 5531-56  
 Karan McKoy, 8034-56  
 Ross C. Mackay, 1609-60  
 Beta McCormick, 5207-60

Kien V. Trinh, 6307-60  
 Connie Maartense, 5833-61  
 Scott A. Murray, 58-64  
 Tracey McLachlan, 2572-69  
 John Davis, 9471-69  
 John Walter Taylor, 2274-70  
 Joan S. Dennis, 2822-70  
 Valerie Yakimoff, 6345-70  
 Di Sims, 7521-70  
 Hilton Leonard King, 9587-70  
 Michael Kavanagh, 3677-71  
 Joyce Rhodes, 5461-71  
 Hugh Bruce Powell, 8930-72  
 Ross David Whittingham, 6700-73  
 Thomas Boon, 8874-73  
 Lynette W. O'Hare, 5179-74

## ATM Bronze

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

Loyette E. Allison, 2531-3

## ATM

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

John Fenwick, 4270-4  
 Marian Cochran, 4270-4  
 Walter J. Feszchak, 4270-4  
 Mithras C. Maurille, 4282-4  
 Richard S. Simonds, 5825-4  
 Joe Madley, 6028-4  
 Sharon L. Baeza, 6325-4  
 Brenda Hendrickson, 7283-4

Robert Siktberg, 8084-10  
 Simmona E. Simmons-Hodo, 4546-18  
 Philip J. Mantler, 1572-21  
 Randy Lee Visser, 1572-21  
 Ken Oxenham, 1734-21  
 Nancy H. Edmonds, 2460-21  
 Gordon Monro, 2651-21  
 Kenneth M. Bradley, 3564-21  
 Irene K. Schell, 5346-21  
 Christina Glynis Jensen, 6095-21  
 Aida Galvan Flores, 6749-34  
 Reginald Felix Acosta, 7220-34  
 Imelda Medina de Diaz, 8208-34  
 Gloria Teresa Martinez de Pasos, 9305-34  
 Alberto Peña Nava, 9435-34  
 Hector Noguera Trujillo, 9435-34  
 Adolfo Mota Hernández, 9615-34  
 Héctor Luis Soto Soto, 9615-34

## Anniversaries

### 50 years

San Carlos-Belmont, 530-4  
 Merritt, 539-57

### 45 years

Northeast, 1161-2  
 Lafayette, 1127-11  
 Business & Professional, 1169-68

### 40 years

Naval R & D, 2539-5  
 Town & Country, 2488-12  
 Georgia-Carolina, 2523-14  
 Beta Aloosters, 2524-23  
 HUD Toastmasters, 1795-27  
 John Alden, 2467-31  
 Kit Carson, 2299-39  
 Endicott, 2584-65

### 35 years

Nashua-Hudson, 2440-45  
 Concord West, 2107-70

### 30 years

Speakeasy, 1789-6  
 Downtown, 1622-18  
 Ft Myers, 1702-47  
 TM Club of Singapore, 357-51  
 Advance, 3050-69  
 Sea Eagles, 2951-70

### 25 years

Gear Gassers, 3079-28  
 Friendly, 3040-37  
 Stanthorpe, 1659-69  
 Boomerang, 1791-69  
 Canterbury-Hurlstne Pk, 3783-70

### 20 years

Border Toasters, 2127-23  
 Good Evening, 3164-47  
 Metrocrest Toastmasters, 3318-50  
 Glendale Speakeasy, 2692-52  
 Centre, 2404-69  
 Aotearoa, 2420-72

## Ralph C. Smedley Memorial Fund

### Contributor

Past International President John B. Miller, DTM, in memory of C. Douglas Hertz  
 District 9 Toastmasters, in memory of Margaret Henderson, DTM  
 Montgomery Village Toastmasters Club No. 1212-36, in memory of Toshio Hoshide, DTM, District 36 Governor 1978-79  
 District 24, in memory of Thelma Hiller  
 Trinity Hill Toastmasters Club No. 6427-56, in memory of Arthur Storer

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NIH Evening Speakers of Bethesda, Maryland, in memory of Steven M. Shaffer  
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 Midtown Toastmasters Club No. 4722-46, on behalf of McGraw-Hill Noontime Express Toastmasters Club No. 8459-46, in appreciation for conducting a Speechcraft Program, March 1997  
 Second Vice President Terry R. Daily, DTM, and Judy Daily, DTM, in memory of Allan Shaw, DTM, District 64 Governor 1980-81  
 Ascend Toastmasters Club No. 5356-75  
 Radford River Phoenix Toastmasters Club No. 2870-66 and RAAP Toastmasters Club No. 3633-66, in memory of Mary Ruth "Mimi" Knack

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- 392-MIT Most Improved Table Topics
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___ 394-MIT	___ 601-MIE	___ 407-E
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