

The **TOASTMASTER**®

MARCH 1999

ALSO INSIDE:

Your Club Newsletter:
Tips from Award-
Winning Editors

Meet Zig Ziglar,
Toastmasters' 1999
Golden Gavel Speaker

How Do You
Respond to Praise?



**Strive to Meet Club and
District Officer Standards**



VIEWPOINT

What Are You Doing to Help Your Club?

What is club pride? Is it the feeling you get when a new member delivers an Ice Breaker speech, or when a fellow member wins an area speech contest? Is it the thrill of success as you watch a member finally achieving her goal of earning the CTM award?

Several months ago, I had the unique opportunity to participate in an inter-club meeting through video conference. During the meeting, a member delivered his 10th speech and achieved his CTM. He was excited to have accomplished his goal and proud to have contributed to his club's success in the Distinguished Club Plan (DCP).

What are you doing to build your club's pride and to help it succeed in the Distinguished Club Plan?

The Distinguished Club Plan is designed to benefit the individual member. Its purpose is to measure how clubs are serving you, the customer. Clubs achieve success when members reach their goals. The plan encourages members to move through the communication (CTM, ATM) track and the leadership (CL, AL, DTM) track. By setting goals for yourself and proceeding through the tracks, you will reap the full benefit of the Toastmasters program.

Our organization's goal is to have all clubs reach Distinguished status by June 30. Each member should consider setting a goal of completing at least one of the educational awards. If you have completed the requirements, send the paperwork to World Headquarters now. You deserve the recognition!

After completing your CTM, you have the option of having Toastmasters International send a letter notifying your employer of your achievement. In addition, you will receive two free advanced manuals that can be used toward your ATM. A Toastmaster's road to success does not end with a CTM. There is no stop sign after each award, but rather another signal that points the way for you to further develop your communication and leadership skills.

If you are a club leader, dust off that document you prepared at the start of the year and see where you stand with the Distinguished Club Plan. If you are a member, ask your leaders how the club is doing in achieving its goals.

A club that achieves Distinguished status is a club that serves you, the member!

Terry R. Daily

Terry R. Daily, DTM
International President

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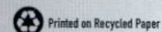
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The Toastmasters Vision:

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

THE BEST IS YET TO BE

Welcome to 1999, designated by the United Nations as the International Year of Older Persons! The fact that this is my 21st year as a Toastmaster and my 13th year of retirement brings me to put pen to paper to remind all Toastmasters that retired people are an untapped source of potential members.

Poet Robert Browning said, "Grow old with me. The best is yet to be!" Older people have acquired many skills and have much to offer. Toastmasters, here's your opportunity to increase your club membership. Canvass all recently retired people. Welcome them into your club and you'll have a balanced membership of both younger and older people.

In the 12 years since my retirement from teaching, I have been a member of two clubs and have often visited other clubs in the area. I have twice served as club president and have been an area governor. I have competed at club, area and division levels, conducted six Speechcraft courses and 26 Youth Leadership courses, and have attained the ATM-G award. Many thanks to Toastmasters International for giving me fulfilling years in retirement and for supplying avenues for my energy. I am still enjoying all facets of the Toastmasters program and I'm still learning. Through TI, I have made lasting friendships and retained a sense of self worth, so important in later years.

Norma E. Stewart, ATM-G
Pioneer Toastmasters 5843-69
Mackay, Queensland, Australia

WELL-PLACED FEET PREVENT SWAYING

I enjoyed the article "Evaluate to Motivate" in the November 1998 issue. As did other articles in that issue, it contained valuable tips for club members. However, I was sur-

prised to read the last example in that article – advising speakers to put their heels together to avoid swaying from side to side.

I believe it is better to speak without either swaying or worrying about doing so. I suggest using a military, "parade-rest" stance. That is, stand with one foot slightly in front of the other, with one heel pointing toward the other foot's instep.

As Toastmasters' "Chairman" manual has pointed out, this position is less rigid than the heels-together, "attention" position.

Gary Wilson, DTM
Past International Director
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Parramatta, NSW, Australia

A TOASTMASTER'S TOUGHEST TEST

I applaud Candis Cohen's article on "Speaking at Memorial Services" (January) and her ability to discuss the subject as sensitively as she did. I read the article after returning from my father's funeral where I spoke on behalf of the family. I used skills gained at Toastmasters and was touched when congratulated later on how well I had portrayed my father's 72 years of life.

That was the most important speech of my life. I advise other people who one day may be in my position to keep and refer to Candis Cohen's article. She covered everything.

Steve Tucker
Gold City Toastmasters Club
Charters Towers QLD Australia

I was really surprised to find in the January issue an article about speaking at memorial services. Just days before I read the article, my family had asked me to prepare the obituary for my late aunt. In committing to doing this, I volunteered to give the obituary and family members' reflections at the funeral.

Throughout the delivery, I made every attempt to maintain eye contact with people attending the service and to apply what I had learned in Toastmasters about voice inflection and body language.

Avoiding tears was no easy hurdle. I felt strong in the end, confident and satisfied that I had honored my aunt's life in a courageous manner. I was pleased with the comments my speech generated. A divine endorsement came in reading Candis Cohen's article, because indeed my Toastmasters experience helped me tremendously.

Bobby R. Anderson, CTM
Crystal City Talkers Club 2021-27
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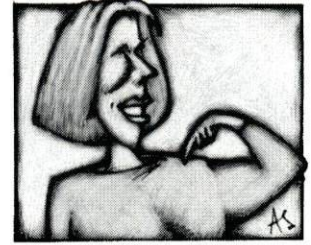
AN ANTIDOTE TO ALEX

Elly V. Darwin's article "But It's Not My Fault" in the December issue describes a meeting where Alex, the Toastmaster for the evening, shows up late and leaves the club president in a panic. The article discussed very well Alex's lack of responsibility and contingency planning.

But I suggest that the club president also might use contingency planning, perhaps by appointing alternates for important officers. Even the most responsible members, which Alex clearly is not, may have last-minute emergencies that keep them from a meeting.

Imagine now that Alex rushes into the meeting late and starts blurting out his apology, only to be told, "Shut up, sit down and just watch; we have everything under control." This is fair to the other club members, to the president and – whether Alex would admit it or not – to Alex.

Roger Wells, ATM
Capitol Toastmasters Club 422-32
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By Thomas H. McKerlie, DTM

"I know you believe you understand what you think I said, but I am not sure you realize that what you heard is not what I meant."

Say What You Mean

IN HIS BOOK, *ALICE IN WONDERLAND*, LEWIS CARROLL DESCRIBES the March Hare, Alice and the Mad Hatter talking together. Speaking to Alice, the March Hare says: "...Then you should say what you mean." Alice replies: "I do, at least I mean

what I say; that's the same thing you know." "Not the same thing a bit," says the Hatter. "Why you might as well say that 'I see what I eat' is the same thing as 'I eat what I see.'"

Although a fairy tale, this scene reflects a communication problem we experience every day. Most of us, when talking or giving a speech, say one thing but actually mean something else. Toastmasters' Founder, Dr. Ralph C. Smedley, noted that every word has at least three meanings: The meaning intended by the speaker, the meaning generated in the mind of the listener and the dictionary meaning. The challenge is to say what you mean, mean what you say, and clearly illustrate what you are talking about.

Here's an example: A Toastmaster says, "It is my pleasure to turn over the lectern to the Topicmaster." Even though we know it's an expression and that the lectern is not physically being turned upside down, some people are not familiar with this statement. The proper words to use in addressing an ethnically mixed audience would be: "... turn control of the meeting to ..."

When we don't clarify our words and meanings, we invite stares and puzzled expressions from people not familiar with local idioms and expressions. Dr. Smedley said, "Most of the conflicts and disagreements among people result from misunderstanding." Why do we have such constant, on-going difficulties in communicating?

Before we write a speech, we must take into account the audience's diverse cultural and social backgrounds. In Japan, years ago when baseball was "catching on," the Japanese thought Americans were barbarians. When American fans yelled "kill the umpire," the Japanese thought they meant exactly that! Why? Because that is what was said! We must try to avoid this kind of miscommunication by thinking from the audience's perspective.

We certainly can add to the confusion by the words we use. It's estimated that the number of words in today's

English exceeds one million. A person of average intelligence is expected to have a vocabulary of approximately 15,000 words. Of the 15,000, we use about 2,000 daily. Of those, we use 500 most frequently. Those 500 words, in turn, have more than 14,000 different dictionary meanings.

All of these different meanings compound our communication problem. For example, the word "run" has 172 definitions in my *Random House Dictionary*. To a woman whose stockings just tore, it has one meaning, to a baseball player, it means something else. Once you have said what you mean and mean what you say, it's time to illustrate your message.

For every speech you present, use descriptive words to help get your point across to the audience. When I had to prepare a speech for my "working with words" project in the first manual about the Niagara River, I wrote these words: "The raging water in massive torrents smashes against enormous boulders. One incredibly tumultuous wave crashes against another, creating an incredibly thunderous roar and mist." If you want your speech to come alive with imagery, do what I did – constantly revise the words.

If you want to be understood, clarify and illustrate your words. Listen to your speech and your evaluator's comments. The more you speak, the more comfortable you'll become and the less time you'll need for preparation. Do not become complacent. Even one of the world's most influential speakers, Dr. Robert Schuller, has a speaking coach. This 1978 Golden Gavel Award recipient uses a mentor to help him keep his messages clear and sharp!

Dr. Smedley said: "Merely to make a speech is not enough. The speech must mean something – lead to something – stir up someone to know, to do or attempt something." Here's my salute to your next inspiring, informational, motivational or educational speech. **T**

Thomas H. McKerlie, DTM, is a member of Crystal Clear Toastmasters Club 9332-F in Garden Grove, California.



How Do Your Words Define You?

Most people don't realize that words define people more than people define words. You and I may lug out a dictionary when in doubt as to whether we have used the right word. But more often, we ignore the dictionary and substitute another word with roughly the same meaning. That's the trouble; it may be too rough. Others may wince at a word that just missed being correct and get a bad impression of us.

Have you ever interviewed someone for a job and found that after one sentence you have already decided not to hire that person? The words used and how they are delivered can make you doubt the skills of a potential employee. After all, employees represent your company, and you don't want customers to get the wrong impression.

Aren't we defined the same way when we speak at our Toastmasters clubs? The good news is that at Toastmasters we have the benefit of getting feedback on whether we are

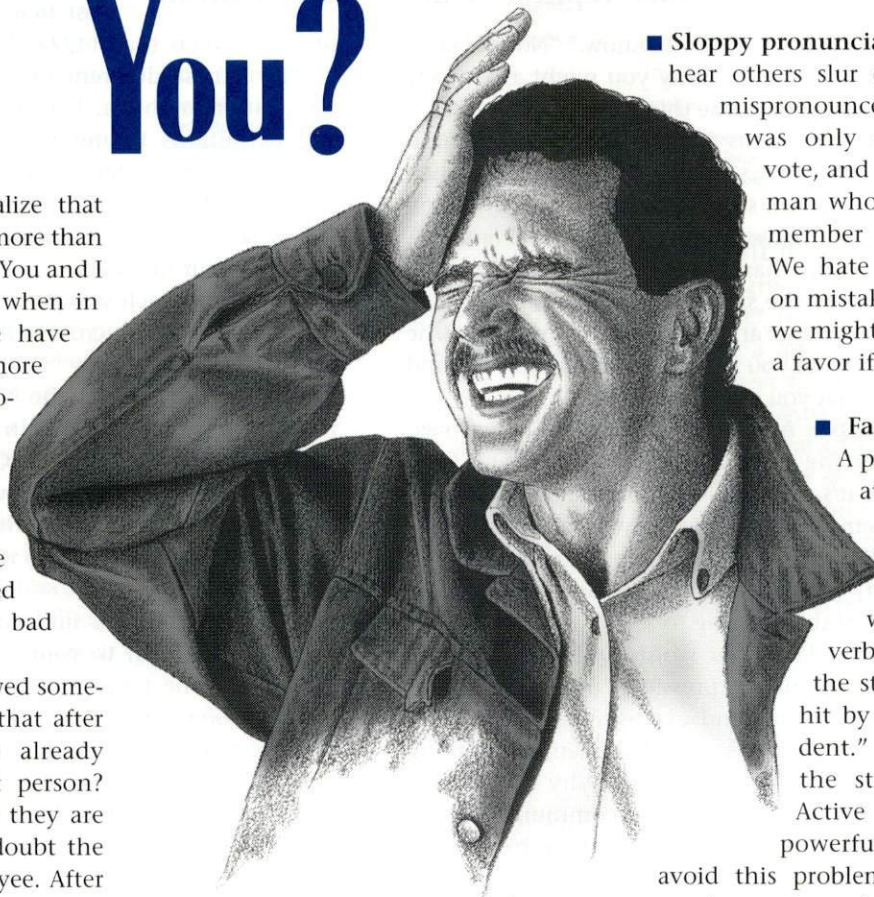
using or abusing words. We are lucky if grammarians and evaluators take our word choice into consideration. Boosting our word power is another side of the equation. Using the word of the day and having our word use evaluated is very important. Never

We hate to call people on verbal mistakes, but we might be doing them a favor if we did.

allow yourself on this or any other occasion to be defined as less than what you are. This can happen in too many ways. Here are a few:

■ **Sloppy pronunciation.** We often hear others slur or slip as they mispronounce words: There was only one *descending* vote, and that was from a man who was *formally* a member of the board. We hate to call people on mistakes like this, but we might be doing them a favor if we did.

■ **Faulty grammar.** A participial phrase at the beginning of a sentence is often followed by a clause with a passive verb: "Driving down the street, a dog was hit by the young student." Was the dog or the student driving? Active verbs are more powerful and would avoid this problem. Another frequent error is confusing the use of single and plural forms, especially when a plural word is near a verb. The object of the preposition is never the subject of the sentence, but that object regularly trips the unwary: "One of the bags were missing." Doesn't this sound like



several bags were missing? Misuse of pronouns also occurs often. As children, we are trained to speak of someone else as "Mary and I left early," but all too many people say, "between you and I." These are just a few of the most common errors. Grammarians and evaluators should try to catch them all. We all know people – maybe even ourselves – who get caught up in hearing their own voices. Abraham Lincoln once said of such a person, "He can compress the most words into the smallest idea of any man I ever met."

■ **Racism and sexism.** These needn't be blatant to be incorrect. Today, you are not likely to hear racial slurs or assumptions that a doctor is always a man or someone bringing children to the park is a woman. But how about those people who preface a remark with, "Some of my best friends are . . ." and conclude it with a derogatory assumption? You can fill in one of the many casual insults that can follow. Then there is the point that some men think they are being flattering when they refer to a woman of any age as "young lady." During a recent congressional hearing, the chairman repeatedly recognized "the young lady" from this state or that. Imagine the astonishment if he had recognized the "young man" of similar age.

■ **Similar sounds.** How often do we try for one word and hit another that sounds familiar but is ridiculously wrong? *Fortune* magazine on July 21, 1997, printed these gems found in resumé: "I demand a salary commiserate with my ability," and "Reason for retiring: maturity leave." Similar mistakes are more likely to occur in speaking than in writing. As U.S. Ambassador Adlai Stevenson once said, "Man does not live by words alone, despite the fact that sometimes he has to eat them."

■ **Using jargon.** Jargon has a place when it functions as a short-cut in a group where everyone uses the same vocabulary. The problem exists when the general public is forced to try to understand people as different as doctors, lawyers and computer technicians who have their own specialized vernacular.

Oddly enough, it appears that lawyers may have to change some of the language they use. In January, 1998, the U.S. Securities and Exchange Commission made a new rule, 421(d) stating that lawyers must write in plain English by October 1, 1998. The October 5, 1998 *New York Observer* reported that lawyers were hastily downloading books on how to write plain English. The word is still out on the effect this rule has had on their spoken English.

■ **Confusing the meaning.** Not everyone agrees on the precise meaning and use of a given word. In the 19th century, Lewis Carroll, author of the children's classic, *Alice*

in *Wonderland*, said, "When I use a word, it means just what I choose it to mean – neither more nor less."

"Man does not live by words alone, despite the fact that sometimes he has to eat them."

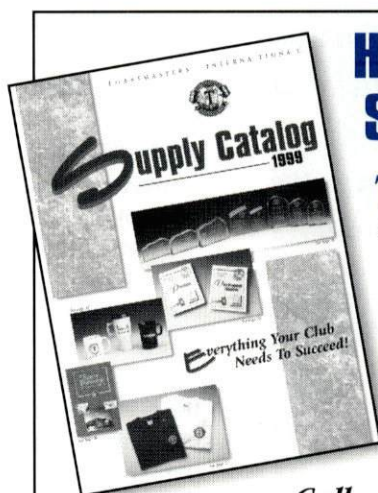
ADLAI STEVENSON

Does that have a familiar ring in today's political world? Maybe that's why some of us feel we have fallen down a rabbit hole like Alice did when we try to sort out the meaning when we hear someone speak.

Others can be equally bewildered if we don't use words in a form accepted by a good dictionary. Small dictionaries can be confusing sometimes because they tend to simplify the meaning of words too much.

The college edition of *The Random House Dictionary* uses approximately one-fourth page to define "word." When you and I speak on a two-minute Table Topic, others may be defining us even before the first light goes on. Words are our tools; we need to keep them sharp. **1**

Clarice R. Cox is a member of R.B. Filibusters Club 5528-5 in San Diego, California.



Have You Seen The TI Supply Catalog Lately?

The Supply Catalog is a simple, effective resource that can help you and your Toastmasters club be more successful. A copy of the new 1999 catalog was recently mailed to your club's President. Additional copies can be ordered for only \$1 (plus shipping).

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How Do You Respond to Praise?

**Do you treasure the moment of glory
or do you shrink in embarrassment?**

The master of ceremonies says, "In recognition of your leadership we express our admiration and appreciation."

Your supervisor says, "Congratulations on landing the Smith contract! Your creativity at the sales meeting did the trick!"

Your fellow Toastmaster says, "That was the best speech I've heard you give. You have improved in vocal variety."

Your grown child says, "I now recognize the patience you had with me when I was a kid. You helped me through some awkward times by being a good listener."

Ah, praise! The kudos! The acclaim! The applause! All the rewards that result from your good work. How do you respond? How do you feel when someone says "Well

done!" Do you bask graciously in the limelight or do you mumble and fumble for words? Do you treasure the moment of glory or do you shrink in embarrassment?

PRAISE SERVES A NUMBER OF PURPOSES:

- It draws people together through an exchange of appreciation.
- It can motivate people to greater achievement.
- It tells people that they have done well and/or improved over previous performance.
- It observes examples of excellence that others may choose to follow.

When people have trouble accepting praise, it is usually evident. Some feel awkward and undeserving while they mumble some meaningless reply and quickly vacate the scene. Some resort to a self-deprecating attitude, saying things like "It was nothing, really." Some get pompous and use praise as a springboard for bragging about their other achievements. None of these is an appropriate response. How you accept praise relates to your self-esteem, the way you validate your efforts, and your knowledge of what to say in return. This article will

cover each of these factors in a way that will enhance your ability to enjoy praise and accept it with poise.

YOUR SELF-ESTEEM

Self-esteem has everything to do with how you feel about praise. Low self-esteem is often characterized by an intense desire to be liked, coupled with feelings, deep down inside, that one is inadequate and not worth liking. People with low self-esteem may desperately yearn for praise, but when it comes, they feel uncomfortable with it, like an imposter. Their self-criticism overrides their ability to recognize their own strengths, talents and contributions.

If low self-esteem hampers your ability to enjoy a compliment, then you have a challenge before you. Your call to personal growth is to realize that you don't have to be perfect to be liked, admired and deemed competent. Improve whatever you can about yourself and then like yourself in spite of what you cannot change. You are not defined solely by your shortcomings and mistakes. Your membership in the human race entitles you to inherent worth.

Consider the possibility that your life was meant to serve some meaningful purpose and that the universe would be incomplete without you. The very fact of your existence means you were meant to be here. You are entitled to be a friend to yourself.

Low self-esteem does no one any good. It robs people of the drive to succeed and to give their best. It is a barrier to excellence. People aren't born with high or low self-esteem. Self-esteem is a learned trait, acquired from life experiences. People with low self-esteem have interpreted some of their experiences to mean "I'm not good enough." Fortunately, low self-esteem can be unlearned, and negative beliefs about self-worth can be replaced by positive ones.

If you have low self-esteem, do something to boost your opinion and liking of yourself. Read inspirational and self-help books, seek professional counseling and confront your fears, and look in the mirror and say "I love you" hundreds of times until you mean it. Get out of negative relationships and surround yourself with happy, loving people who have healthy self-images. Be kind, forgiving and loving to yourself.

When you receive praise, focus on what you've done well. Refuse to criticize or belittle your efforts. Assume that you must be doing something competently. Really listen to the positive feedback and respect it. Appreciate the value of praise not only to yourself, but to those who express it. Let praise and gentle, positive feedback for improvement become a part of your own inner dialogue.

INTERNAL AND EXTERNAL VALIDATION

Psychologists have long recognized that a common personality trait is the manner in which people obtain validation for their efforts. Validation styles range across a continuum from "internal validators" to "external valida-

tors." Both styles have advantages and disadvantages when it comes to responding to praise and feedback.

Internal validators don't need much feedback from others, because they know, inside, when they've done a good job. They know what "feels right," and bringing about that "right" feeling is how they determine the quality of their performance or product. Some internal validators keep a mental checklist of criteria or standards against which they judge their performance. When the items on the list get checked off, then the "right" feeling kicks in! Internal validators often regard praise as nice but unnecessary, and perhaps superfluous. If they think they have done a poor job at something, no amount of praise can convince them otherwise. The advantage of having internal validation is that one can work independently and get satisfaction from doing a task well without outside recognition. The disadvantage is that the internal validator may be blinded by his or her own internal standards and ignore what others want and value.

External validators, on the other hand, thrive on praise. They need praise to know whether they've done a



good job. They are good at asking for feedback and will apply it. They want to please and impress others who are in a position to bestow rewards. They are suited for customer-service type jobs because they can figure out what

“When you receive praise, a reward or recognition in public, you should accept the gift graciously, honoring the giver and the audience.”

others want and deliver it. Their weakness, however, is that without praise, they feel ignored, neglected and unappreciated. They may even feel insulted when they have worked hard and praise is not forthcoming. To them, the absence of praise may mean they have performed poorly.

If you tend to validate internally, then make sure you get “reality checks” by asking others to evaluate your work sincerely and specifically. Turn off your internal dialogue and listen reflectively to others’

comments. Become aware of their standards and values as well as those of your own. If you tend to validate externally, remember that lack of praise does not automatically mean your work is poor or unappreciated. Sometimes other people just aren’t aware that you need feedback. The people who neglect to praise you may be internal validators themselves, who don’t realize how important praise can be to others. It’s fine to ask for feedback, but don’t overdo your requests. Learn to set your own standards for judging the quality of your work. When you meet those standards, practice saying “That’s good!” to yourself. Give yourself permission to know when you have done a task well, and tell yourself so.

KNOWING WHAT TO SAY

Sincere praise is a precious gift. When a friend, coworker or loved one compliments you, look that person in the eye and say “Thank you.” Say it with true feelings of gratitude. You could even share how it feels to receive such a gift. Say something like “It feels good to be appreciated,” or “I’m glad I could take part.”

Formal, public praise is intended to benefit you, as well as the giver, and the people observing the giving. That’s why organizations such as Toastmasters International hold ceremonies for rewards and recognition. When you receive praise, a reward or recognition in public, you should accept the gift graciously, honoring the giver and the audience. Here is a four-step outline for an acceptance speech. Use these steps to acknowledge praise with composure.

1 Say “Thank you.” Express gratitude that someone or some group of people took the time and effort to recognize and commend your performance or product.

2 Express your feelings. Are you honored? Touched? Grateful? Are you happy that the project went well and the plans came to fruition? Are you glad to have

made a contribution to a worthy cause? Say what is on your mind and in your heart.

3 Share the credit. People rarely succeed by dint of solitary effort. Recognize others who made your success possible. Mention those who kept the homefires burning, provided support and assistance, and who inspired and taught you.

4 Close on a positive note. There are a number of ways to end on a positive note. Here are some examples: Talk about what made the task worthwhile; tell what you learned and discovered; express hope that the effort will have a positive influence on the future; and encourage others to achieve their own successes.

Here is an example of a short acceptance speech that contains the four steps:

I thank the committee for bestowing this honor on me. I am gratified that others could receive the values and benefits of this project. Much credit goes to the executive committee for approving the funding and to the staff members for their untiring efforts and skill. I hope that the findings of our research will benefit many people as we carry on this work.

Your acceptance speech, of course, could be longer and more elaborate, depending on the time allotted or how long you want to speak.

WELL DONE!

As Toastmasters, we learn that praising others is a leadership skill. We give praise when we evaluate one another’s speeches. We give praise to reward people who do good work on committees and in club offices. Most of us know how to give praise. But how many are skilled at receiving praise? You can respond adroitly to praise if you remember to do three things:

1. Like yourself well enough to recognize when you do something well.
2. Obtain validation from within and without.
3. Treat praise like a gift. Say words of thanks and acknowledge the giver graciously and sincerely.

Then revel in the kudos, bask in the acclaim, and smile through the applause! Accept the praise happily when someone says “Well done!” **T**

Judith E. Pearson, DTM, Ph.D. is a licensed professional counselor practicing in northern Virginia. She is a member of Galloping Governors Club 8539-27.

Harry S. Truman, DTM is an investment advisor in San Antonio, Texas. He is a member of Business and Professional Toastmasters Club 2207-55.

Be Alert to Advice

Has a well-meaning club member ever given you advice that just didn't seem to work for you? It happens to almost every Toastmaster. Here are some of the best and some of the worst suggestions veteran Toastmasters told me they have received. Let's look at some of the best advice first:

■ **Redo a speech** – One of the best things you can do to sharpen your public speaking skills is to take a speech that did not meet your expectations and redo it. Read all the club members' evaluations. What three areas needed the greatest improvement? What specific suggestions were made? Take their ideas and incorporate them into your speech. Then deliver it again. Do most club members agree that your presentation has improved significantly? This is one of the best exercises for developing speaking skills.

■ **Try a new skill** – Do you always tend to give the same type of speech? If so, you are limiting yourself. Are your presentations consistently serious? Are you good at conveying facts, but lack the ability to move the audience's emotions?

If you are not sure of your strengths and weak-

Toastmasters give great advice – but not always. Follow their suggestions only if they work for you.

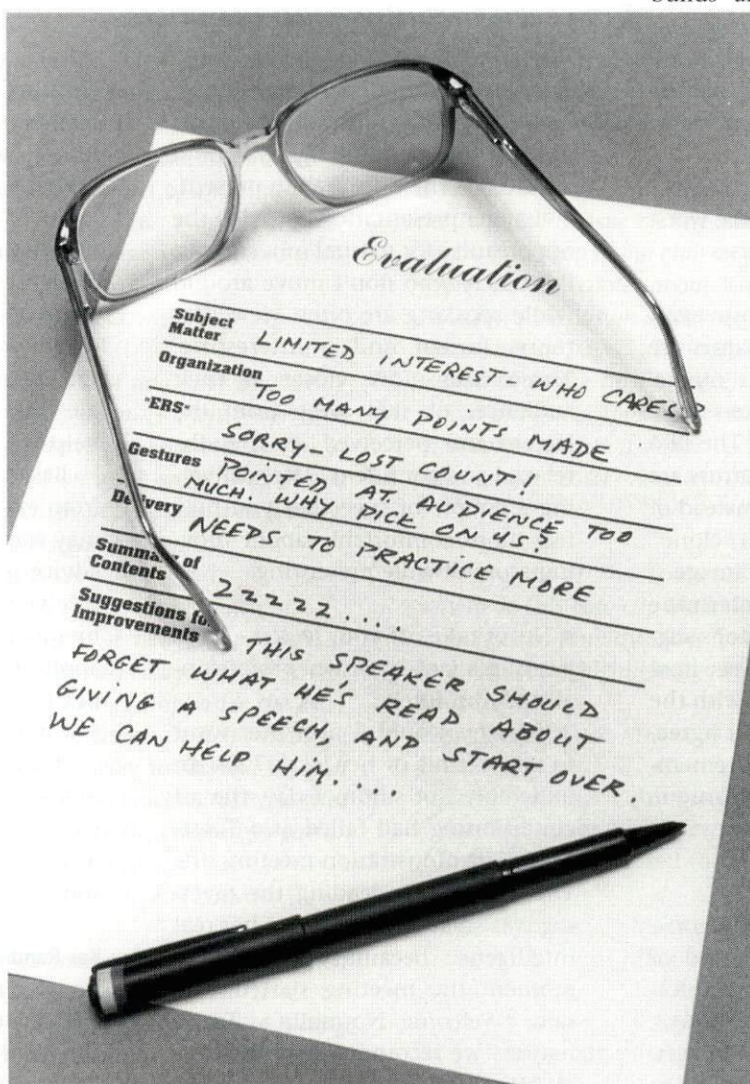
nesses, ask your fellow club members. They should be able to identify an area in need of improvement. Keep working at that skill until you feel confident enough to tackle another one.

■ **Never say "no" to opportunity** – Every opportunity in a club meeting builds and enhances your overall

ability to be an effective communicator. Taking on seemingly "small" roles such as Topicmaster can develop some key skills. For example, handling Table Topics involves providing clear instructions and making it easy for people to respond to the questions. Just think of the times you have received poor instructions at work, and you will immediately see the "hidden" value in taking on the Topicmaster's role.

■ **Rehearse!** – Practice makes perfect. Many International Speech Contest winners have mentioned that it is the refinement of ideas and words that shapes a winning speech. That only happens during rehearsals.

One of the best ideas is to tape-record your presentation. Then several hours or days later, listen to your speech. You will be amazed at how many parts need to



be changed. Perhaps your concept is explained in a confusing way, the humor isn't funny, or you're not as engaging as you thought you were.

■ **Speak outside your club** – Do your club members love hearing you present? Then it is probably time to speak outside your club. Why? Because you have become too comfortable and too familiar in your nest.

The best place to start is at another Toastmasters club. Don't be surprised if you feel nervous all over again. You will be challenged to establish rapport and credibility with your new audience. The biggest benefit from this experience can be applied at work, where you will often make presentations in front of strangers. The experience gained at Toastmasters will give you the confidence you need to perform your job well.

Here are some examples of the worst advice given to Toastmasters:

■ **Listen to everything your evaluator says** – Not all evaluators are fair. Some are better than others. Even experienced Toastmasters make mistakes when evaluating. The two most common evaluation errors are 1) focusing on the person instead of the speech, and 2) trying to "clone" the speaker into one's own image.

You will need to determine whether or not your evaluator's suggestion is helpful. Check to see how many other members agree with the evaluator. If most people agree, then pay attention. If not, remember that everyone has a unique style, and you won't discover yours if you follow everyone else's.

■ **Don't use humor** – Some people just can't tell a joke, so instead of helping them, we say, "Only professional speakers need to be funny." By not encouraging these members, they'll never develop the ability to

express humor. Anyone can learn to use humor in a presentation. Humor is such a powerful tool in presenting ideas that you should explore the opportunities to do so.

Many Toastmasters surveyed for this article are known as humorous speakers. Almost all credit their skills to the challenge, encouragement and suggestions they received from fellow club members.

■ **Don't walk when speaking** – Since most of us begin with five- to seven-minute speeches, walking around while presenting is unne-

"You may want to re-evaluate some of the advice and evaluations you have received from well-meaning club members."

cessary and often distracting. Consequently, many Toastmasters come to think that standing rigidly behind a lectern is the only way to present.

Longer presentations provide the opportunity for natural movements. Presenters who don't move around while speaking are often viewed as tense, formal and uninteresting. Those who move closer to their audiences or step away from the lectern are perceived as friendly, relaxed and confident. After delivering a couple of speeches, you may feel more comfortable about moving around while presenting.

■ **Never take off your jacket** – Does wearing a jacket convey professionalism? Absolutely.

So why would a presenter want to take off his or her jacket? On an incredibly hot summer day, the air conditioning had failed at a Toastmasters demonstration meeting site. The Toastmaster leading the meeting was smartly dressed but her real intelligence became apparent the moment the meeting started. She said, "Welcome. Normally as Toastmasters we recommend professional attire, and it is good advice.

Given today's heat however, let's begin by making ourselves comfortable and taking off our jackets."

Her concern for the well-being and comfort of her audience won high praise. Sometimes diverting from conventional standards can have your audience thinking favorably.

■ **Don't ask for help** – The implication of this advice is that the speaker must be the expert all the time. It puts a great deal of pressure on you and prevents you from seeking help when you need it.

I know a Toastmaster who often experienced mental blocks because he was so excited to present his ideas that he would forget what to say next. He would do the same thing in his job as a sales representative, which is why he joined Toastmasters.

Nothing suggested by fellow members worked, until someone urged him to ask his audience out loud, "What was I saying?"

So, if you happen to forget the next point of your speech, ask the audience. Chances are good that someone will be able to tell you where you were headed. If you are sincere and enthusiastic, most people will overlook your mistakes and help you move on.

Based on these observations from experienced Toastmasters, you may want to re-evaluate some of the advice and evaluations you have received from well-meaning club members. Some suggestions are applicable in certain situations and not in others. The trick is to identify what works for you.

Just as every Ice Breaker speech is unique and has its own merit, you can be an effective communicator in your own right, without copying someone else's style. **1**

Kai Rambow, DTM. is a past international director and a member of X Club 8630-60 and Manulife Financial Club 9050-60, both in Toronto, Ontario, Canada.



By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

“Once a Toastmaster . . .”

The thought process you have gained as a Toastmaster will benefit you all your life. You may not be aware of your skills, but they do remain with you. Think of instances when you have caught yourself counting another speaker’s “um’s” or “you know’s.” Sharpen your Toastmasters-acquired abilities by using them diligently and frequently.

■ Instead of accenting the number of “ah’s” at a meeting, I added a twist to what could easily be a boring function. The person with the least number of ah’s or um’s is presented with a wooden tongue depressor (donated by a local doctor’s office) that says: “You beat the ah’s.” The number of ah’s and meeting date also are noted. This adds a little pizzazz to “ah” counting, acknowledges the recipient’s improvement, and spurs others to action.

CATHY ANDERSON, CL • BRANTWOOD, WISCONSIN

■ I have completed more than one CTM and have thoroughly enjoyed the experience each time, learning more with each completion. In some instances, I have reviewed evaluations of my previous speeches and worked on weak areas. This proved an invaluable lesson. I have even given the same speech twice. Never feel there are no new challenges for you.

LINDA ANN SHARP, DTM • WINDSOR, CANADA

■ When explaining Table Topics to a new group, such as adults attending a first-night Speechcraft course or high school students at a Youth Leadership session, I emphasize the exercise’s value as training for a job interview. It helps both an interviewer and interviewee to know how to respond to open questions, fully and in-depth. Having a practical use for what otherwise may be a nerve-racking exercise, encourages participants to make a real effort to do their best.

REX D. RUTHERFORD, DTM • NEW PLYMOUTH, NEW ZEALAND

■ Be prepared to hold audience interest during delays when you chair contests or other events. Bring “saver” notes on index cards to help you fill the gaps with attention-getting comments. Your notes could include announcements, anecdotes, funny headlines, a list of oxymorons or your own Top

10 list. You’re sure to come up with other ideas on your own.

GEORGE TOROK, CTM
BURLINGTON, ONTARIO, CANADA

■ Listen to your voice mail before sending it to be sure you said what you meant and in the tone you meant to say it. Make sure your tone is pleasant and you have paced

your delivery. It is difficult for a listener to simultaneously interpret and process information that is delivered too rapidly.

AMANDA H. CHAN • TORONTO, ONTARIO, CANADA

■ I used Victor M. Parachin’s article “Stand and Deliver” in the May 1998 issue of *The Toastmaster* to conduct a Table Topics workshop in our club on presenting powerful speeches. I wrote the anecdote about Gen. Charles de Gaulle and Parachin’s 10 tips on achieving power on the podium on separate sheets of paper, distributed them to club members, who related what the tip they received meant to them. I am convinced this Table Topics conversation helped members improve their communication skills.

ESREF KHAMI YEGEN • ANKARA TOASTMASTERS
TURKISH AMERICAN ASSOCIATION, TURKEY

■ Keep a list of *The Toastmaster* magazine articles. A good way to do this is to clip the index provided in each December’s issue (and in January 1998 for the 1997 articles) and place it in a notebook, highlighting articles you may want to refer to later.

ELISABETH G. FRANK, ATM • CORAL GABLES, FLORIDA

Share with us your favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher
“Topical Tips”
1255 Walnut Court
Rockledge, FL 32955
or e-mail: majcher@spacey.net



Expressions of appreciation not only bring joy to the receiver, but provide several benefits to the giver.

The Magic of a Thank You

A handwritten, personal note can have enormous impact. Even a brief comment can show how much we care and can make a vital difference in the lives of friends, fellow Toastmasters and business associates. In fact, a simple thank-you note can be a powerful tool for smooth relationships and career success. Expressions of appreciation not only bring joy to the receiver, but provide several benefits to the giver.

All of us like to receive thank-you notes. The thoughtfulness that lies behind such a gesture expresses more than just gratitude; it also uplifts the recipient. A written thank you proves to a person that his or her efforts are valued and recognized, which reinforces the desired behavior.

According to a marriage and family therapist, Dr. Charlotte Daughhetee, "a thank-you note expresses appreciation and respect, both of which are powerful ways to strengthen the bond between friends and loved ones. Upon receiving a thank-you note, the individual feels valued and the relationship is enhanced."

Just think of how you would feel to receive written recognition for the good that you do.

A SOURCE OF ENCOURAGEMENT.

After you attend a speaking engagement, send a thank-you note. If you respond to a speaker's presentation with a thoughtful comment, you prove that you understood his or her message.

"Handwritten thank-you notes are definitely a powerful political tool."

C. BRUCE ROSE
MAYOR OF WILSON, NORTH CAROLINA

To write a sincere and encouraging thank-you note, be optimistic. Any negative comments will counteract the positive power of the note. Include key points to help personalize the note. For example, when writing to a speaker, highlight points from the speech that you consider unique and meaningful. This will make the recipient feel special and will encourage him or her to speak at future engagements.

Bobby G. Peters, mayor of Columbus, Georgia, says "Handwritten thank-you notes are extremely powerful. I get more feedback if I respond to individuals with a personal handwritten note than if I write a generic computer-printed note."

When you consider who to send your notes to, remember all the people who have helped you along the way. Extend your gratitude to all of them, whether the person's gift or help to you was large or small. "Most people do things with no intention of recognition, but when their actions are recognized by a simple thank you, that is payment enough," says Peters. Often times it's those "little people" who make your success possible.

WHAT A THANK-YOU NOTE CAN DO FOR YOU.

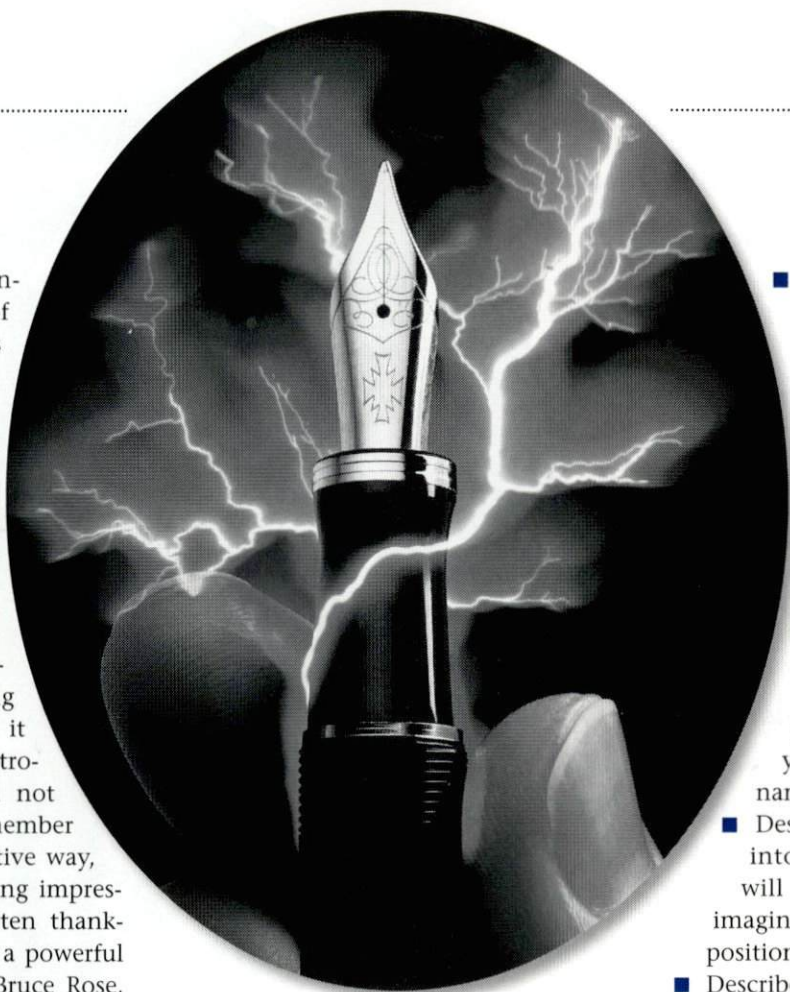
The benefits resulting from your thoughtful gesture far exceed the efforts required to write the note. Always write thank-you notes after a job interview or a promotion. A sincere note to an interviewer or

your employer will increase your chances of getting the job. Statistics show that less than 10 percent of interviewees send thank-you notes, so writing one will make you stand out and give you an easy advantage over other candidates. It also allows you another chance to market yourself.

Also, write a thank-you note after meeting someone new. Writing it promptly after being introduced to someone will not only help you to remember that person in a distinctive way, but will reinforce a lasting impression of you. "Handwritten thank-you notes are definitely a powerful political tool," says C. Bruce Rose, mayor of Wilson, North Carolina.

Among your fellow Toastmasters, your business contacts and your acquaintances, you have unlimited networking opportunities. Robert Scherer, retired chairman and chief executive officer of Georgia Power, comments on the power of a thank-you note for people in corporate positions: "Thank-you notes are an indication of thoughtfulness that can eventuate into a return, whether into a job opportunity or an introduction to someone in a field of interest. Thank-you notes are more subliminal than anything, but they have definite value." By formally expressing your appreciation, you will realize the full potential of your networking opportunities.

In addition to helping you achieve greatness, expressions of gratitude remind us of all our blessings. Carrie Hild, a career counselor, says, "It's all about attitude – an attitude of gratitude. Writing thank-you notes helps you develop a habit



of being grateful for anything. Gratitude unlocks the fullness of life. It turns what we have into enough and more."

HOW TO WRITE A THANK-YOU NOTE.

You can write a thank-you note for just about any occasion. The following tips will help you convey a warm, comforting and sincere message:

- Start your opening sentence with "you" or "your." It will grab the recipient's attention right away.
- Name the specific gift, favor or thoughtful act. (By the time your letter arrives, most people would have forgotten what they did or gave.)
- Keep it short. This will help you focus on the main point.
- End by writing out "thank you" or a statement of appreciation.
- Personalize your note by handwriting it, preferably on stationery imprinted with your name or initials.

- Send the note promptly. If you forget to send it right away, the old adage "better late than never" applies.

Follow these specific points for thanking a potential employer after a job interview:

- During interview sessions, collect business cards from everyone you meet. This will give you each person's correct name and title.
- Describe how you will fit into the workplace. This will help the employer to imagine you in the employment position.
- Describe your skills and how they can contribute to the position.
- Identify any shared values you have with the employer and the company.
- Include any information about yourself that you failed to mention in the interview.
- Thank the employer for his or her time during the interview.
- Invite the employer to contact you with any further questions.
- Type the letter on personalized letterhead, preferably the same letterhead used for the resumé and cover letter.

No matter what language you speak, the expression of gratitude is universal. A simple thank you translates into any culture and is openly accepted. The most common form of expressing gratitude is through spoken words. But why don't you take it a step further and put it in writing? **T**

Courtney M. Cox is a writer living in Birmingham, Alabama.

"The hand that gives, gathers."

— ENGLISH PROVERB

One night at 11:30, an older African-American woman was standing on the side of an Alabama Highway trying to endure a lashing rain storm. Her car had broken down, and she was desperately trying to flag down a car. A young white man stopped to help her – generally unheard of in America's deep South during the tension-filled 1960s. The woman said she was not concerned about her car but asked for a ride to a nearby hospital. Kindly, the man drove

her there. Before parting, the woman thanked the man and asked for his name and address so she could thank him more "formally." A week later, there was a knock at the man's door. To his surprise, a giant combination console color TV and stereo record player was delivered to his house. This note was attached:

**The Good
You Do**

Comes

Thank you so much for assisting me on the highway the other night. The rain drenched not only my clothes but my spirits. Then you came along. Because of you, I was able to make it to my dying husband's bedside just before he passed way. God bless you for helping me and unselfishly serving others.

Sincerely, Mrs. Nat King Cole

That dramatic story illustrates a natural law of giving and receiving. It can be re-stated this way: The good you do comes back to you. The law of giving and receiving is

much like planting spiritual seeds that will eventually sprout, grow and produce an abundance of blessings. For example, if you treat a partner with kindness you are likely to be treated kindly in return. If you shower love and affection on people, you will receive it from them as well.

Many poets, writers and philosophers have recognized this law of nature. The Roman poet Lucius Annaeus Seneca wrote: "He that does good to another does good to himself." French author Victor Hugo wrote: "As the purse is emptied, the heart is filled." An old English proverb declares: "The hand that gives, gathers."

BY VICTOR PARACHIN ■ PHOTOGRAPHY BY JON FEINGERSH



seemed on the verge of falling asleep, she gently shook him to consciousness. As Christmas morning dawned, the student was still alive and able to celebrate the day. As the crisis of the night passed, the young man gradually became better and was released from the hospital.

Several years passed, and Britain, as well as much of the world, was engulfed in World War II. Gordon was now a medical doctor and had been conscripted into the service of her country. Because she was fluent in Norwegian and a skilled skier, she was placed as a secret agent in Nazi-occupied Norway. One morning she and scores of Norwegian civilians were arrested by German occupation troops who had been tipped off that one of them was a secret British agent. Knowing that her identity and mission would be discovered, Gordon prayed that death would come quickly and that she would not be subjected to torture.

Gordon was brutally shoved into a small room, where she met her interrogator, a Nazi soldier. The man reached for his side-arm. "My prayer is answered," she thought. Then their eyes met, and there was surprise at the mutual recognition. The German student and the English nurse were face to face again. Replacing his gun in its holster, the soldier pointed to the back door and simply instructed, "Go. I give you back your Christmas."

Another example of the law of giving and receiving comes from a woman who wrote to the American advice columnist Ann Landers. Thirty years earlier the woman, her husband and their children had relocated to another

Back to You

Consider this case of the law of giving and receiving: Eve Gordon had a difficult duty as a nurse on Christmas Eve, 1940. She was a special-duty nurse at a London hospital where she was assigned to care for a desperately ill German student from a nearby college. The man had pneumonia and was in critical condition. Staff physicians held out little hope for his survival. The student, aware of his perilous circumstances, pleaded with the nurse to keep him awake, saying: "If I go to sleep, I'll never wake up."

Throughout the long night, Gordon kept her patient from drifting off into sleep. She sang to him every Christmas carol she could recall. Whenever her patient

city in New Jersey, where her husband had a job waiting. Just as the family moved in, the employees at her husband's new company went on strike. When the husband went to pay the family's monthly rent, the new landlord, a man named Mr. Kirby, said he had heard of the company strike and told the man to delay rent payment until the strike was resolved. "What a comfort it was to meet such a caring person, and a stranger at that!" the woman wrote Ann Landers.

Recently, that woman's daughter, now grown and a nurse for an eye surgeon, called her mother, saying: "Mom, you'll never guess who I had for a patient!" It was Mr. Kirby, now 89 and extremely nervous about having

eye surgery. The nurse told him who she was and expressed profound appreciation for his help to her family during a time when they were financially desperate. Mr. Kirby remembered the family.

"Needless to say, she gave him special attention, and I'm sure she was a comfort to him. When he left, he told her he had been treated like a king," the mother said in her letter to Ann Landers. "Isn't it amazing," the mother concluded, "how God took a small act of kindness and arranged to have it paid back after so many years?"

Still another dramatic case of the principle of giving and receiving is related by Tom R. Kovach, whose family benefited from his grandfather's having stood up to soldiers who were persecuting a man in Hungary during unsettling times just before the start of World War I.

Kovach's grandfather was mayor of a rural village in Hungary where, Kovach says, several soldiers, agitated by the undercurrent of unrest, took their anger out on the only Jewish person in the village. The man had a small general store, and the soldiers entered, harassing the owner. Words became heated, and the soldiers threatened to kill the man, who dashed out the back door and raced down the street to ask for refuge in Kovach's grandfather's house.

The armed soldiers went to the elder Kovach, demanding that he turn over the storekeeper. The grandfather refused. The entire Kovach family was terrified. However, the grandfather stayed firm, declaring that the storekeeper was under his protection. Holding a wooden chair in his hands, the grandfather asked the soldiers to leave. It was a frightening standoff.

"Grandmother sent my father, who was 11 and the oldest of seven children, to get the village priest," Tom Kovach says. With the priest's arrival, the tension was defused. Both the priest and the storekeeper thanked the elder Kovach for standing up to the soldiers.

The story resumes years later when Tom Kovach's father wanted to emigrate to America to find work to help support the family in Hungary. At the passport office, the father learned he was just a few weeks past the deadline to make such a move. The government was preparing for the onset of another war and was refusing passports to those who might be eligible for a draft.

"But," says Tom Kovach, "the man in charge at the passport department was a recent college graduate from my father's home village. He was, in fact, the son of the Jewish storekeeper my grandfather had sheltered from the soldiers. While the clerk looked over the application, my father's heart pounded. The young clerk only smiled. Then, he stamped an approval on my father's papers."

One who believes in and appreciates the principle of giving and receiving is best-selling author and physician Deepak Chopra, a former Toastmasters Golden Gavel Award recipient and one of the Five Outstanding Speakers in 1995. He explains it this way: "Nature is constant flow. To allow wealth and happiness to enter your life, you must not impede the dynamic interchange between you and the universe. When blood stops flowing, it coagulates. If your only intention is to *hold onto* wealth – to hoard it – you stop its flow into your life."

"The law of giving and receiving is much like planting spiritual seeds that will eventually sprout, grow and produce an abundance of blessings."

In our culture, there is an expression that explains the law of giving and receiving: "What goes around come around." When Les Brown, another previous Golden Gavel recipient and Outstanding Speaker of the Year, was starting out as a radio disc jockey in Columbus, Ohio, he often stopped at nearby Grant Hospital after work. He had

volunteered to visit the hospital, where he spoke with patients and read Scripture to them. He explained, "It was a way of forgetting about my problems and being thankful to God for my health. It made difference in the lives of those I visited. One time it literally saved my life."

In one of his on-air editorials, he had offended a local rock music promoter. That man took out a contract on Brown's life. After a late night shift at the radio station, Brown returned home around 2 a.m. As he was about to enter his house, a man appeared out of the darkness, asking, "Are you Les Brown?" Frightened, Brown responded, "Yes." The man said he had been contracted by the promoter to kill Brown. However, the man did not harm Brown and offered this explanation:

"My mother was in Grant Hospital, and she wrote to me about how you came in one day and sat down and talked to her and read Scripture to her. She was so impressed that this morning disc jockey, who didn't know her, would do that. She wrote to me about you when I was in the Ohio penitentiary. I was impressed with that and I've always wanted to meet you. When I heard the word out on the street that somebody wanted to knock you off," he said, "I accepted the contract and then told them to leave you alone."

Of course, no one should give simply in expectation of a greater reward. However, this law of giving and receiving has been established in order to nudge all of us to have soft hearts and open hands. It motivate all of us to be more generous and compassionate and to share more willingly from our resources, time and talents. **T**

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Victor M. Parachin is a minister and writer living in Claremont, California.

By Fan Chen Keat, CTM, CL



Be mission-driven and member-focused, and in due time your club will be strong.

How to Turn Around a Struggling Club

IN THE MID-1990S, OUR CLUB, SPEECOM CLUB (4751-51) HAD major difficulties. Membership was dropping. Attendance was poor – we even had to cancel meetings due to lack of role players. Imagine only four or five members showing up.

Yet now, a few years later, we have turned the corner. We've been a Select Distinguished Club for two consecutive years, 1996-97 and 1997-98. Here, I will share pointers on how we revived the club:

1 Be Mission-Driven. Toastmasters International has been around for 75 years, since Dr. Ralph C. Smedley founded the first club in October 1924. Why? Because it has a useful purpose, which is "to provide a positive and mutually supportive environment for members to improve their communication and leadership skills."

When our club got into trouble, we took a long, hard look at ourselves; then we decided to go back to the basics, to re-align ourselves with the Toastmasters club's mission. Instead of seeing difficulties as obstacles, we saw them as challenges.

■ **Difficulty #1: Not Enough Role players**

Solution: Our few dedicated members volunteered to perform multiple roles. At the same time, we had a recruitment drive and gave notice of club meetings in newspapers. When we recruited some new members, we gave them the opportunity to take on some of the roles. To help them along the way, we created a detailed written description of each role. (Explanation of common meeting roles appear in each new member's copy of the basic Communication and Leadership manual.)

■ **Difficulty # 2: Not Enough Speakers**

Solution: Initially, some members were not keen to carry out their assignments. They were distracted by responsibilities at work or at home. To overcome that, we arranged for a speech clinic, in which we explained key elements in speeches one through 10 in the basic manual. When our members understood the fundamentals of giving a good speech, they were encouraged

to try them on their own. Soon, more and more speakers fulfilled their speech assignments on a regular basis. There's now an unstoppable momentum at the club.

2 Be Member-Focused. Members are each club's lifeline. It's important that each member feels welcomed. It's true that a club is only as good as its last meeting.

■ **Lead the applause.** At Speecom Club, we always lead the applause during the hand-over from one role player to the other. At a club meeting, it's important to maintain a positive and mutually supportive atmosphere. What better way than to applaud a fellow member for giving a speech or performing a meeting function? Here, silence is definitely not golden.

■ **Have induction ceremonies often.** When members join a club, they are enthusiastic and have high expectations. We have induction ceremonies regularly and assign mentors to new members. This helps new members feel welcomed and appreciated. It also gives experienced members opportunities to share knowledge and gain from interacting with newer members. Use the Club Mentor Program Kit (Catalog No. 11163) to help you get started. We always strive for and maintain a sense of camaraderie among club members.

During new member orientation, make sure to discuss the TI education system. It's important that new members see the opportunities available in the communication and leadership tracks (CTM, ATM, CL, etc.).

To clubs that are strong, I say, "Well done. Keep up the good work." But if your club is weak, do not despair. Be mission-driven and member-focused, and in due time your club will be strong. I know, because my club was in that situation not too long ago.

T

Fan Chen Keat, CTM, CL, is a member of Speecom Club 4751-51 in Kuala Lumpur, Malaysia.



When officers of clubs around the world meet their standards, their clubs will benefit.

ATTENTION CLUB OFFICERS:

Strive to Meet These Standards

Imagine arriving at your Toastmasters meeting at its regular day and time, enthusiastic and ready for another stimulating meeting. But upon entering the room 10 minutes before the meeting's scheduled start, you notice some changes. The lectern and banner are nowhere to be seen, nor are the ballots and brief evaluation forms, guest book, and other standard meeting supplies. The meeting starts late, but it doesn't matter because no

program has been planned – no speakers, evaluators and Topicmaster. The guests you invited are ignored by all the officers. There is no agenda, and the President adjourns the meeting after a few minutes of aimless chatter.

This is an unlikely scenario, but it could very well happen if all club officers simply didn't know or carry out their responsibilities. It's amazing how much we take our club leaders for granted – the President, Vice President Education, Vice President Membership, Vice President Public Relations, Secretary, Treasurer, and Sergeant at Arms – and how much we need them. The success of your club, and the ability of its members to become better speakers and leaders, depends on officers' knowledge of and attentiveness to their duties.

To help clubs function properly and effectively, Toastmasters Inter-

national's Board of Directors recently drafted a set of standards for all club officers. These standards will help club officers to clearly understand their roles. The standards also provide a point of reference for club members to better understand what to expect from club officers, to evaluate current leaders, and to facilitate communication when expectations differ between club officers and members. The standards will help club members to evaluate candidates for club office, allowing them to select as officers those members who will best fulfill the standards.

When officers of clubs around the world meet their standards, their clubs will benefit. Club meetings will be better and members will develop their speaking and leadership skills. More people will join Toastmasters clubs, and more new

clubs will be formed. The club's mission will be achieved, and our organization as a whole will thrive.

CLUB OFFICER STANDARDS

A large portion of club officers' responsibilities involve planning and preparation, which take place outside of the club meeting. For this reason, the following standards for officers are listed in two categories, those occurring outside of the club meeting, and those occurring at a club meeting.

■ **President.** The President serves as the club's chief executive officer, responsible for general supervision and operation of the club.

Standards outside of the club meeting are to: Ensure club officers meet club officer and club meeting standards; oversee plan to achieve Distinguished Club Program goals and ensure the club is a Distinguished club; encourage communication and leadership development through promoting CTM, ATM, CL and AL awards; ensure the club has an ongoing membership building program; attend and vote the club's proxy at district council meetings or ensure a club member attends and votes; attend Regional Conference and International Convention and vote the club's proxy or send the proxy to the District Governor; oversee administrative operation of the club in compliance with the club Constitution and Bylaws; maintain relationship with the District and with Toastmasters International; schedule and chair monthly executive committee meeting; arrange for a replacement if unable to attend a club or Executive Committee meeting; search for leaders, ensure all club offices are filled for the succeed-

ing term, and ensure that timely elections are conducted; prepare successor for office; attend District-sponsored club officer training.

Standards at the club meeting are to: Ensure meetings start and end on time; make sure guests are warmly and enthusiastically introduced; allow time before and after the meeting to speak with guests; read and/or display the club mission statement at every meeting; discuss the Distinguished Club Program and the club's progress in it; recognize member achievements in Toastmasters and in their personal lives; report on which "Moments of Truth" the club is achieving.

■ **Immediate Past President.** The Immediate Past President provides guidance and serves as a resource to club officers and members. The Immediate Past President chairs the Nominating Committee, assists in the preparation of the Club Success Plan and promotes the club's efforts to become a Distinguished Club.

■ **Vice President Education.** The Vice President Education is responsible for planning successful club meetings so that each member has the opportunity to achieve his or her educational goals. He or she is the second-highest ranking club officer, presiding at club and executive committee meetings in the absence of the President.

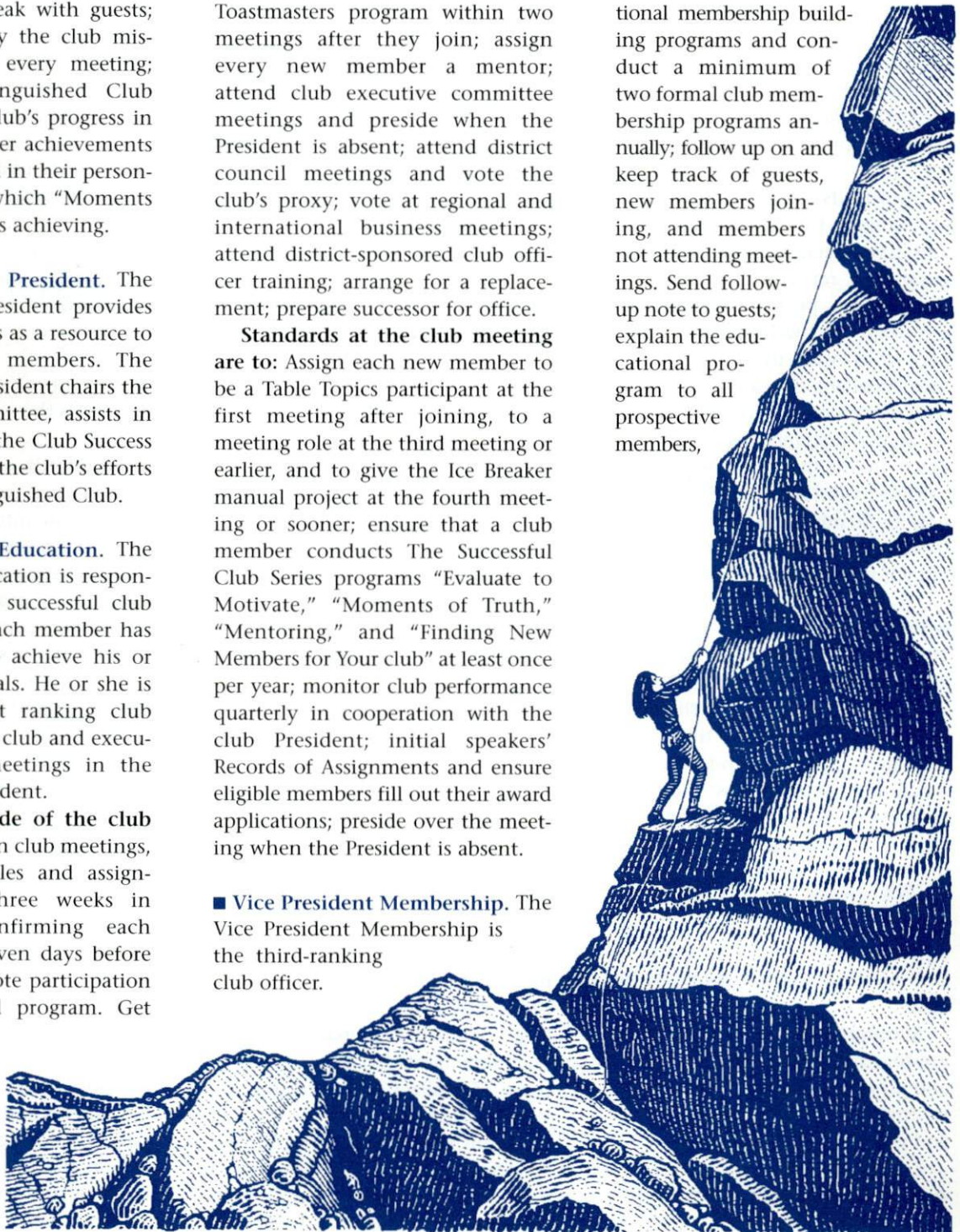
Standards outside of the club meeting are to: Plan club meetings, completing schedules and assignments at least three weeks in advance and confirming each schedule five to seven days before the meeting; promote participation in the educational program. Get commitment from new members to achieve the CTM award within one year or less and schedule them to speak accordingly. Get commit-

ment from CTMs to earn ATM-B awards within one year, and get commitment from ATM-B and ATM-S recipients to earn the next award within one year. Get commitment from members to earn the Competent Leader award. Track all members' progress toward these awards; orient new members to the Toastmasters program within two meetings after they join; assign every new member a mentor; attend club executive committee meetings and preside when the President is absent; attend district council meetings and vote the club's proxy; vote at regional and international business meetings; attend district-sponsored club officer training; arrange for a replacement; prepare successor for office.

Standards at the club meeting are to: Assign each new member to be a Table Topics participant at the first meeting after joining, to a meeting role at the third meeting or earlier, and to give the Ice Breaker manual project at the fourth meeting or sooner; ensure that a club member conducts The Successful Club Series programs "Evaluate to Motivate," "Moments of Truth," "Mentoring," and "Finding New Members for Your club" at least once per year; monitor club performance quarterly in cooperation with the club President; initial speakers' Records of Assignments and ensure eligible members fill out their award applications; preside over the meeting when the President is absent.

■ **Vice President Membership.** The Vice President Membership is the third-ranking club officer.

Standards outside of the club meeting are to: Conduct ongoing membership building programs and efforts. Promote the membership goal of one new member per month and, if the club has fewer than 20 members, achieving 20 members by year-end or sooner. Promote club and Toastmasters International membership building programs and conduct a minimum of two formal club membership programs annually; follow up on and keep track of guests, new members joining, and members not attending meetings. Send follow-up note to guests; explain the educational program to all prospective members,



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.

get their commitment to join and collect membership applications. Bring the applications to the club for voting and, if the members are accepted, collect dues and fees and give them to the Treasurer with the applications; attend club executive committee meetings; attend and vote at Area Council meetings; attend District-sponsored club officer training; arrange for a replacement if unable to attend club meeting; prepare successor for office.

Standards at a club meeting are to: Greet guests and have each complete a guest card; report on current membership, promote membership campaigns and welcome new members; work with the President and Vice President Education to ensure each new member is formally inducted at the first meeting after being voted in by the club; help guests wishing to join complete the Application for Membership form; regularly speak with fellow members to determine if their needs are being met.

■ **Vice President Public Relations.** The Vice President Public Relations is the fourth-ranking club officer.

Standards outside of the club meeting are to: Promote the club to local media; produce and distribute a club newsletter at least monthly; promote membership programs; attend club executive committee meetings; attend other Toastmasters events; attend District-sponsored club officer training; arrange for a replacement if unable to attend a club meeting; prepare successor for office.

Standards at the club meeting are to: Announce upcoming events and programs; ask for contributions to the newsletter; greet members and guests.

■ **Secretary.** The Secretary is the fifth-ranking club officer.

Standards outside of the club meeting are to: Maintain an accurate membership roster and give it to Treasurer to submit with dues; mail Club Officer List to World Headquarters within 10 days after elections; handle general club correspondence; keep club files, including the club charter, constitution and bylaws, minutes, resolutions and correspondence; attend club executive committee meetings; attend District-sponsored club officer training; arrange for a replacement if unable to attend meetings; prepare successor for office.

Standards at a club meeting are to: Record and read meeting minutes; greet members and guests.

■ **Treasurer.** The Treasurer is the sixth-ranking club officer.

Standards outside of the club meeting are to: Prepare a budget to be approved by the executive committee and membership within one month of taking office; provide the bank with a new signature card by July 1/January 1; prepare and send dues statements by August 15/February 15; collect and send dues to World Headquarters by October 1 and April 1, and work with the Vice President to contact members who have not paid dues; submit new member applications and dues to

World Headquarters within 48 hours after receipt; pay bills as due; keep records of all financial transactions; present verbal and written financial reports quarterly (October 15, January 15, April 15 and July 15); submit club accounts for audit; attend club executive committee meetings; attend District-sponsored club officer training; arrange for a replacement if unable to attend meeting; prepare successor for office.

Standards at the club meeting are to: Receive completed new member applications and dues; announce when dues are due and explain dues structure; greet members and guests.

■ **Sergeant at Arms.** The Sergeant at Arms is the seventh-ranking club officer.

Standards outside of the club meeting are to: Schedule meeting location; maintain club equipment in working order and check after every meeting to ensure adequate supplies are available; attend club executive committee meetings; attend District-sponsored club officer training; arrange for a replacement and for assistance if necessary; prepare successor for office.

Standards at a club meeting are to: Arrange the room at least 10 minutes before the meeting begins. Make sure the lectern is in place, the banner displayed, evaluation forms and ballots distributed, awards, Supply Catalog, progress chart and educational material displayed, place cards arranged, and name badges available; greet members and guests and arrange for guests to sit with members; greet the Area Governor and other visiting officers and escort them to the club President; arrange for food service at meal meetings; ensure the meeting starts on time; collect ballots and tally votes for awards.

District Service Standards for Division Governors and Area Governors

Districts are the service arm of Toastmasters International. Districts, through their Areas and Divisions, are in the business of extending the benefits of Toastmasters to more people by helping existing clubs and building new clubs. To ensure that clubs get the service they need, the Toastmasters International Board of Directors has established Area Governor and Division Governor standards. These standards will help Area and Division Governors to clearly understand their roles so they can better serve clubs and club officers.

STANDARDS FOR AREA GOVERNORS

- Focus on membership growth and educational achievements in clubs so the Area can achieve a minimum recognition of Distinguished Area.
- Motivate and assist each club in the Area to become a Distinguished Club.
- Make at least two club visits:
 - assess club membership and willingness to grow
 - assess who will achieve educational achievements and when these will be completed
 - evaluate "Must-Do Results" and quality expected of a club
 - complete the Area Report of Club Visit form, give a copy to the club President, and mail a copy to the District Governor by the deadline on the form
- Make a presentation during the club visit on one or more of the following topics:
 - Distinguished Club Program
 - Communication and Leadership Tracks
 - Membership growth and development
- Ensure that each club understands the service roles of Area Governor and the District.
- Contact club presidents monthly about:
 - Distinguished Club Program performance
 - Follow up on items identified during previous visit or contact
 - District training or other District events
- Growth
 - Ensure no net club loss in the Area.

- Assist the Division Governor in building at least one new club within the Area or Division
- Hold at least two Area Council Meetings each year and have the following topics on the agenda:
 - Distinguished Club Program: Club plans, goals, needs for District/Area assistance
 - Attendance at club officer training
 - Planning for inter-club events (e.g., training, time and place of Area speech contests)
- Participate in District Training for Area Governors, Executive Committee meetings, District Conferences and District Council meetings

STANDARDS FOR DIVISION GOVERNORS

- Achieve minimum recognition of Distinguished Division.
- Focus on Area Governor achievement in the Distinguished Area Program so that every Area is a Distinguished Area or better.
- Contact Area Governors at least monthly and discuss:
 - Progress toward goals in the Distinguished Area Program
 - Follow-up on club visits
 - Weak clubs and strategies to make sure there are no single-digit clubs in any Area
 - Rebuilding all clubs to charter strength
- Ensure that 100 percent of Area Governors are trained
- Growth: Ensure a net gain of one club or more
- Hold at least two Division Council Meetings each year, and have the following topics on the agenda:
 - Distinguished Area Program: Area plans, goals, progress, and the need for assistance from the Division Governor and District.
 - Distinguished Club Program: club plans, goals, progress, need for District/Division/Area assistance
 - Attendance at club officer training
 - Planning for Division speech contests
- Participate in district training for Division Governors and Area Governors, Executive Committee meetings, District Conferences and District Council meetings.

Would you like to start a club newsletter, but don't know where to begin? Perhaps you're the newsletter editor and you aren't sure what to print. If you need help with your club's publication or just would like to compare yours with the best, this is your opportunity. Here, some of the editors of the 1997-98 Top 10 Newsletters share their secrets for success.

THE PURPOSE OF A CLUB NEWSLETTER

An effective newsletter reports club, district and international Toastmasters news. It informs, educates and entertains. Because it's also a promotional tool, your newsletter should help fulfill Toastmasters International's mission (see box on page 22) and embody the image you want to portray about your club.

Ted McIlvain, ATM-S, of NMAC (Nissan Motor Acceptance Corporation) Club 5922-25 in Dallas, Texas, designed the club's one-year-old, award-winning newsletter, *The Owner's Manual*. When asked about the purpose for his publication, he said, "I think it is a demonstration of stability. If it's a quality newsletter, visitors receiving it at a meeting would say, 'This is a quality club.'"

Lee Quale, CTM, has been the editor for *The Loudspeaker* of Calabasas Club 9655-52 in Canoga Park, California, since the inception of the club four years ago. He says, "Probably the primary purpose of our newsletter is to provide information and to boost morale. People like to see their names in print and see people they know being recognized. I think it keeps members interested, and that's a good way to keep the club moving along. We do have good attendance. In fact, we just hit the 40-member mark."

TTM Tidbits, the newsletter for Thornhill Club 8517-60 in Thornhill, Ontario, Canada, was awarded Top 10 status two years in a row. Its

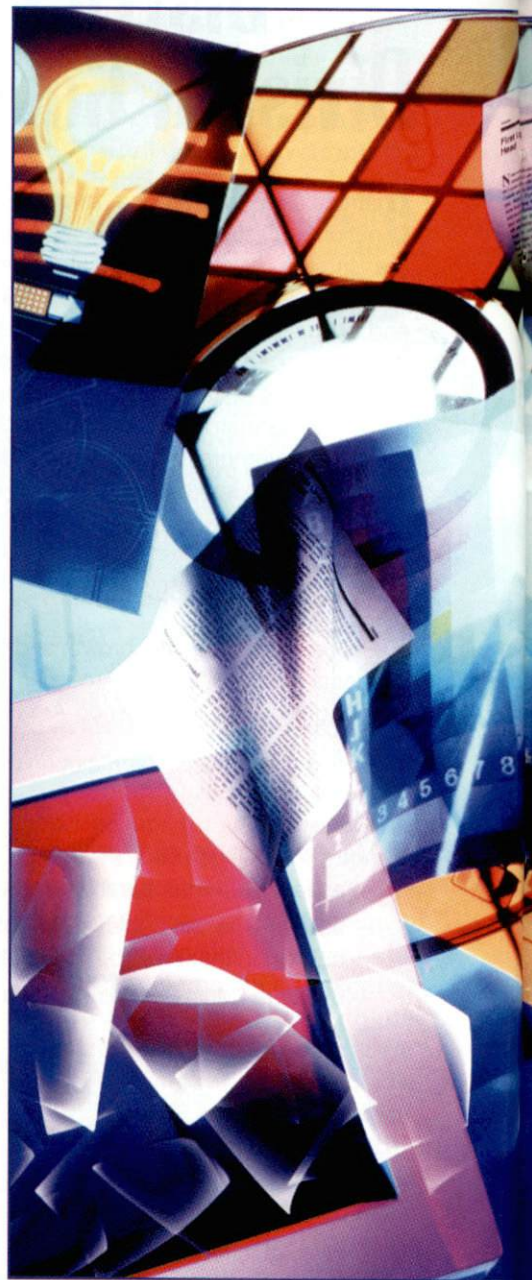
editor, Danny Strigberger, ATM-B, says, "The main purpose of a newsletter is that it allows more people the opportunity to get involved in the club. In our club, members get involved by submitting articles, proofreading them and doing the layout and design."

THE CONTENTS

Just as with people, it's what's inside that really counts. Award-winning editors describe how to make a newsletter beautiful inside and out. According to Strigberger, for example, *TTM Tidbits* is "reader-friendly, easy to follow and offers editorial variety such as news, upcoming events and humor. It also recognizes members' accomplishments and birthdays. We try to incorporate as many names of our club members as possible. I think most of the members' names appear in each issue. We might also use an educational tip or even a recipe."

McIlvain talks about his newsletter: "This is an in-house club and when we started the newsletter, we wanted something that would not only demonstrate Toastmasters principles, but also relate to our company." In *The Owners Manual*, McIlvain uses clever headings, such as: Maintenance Schedule (club

Your Club M



Tips From Winning

BY PATRICIA L. FRY, CTM ■ ILLUSTRATION BY [unreadable]



Newsletter:



m Award- g Editors

ATION BY WILLIAM WESTHEIMER

business), Warranty (announcements), Drivers Seat (the future of the club), Atlas (informationals, upcoming activities) and Accessories (light topics/humor).

Quale's editorial concerns lie with the overall appearance. He says, "Occasionally, I use graphics, but I think it's more important to use the type in a way that is appealing and legible. At first it was difficult to get used to white space, but now it feels natural putting it in there so that people feel a little pause. You pick this newsletter up and right away you feel like you have time to read it."

In Findlay, Ohio, Rich Giroux edits *Toast of the Town*, the newsletter for the 40-year-old Findlay Old Millstream Club 1563-28. Voted the best newsletter in District 28, Giroux shares some of its secrets for success. He publishes a list of members who have signed up for club meeting assignments so people know at a glance when they are speaking and where they can help. He announces previous Table Topics participants, evaluators and speakers. He prints former Words of the Day with their definitions for review and to ensure they won't be repeated. He lists new members under the heading, *Toast-O-Dex* and he always includes jokes and an editorial.

Giroux believes that motivational articles are an important part of a Toastmasters newsletter and he likes to write them himself. "I ask myself what has motivated me and then I start writing," he says. "I'm sure you can find motivational articles in other Toastmasters publications, but I think the best ones are those that originate in your heart and in your mind."

MEMBER INVOLVEMENT

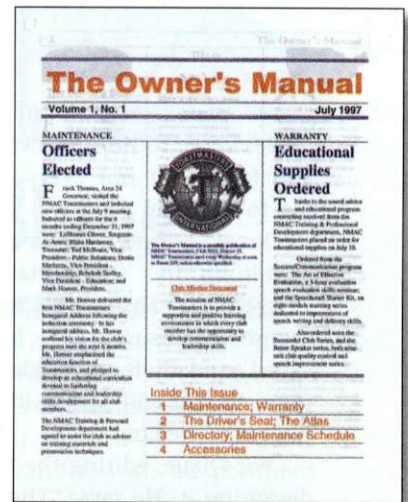
One universal problem for newsletter editors is also something that's crucial to the success of a newsletter: soliciting member participation. Most of the newsletter editors interviewed for this article have difficulties getting members to submit articles. "We ask for contributions," says McIlvain, "but we don't always get them."

Strigberger, on the other hand, boasts success in this area. He says, "The most effective way we've found for getting articles from members is through their speeches. If a Toastmaster gives a speech and I see something in there that's a potential article, I approach that person and suggest that he writes a paragraph for the newsletter on the main point of the speech. Of course, once he starts writing about something that he has already spoken about, one paragraph becomes a few paragraphs and we have an article."

According to Quale, editors need to be assertive. "If you don't ask, you don't get many articles. You have to ask them and you have to urge them. We make a note of who hasn't written anything in a while and we nudge them. We might say, 'Would you please comment on this?'"

PUBLISHING/EDITING

The tenure of a newsletter editor varies with each club. Some stay on as editor year after year while other clubs change editors every six months. Quale has



served for several terms and says, "It makes sense to have somebody new and fresh, but not everyone is cut out to do this."

Donald Mercer is editor of *Toast In Transit* for the Transportation Club 4776-62 in Lansing, Michigan. His monthly newsletter has been published regularly for a decade. The club changes editors with each election and Mercer likes it that way, because "editors can get burned out."

For Quale, editing the newsletter is easy compared to designing it. He says, "The worst part is setting it up. In the first three or four months you're just pulling your hair out trying to come up with a reasonable layout."

Where does one get ideas for a newsletter design? While some editors get their ideas from materials published by World Headquarters, others collect newsletter samples from district Toastmasters clubs and other organizations; still others research viable newsletter formats on the Internet or at the library.

Once you've designed your newsletter and typed all the articles, then what? "I print the original newsletter at home and then take it to a local copy service," says Giroux. "I have found a copy service that gives a break to non-profits. In return, we generate business for them by

mentioning them at our club meetings."

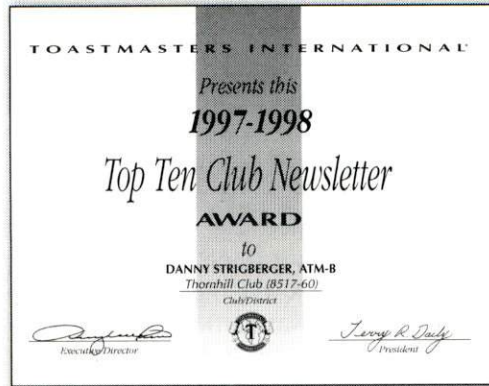
There is no frequency standard for the publication of newsletters. While some are published monthly or bi-monthly, others come out quarterly. When I was editor of the one-page bulletin for our club, I did it to coincide with our monthly meetings. Members always received the notice in the mail to remind

them of the next meeting and their obligation for that meeting.

Although Giroux publishes his newsletter quarterly, he says he spends some time each week "putting in updates and thinking about article ideas. If you do a little each week, there's not that much to do when it comes time to publish."

DISTRIBUTION

Newsletter distribution also varies among clubs. The point is to get as many people to see it as possible.



Strigberger distributes his newsletter at the club level, and he also circulates it in the community by dropping it off at libraries and other businesses. "We use the newsletter as displays in community centers and we encourage members to take a stack of newsletters and leave them in waiting rooms where they work," he says.

McIlvain says in his club, "Members pick the newsletter up at meetings. If they don't show up, we distribute them through inter-office mail. We also leave newsletters in corporate break rooms for others to see."

EXPERT RECOMMENDATIONS

What could you do better to produce a more professional, effective newsletter? Giroux advises, "Start simply. You can add more content once you and your club members get more comfortable with the editorial process. Don't limit the newsletter to just what's happening in your club; it should contain motivational articles that will encourage members to improve progress through the manuals, and to compete."

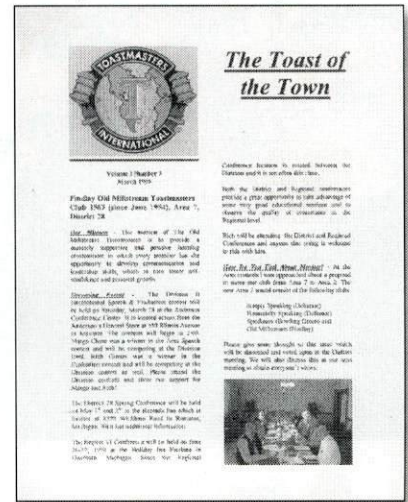
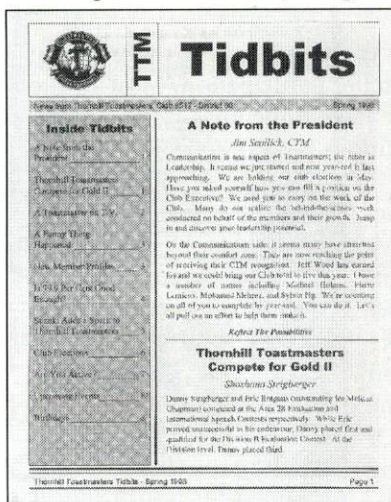
Mercer believes it's vital to remember who the newsletter is for. He says, "Direct your newsletter toward the members - write it in second person and put 'you' in there quite a bit."

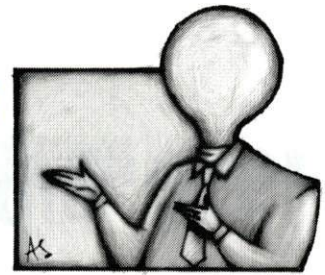
Quale agrees. "Recognize people, even if you're just telling them 'Thank you.'" He also suggests, "Do the newsletter the way you want to. You'll get a lot of back-seat drivers who will want you to do it another way, but remember that they're not the ones who raised their hands to create the newsletter."

He does recommend sharing the work, though.

He says, "The more members you get, the more you're able to delegate responsibilities and the less of a burden it is."

Strigberger is a proponent of asking for help. He says, "Encourage as much involvement as possible. I highly recommend not taking it upon yourself solely - have a committee." As parting words, this college student says, "Keep it fun and creative."





By Michelle Boehm

Do You Have the Newsletter Blues?

DO YOU DREAD THE THOUGHT OF PRODUCING YOUR CLUB'S monthly newsletter? Does it seem like an endless chore? If so, you have the "newsletter blues." If you're responsible for researching, compiling, writing, editing and distributing your

club's newsletter, the burnout may strike after about five or six months. Don't worry. This is normal. It is difficult to continue these activities month after month with the same amount of enthusiasm and motivation you had when you first volunteered for the job. But there is a solution. These four easy steps can help reduce your frustration and may even improve your newsletter's quality:

STEP #1: GET MORE MEMBERS INVOLVED.

Preparing your monthly newsletter should not be a dreaded task for one person, but an opportunity for many people in your club to be creative and help inform fellow members. More people means more ideas and ultimately better publications. Your newsletter responsibilities may provide an opportunity for you and your coworkers to enhance word processing or desktop publishing skills for current (or future) careers.

STEP #2: DEVELOP A NEWSLETTER COMMITTEE.

Our club's newsletter committee has five editors, who rotate the responsibility of producing and distributing the newsletter. Each person is responsible for producing two to three issues each year, which is accomplishable – even for a busy person like you. A schedule, determined at the beginning of the year, is distributed to each editor so that everyone knows who is in charge for any given month's issue.

STEP #3. REQUEST MATERIAL FROM YOUR ENTIRE CLUB.

Your newsletter is meant to educate, motivate and inform club members. The more people who feel they are contributing to the club's success, the better. Most members like to be involved. Sometimes you just need to ask them.

Ask members to submit articles geared toward achieving your club's mission and goals to the newsletter committee on an on-going basis. In addition, request that they inform you of their achievements outside of Toastmasters, such as job promotions or changes or educational honors. Most people enjoy seeing their names in print, and your newsletter provides an opportunity to accomplish that.

Let club members know that you welcome their suggestions and comments. Audience feedback is key to making sure that you are satisfying readers' needs.

STEP #4. CREATE A NEWSLETTER BINDER.

Keeping all of your newsletter information in one place saves time and energy for everyone involved. The easiest way to do this is to create a newsletter binder, with all pertinent materials and formats, that goes from editor to editor each month. You may want to include a diskette (with envelope) with previous newsletters saved on it for future editors' assistance. Your binder should include tabs for each month, including a summary or "check-sheet" for required and optional editorial items, for example:

- Masthead (including logo and officers)
- Monthly editor's name
- Meeting recaps
- Winners from meetings
- Upcoming events and deadlines
- Individual achievement articles
- Grammar corner
- Educational feature
- News from Toastmasters International
- New member profile
- Agendas

Include a summary page with spaces for each issue throughout the year (on one page, if possible), and ask the editor of the month to fill in the appropriate sections to make sure that features and articles are not being duplicated. It is important to have tabs in your binder to file submitted articles for future newsletters, as well as filing past years' newsletters.

Include a sleeve to save at least three copies of each newsletter. Keep one copy for your file, one copy to enter in the district newsletter competition and one to submit to World Headquarters for the Top 10 Newsletter Contest.

Your club newsletter plays an important role in keeping members informed, educated and motivated, so make it the best newsletter you can. Use it to its fullest advantage, but have fun doing it too. If you do, it will be evident in your final product. Producing a newsletter can be a rewarding experience. And a bonus will be knowing you have created something your fellow club members can both learn from and enjoy. **1**

Michelle Boehm is a former member of Keynoters Club 3390-35 of Madison, Wisconsin.

1999 Top 10 Newsletter Contest Rules

Carefully read the following guidelines before submitting your contest entry.

CLUB NEWSLETTERS: Club newsletters will be judged on how well they help fulfill the Club Mission "... to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth."

In addition, in order to qualify for points toward the Distinguished Club Program and for consideration in the Top 10 Club Newsletter Contest, all entries must adhere to the entry requirements outlined below.

DISTRICT NEWSLETTERS: District newsletters will be judged on how well they help fulfill the District's Mission "... to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program..." Specifically, the newsletters should help districts achieve goals related to educational completions, officer training, membership growth and club building.

District newsletters are automatically entered in the Top 10 District Newsletter Contest, provided World Headquarters receives one copy each of at least three different issues eligible under the entry requirements:

ENTRY REQUIREMENTS

1. **Simultaneously submit three different issues of your newsletter with a cover letter to:**

Toastmasters International
Publications Department
P.O. Box 9052
Mission Viejo, CA 92690, U.S.A.

2. **The cover letter must include the name, address and telephone number of the editor, as well as the club and district number.** (Information about a second editor may be included; however, no more than two editors may be credited on a certificate should your newsletter place in the Top 10.)
3. **All three issues must be published between July 1, 1998 and April 23, 1999, and dated as such;** volume numbers alone are not acceptable.
4. **Each of the three newsletters making up the single entry must clearly indicate which club and district it represents.** Entries without this information will be disqualified.
5. Entries without all of the above information will be disqualified.

6. **Entries must be received by 5 p.m. PST on Friday, April 23, 1999.** Entries not received by this deadline will automatically be disqualified.
7. Newsletters should be composed primarily of original, club-generated material of educational value. When articles or other items are reprinted from other sources, a credit line should be included. The judges reserve the right to disqualify any entry not resembling a newsletter. For example, one-page meeting schedules or mere lists of speakers will be considered fliers and will not qualify for this contest.
8. Area and division newsletters are ineligible for this contest.

JUDGING STANDARDS

All club and district newsletters are judged on the following criteria:

Content

- A. Is content focused on achieving the club's or district's mission?
- B. Does the newsletter contain educational articles, recognition of member and club/district achievement, and encouragement to participate in Toastmasters activities?
- C. Does the newsletter promote understanding of Toastmasters' programs, promotions and policies?
- D. Is the newsletter informative and entertaining?
- E. Does the newsletter prominently feature the editor's and publisher's name, address and telephone number in each issue? (The publisher is the club president for club newsletters and the district governor for district newsletters).
- F. Does the club newsletter clearly indicate the club's name, district and club numbers, and meeting time and place? Does the district newsletter clearly indicate the district's number and location?

Readability

- A. Does the writing meet acceptable standards of sentence structure, spelling, punctuation and grammar?
- B. Is the writing interesting and clear?

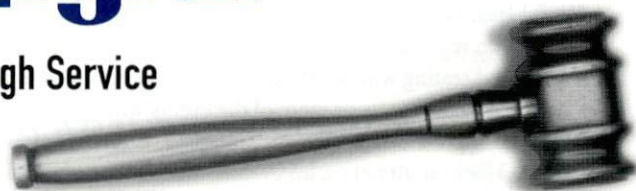
Layout and Presentation

- A. Does the newsletter's appearance stimulate reader interest?
- B. Does the layout indicate careful attention to white space, page balance, effective use of graphics, and the importance and organization of the articles?

For examples and details on publishing a quality newsletter, see the "Your Club Newsletter" or "Your District Newsletter" brochures (Catalog No. 1156, 1155), available for 25 cents plus postage from the Orders Department at World Headquarters.

Zig Ziglar

Success Through Service



Zig Ziglar is rated by his peers – and audiences everywhere – as one of the best motivational speakers ever. In fact, Toastmasters voted him one of their favorite speakers in 1997. A respected authority on personal and professional achievement, he is chairman of The Zig Ziglar Corporation, a multi-million dollar training company based in Dallas, Texas.

For the past 29 years, Ziglar has brought inspiration to corporate, educational and religious audiences around the world with his motto “You can have everything in life you want if you will just help enough people get what they want.” And this August, he will speak at the International Convention in Chicago, Illinois, where he will receive Toastmasters International’s highest honor, the Golden Gavel award. This award is given once a year to an individual who represents excellence in the fields of communication and leadership. Come and savor Ziglar’s trademark preacher-like speaking style and let him inspire you to reach for the stars!

With topics such as “The Qualities of Success” and “How to Stay Motivated,” Ziglar teaches audiences how to recognize the characteristics of success already within them, and how to remain positive despite adverse circumstances.

“I believe that persistent effort, supported by a character-based foundation, will enable you to get more of the things money will buy and all of the things money won’t buy,” he points out.

It’s a message people want to hear. Among the 12 books Ziglar has written, nine have become bestsellers. His most recent book, *Success for Dummies*, was released last year. Other titles include *Something to Smile About*, *See You at the Top*, and *Secrets of Closing the Sale*. As evidence of his success, Ziglar’s books, audio tapes and training manuals have been translated into 20 languages. And he says he gets “an average of seven pounds of unsolicited

testimonials every year from people describing how my books, tapes and seminars have helped them.”

Ziglar doesn’t tell an audience *what* to do without telling them *how* to do it. He then takes it one step further and motivates people to *want* to do it. His presentations on topics such as leadership, sales, motivation, improving self-image and building personal relations are fueled with colorful anecdotes demonstrating each lesson.

While Ziglar contends that people need all the positive input they can get, he cautions against motivational philosophies that don’t emphasize the importance of hard work, directed efforts and integrity. “Some people think that positive thinking will let you do anything. It won’t,” he says. “However, it will enable you to do everything better than negative thinking will. Positive thinking,” he concludes, “enables you to use the ability you have.”

Ziglar uses his own life as an example of how success can come to those who seek it. He started his career as a door-to-door cookware salesman and admits that he was so unsuccessful that he once didn’t even have enough money for gasoline to make the next sale. “I was a miserable producer, a miserable performer and a miserable human being,” Ziglar recalls in his tape series, “You Are a Natural Champion.”

That all changed when Ziglar realized his attitude needed work. “Everything starts with self-image,” Ziglar points out. “When my picture of myself changed – when I saw myself as a champion – I acted differently. You cannot perform in a manner inconsistent with the way you see yourself.” After a successful sales career, Ziglar built his company in 1970 and has been a full-time motivational speaker ever since.



T Don’t pass the opportunity to hear Zig Ziglar speak on August 19 at Toastmasters International’s 68th Annual Convention in Chicago, Illinois. For details and registration, please turn the page.

PRESELECTION OF SEAT LOCATION

In an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the *Golden Gavel Luncheon, Fun Night, International Speech Contest, and President's Dinner Dance*. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention registration

forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 18, at 10:00 a.m.

Seating Preselection Procedure

1. World Headquarters will assign seating locations in the order in which it receives convention registration forms.
2. Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
3. Assignment of preselected seat locations will be at the discretion of Toastmasters International.
4. All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
5. Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
6. World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
7. **Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



**Sheraton Chicago
Hotel & Towers
Welcomes**

TOASTMASTERS INTERNATIONAL® 1999 CONVENTION AUGUST 18 - 21, 1999

MAIL THIS FORM TO:
**Sheraton Chicago
Hotel & Towers**
301 East North Water Street
Chicago, Illinois 60611
(800) 233-4100 or
(312) 329-7000 • Fax (312) 329-6929

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 4:00 P.M. - CHECK-OUT 12:NOON)

Method of transportation: Car Air Other

Late departures will be charged a full night's rate plus taxes.

Please Note: Special conference rates are based on reservations received by July 21, 1999, and room block availability.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) _____ (first) _____ (initial) _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing room with: _____

Special Requests: Prefer non-smoking room Other (specify) _____

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 14.9% occupancy tax per night. DO NOT SEND CASH. Make check or money order payable to the Sheraton Chicago Hotel & Towers.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE DATE

Special Conference Rates (circle rate desired)

MAIN LEVEL	CLUB LEVEL	TOWERS LEVEL	SUITES
\$131.00 single/double/ triple/quad	\$151.00 single/double \$171.00 Triple/quad	\$151.00 single/double \$171.00 Triple/quad	Phone hotel directly if suite is desired. Cost and availability varies.

Check here _____ if rollaway is needed. (no charge)

After July 21, all subsequent reservations will be subject to availability at the current hotel rack rates.

DON'T BE A NO-SHOW

To cancel your reservation call (800) 233-4100 or (312) 329-7000. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number.

A room confirmation will be mailed to you as soon as possible.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

68TH ANNUAL CONVENTION

AUGUST 18-21, 1999 ♦ SHERATON CHICAGO HOTEL & TOWERS, CHICAGO, ILLINOIS, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 1999-2000.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 18.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. Event tickets must be purchased separately. (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$115.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$215.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$100.00 \$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- _____ Wednesday/Thursday (August 18 & 19) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 20) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Club Leadership Luncheon, and Fun Night.) \$ _____
- _____ Saturday (August 21) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- _____ Tickets: **Interdistrict Speech Contest** (Tuesday, August 17) @ \$15.00 \$ _____
- _____ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 17) @ \$44.00 \$ _____
- _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 19) @ \$35.00 \$ _____
- _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 20) @ \$34.00 \$ _____
- _____ Tickets: **Club Leadership Luncheon** (Friday, August 20) (Open only to DTMs, 1998-1999 and 1999-2000 Club Officers) @ \$34.00 \$ _____
- _____ Tickets: "Millennium" **Fun Night** (Friday, August 20) @ \$51.00 \$ _____
- _____ Tickets: **International Speech Contest** (Saturday, August 21) @ \$20.00 \$ _____
- _____ Tickets: **President's Dinner Dance** (Saturday, August 21) @ \$55.00 \$ _____

Check here if you want World Headquarters to preselect your seats. If you do not check this box, you will select from remaining seats on site. (See page 30 for Seat Preselection Information.)

WHQ Use Only
 T- _____ GG
 T- _____ FN
 T- _____ SC
 T- _____ PDD

Check enclosed for \$_____ (U.S. Dollars) payable to Toastmasters International. **Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. NO EXCEPTIONS!**

(PLEASE PRINT) Club No. _____ District _____
 Name _____
 Spouse/Guest Name _____
 Address _____ City _____
 State/Province _____ Country _____ Zip Code _____
 Daytime Telephone () _____

PAYMENT METHOD (U.S. FUNDS):
 MasterCard VISA AMEX
 Card Number _____
 Expiration Date _____
 Signature _____

If you are an incoming Club or District officer, indicate office: _____
 I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.



Recognize Outstanding Achievement...

...by giving weekly winners and participants awards they can keep! Your Club's acknowledgement means much to every member...by giving them a ribbon, mini certificate, button or medal they will have a tangible reminder that will reinforce the positive Toastmasters experience...and keep each member coming back for more!



Ribbons - only \$.50 each!

- 394-BB Best Speaker
- 394-BE Best Evaluator
- 394-BTT Best Table Topics
- 394-MIS Most Improved Speaker
- 394-MIT Most Improved Table Topics
- 394-MIE Most Improved Evaluator
- 394-BH Best Humor
- 394-BG Best Gestures
- 394-EA Enthusiasm Award

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- 5771 Gold Medal with Classic Orator Figure
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- 601-BE Best Evaluator
- 601-BTT Best Table Topics
- 601-MIS Most Improved Speaker
- 601-MIE Most Improved Evaluator
- 601-MIT Most Improved Table Topics

Buttons - a bargain at \$.85!

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- 392-BTT Best Table Topics
- 392-MIT Most Improved Table Topics
- 392-MIE Most Improved Evaluator
- 392-BH Best Humor
- 392-BG Best Gestures

Speech Ribbons - only \$.50!

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- 407-K Set of all 10 Speeches - \$4.00
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Mail to: **Toastmasters International**
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PAYMENT MUST ACCOMPANY ORDER

- Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
- Please charge my: MasterCard / Visa / Amex (CIRCLE ONE)

Card No. _____

Exp. Date _____

Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____

State/Province _____

Country _____

Zip _____

See the Toastmasters International Supply Catalog for complete descriptions of these items and information on other educational and promotional supplies. Product price and appearance subject to change without notice.

Ribbons - 50¢ each	Mini Certificates - 20¢ each	Speech Ribbons - 50¢ each
___ 394-BB	___ 601-BB	___ 407-A
___ 394-BE	___ 601-BE	___ 407-B
___ 394-BTT	___ 601-BTT	___ 407-C
___ 394-MIS	___ 601-MIS	___ 407-D
___ 394-MIT	___ 601-MIE	___ 407-E
___ 394-MIE	___ 601-MIT	___ 407-F
___ 394-BH		___ 407-G
___ 394-BG	Buttons - 85¢ each	___ 407-H
___ 394-EA	___ 392-BE	___ 407-I
	___ 392-BTT	___ 407-J
Medals - \$6.95 each	___ 392-MIT	Speech Ribbons Set - \$4.00
___ 5771	___ 392-MIE	___ 407-K
___ 5772	___ 392-BH	
___ 5773	___ 392-BG	
___ 5774		

Standard Domestic Shipping Prices - 1999

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.35	35.01 to 50.00	\$7.15
2.51 to 5.00	2.70	50.01 to 100.00	8.35
5.01 to 10.00	3.40	100.01 to 150.00	10.70
10.01 to 20.00	4.55	150.01 to 200.00	13.90
20.01 to 35.00	6.05	200.01 to —	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.