

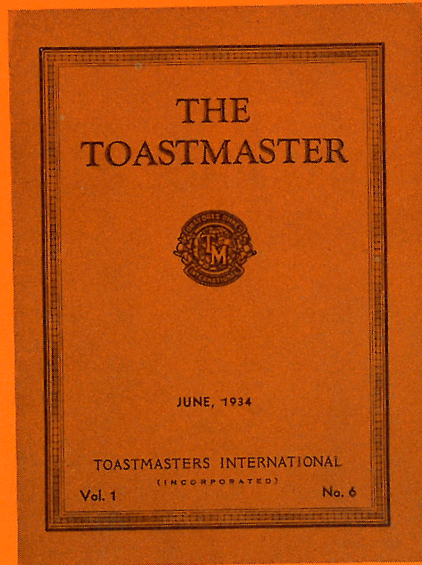
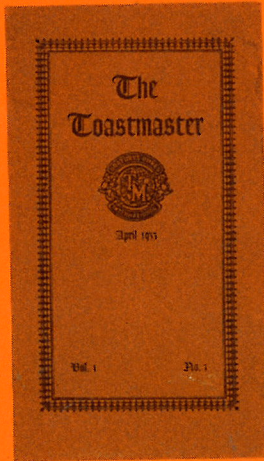
The

OCTOBER

1971

Toastmaster





1930-1971

The Toastmaster IS "ON THE MOVE"

THE TOASTMASTER had its origin as a three-page monthly bulletin, "The Gavel," which was first published in December, 1930, but when Toastmasters International was incorporated two years later, its leaders expressed the need for what Dr. Ralph C. Smedley, founder, referred to as "a real magazine."

The first issue of the "real magazine" measured 3½ by 6 inches. It was dated April, 1933, and included a listing of the young organization's 13 clubs. This shirt-pocket edition, published quarterly until 1940, next appeared in hip-pocket size, 4½ by 6½ inches.

In 1940, the magazine's size again increased — 5½ by 8 inches — and the frequency of publication was stepped up to six issues a year. It wasn't until January, 1946, that the coat-pocket, digest-size magazine became a monthly publication.

This issue — October, 1971 — is the first variation in the size of the magazine since 1940. It is a pilot publication. *The Toastmaster* will return to its digest size next month.

This first-of-its-kind issue contains 28 pages plus cover, compared to the 40 pages plus cover in the smaller version, but it boasts about 20 percent more space. It is the forerunner of some new looks that will be carried on in future issues of the digest-size magazine.

Write to WHQ about your feelings for this larger size edition of your magazine.

THE COVER: The front of your TI World Headquarters building in Santa Ana, California, is viewed through the "fisheye" camera lens of photographer Lou Gerding. This unusual photographic technique gives a new look to an already strikingly beautiful piece of modern architecture. World Headquarters has attracted the attention of photographers — Toastmasters and non-Toastmasters — since its construction in 1963, and it is acclaimed by visitors from throughout the world as one of the most beautiful examples of modern architecture in Southern California. Toastmasters are invited to visit their World Headquarters, tour the facilities, and meet the staff anytime they are visiting in Southern California.

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 37 NO. 10

OCTOBER 1971

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IN CALGARY — A report about the business and many educational sessions at the 40th International convention in Calgary. See page 4.

BEHIND THE SCENES — Toastmaster William G. Fitch presents a new and easier visual aid. See page 8.

FORGOT ??? — Victor Werner discusses ways to develop your memory. See page 12.

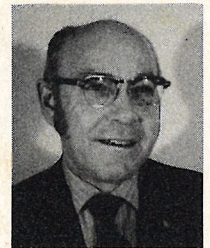
DO IT RIGHT! — Dr. Gregg Phifer reports the many sources of information about parliamentary procedure. See page 15.

ENTER THE COMPETITION — Dr. Robert Monsul tells how to pursue a successful speech contest. See page 20.

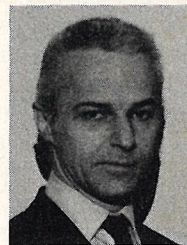
WHY ME??? — Donald Blanchard discusses the necessity of effective evaluation in your club. See page 24.



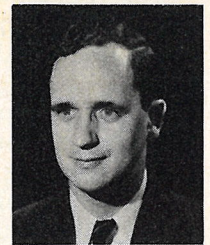
Mr. Blanchard



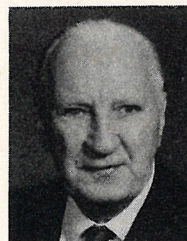
Mr. Fitch



Dr. Monsul



Dr. Phifer



Mr. Werner



Mr. Wilson

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----- TO LEAD A BETTER LIFE -----

In The TI Tradition

Twenty years ago this month our Founder, Dr. Ralph C. Smedley, also was concerned about success. It was TI's 27th anniversary and Dr. Smedley was writing about "How YOU Win Success" in the October, 1951, issue of *The Toastmaster*.

Our Founder began, "There is one fact about the struggle for success which must never be forgotten. It takes work — hard work — plenty of it, and it takes determination."

That's about the time I first joined a Toastmasters club. Like the more than a million other men who have benefited from Toastmasters in the past 47 years, I also was seeking a vehicle that would aid in my search for success.

Since the first Toastmasters club was started in October, 1924, in the basement of the Santa Ana (Calif.) YMCA, Toastmasters clubs have served as a functional device helping men *to lead a better life*.

Today, our prime concern continues to be directed at the goal of success. It is the hallmark of our International theme — *Success Is . . .* — and we know where it begins. The foundation of this goal lies in the club — your club — hence, the remainder of our 1971-72 International theme, *TI AcTION in the Club*.

October is an *acTION* month. Toastmasters around the world are continuing the *TI Tradition* this month by helping to celebrate TI's 47th anniversary. It also is the kick-off month for the special three-month, October-through-December, membership sales project.

Membership sales projects are integral parts of your communication and leadership development. This type of *acTIVITY* provides new experiences for every member.

The membership sales project is a rallying point for enthusiasm in your club, and enthusiasm is contagious. Of all the "President's 40" club reports received at World Headquarters, there is one item common to each club — enthusiasm. Enthusiasm is the joy of living a better life.

Forty-seven years of communication and leadership certainly is worth celebrating. However, October anniversary month and the three-month membership sales project also offer you a tool to develop enthusiasm in your club.

The development of enthusiasm in every club is one of the prime steps for achieving our International goals for this year:

- Meeting every member's needs
- Developing a high standard of excellence
- Totally utilizing the Distinguished Club Plan

The theme behind Dr. Smedley's message was that you don't *win* success — you earn it as a result of the effort you put forth toward that end. This point becomes evident with his following words:

"Many whose names live in history today owe the greatness of their lives to the fact that they had to meet and overcome great difficulties."

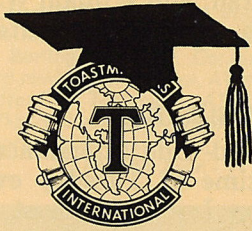


Russ

Russell G. Herron, Ph.D.
International President

Success Is... **TI AcTION IN THE CLUB**

A MEMBER EDUCATIONAL AID



educational happenings

DICKSHUN, DIALECK, AND ENUNSHEASHUN
(Preparing Project VIII)

The usefulness of a language—its effectiveness in communication—depends upon a variety of factors. Although your listeners might understand every word you say, they can be distracted by the way you say it. Once distracted, they can lose the meaning of your message even though they listen attentively to every word you speak.

A foreign or regional accent is not bad — it's distinctive and it's *you*. Almost everyone has one or the other or both. Many accents have a rhythmical quality that adds color and immediately gains attention. However, when listeners direct their attention to the manner of speech rather than the message, the speaker cannot achieve his goal of communication.

Your manner of speech can gain your listeners' attention or it can be a distraction that will leave your message floating in the breeze. Maintaining a colorful presentation while not losing your message requires practice and control.

Your diction, dialect, and enunciation each deserve as much attention as you can possibly devote in every talk that you prepare. The three main considerations in this

part of your preparation are 1) your speech subject, 2) your audience, and 3) the relationship between audience and subject. Even if you always speak to the same group of people, they will be different each time because of their different attitudes about the subject: at one time, friendly, and at another, hostile.

Review some of your earlier projects in the *Communication and Leadership Program* manual.

Establish your purpose and use the pronunciation style most appropriate to that purpose.

Not only should you respond to what your listeners want, but also to what they best understand.

Use the principle of reality to control a tendency to over-emphasize pronunciations.

Understanding and using your voice is an important factor in this project.

When preparing for this project, be sure to review previous evaluations. Note any specific comments about your pronunciation of words or phrases. These are excellent clues to what distracts your listeners, as well as what they expect from you. For instance, there are three ways to end the word, "happening" — *happen-in'* . . . *happen-ing* . . . *happen-ning*.

Recognize the way you pronounce words; then be aware of how others pronounce words. Compare the sounds and effects they have upon different listeners. Your observations and the resulting concentration upon your personal mannerisms can make future projects easier and the results much more satisfying.

Remember, mimicry not only is descriptive but it also adds color and emphasis to what you say. TT's founder, Dr. Ralph C. Smedley, once concluded a monthly message in *The Toastmaster* with the story of a "grim little Irishman who got a job loading a ship's cargo.

Fit Occasion

"At first they thought he was too small for the work, but he hung on until they gave him a trial. He made good, and they gradually increased the size of his load until on the last trip aboard he was carrying a 300-pound anvil under each arm. When he was halfway across, the gangplank broke, and he fell in. With a great splashing he came to the surface.

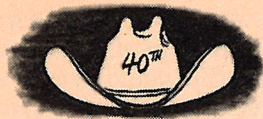
"'Trow me a rope!' he yelled, and then he sank. Once more he came up and called for help, and once more he went under.

"The third time he struggled to the surface and sputtered angrily, 'If one of your shpalpeens don't hurry up and trow me a rope, I'm goin' to drop one of these dommed tings!' "

When you plan to tell people sump'm, do it for *effect*, not from neglect.

TOASTMASTERS

ROUNDUP



AT

CALGARY

Delegates from as far away as South Africa and England and an overall attendance increase of 10 percent reflected the popularity of the 40th Toastmasters International convention in Calgary, August 4-7.

The three-and-a-half-day compact session of education, recognition, and organizational business was a *Success Is . . .* gathering for all who attended. Sporting the 1971-72 Toastmasters theme, "*Success Is . . . TI ActIon in the Club*," the convention's activities were aimed at producing greater communication and leadership opportunities for each Toastmaster in his club.

Russell G. Herron, Ph.D., was elected TI President by unanimous ballot Thursday morning, August 5. Dr. Herron is a member of Pt. Mugu (Calif.) Officers Club 3276-12 and Los Caballeros Club 322-50 in Santa Monica, Calif.

Other Toastmasters elected to International office for the coming year: Donald W. Paape, ATM, of Bow Valley Club 1494-42 in Calgary, Alta., senior vice-president; David A. Corey, DTM, of Gosport Club 2896-66 in Portsmouth, Va., second vice-president; and John F. Diaz, DTM, of Harbor City Club 3042-47 in Melbourne, Fla., third vice-president.

Eight Toastmasters were elected to two-year terms on the TI Board of Directors. They are: Adam F. Bock of Logan County Agricultural Club 2808-8 in Lincoln, Ill.; Win Chesley, DTM, of South Broward Club 3312-47 in Hollywood, Fla.; Durwood E. English, ATM, of Mt. Helix Club 126-5 in La Mesa, Calif.; Sal-

vatore A. Fauci, ATM, of Endicott Club 2584-34 in Endicott, N.Y.; J. Robert Gaul, ATM, of Burlington Club 3074-60 in Burlington, Ont.; George S. Moses, DTM, of Mount Rushmore Club 1326-41 in Rapid City, S.D.; Conrad R. Peterson, ATM, of Box Elder Club 794-15 in Brigham City, Utah, and Bridgeland Club 2081-15 in Logan, Utah; and William W. Steele, ATM, of Chaparral Club 1205-23 at White Sands Missile Range, N.M.

Wall-to-Wall ActIon

The convention's world-wide attendance began building early. By the time of Tuesday evening's Proxy Prowl, The Calgary Inn was almost wall-to-wall Toastmasters and buzzing with talk about business, election, educational sessions, idea exchanges, *TI ActIon in the Club*, and many other Toastmasters topics.

Wednesday morning's warm and rousing convention opening ceremonies saw Toastmasters and their ladies rise several times in honor of the dignitaries who came to welcome the Toastmasters 40th International convention. Each guest speaker was preceded by Scottish-clad bagpiper Norman MacCloud as they were formally paraded to the speakers' platform.

Among the dignitaries present at the opening ceremonies was The Honourable F. C. Colborne, minister of municipal affairs for the Province of Alberta, representing Alberta Premier Harry E. Strom. Also participating in the ceremonies was The Honourable Eric Musgraves, deputy mayor of Calgary, representing Calgary Mayor Rod Sykes. TI District 42 Governor Albert E. Fahlman, ATM, also bestowed a welcome from the host district Toastmasters.

Golden Gavel Presentation

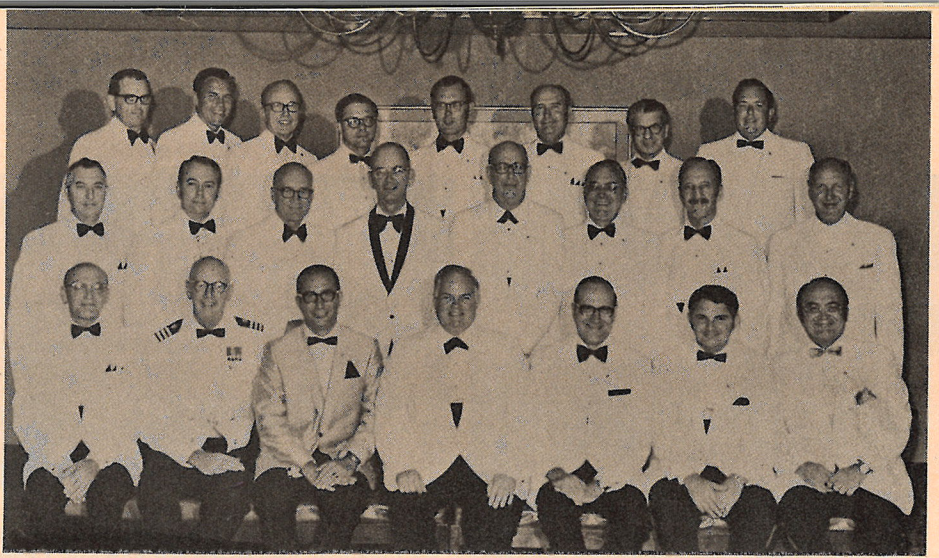
Following Wednesday morning's festivities was the traditional District Governors' Luncheon, featuring presentation of the 12th Toastmasters International Golden Gavel Award to Wallace Jamie, director of public relations for the Carnation Co. The luncheon festivities also included recognition of the 1971-72 district governors and honoring the six President's Distinguished District Governors of 1970-71.

Afterwards, Mr. Jamie addressed the Toastmasters and ladies about "futurism" and the greater demands placed upon effective communication and leadership in the coming years.

Activities resumed Wednesday afternoon with the annual Toastmasters Forum—a panel discussion with International officers and directors followed by a question and answer session with the audience. Presiding was International President Arthur M. Diamond.

Participating on the panel were Senior Vice-President Russell G. Herron, Ph.D.; Second Vice-President Donald W. Paape, ATM, chairman of the educational committee; Third Vice-President David A. Corey, DTM, chairman of the organization, plan-

TI BOARD OF DIRECTORS — Toastmasters International officers and Board of Directors for 1971-72 are (from left, front row) Secretary-Treasurer Herbert C. Wellner; Second Vice-President Cmdr. David A. Corey, DTM; Senior Vice-President Donald W. Paape, ATM; President Russell G. Herron, Ph.D.; Past President Arthur M. Diamond; Third Vice-President John F. Diaz, DTM; Executive Director Robert T. Buck Engle; (second row) Eldon H. Phillips; Gene D. Smythe, ATM; Watt Pye; Francis J. Butler, ATM; Arthur T. Ottman; C. Chris Petersen; Albert C. Burlingame, ATM; Conrad R. Peterson, ATM; (third row) J. Robert Gaul, ATM; Win Chesley, DTM; Clifford L. Thompson, ATM; Salvatore A. Fauci, ATM; William W. Steele, ATM; Adam F. Bock; George S. Moses, DTM; and Durwood E. English, ATM.



TI EXECUTIVE COMMITTEE — Toastmasters International officers who form the executive committee for 1971-72 are (from left) Second Vice-President David A. Corey, DTM; Senior Vice-President Donald W. Paape, ATM; President Russell G. Herron, Ph.D.; Past President Arthur M. Diamond; Third Vice-President John F. Diaz, DTM; and Executive Director Robert T. Buck Engle.



FOR WOMEN ONLY — Dagny Diamond (third from right), Elise Herron, and Shirley Corey perform reception duties for more than 200 Toastmasters' ladies who attended the Wednesday morning Ladies' Coffee.



GOLDEN GAVEL — Wallace Jamie, with wife, Louise, accepts TI's 12th Golden Gavel award from President Diamond following Mr. Jamie's talk at Wednesday's District Governors' Luncheon.



INTERNATIONAL RESPONSIBILITY — Arthur M. Diamond (right) presents newly elected International President Russell G. Herron, Ph.D., the symbol of his office and responsibility for the 1971-72 Toastmasters year.

ning, and administrative committee; Past International President Ralph E. Howland, ATM; Director Robert W. Blakeley, ATM, chairman of the district-club operations committee; Director Harold Davis, ATM, chairman of the community relations committee; and Executive Director Robert T. Buck Engle.

Past International Presidents were honored at a breakfast Thursday morning. The annual business meeting began promptly at 8:30 a.m. with President Diamond presiding.

Delegates voted on two proposed International Bylaws amendments which would alter the Toastmasters membership criteria. Both were defeated by substantial margins — Amendment A received 4,379 "no" votes and 834 "yes" votes, while Amendment B received 3,475 "no" votes and 1,738 "yes" votes.

Detailed explanations of both amendments, along with the TI Board of Directors' recommendation, were sent in May to all club presidents and district governors.

The Idea Fair Thursday afternoon was the kick-off event for a series of new and exciting educational programs for clubs and members.

First of the moving programs was entitled "TI AcTION in the Club Executive Committee" featuring 10 members of Bow Valley Club 1494-42 in Calgary. Bow Valley is a "President's 40" club. The executive committee program was led by Club President Jim Knight. Second Vice-President Donald W. Paape, ATM, also a member of Bow Valley Club, presided over the entire educational program.

Afterwards, Francis C. "Bud" Rebedeau con-



SHARING WITH PRIDE — Mrs. Russell G. (Elise) Herron (left) and Mrs. Arthur M. (Dagny) Diamond join their husbands during the proud moment when TI leadership changed hands at the President's Dinner Dance.



ALL IN ONE ROOM — Eleven past International presidents attended the Calgary convention. They are (from left, seated) Paris S. Jackson; George J. Mucey; John B. Miller; Lothar Salin, ATM; George W. Benson; Alex P. Smekta; (standing) Charles C. Mohr, ATM; Earl M. Potter; Ralph E. Howland, ATM; Sheldon M. Hayden; and Joseph P. Rinnert.



WHITE HAT SYMBOL — Jack Herman (right) of the Calgary Tourist and Convention Bureau presents President Diamond with a special white hat plaque and white hat, the official symbol of the City of Calgary and the Calgary Stampede.

ducted an *acTion* session entitled "Communication Gap." This program was a fast-moving, multi-media presentation about how the young people say it and how it's heard by others. Mr. Rebedeau is executive vice-president of Keilty-Rebedeau & Associates, Chicago, Ill., and is a Toastmaster.

The Thursday night Stampede Stomp was a gala event and was attended by more than 700 Toastmasters, their wives and guests. Presented by Host District 42, the party was given a Calgary Stampede flavor with western frontier street scenes and many of the guests sporting cowboy style togs and gear. Party-goers dined on an elaborate buffet featuring fried chicken and Calgary beef and were entertained with music, dancing, and square dancing demonstrations.

Buzzing With Ideas

Educational sessions resumed Friday morning with each of the International directors acting as activators for an idea input buzz session designed to glean ideas for TI's 50th anniversary observance in 1974.

Afterwards, Executive Director Buck Engle acted as activator for a session devoted to the expanded and new opportunities in the organization of new Toastmasters clubs.

Following was a high-impact presentation by David L. Schmidt and entitled "Time Management For AcTion." It was an attention-drawing program devoted to effective time usage. Mr. Schmidt is executive of his own management consulting firm in Kansas City, Mo.

The general education sessions continued with another "buzz session" entitled "Meetings Members' Needs and Determining Club Resources." With Director Ray Eldridge, ATM, presiding, activators included Directors Arthur T. Ottman, C. Chris Petersen, Eldon H. Phillips, and Watt Pye.

"TI AcTion in the Club Through District Assistance" featured four 1970-71 district governors —

Kenneth S. Jagolinzer, ATM, District 3; Carroll E. Hermanson, ATM, District 7; Terry A. Wunsch, District 35; and Carl M. Harrington, District 40. Director Phillip R. Viviani, ATM, presided.

After the all-day compact schedule of Friday's educational sessions, everyone relaxed for a short time before the BIG event of the convention. The traditional President's Dinner-Dance Friday evening saw newly elected International President Russell G. Herron, Ph.D., accept the gavel of his office for the coming year.

Hall of Fame Breakfast

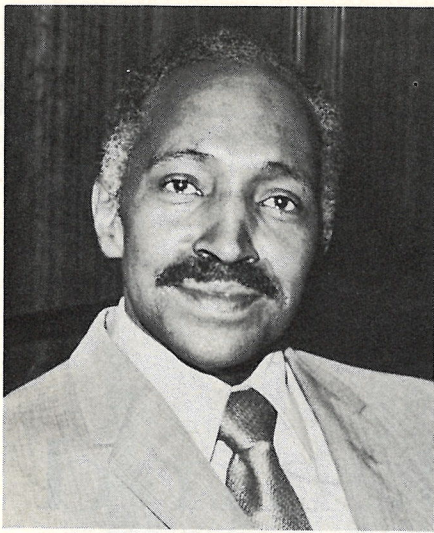
Rounding up the convention each year is the popular Hall of Fame Breakfast. Highlight of this event is the International Speech Contest featuring eight speakers—representing each of the eight Toastmasters regions in North America—competing to be named the best speaker of the year. Bert Angus, Region IV, won first place with a speech called "Just For A Change."

Second place winner was Frank W. Smith Jr., Region VI, with his "Three Pieces of Silver" speech, and Wade Vaughn, Region I, took third place with his speech, "Cop Out? Faultfinder? Critic? Which?"

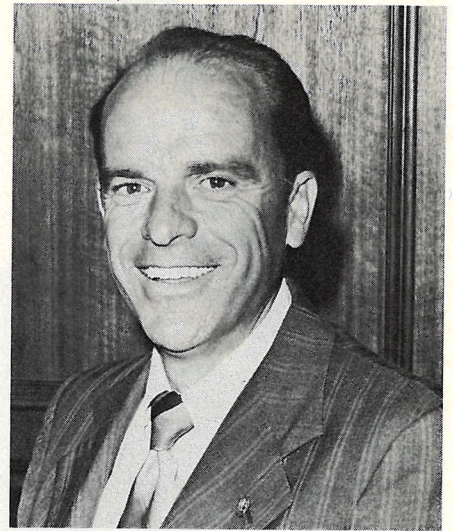
Winner of the International Taped Speech Contest was Brian Havilah of Arncliffe Club 1437-70, Arncliffe, N.S.W., Australia, whose speech was entitled "Cavaliers of the Road." Second place winner was Alfred Ramrattan of Georgetown Club 2687-U, Georgetown, Guyana, who spoke about the "Importance of the State Sector in Under-developed Countries;" and third place winner was Geoffrey C. Stephens of Otakou Club 2139-U, Dunedin, New Zealand, with the topic of "A Legacy of Joy and Beauty."

The convention theme, "Success Is . . . TI AcTion in the Club," will be carried as the President's banner throughout the 1971-72 Toastmasters year. It will stand as the symbol and inspiration for the International emphasis of helping every club to achieve the Toastmasters standard of excellence.

1971 INTERNATIONAL SPEECH CONTEST



REGION I
Wade A. Vaughn
"Cop Out? Faultfinder? Critic? Which?"



REGION II
Don Ensich
"This We Keep Forever"



REGION III
Willie Trejo
"What Are We Going To Give Them?"



REGION IV
Bert Angus
"Just For A Change"



REGION V
Billy G. Spain
"A Heavier Burden"



REGION VI
Frank Smith Jr.
"Three Pieces of Silver"



REGION VII
Cliff Rowell
"A Mighty Assignment"



REGION VIII
Phil Washauer
"Teach Them How To Fish"

EDITOR'S NOTE: The rear projection technique was effectively used on a large screen before several hundred Toastmasters in Francis C. "Bud" Rebedeau's presentation of "Communication Gap?" at the 40th International convention in Calgary.

Get Thee Behind Me

By
WILLIAM G. FITCH



Get thee behind me . . .

Breathe easy, Toastmasters. This is not a sermon, but it can lead you to livelier, more meaningful speeches.

It's all done with visual aids — 35mm slides to be exact. The moment we turn on a projector we all know where Satan dwells. He's the noise of the whirring fan; the distracting light; the sleep-inducing darkness. A devil of a mess, isn't it?

It wouldn't take much of this to make you want to give up show business, but don't do it! Don't give up! The "show business" we're talking about is the presentation of 35mm slides.

Properly designed, colorful, and to-the-point slides can be an enlightening part of communication. They are an asset to almost any talk.

Here's the key to better slide presentations . . . Rear Projection. Instead of the usual frontal projection, turn the whole system around and project your slides through the back of the screen.

Suddenly, you're not a slave to your slides but the master of the act. You have complete rapport

with your listeners. They can see you and you can see them and, with rear projection, there is no need to darken the room.

"I didn't know how our speaker was going to pull this thing off," the evaluator said, "but now that I've seen it, it's a great idea."

He goes on to say, "The slides complemented the speaker's words without diverting attention from him. Overall, the rear projection presentation increased my span of attention. I neither riveted my eyes upon the speaker nor did I dwell too long upon the screen. I think the eye travel from speaker to screen offers relief from fatigue," he concluded.

Here is how you can build your own rear projection setup. It will be simple and inexpensive to construct and convenient to transport.

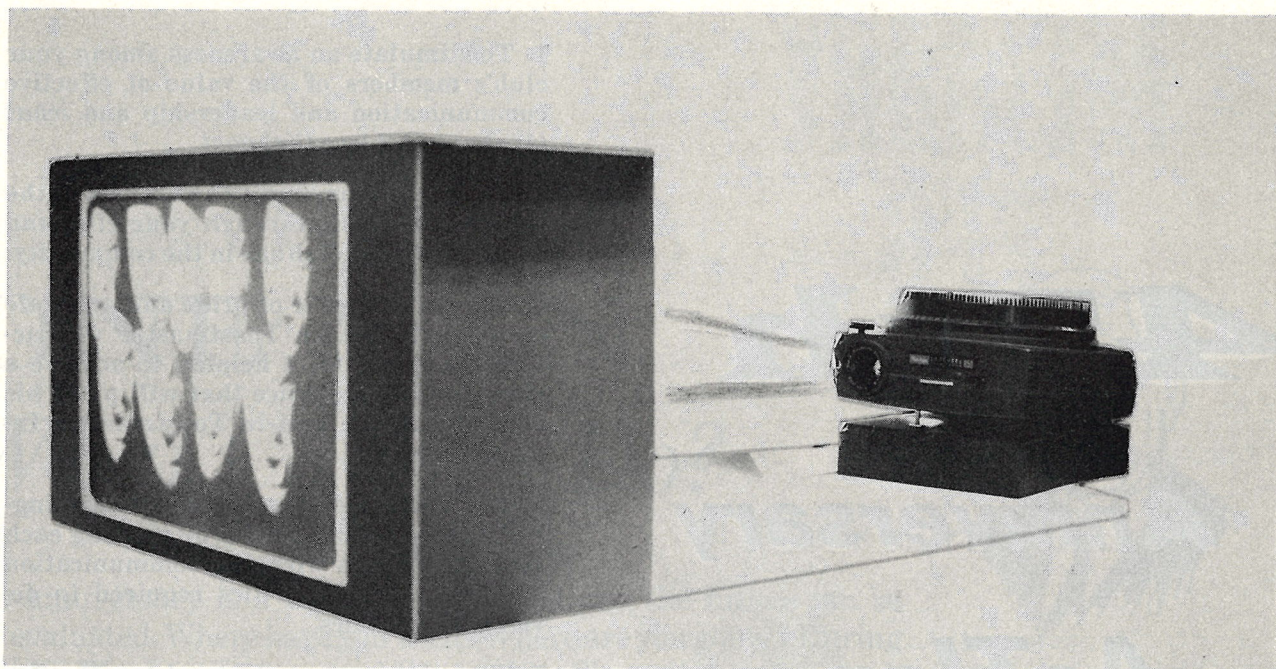
Before constructing your theater, consider your viewing needs. For instance, a 12" by 18" screen area would suffice for a small group

of viewers. Usually the viewing ratio is six to one (i.e. a 2-foot wide screen provides easy visibility for viewers 12 feet away). This is no hard and fast rule. The idea here is that you are using the rear projection screen as an aid, not an attraction. You may want to fabricate several size screens before choosing the one you want.

When you have decided upon the size screen you want, construction can begin. To determine the actual size project a slide onto a piece of heavy cardboard, showcard, or poster board. Mark off this area and, using a mat knife, cut it out. Leave a border of at least one inch to give your theater rigidity.

Drafting film works best for the screen, and it can be purchased by the yard at most art supply stores. Ask for a dimensionally stable film that also reduces glare.

Cut the film at least $\frac{3}{4}$ " oversize all around, and use contact cement to affix it to your cut out board.



BEHIND THE SCENES — Rather than a long cord leading to your slide projector at the other side of the room, your projector and rear projection screen can be within a few feet of each other. The short distance between screen and projector produces a clearer, brighter image for your listeners/viewers.

Just follow directions for using the cement; a permanent bond will result.

To increase visibility of the screen, spray the back side of the frame with flat black paint. Use black plastic electrical tape to add a top and side walls, each sprayed with black paint inside, and your theater is complete.

Black showcard is available at most art supply and stationery stores. If you can obtain it, you won't need to do any spray painting. The black side is perfect for the inside of your rear projection theater. The dark grey for the exterior of your theater will accentuate the color in your slides.

The distance from the projector's lens to the screen can be reduced by substituting a three-inch lens — about \$12.50 to \$15.00 — for the four-inch lens on most projectors. By doing this you'll find that three to four feet is about the correct distance from projector to screen. Practice will facilitate your setting-up. The closer the projector is to the screen the brighter the image will be.

There is just one difference from normal slide projection; you must

reverse the slides. You'll learn quickly by loading and projecting each slide individually. The image must be backwards when you load the slide.

With your theater folded into a compact unit (for carrying under arm or in an attache case) you're ready to go. A bit of mystery will be added to your presentation if you arrive early and set up the theater before your fellow Toastmasters arrive.

"What in the heck is it?" Don't tell 'em, keep 'em guessing until you go on.

Here are some tips that will make your slide presentation successful:

- a. **ALWAYS arrive early. Have your equipment set up and tested before the meeting begins.**
- b. **Be sure there is an electrical outlet nearby; exer-**

cise safety precautions if an extension cord is to be used.

- c. **Keep your slides to a horizontal format. This avoids frequent changing of focus and image cropping; a horizontal screen is more convenient.**
- d. **Negative black and white slides, for charts, are easier on the eyes.**
- e. **Color slides should be as brilliant as possible for emphasis and better viewing. This is important when the room is not darkened.**

There you are, Mr. Toastmaster, ready to get into "show business." With experience you'll come up with many imaginative ways to use rear projection to make your talks livelier and more meaningful.

ABOUT THE AUTHOR

William G. Fitch is a package designer in the packaging films department of the DuPont Company. He is a member of Brandywine Club 359-18 in Wilmington, Del.

47th

Anniversary

acTion



This month — October — is one of the highlights of the Toastmasters year. It's anniversary month, and 1971 marks TI's 47th year and another step toward more effective communication and leadership in our community, our province or state, in each nation, and in the world.

October also is the kick-off month for the special three-month, October-through-December, memberships sales project. Combine your club's anniversary celebration and the special membership sales project with your club's activities. Together, they can benefit each member in your club.

There are five primary Toastmasters goals for the observance of October anniversary month and the three-month membership sales project. They are:

1. To stimulate an awareness among your club's members of the value of effective communication and leadership and *what it takes to achieve that goal.*
2. To develop community awareness of the benefits available through your club and the impact your club has in the community.
3. To create a sense of pride and *esprit de corps* so that each Toastmaster will actively participate in helping to achieve a standard of excellence that will place his club among the best in Toastmasters International.
4. To "make membership more meaningful" to every Toastmaster by meeting each member's needs with the communication and leadership activities required to develop his abilities.
5. To gain new members who will offer new ideas and experiences that round out and add body to your club's activities. Toastmasters learn-by-doing, but they also learn from the experience and background of fellow members — evaluation is only one example.

The materials and programs necessary to achieve these goals either are already in your club or they are available to your club from World Headquarters. They include *Patterns in Programming*, Speechcraft and Youth Leadership programs, sample proclamations, sample invitation letters, invitation cards, outlines for conducting public forums and debates, and many other excellent acTion activities.

Always keep in mind that your club's standard of excellence is paramount. Maintain this standard, not only to impress your guests and prospective new members but also to be sure that you receive the most from your Toastmasters experience.

Enthusiasm Counts

International recognition will be given in *The Toastmaster* to members, clubs, and districts which demonstrate outstanding enthusiasm in sponsoring new members. Clubs which achieve and maintain 40 members earn the distinction of "President's 40" clubs and will be recognized in your magazine.

International President Russell G. Herron, Ph.D., and your International officers and directors are encouraging each club to help celebrate TI's 47th anniversary during October. Promote better communication and leadership in your community and gain the reputation of being an acTion club.

Remember, the number of new members in your club is directly related to the standard of excellence observed when a prospective member attends and participates in your meeting.

ONE MAN

What Can He Do?

By D. E. WILSON, ATM

An anniversary is a time when the past and the future can be evaluated. Where have you been? Where are you going? During October, Toastmasters around the world will mark the 47th anniversary of their organization.



We can look back to see where we have been. We can draw inspiration from the fact that many who no longer are in our ranks are still rendering service to their communities and benefiting from their Toastmasters experience. Their dedication in the past made the organization what it is today.

We can take pride that our own efforts, great or small, are helping to meet the needs of today. We are laying the foundation upon which future Toastmasters will develop more effective communication and better understanding among tomorrow's generation. The dedication, energy, and enthusiasm with which we pursue the principles of our training show where we are going.

The seemingly endless flow of challenges that face our society in this twentieth century has caused many men to "cop out" with a hopeless shrug. They ask, "What can one man do?" Their answer is, "Nothing! No one man can solve the problems that affect millions."

However, Toastmasters follow a different course. Just about anything is possible for a man who has more than 65,000 co-workers

throughout North America and in practically every free nation in the world. Co-workers who, like himself, are dedicated to the principles of better listening, thinking, and speaking.

They are men who believe that all challenges, great or small, can be met if man will take time to learn, to communicate, and to have faith in the fellowship of men.

In the past years Toastmasters have taken their talents to civic groups, schools, and youth organizations. They have dedicated many unselfish hours — time that would total more man-hours than were required to build the ancient pyramids.

Today's and tomorrow's Toastmasters will devote more millions of man-hours, not to build concrete or steel monuments, but to build understanding and more effective communication throughout the world.

One man cannot hope to reach millions. However, Toastmasters can pool their talents and dedicate their efforts to presenting the ideals of self-evaluation, self-improvement, and international communication to untold millions.

One of the great virtues of our organization is that it can be on an individual and local level, and then pyramid to national and international heights. One man cannot hope to solve drug abuse, environment, law and order, world distrust, and the many other problems facing our society. Yet Toastmasters working together can very possibly be the one instrument which could bring peace and understanding in a troubled world.

Let us dedicate this month to the ideals of our departed Founder, Dr. Ralph C. Smedley. Make it known where we are going. Let's concentrate our efforts on building an organization one million strong, working toward a world of "better listening, better thinking, better speaking."

Let us double, yes triple, our progress in Youth Leadership and Speechcraft. We can leave a monument of living wonder throughout the universe. One man *can* do something.

ABOUT THE AUTHOR

D. E. Wilson, ATM, is immediate past District 29 Governor. He is a customer relations representative for two Midwestern steel companies.

MEMORY PEG –

Logical System



for Speechmaking

Association of points in your speech — in the order in which you wish to present them — is a technique for successful speechmaking without the cumbersome use of a text or extensive notes.

Making a speech without relying heavily upon notes is a most meaningful way of presenting your ideas and communicating effectively with your audience.

By VICTOR WERNER

This method allows you to project your personality and ideas in a smooth-flowing manner as if you were engaging in ordinary conversation and discussion. Your listeners will remember what you have said after you have said it.

Speechmaking without a text or notes has many advantages. It can help you overcome such potential obstacles as: In your hurry to get to the meeting, you forget to bring your notes. The light is poor, and you can't see the notes as you present your speech. With one hand holding your notes, you can't use a pointer for a graphic presentation or to hold up an exhibit to the audience. You lose your place in reading your notes, looking up at your audience and then looking down again. You might miss reading a line (or even a paragraph) without realizing it.

Reading a speech sounds mechanical, something like a child reading aloud from a book. You can't interject your personality when you read, and the eye contact is partially or wholly lost. When you get through, nobody knows what you have said, and probably cares less. And nothing can be more embarrassing than to drop your notes, pick them up and then not be able to find your place.

The method — to use a logical memory system to enable you to remember the main points of your speech in the proper order. Hook each item you want to remember onto a "Memory Peg." Then, when you give your speech, just "unhook" each item from its Memory Peg.

At the end of your speech, you can summarize by saying to your audience, "My first point was . . . , my second point was . . . , my third point was . . . " and so on (unhooking each point from its Memory Peg). This makes for a very effective speech.

Here are 10 Memory Pegs:

- | | |
|----------|-----------|
| 1 — Hat | 6 — Jay |
| 2 — Wine | 7 — Key |
| 3 — Home | 8 — Fee |
| 4 — Hero | 9 — Pie |
| 5 — Hill | 10 — Toes |

Remember them. Use them over and over. No matter what you want to remember — speeches — grocery lists — things to do — just anything in numerical sequence — hook the items into the Memory Pegs. As a matter of fact, in my own case I use 100 Memory Pegs, and throughout the years they have served me well.

These ten words are special words, each having a numerical value of the figure it represents, i.e. we use letters to represent figures. Then we form these letters into words having meaning, the Memory Pegs.

The vowels, a-e-i-o-u, and three consonants, w-h-y, have no numerical value and are used merely to build a word. To remember this rule, you might say, "The vowels a-e-i-o-u have no value, I know w-h-y."

So that leaves us with the following:

- | | |
|------------------------------------|----------------|
| 1 — t (Hat) | 6 — j (Jay) |
| 2 — n (Wine) | 7 — k (Key) |
| 3 — m (Home) | 8 — f (Fee) |
| 4 — r (Hero) | 9 — p (Pie) |
| 5 — l (Hill) (sounds like one "l") | 10 — ts (Toes) |

The following sentence is designed to include in numerical order each of the ten letters of value and will help you remember your Memory Pegs in proper sequence:

Tiny Mary will joke of boys.

1 2 3 4 5 6 7 8 9 0

Here is the how-to of constructing and delivering your speech with this technique: First, you make an outline of what you want to say, then you extract the main ideas and associate them to your respective

Memory Pegs. For example: The subject of this discussion is "*Guidelines to Effective Management.*" Speech opening sentence: A successful manager uses tact and diplomacy in dealing with subordinates. Speech subject sentence: Employees respect and work better under a supervisor who respects them. Main supporting statement: Here are 10 Points of Good Conduct Normally Used by the Successful Manager to Gain Greater Respect and Increase Production from Subordinates.

Point 1. A good manager always gives credit where credit is due

1. Hat (Mind Picture: High silk hat). In order to remember this is the first point, you associate "gives credit" to your first Memory Peg — Hat. Make an action picture of purchasing a high silk hat and saying to the salesman, "I want to buy this *hat* on *credit*."

You will have no difficulty in going from your first Memory Peg — Hat — to Credit, and then you can speak about a good manager always giving credit where credit is due.

You can illustrate by continuing with, "You may work hard on writing a report, and it goes to higher authority who signs it, and you hear no more about it. But if the report is an excellent one, the manager will give credit where credit is due by phoning or writing you to the effect that it was an excellent report, and he was delighted to sign it."

In once took a management course in the Pentagon, sponsored by the George Washington University. The instructor was so impressed by my 20-minute talk without using any notes that he wrote to the Secretary of the Army commending me for it. The letter was endorsed through succeeding levels to the ordnance comptroller for whom I worked. The comptroller, handing the letter with endorsements to me, said, "You have given my office greater stature and prestige as a member of my staff." This was an example of giving credit where credit was due.

Point 2. A good manager always controls his temper.

2. Wine (Mind Picture: Large glass of wine). Associate wine and temper. Here, you are drinking from your large wineglass and find a piece of cork in it, you lose your temper, and throw the glass down. Here you say, "A good manager always controls his temper," and you can emphasize this point by speaking of two lawyers, one who loses his temper in the courtroom and loses the case. Later, when having lunch with his opponent he says, "I lost my temper this morning, but I won't do it again."

Point 3. A good manager avoids use of sarcasm.

3. Home (Mind Picture: Pillow at home). Sitting on your pillow at home, using sarcasm to a member of your family.

Point 4. A good manager should always be courteous.

4. Hero (Mind Picture: Baseball pitcher). Make a mental action picture of your hero bowing courteously to the crowd in the grandstand.

Point 5. A good manager should always be tolerant.

5. Hill (Mind Picture: Hill of beans). You pay a toll (for tolerant) to try and climb up the hill of beans.

Point 6. A good manager should always be prompt.

6. Jay (Mind Picture: Blue Jay). A Blue Jay arrives at my window promptly at 7 o'clock each morning.

Point 7. A good manager encourages ideas from subordinates.

7. Key (Mind Picture: Large key). You present a key to a subordinate who came up with a good idea.

Point 8. A good manager should always be generous.

8. Fee (Mind Picture: Wallet). You take a bill from your wallet and make a generous contribution.

Point 9. A good manager always guides the conversation.

9. Pie. See yourself buy a pie for your guide and converse with him.

Point 10. A good manager should refrain from swearing.

10. Toes (Mind Picture: Toes on a foot). You drop a book on your toes and swear. You illustrate this idea by saying, "A good manager refrains from swearing, because it shows he does not have sufficient command of the language to express himself properly."

You will find that mind pictures associated to your Memory Pegs will respond readily to your desire to recall them as you are making your speech. And the more imaginative you make them, the better they will serve you.

The mission of the Toastmasters club is to assist men on the move to express themselves in speechmaking clearly, concisely and completely, and by using Memory Pegs you will find no difficulty in making and presenting an effective speech.

Lack of space in this article does not permit showing you in more detail other items related to speechmaking and for general memory improvement. These, however, are included in my new book, "*Short-Cut Memory*," published by Cowles Book Co., Inc., New York, N.Y., and may be procured at all bookstores.

ABOUT THE AUTHOR

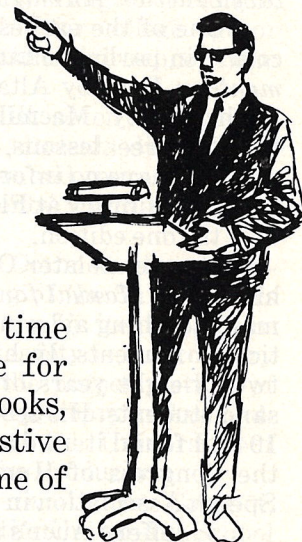
Mr. Werner is the originator of the "Memory Peg" system and has conducted memory development courses for a variety of government agencies and businesses. He also is the author of Short-Cut Memory.

TEXTS, MANUALS, FILMS —

Aids For The Teacher

By GREGG PHIFER, Ph.D., CPP

Those asked to teach Parliamentary Procedure for the first time might not realize that many different aids are available for varied purposes. Let us examine a selection of available textbooks, manuals, programmed books, and films. This is not an exhaustive bibliography or intensive review, but a quick overview of some of the most readily available and frequently used materials.



Parliamentary manuals came first. While serving as Vice President of the United States and presiding officer of the Senate, Thomas Jefferson wrote his *Manual*, first published in 1801 and still part of the *Senate Manual of Standing Rules and Orders*. In addition to the government printings it was published for general sale in the early 1800's.

Luther Cushing came second, publishing in 1844 his *Manual of Parliamentary Practice*. A lawyer-legislator, Cushing sought to convert parliamentary law into a set of rules for nonlegislative organizations. His work set a model for the English-speaking world for more than a half century. Many organizations established before 1876 retain Cushing as their parliamentary authority. Probably the best of the revisions and enlargements of Cushing's Manual is that by Albert S. Bolles in 1935.

The manual everybody knows: Henry M. Robert's *Manual of Rules of Order for Deliberative Assemblies*, first published in 1876. Much of the content came from Luther Cushing's earlier work, but Robert also leaned heavily on Congressional rules and terminology. He also created several rules he thought would serve the needs of voluntary organizations, among them the two-thirds vote to close or limit debate and the limitation to two speeches of no more than ten minutes.

For whatever reason, *Robert's Rules of Order* became the layman's bible for nearly a century, so dominating voluntary organizations that Robert's name became synonymous with parliamentary law,

and a few laymen recognized a difference. One of the nonfiction best sellers of all time, it may find in the *Newly Revised* edition a new lease on life and another century of dominance. Scott, Foresman and the Robert heirs hope so.

Sturgis Standard Code of Parliamentary Procedure by Alice F. Sturgis is one of the best manuals. It is now in its second edition (1966) and has gone through many printings. Anyone using this manual should be aware that substantive changes are sometimes made from one printing to the next.

In 1969 George Demeter and Little, Brown issued *Demeter's Manual of Parliamentary Law and Procedure*. This "Blue Book" edition—revised, expanded, and updated claims to be "the most effective and helpful book available . . . as a self-instructing manual; as a textbook for group or classroom instruction; as a reference book . . . and as a parliamentary authority for organizations of all kinds." Unfortunately the small size of type and format of the Manual repel casual readers, and the content appeals most to true devotees.

I intend no disrespect in omitting manuals by Baird, Elliott, Gregg, Mason, Stevenson, Whitney, and others. Each has its own circle of advocates, and several have gone through more than one edition. Economy of space requires selection and omission.

Parliamentary Law Textbooks

General Robert himself never intended that his *Rules of Order* be used as a textbook for the uninitiated. Because neophytes had difficulty using the

Rules of Order, Robert published in 1923 his monumental *Parliamentary Law*, especially "adapted to the needs of those unfamiliar" with the subject. A 140-page feature answers each of 390 questions on parliamentary procedure. When *Parliamentary Law* burgeoned to more than five hundred pages, Robert took from the manuscript the most elementary introductory of sections and made them his 1921 *Parliamentary Practice: An Introduction to Parliamentary Law*.

One of the earliest texts written especially for a course in parliamentary law was *Textbook on Parliamentary Law*, by Alta B. Hall and Alice F. Sturgis, published by Macmillan in 1923. This contained twenty-three lessons, exercises, model forms, and charts. I have no information on how widely this was used. Our library at Florida State University contains only the one edition.

Ten years later O. Garfield Jones first published his *Senior Manual for Group Leadership*, a text with many teaching aids, including mock sessions for practice by students. In his introduction Jones writes of twenty-eight years of experience teaching ten thousand students. His second and revised edition came in 1949. I found it used as a parliamentary authority for the Congress of Human Relations of the Southern Speech Association in the early fifties.

J. Jeffery Auer's sixty-page *Essentials of Parliamentary Procedure* was first published in 1940, followed by a second edition in 1942 and a third in 1959. Evidently it still sells, since Appleton-Century-Crofts lists it in current directories. Perhaps others use it, as I did for a year or two, to interpret and clarify Robert, with which it is carefully compatible.

In 1953, three years after the first edition of her *Standard Code*, Alice F. Sturgis issued *Learning Parliamentary Procedure*. Even though she is not herself a lawyer, her husband is, and many of us have heard her describe the citations collected by her husband's law clerks to court decisions involving parliamentary law. She views parliamentary law as part of the common law and the ultimate determinant of permissible behavior as approval by the courts. The Robert heirs in their preparation of their newly revised edition, explicitly rejected this view. They argued that courts say many things and that citations from California or

New Hampshire courts do not control Pennsylvania or Illinois cases.

I have used the Sturgis text almost since its first publication. Most of my students, undergraduate and graduate, find it quite satisfactory. The cartoons and poems alone were worth the price of the book — at least until the recent inflation.

In 1952 Joseph F. O'Brien of Pennsylvania State University published *Parliamentary Law for the Layman*, a book no longer in print. The late Paul Carmack of Ohio State University used O'Brien's book and had nothing but good to say about it. He comments that "the student can assimilate Robert more easily through O'Brien's textbook and thus learn to conduct himself in the typical business meeting with more facility." O'Brien was the first parliamentarian to serve the Legislative Assembly of the Speech Association of America; since the new constitution of the Speech Communication Association creates a new Legislative Council, I may have been the Assembly's last.

O'Brien assumes that for years to come Robert's Rules will be automatically adopted by an overwhelming number of voluntary organizations, most of whose members are unaware of any alternatives. On the other hand, Sturgis hopes to replace Robert and finds nothing sacred in either his rules or his terminology.

Hugo Hellman of Marquette University, a member of AIP and PPIG among other professional organizations, has written *Parliamentary Procedure*, a paperback text published in 1966 by Macmillan. Organized in three parts and twenty-seven lessons, *Parliamentary Procedure* "explains how a member uses parliamentary procedure in meetings." Part I addresses the member; Part II, the chairman, who is guided in the science and art of presiding. Frequent examples clarify his principles.

Modern Parliamentary Practices, by Wayne Hoogstraat and Donald Sikkink, first appeared in 1963 and is now in its second edition (Burgess). Their "goal is to provide a modern and easy-to-interpret text on parliamentary practices for informal societies."

Both Hellman and the Hoogstraat-Sikkink texts

"ROBERT'S" IS AVAILABLE

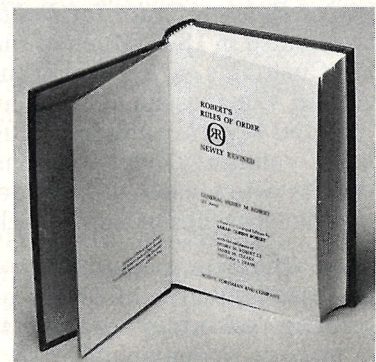
Toastmasters International, P.O. Box 10400

Santa Ana, California, U.S.A. 92711

Robert's Rules of Order Newly Revised (B-30) now can be ordered from World Headquarters for the special member price of \$5.00 (U.S.). This edition is new. The items in this volume are easier to find, easier to read, and easier to understand. This new edition puts parliamentary procedure into the layman's language. Anyone who expects to take an active part in a group function should be familiar with this internationally respected volume.

Add 15% for packing and shipping.

California orders add 5% sales tax.



have genuine merit. More thorough evaluation should be left to those who have used the books in the classroom.

Henry L. Ewbank, Jr., wrote *Meeting Management* as a guide for small voluntary organizations, including committees of larger organizations. Their procedures, including but not limited to parliamentary law, constitute Ewbank's emphasis.

Other texts find other circles of supporters. Haig A. Bosmajian has collected *Readings in Parliamentary Procedure* (Harper, 1968). At least two other texts are in writing or publication stage now; undoubtedly others will follow.

In addition to these specialized texts many of the hundreds of high school and college texts in fundamentals of speech, discussion, and debate include either a chapter or an appended unit on parliamentary procedure. Many students in a basic high school speech course study parliamentary law for from one to three weeks. Others serve on Future Farmers of America teams or learn procedure in stamp clubs or student councils.

Programmed Texts

Two programmed texts in parliamentary procedure have widespread use. Both are linear programs, with no branching features, and both have minor problems that probably would be corrected in later editions.

The first was written by John W. Gray and Richard G. Rea: *Parliamentary Procedure: A Programmed Introduction*. Published in 1963 by Scott, Foresman, it aims to enable the student to make efficient use of *Robert's Rules of Order, Revised*. About fifty colleges and junior colleges have adopted the book; it also enjoyed a considerable trade sale to the general public. With the Newly Revised Robert a new edition of this programmed text will be forthcoming this winter.

The second is by Wesley Wiksell of Louisiana State University: *How to Conduct Meetings* (Harper & Row, 1966). In my *Southern Speech Journal* review of this text I raised serious questions about fifteen or sixteen frames out of five hundred in the program. This is a small percentage, though more careful proof-reading or another competent critique could have avoided these problems.

I have found reference (*Parliamentary Journal*, April 1969) to two other programmed texts but have seen neither. Both were published in 1962: George Snyder's *Parliamentary Procedure* by Education Engineering of San Pedro, California; and Warren Lehman's *A Tutor Text: Parliamentary Procedure*, from Doubleday in Garden City, New York.

Films

Local films or videotapes are probably available in particular school systems or on individual campuses. At least four films, all black and white, are readily available through commercial sources or from

educational-media centers or film libraries. Two are from McGraw-Hill, two from Coronet. Only one appears to this reviewer suitable for use with college students or adults. A list follows:

Conducting a Meeting, McGraw-Hill, eleven minutes. One of the Young America series, this film pictures growing confusion in a club meeting. An off-camera explains and corrects each error. Stressing a review of the steps in correct handling of a motion, this film is the only one suitable for college age or above. All others obviously feature high-school clubs or classes.

Majority Vote, McGraw-Hill, seven minutes. In this film a class of high school students disapproves the support given its student council representatives to a measure curtailing students' extra-curricular activities.

Parliamentary Procedure, Coronet, eleven minutes. This film reports a meeting of the Safe Drivers Club, checking off the agenda item by item and commenting on procedures. Traffic safety is a secondary teaching. The film emphasizes the proper method of handling a motion, including both primary and secondary amendments. Loren Reid of the University of Missouri served as advisor to the producers.

Parliamentary Procedure in Action, Coronet, fourteen minutes. Produced at the University School of Indiana University, the film pictures the meeting of a high school dramatics club. Again agenda are checked off, item by item. Viewers see samples of point of order, lay on the table, point of inquiry, division of the house, and call for the orders of the day.

Conclusion

Even though *Robert's Rules of Order, Revised*, was never intended to serve as a college textbook — and has been difficult to use for that purpose, as I learned the hard way — it has nevertheless been more frequently adopted than other texts. A survey conducted by Richard Rea of the University of Georgia covering parliamentary law classes in southern colleges gave it first place by a wide margin. On this survey Sturgis and Wiksell trailed in second and third places respectively. The newer books by Hellman and Hoogestraat and Sikkink, as well as those now in preparation, may increasingly fragment the market, but are not likely to upset RRONR. Whatever its other faults, the Newly Revised Robert appears much more usable than the 1915 revision. Maybe a thorough revision (and simplification) of parliamentary procedures will penetrate the market, especially the burgeoning junior college market, where nonspecialists are often called upon to teach this or other courses. Maybe!

ABOUT THE AUTHOR

Gregg Phifer, Ph.D., is professor of communication at Florida State University in Tallahassee. He is president of the Southern Speech Communication Assn. and parliamentarian for the FSU faculty senate. He is a frequent contributor to The Toastmaster.



Prominent Guests

Colchester (Essex) Club 792-TCBI and Edmundsbury Club 2551-TCBI in Bury St. Edmunds, Suffolk, have invited their local members of **Parliament** to their club meetings.

A Fun Ride

Members of **Oconomowoc** (Wisc.) Club 834-35, **Breakfast Club** 3569-35 in Oconomowoc, and **Watertown** (Wisc.) Club 3694-35 chartered a bus for transportation to their area speech contest.

Installation News

The installation of officers of **Bellwood Club** 3282-66 in Richmond, Va., was reported in "**The Elk Horn**," a publication of the Defense General Supply Center in Richmond.

Helping To Build

An article and photograph about **Ridglea Club** 3067-25 in Fort Worth, Tex., gaining new members was published in the August, 1970, issue of **The Banker**, a monthly publication for employees, stockholders, and friends of **The Fort Worth National Bank**.

International Flavor

Members of **Jeddah** (Saudi Arabia) Club 2364-U are proud of their club's international and vocational diversity. They represent four countries: Australia, India, Saudi Arabia, and the United States; and they represent four organizations: Lockheed Aviation Corp., Saudi Arabian Airlines, Trans World Airlines, and the United Nations.



IN SEATTLE — District 2 Governor James E. Bell, ATM (left), presents honorary membership to Seattle, Wash., **Mayor Wes Uhlman**, who declared July as Toastmasters Month in his city. Participating are Toastmasters (from left) Edgar Mercy, Ed Horikawa, Vetress Edwards, past district governor William V. Shumate, and Jim Esclavon.

IN PUERTO RICO — Puerto Rican Secretary of State **Fernando Chardon** declares July as Toastmasters Month in Puerto Rico for members of **Santurce Club** 528-U in San Juan, P.R.





BEING TAGGED — Eugene E. Keller, ATM (center), accepts his set of Massachusetts auto license plates for 1971-72 from past District 31 Governor Harry Landsman, ATM (left), and past International President Ralph E. "Bud" Howland, ATM. These license plates will be issued each year to the outstanding ATM in District 31.



CONTEST WINNER — International Taped Speech Contest winner **Brian Havilah** of Arncliffe R.S.L. Club 1437-70 accepts Australian Toastmasters Speech Contest trophy from Miss Lesley Powell — Miss Toastmaster 1971 — during the 12th Australian Toastmasters Convention in May.

Public Speakers

Port Angeles (Wash.) Club 25-32 has provided speakers for the local hospital expansion bond election, a special school levy, and the Port Angeles Derby Days festivities.

Toastmasters Invitation

An invitation for guests to attend **Brown & Bigelow Club 855-6** meetings in St. Paul, Minn., appeared prominently in "Pride," a publication for employees of the **Brown & Bigelow Corp.** in St. Paul.

For Community Awareness

Members of **Pajaro Valley Club 2373-4** in Watsonville, Calif., tape a weekly six-minute radio discussion-program about current events or topics of public interest. The program is aired on Saturday and Monday mornings.

New Responsibilities

Walter W. Hill and **Humbert P. Le-maire** of **Kachina Club 1473-3** in Phoenix, Ariz., both were promoted to greater responsibility positions at **The Arizona Bank** in Phoenix.

For October

Illinois Governor Richard B. Ogilvie has proclaimed October as "Toastmasters Month" to recognize TI's 47th anniversary and the activities of **District 8, District 30, and District 54.**

All Aboard

Members of **Victoria Beaver Club 790-21** in Victoria, B.C., boarded the hydro-graphic vessel **CSS William J. Stewart** for a regular meeting. Ship's Captain **Tom Scanlon**, also a member of the club, was Toastmaster of the meeting.

CLUB ANNIVERSARIES — NOVEMBER 1971

30 YEARS

King Boreas Club 208-6
St. Paul, Minnesota

25 YEARS

Palomar Club 398-5
Escondido, California
Evandin Club 418-11
Evansville, Indiana
Cedar Valley Club 431-19
Cedar Rapids, Iowa
Grand Rapids Club 404-62
Grand Rapids, Michigan
Boot Hill Club 429-17
Billings, Montana

25 YEARS CONTINUED

Oregon Club 424-7
Portland, Oregon
Tillamook Club 420-7
Tillamook, Oregon

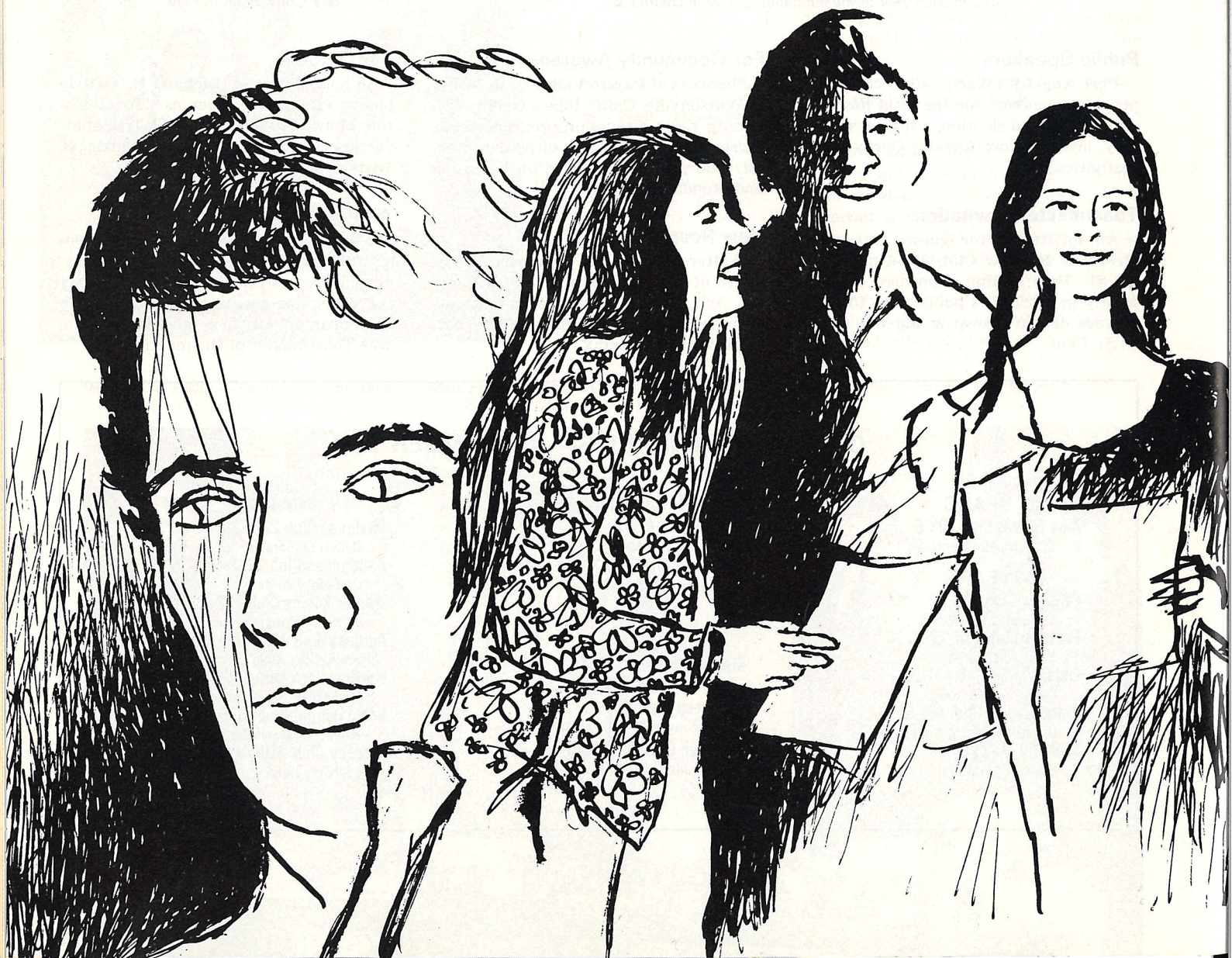
20 YEARS

State Farm Club 995-54
Bloomington, Illinois
Evergreen Club 973-21
Vancouver, British Columbia
Bearsden Club 1006-TCBI
Bearsden, Scotland

15 YEARS

Daybreak Club 2228-26
Denver, Colorado
Pathfinders Club 2271-47
Orlando, Florida
Warner Robins Club 2224-14
Warner Robins, Georgia
Aquinas Club 2159-40
Springfield, Ohio
Northwestern Mutual Club 2191-35
Milwaukee, Wisconsin
Venio Dictum Club 2170-64
Winnipeg, Manitoba
Tuscany Club 2194-U
Leghorn, Italy

THE BIRTH OF A



By ROBERT MONSUL, M.D.

Toastmasters, at least those in our Somerville, N.J., club, are a bunch of daredevils. We took a giant leap into an abyss, and we did not know where we would land. Somewhere at the bottom of that long dark leap was the safety of a successful high school speech contest.

CONTEST

As we first pondered the abyss, we were awed by the many uncertainties of such an uncharted and hitherto unexplored course. We were only a small, ill equipped and inexperienced band of pioneers — fifteen or so active members and another half dozen who might lend a hand in a pinch.

Some members felt that enlisting the participation of six high schools was far too ambitious for a first attempt — one was enough. Others felt that offering a cash prize to the winner of \$150.00 (total retained club dues for 1½ years) would be ruinous — a trophy was plenty. It was also true that competition for the students' time was overwhelming with numerous athletic and social events, plays, debates, and even other speech contests crowding us out.

But, in spite of this dismal and discouraging prospect, we accepted the challenge in true Toastmasters spirit. Like Edison and Salk, we did not believe it couldn't be done. And, like Edison and Salk, we were right. But it took an awful lot of nose-to-the-grindstone perspiration, dogged determination, and constant resourcefulness and flexibility. If you are about to abandon any recently conceived plans for a high school contest, please don't.

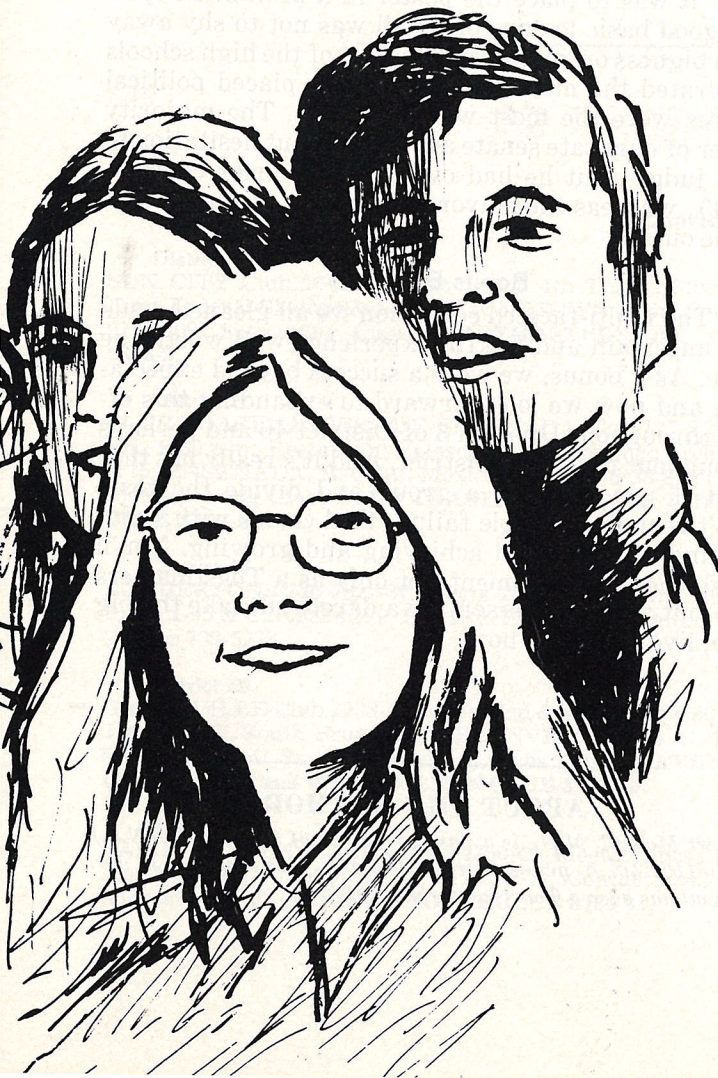
Since the contest, our average meeting attendance has jumped 33% over the comparable period last year, and new member and guest figures are up 25%. We have been forced to move our meetings to larger quarters. Outside club activities have been finding us faster than we can respond.

In the face of this mounting tide of demand for our thing, we have lately been entertaining the possibility of a 100% increase in our retained dues. Our club's good reputation has spread far and wide from this contest, especially in the six high schools. They are eagerly awaiting next year's Toastmasters affair.

But these are only the immediate and tangible rewards of such an activity. Consider what you learn about people, psychology, salesmanship, designing and planning, advertising, and public relations.

One of our members learned about linotype and offset printing when he ordered the posters, tickets, brochures, and award certificates; the printer took him on a tour of the facilities. He also learned a great deal about trophies and engraving when he ordered these.

Another member became familiar with the local radio station studios when he discussed the contest and Toastmastering with one of the broadcasters. We



expect to guest spot the winner on a program with our club.

We were quite enlightened and surprised by the diversity of cooperation received from the six schools (one parochial and five public). At one end of the spectrum there was total, immediate, friendly, and enthusiastic cooperation. Three of the schools were like this (including the parochial school and another without a speech department): they conducted their own competitions to select their representatives. One school had 25 contestants. They made announcements, sold tickets, and attended the final contest.

Salesmanship Needed

At the other end of the spectrum there was one school with 1,500 students and an active speech department, which, try as it may, could not find us one interested student. One of our members was allowed to make a pitch for the contest during one of the classes, and this resulted in an avalanche of volunteers. One was the winner of the \$150.00 first prize.

Nearly 400 tickets at \$1.00 each were sold and 200 people attended in spite of the icy, snowy weather (Jan. 14th). In fact, on that day the high school was closed because of snow. It was only after some frantic phone calls that morning to the superintendent of schools and other people that we managed to get into the school, get set up, and get going.

We were fortunate that our celebrity judges — a county freeholder, a well-known doctor, and our division lieutenant governor — were able to attend. The program itself was almost a catastrophe when our Toastmaster of the evening discovered he could not be present, and it was only five hours to invocation time. Again, fortunately, an experienced member was available to recover this fumble and do an excellent job in true Toastmasters spirit.

Good Press Relations

In order to help us achieve this successful first attempt, our publicity committee was as busy as a one-eyed cat in a fish market notifying the newspapers as events occurred. One of our members was friendly with reporters on two of the three local newspapers and this helped. In fact we would not have had live coverage at the contest itself if he did not woo his reporter friend with a last minute luncheon date. This story contained a picture of the winner even though the press photographer failed to show up. This was hastily obtained the next day by us and rushed to the paper in time for the story. Altogether we appeared in three papers a total of ten times and were announced on the radio twice.

There were many other little educational dramas which we experienced. For instance, the school Christmas vacation came at a crucial time and was not over until two weeks before the big day on January 14. Everything ground to a screeching halt with two of

the contestants still unpicked and press releases waiting for this information. One school did not pick its student until one day before the contest, and the program was not printed until the night before the big event.

The initial definitive action for moving the entire machinery of the contest was the printing of the brochure in the middle of November — it was the essential first step. The printer was unexpectedly hospitalized late in November, while the brochures were still on the press, and this caused a two-week delay. We quickly changed to a larger printing company and had no further problems even with last-minute deadlines.

Getting Industry's Support

Some of our publicity included house organs in five large companies in the area (average 3,000 employees each). The two largest of these would not acquiesce at first because it did not directly concern their employees. However, each had its own Toastmasters club, so we got the bright idea of using one of their members as a judge and the company then agreed to give us the publicity. We were also fortunate in obtaining other forms of assistance from neighboring clubs.

It was a revelation to our Toastmaster in charge of placing posters that the bigger the store the more likely it was to place the poster in a prominent spot. One good basic lesson for us all was not to shy away from bigness or greatness. The best of the high schools cooperated the most and the highest placed political figures were the most willing judges. The majority leader of our state senate agreed without hesitation to be a judge (but he had overlooked a prior commitment), whereas the mayor of our town was reluctant at the outset.

Bonus Benefits

The multi-faceted education we all gleaned made this uncertain and fretful experience well worth the price. As a bonus, we were a success beyond expectation, and now we look forward to expanding this effort throughout Division 3 of District 46 and perhaps throughout the entire district. And it's really not that hard if you work as a group and divide the task. Don't fear the possible failure that comes with striving and learning and achieving and growing. You'll relish the self-fulfillment not only as a Toastmasters club but also as a person. Be a daredevil; take the big leap; live a little — now.

ABOUT THE AUTHOR

Robert Monsul, M.D., is a past president of Somerville (N.J.) Club 1103-46. A general practitioner in Manville, N. J., Dr. Monsul has been a Toastmaster since 1967.

TOASTMASTERS HALL of FAME

Congratulations to the following Toastmasters who completed the TI Communication and Leadership Program in July.

ABLE TOASTMASTER (ATM) Certificate of Achievement

Richard D. Stuckey, ATM
Blue Flame Club 2717-F
Gerald B. Huth, ATM
Anaheim Breakfast Club 3836-F
P. M. Lenton, ATM
Schwartzwald Club 1884-U
Don H. Cook, ATM
Oak Harbor Club 514-2
Richard J. Malley, ATM
STI Club 268-3
Dr. Vaughn Stewart, ATM
Eye-Opener Club 2607-3
Jay M. Goodfarb, ATM
Park Central Club 3527-3
Robert L. Newby, ATM
Golden Gate Club 56-4
Robert J. Nash, ATM
Los Gallos de la Bahia Club 3400-4
Ronald C. Burgess, ATM
WIIS Club 3548-4
William D. Lemly, ATM
Vapor Trails Club 648-5

Richard T. Gallaher, ATM
North Hennepin Club 2464-6
John R. Bradshaw, ATM
Dico Club 595-7
James L. Beckett, ATM
Goodfellows Club 1667-8
Al LaBov, ATM
MMC Club 697-11
Charles W. Goerman Jr., ATM
Old Economy Club 2682-13
Reynold S. Smith, ATM
Will Rogers Club 1032-16
John Martin, ATM
Thunderbird Club 1566-16
Hari Singh, ATM
Revelstoke Club 1784-21
Pilar Pena, ATM
Wrangler's Club 2103-25
Thomas B. Alexander Jr., ATM
Bayou Pierre Club 2485-25
Robert E. Sims, ATM
Downtowners Club 3663-25

R. T. Hullinger, ATM
Northwood Club 1329-28
Frank W. Smith Jr., ATM
Anthony Wayne Club 1380-28
Clarence B. Greiser, ATM
Westgate Club 3159-28
Robert W. Harris, ATM
Mobile Club 226-29
Richard L. Storer, ATM
Park Ridge Club 381-30
Herbert K. Wheeler, ATM
West Suburban Club 930-30
Harry Landsman, ATM
Windjammers Club 1077-31
Sherwood Haag, ATM
Schlitz Club 1989-35
Clifford B. Gladys, ATM
Schlitz Club 1989-35
Edward R. Shannon, ATM
Windjammer Club 1124-36
Edmund R. Siedzic, ATM
Revenoers Club 3653-36

(Continued on page 27)

NEW CLUBS

Chartered during July, 1971

District 3

SUN CITY Club 1643-3. Meets 2nd & 4th Thurs., 3:00 p.m., First Federal Savings & Loan, YOUNGTOWN, Ariz. Contact: 977-3809. **Sponsoring Club: TOASTMASTERS, B.C. CLUB 2866-3.**

District 5

CLUB TOASTMASTERS DE ENSENADA Club 177-5. Meets Fri., 8:30 p.m., Restaurant Velasco, Salon Flamingo, Ave. Ruiz #15, ENSENADA, B. CFA., Mexico. Contact: 8-38-82 or 8-31-35. **Sponsoring Club: CLUB TOASTMASTERS DE TIJUANA CLUB 3467-5.**

District 37

LUMBERTON Club 2022-37. Meets Thurs., 7:00 a.m., Horne's Rest., I-95 & Carthage Rd., LUMBERTON, N.C. Contact: 738-2738 or 738-5238.

District 40

GREENVILLE Club 1238-40. Meets 2nd & 4th Tues., 7:30 p.m., Jaycee Hall, South Broadway, GREENVILLE, Ohio. Contact: 548-7269. Area: Seven. **Sponsoring Clubs: PIQUA EVENING CLUB 2671-40 and WEST MILTON CLUB 3799-40.**

District 41

RAPID TOASTMASTERS Club 2350-41. Meets Thurs., noon, Alex Johnson Hotel, RAPID CITY, S.D. Contact: 342-6002. **Sponsoring Club: BURNED TOAST CLUB 3734-41.**

District 50

SOUTHWEST REALTOR'S Club 87-50. Meets 2nd & 4th Wed., 7:00 p.m., Southwest Branch Los Angeles Realty Board, 9020 Bellanca Ave., LOS ANGELES, Calif. Contact: 759-9620.

ELECTRONIC MEMORIES EMPLOYEE ASSN. Club 1968-50. Meets Wed., noon, Electronic Memories Bldg. #9, 3138 W. El Segundo, HAWTHORNE, Calif. Contact: 644-9881, Ext. 1106.

District 53

WEST-CONN Club 599-53. Meets 1st & 3rd Wed., 8:00 p.m., First Congregational Church, West St. & Deer Hill, DANBURY, Conn. Contact: 744-3460. **Sponsoring Club: LOCK CITY CLUB 865-53.**

District 56

MATAMOROS Club 2817-56. Meets Mon., 1:15 p.m., Holiday Inn, Alvaro Obregon Entre #249, MATAMOROS, Tamaulipas, Mexico. Contact: 2-24-24 or 2-25-74. Area: Fourteen. **Sponsored by Art Finston.**

District 70

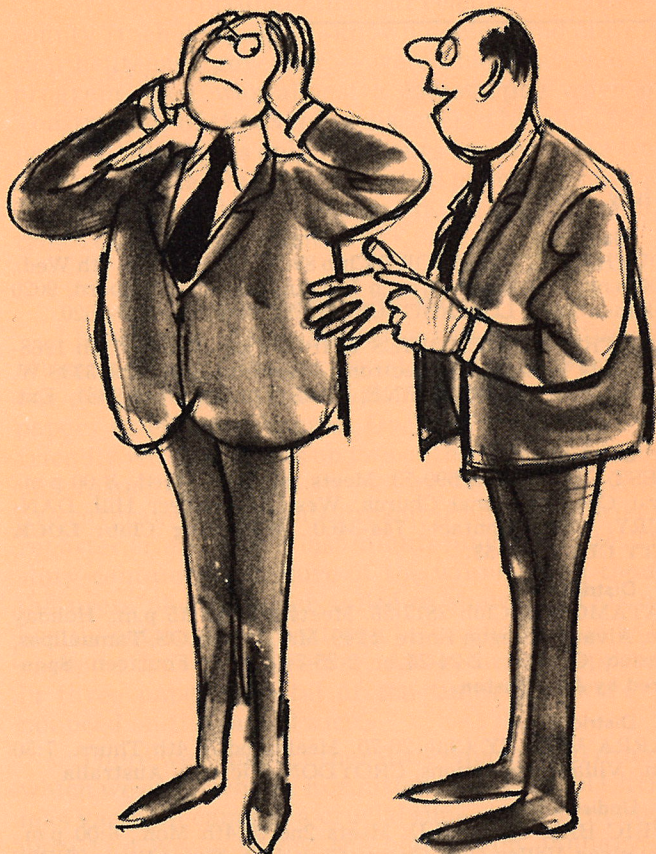
YARRA VALLEY Club 26-70. Meets 2nd & 4th Thurs., 7:30 p.m., Village Receptions, CROYDON, Victoria, Australia.

Undistricted

SUBIC BAY Club 106-U. Meets 2nd & 4th Mon., 6:00 p.m., Binictican Valley Golf Course Club, U.S. Naval Base, SUBIC BAY, Republic of the Philippines. Contact: 74-3749 or 74-3141.

SPEECH EVALUATION—

It Is Essential



By DONALD BLANCHARD

In his book, *Of Human Bondage*, Somerset Maugham stated that "people ask you for criticism but they only want praise." Norman Vincent Peale made much the same comment when he said "most of us would rather be ruined by praise than saved by criticism."

These might be accurate statements about the general public, but they must never apply to Toastmasters. The Toastmaster spends a great deal of time and effort researching, developing, and delivering a speech. While he expects to receive some praise for its good qualities, he also expects to receive constructive criticism.

The speaker must depend upon the accuracy of evaluation to be able to place the proper values upon his speech. Although the speaker forms his own opinions, he must have a thorough and complete evaluation in order to know his strengths and weaknesses. Too often the written and spoken evaluations barely scratch the surface. Hence the speaker has not been told what areas need work and what areas of the speech were good.

Pound For Pound

The time and effort put into the evaluation should equal the work that went into the preparation of the speech. Yet this often does not happen.

Why don't we get a proper evaluation? Perhaps it is because we join Toastmasters to improve our speaking abilities and we set out with this goal in mind. We do not fully appreciate the significant role that the evaluation must play in the development of our communication and leadership abilities. In the early months we are so busy learning to speak that we do not have time to evaluate.

Yet you cannot become a successful speaker if you do not fulfill your responsibilities as an evaluator. The two jobs must go together.

The first job of the evaluator is to develop better listening. Better listening is, by the way, the first thought in the Toastmasters' slogan: "Better Listening, Thinking, Speaking for Men on the Move!"

By means of his analytical listening, the evaluator is able to pick out the good qualities of a speech — the obvious flaws, and the not-so-obvious flaws. He must point out these plus and minus features of the speech to the speaker and offer helpful suggestions to him in order that the speaker might improve.

The evaluator should pay particular attention to the good qualities of the speech so that he can compare them with his own style of speaking and thereby gain something of value for himself from the speech.

These good qualities should be evaluated with suggestions for further improvement.

Unless the evaluator is prepared to do a thorough job of his evaluation he is doing a disservice to the speaker. Therefore, the evaluation can never be treated lightly.

How do you evaluate a speech? To begin with you must prepare yourself adequately to do a thorough job.

In The Beginning

First, carefully read *Effective Speech Evaluation* (202). This booklet is part of every Toastmaster's materials when he becomes a member. A new Toastmaster should be instructed by the educational vice President to read this booklet immediately, even before giving his "Ice Breaker." In the early months it is very wise to frequently reread the section entitled "The Philosophy of Evaluation" before evaluating a fellow Toastmaster's speech.

Now you are ready to prepare for the evaluation job at the next meeting. You should contact the general evaluator and ask him to assign you to one of the speakers. Do this well before the meeting.

The next step is to call the speaker and advise him that you will be evaluating his next speech project. Find out what assignment he is working on. You can now review the speech project to know exactly what the project's purpose is and where to start and stop with the evaluation.

Once you are completely familiar with the speaking assignment you will be able to discuss the exercise intelligently with the speaker. Be sure to ask the speaker what special areas he wishes to have you cover in your evaluation. Make notes of his requests so that you can comment on them fully.

Know The Purpose

All of this work should take place prior to the meeting and if you have done each of the above mentioned things — you are well prepared to give an effective evaluation. Before the start of the meeting you should review the previous evaluations from the speaker's manual. In this way you will learn the strengths and weaknesses of the previous speeches.

You now are able to give some continuity to the evaluations. You are able to let the speaker know if he is improving or whether he is still "bogged down" with the same old bad habits. Remember, a bad habit cannot be tossed out the window; it must be carefully coaxed down the stairs and pushed out the door.

Here are the questions to consider while you are listening to the speech — What did he say? How? Was it worth saying? Did he accomplish the project's purpose?

I usually look at a speech as being made up of two parts — 1) the delivery and 2) the preparation — composition, content, logical development of the subject matter, and accomplishment of the manual project's purpose.

The question "How" covers the delivery. The speaker's appearance, his eye contact, his gestures, his voice modulation, his nervousness, etc. These are the easy items to evaluate and you should quickly develop your skills in this area. Don't become carried away with some minor flaws in the delivery.

If you deal with the insignificant points of the delivery you are likely to be labelled a critic—one who finds a little bad in the best of things. Unfortunately the person who dwells on the insignificant points destroys the value of his evaluation. Therefore, make certain you discuss only major points and provide constructive suggestions to improve the speech both in your written and spoken evaluation.

Purpose And Value

Did his speech accomplish the project's purpose? Was it worth saying? To answer these questions intelligently the evaluator must consider the development of the subject matter. Did he build his "case" properly? Was the speech easy to follow? Did he choose simple yet descriptive language? Were there any grammatical errors? Did the speech make sense?

What was the audience's reaction? Did the speaker catch your attention and hold it throughout the speech? In what areas did he excel? What are his shortcomings as a speaker? These are some of the questions which the evaluator must ask himself in order to accurately put a value on the speech.

When you give your verbal evaluation choose some of the more significant points pro and con to discuss before the group. Make your verbal evaluation as interesting and informative as possible. Remember that you are gaining valuable experience as a public speaker at this time.

Be Informative

The purpose of evaluation is to put a value on the speech. Without a thorough evaluation the speaker will never know what really are his strengths and weaknesses in speaking.

The time which each of us spends in developing our abilities as an evaluator will reap big dividends. Your analytical listening as an evaluator will be of great value to you in your own speaking.

Remember that speaking does not make a Toastmaster, but the combination of preparing and delivering speeches, along with thorough evaluation, will put you front and center as a Toastmaster who is totally developing his communication and leadership abilities.

ABOUT THE AUTHOR

Donald Blanchard is a member of Forest City Club 2729-60 in London, Ont. A Toastmaster since 1965, Mr. Blanchard is a chartered accountant and treasurer for the Ontario Automobile Assn., London.

ON THE MOVE —

TOASTMASTERS

Elected Director

Past International Director **A.R.D. Sandy Robertson, DTM**, was elected to the **British Columbia (Canada) Automobile Assn. Board of Directors**.

Elected Chairman

James J. Dean of Webster Groves Club 461-8 in St. Louis, Mo., was elected chairman of the St. Louis Chapter of the **Society for Technical Communication**.

Named Chairman

Past International Director **W. Don Buckner, ATM**, of Phillips 66 Club 3266-16 in Bartlesville, Okla., was named 1972-73 chairman of National Engineers Week for the **National Society of Professional Engineers**.

Named Chairman

Richard W. Long of Hercules-ABL Club 1200-13 in Cumberland, Md., was elected chairman of the **Citizens' Advisory Committee of Cumberland**.

New Responsibilities

Rou de Gravelles, ATM, of Harbor Lites Club 1927-F in Newport Beach, Calif., was named systems manager for Newport Cablevision, a division of **Tele-Prompter Corp.**

Named Vice-President

Sydney M. Miner of ESM Club 3652-35 in Milwaukee, Wisc., was promoted to vice-president in charge of marketing for the **Vilter Manufacturing Corp.** in Milwaukee.

Governor Appointee

Preston L. Johnson of Athens (Ga.) Club 1779-14 was appointed a regional advisor for the "Governor's Goals for Georgia" by Governor **Jimmy Carter**.

New Duties

Eugene J. McCue of Trinity Club 3902-53 in Springfield, Mass, was named assistant administrator at **Mercy Hospital** in Springfield.

Named Director

Past District 12 Governor **Theodore A. Olcovich, ATM**, was named director of the newly created engineering support department of the **U.S. Navy Missile Engineering Station** at Port Hueneme, Calif.

TOASTMASTER'S DREAM — **Emil J. DiLorenzo, ATM**, of Jeannette (Pa.) Club 233-13 was official Toastmaster for his city's Fourth of July celebration. One of his duties was to introduce **Miss America 1971** (Phyllis George of Denton, Tex., left) and **Miss Pennsylvania 1971** (Maureen Wimmer of Bucks County, Pa.).



SECOND IN DISTRICT 66 — **David A. Rae, DTM**, (right) of Bellwood Club 3282-66 in Richmond, Va., accepts his Distinguished Toastmaster (DTM) certificate and pin from special club guest **Brig. Gen. James D. Kemp**, commander of the Defense General Supply Center, Va.



HONOR PRESIDENT — Eighty-five members and guests at the chartering ceremonies of **DCSC Officer's Club 1740-40** in Columbus, Ohio, witnessed U.S. Navy Rear **Admiral G. C. Heffner** accept a certificate of honorary club presidency from Club President Lt. Col. Eugene Stergar (second from left). Also participating are (from left) International Director Eldon H. Phillips, past District 40 Governor Carl M. Harrington, and past International Director Rollo R. Dawson.



Elected President

Robert Staudenraus of Jolly Jesters Club 2360-2 in Edmonds, Wash., was elected president of the **Pacific Northwest Credit Council**. He is credit manager for Simpson Timber Co.



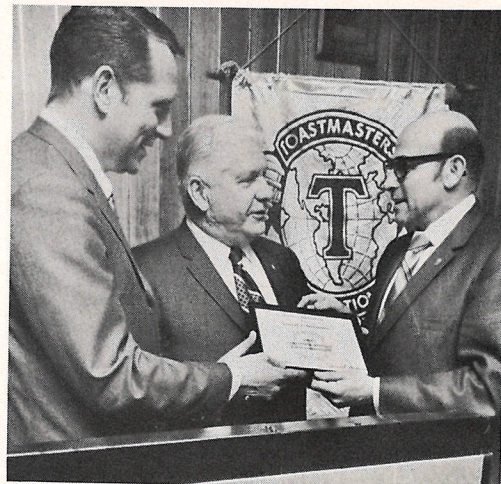
Invited To Speak

Maj. Alan E. Wanhof of VA Gaveliers Club 2920-36 in Washington, D.C., was asked to present his area speech contest winning talk at the **VA Administrators' Staff Conference**.

Appointment In Dallas

James A. McGinnis of Downtowners Club 3663-25 in Dallas, Tex., was appointed assistant division head of the Property Accounting Division of the **Dallas Power & Light Co.**

FOR COMMUNICATION — District 46 Lt. Gov. Sid Marcus (right) and Norman Martinus of **Rockland Club 2652-46** in New City, N.Y., present special communication certificate to **Ken Harniman** (center) of "The Journal-News" newspaper in Nyack, N.Y.



IN GEORGIA — Georgia Governor **Jimmy Carter** declares October as Toastmasters Month in his state to recognize TI's 47th anniversary. Witnessing the proclamation signing are (from left) past **District 14** Governor John P. Lister, Lt. Gov. Greg McCarthy, District 14 Governor Orville L. Dickinson, and Lt. Gov. William Schweitzer.

HALL of FAME

— CONTINUED FROM PAGE 23

ABLE TOASTMASTER (ATM) Certificate of Achievement

Kenneth Carlin, ATM
Liberty Bell Club 1010-38

Richard A. Bauer, ATM
Liberty Bell Club 1010-38

Wallace G. Myers, ATM
Sioux Falls Club 210-41

Willard H. Sullivan, ATM
Hub City Club 1431-43

Bradford E. Duncan, ATM
Hub City Club 1431-43

James C. Gaugh, ATM
Hub City Club 1431-43

John W. Townsend Jr., ATM
Hub City Club 1431-43

Harry Bramblett, ATM
Monday Morning Club 1557-44

LaVern G. Lee, ATM
Kearfott Club 3156-46

Julius L. Heinis, ATM
Seven Hills Club 911-47

Edward J. McDonnell, ATM
Ft. Lauderdale Club 2004-47

Robert Woodburn, ATM
Happy Valley Club 2096-47

Sheldon S. Kligman, ATM
Clearwater Club 3087-47

Charles R. Coleman, ATM
Early Bird Club 3659-47

Roger E. Heroux, ATM
Hui Olelo Kane Club 2516-49

Camille Speisman, ATM
Aerospace Club 401-50

Edward A. Houck, ATM
Kay Cee Club 638-50

Joseph Marandola Jr., ATM
Narrators Club 1398-50

Milton S. Fink, ATM
Douglas Santa Monica Club 2279-50

Kenneth W. McCatty, ATM
Gavel Club 11-51

Bernard H. Sievert, ATM
International City Club 1377-51

Mark S. Christensen, ATM
Douglas Aircraft Club 1497-51

Gordon L. Davison, ATM
Eagle Rock Club 109-52

Avilino Sequeira Jr., ATM
Port Arthur Club 1896-56

Lupe G. Sanchez, ATM
Laguna Madre Club 1922-56

C. P. Treleaven, ATM
Sharpstown Club 2243-56

Lester T. Moore Sr., ATM
MSC Club 3116-56

Andrew Guinn, ATM
Barrie Club 1603-60

John Szivek, ATM
Deondo Club 2659-60

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

Toastmasters programs provide opportunities to develop skill in listening, thinking, speaking, and leadership by participating in a series of oral communication projects, constructive evaluation, and leadership experiences. These and many other opportunities to develop leadership potential are presented in the fellowship of an organized group of men — the Toastmasters Club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, U.S.A. 92711.

1971-72 OFFICERS

President — DR. RUSSELL G. HERRON	228 Camino Castenada, Camarillo, Calif. 93010
Senior Vice-President — DONALD W. PAAPE, ATM	10508 Mapleridge Crescent SE, Calgary 30, Alberta, Canada
Second Vice-President — CMDR. DAVID A. COREY, DTM	4617 Duke Dr., Portsmouth, Va. 23703
Third Vice-President — JOHN F. DIAZ, DTM	1010 Terry Dr., Eau Gallie, Fla. 32935
Past President — ARTHUR M. DIAMOND	112 Lafayette Bldg., South Bend, Ind. 46601
Executive Director — ROBERT T. BUCK ENGLE	2200 N. Grand Ave., Santa Ana, Calif. 92711
Secretary-Treasurer — HERBERT C. WELLNER	2200 N. Grand Ave., Santa Ana, Calif. 92711

DIRECTORS

Adam F. Bock	Arthur T. Ottman
Albert C. Burlingame, ATM	C. Chris Petersen
Francis J. Butler, ATM	Conrad R. Peterson, ATM
Win Chesley, DTM	Eldon H. Phillips
Durwood E. English, ATM	Watt Pye
Salvatore A. Fauci, ATM	Gene D. Smythe, ATM
J. Robert Gaul, ATM	William W. Steele, ATM
George S. Moses, DTM	Clifford L. Thompson, ATM
Alexander B. Niven (TCBI)	

FOUNDER

DR. RALPH C. SMEDLEY

1878-1965

DISTRICT GOVERNORS

F. Eugene R. Beckwith	37. Robert E. Herndon
2. James E. Bell, ATM	38. Anthony J. Marra
3. Alan P. Scherer, ATM	39. Jack M. Hartman
4. Robert H. Selover, ATM	40. Hubert E. Dobson, ATM
5. Gerald D. Owens, DTM	41. Roy D. Beaird
6. Robert L. Haynes, ATM	42. Albert E. Fahlman, ATM
7. Kenneth E. Herman, ATM	43. Otto H. Wenk
8. Earl W. Drennen, DTM	44. J. Q. Warnick Jr., ATM
9. Henry A. Rozeboom	45. G. Chester Dorr, ATM
10. Allen C. Kingseed	46. Robert G. Lommel
11. C. C. Grove	47. Michael G. Shayne, DTM
12. Isaac W. Anders	48. Charles S. Allen, ATM
13. H. Gerald Warren, ATM	49. Herman A. LoebI
14. Orville L. Dickinson	50. Henry Greenberger, ATM
15. Addison K. Barry Jr.	51. Edward A. O'Connor
16. Page D. Waller	52. Jack H. Guy
17. John T. Cadby	53. John D. McCarthy
18. Theodor C. Berenthien, ATM	54. Edgar D. Jester, ATM
19. Robert G. Glenn, ATM	55. Tom I. Haralson, ATM
20. Dale O. Anderson	56. George M. Gray
21. Ronald F. Drane, DTM	57. Hubert G. Morgan
22. Leslie P. Frazier	58. Thomas M. Marchant III, ATM
23. C. Thomas Kimball, ATM	59. David G. Towell
24. Carl C. O'Neal	60. George Hevenor Jr., ATM
25. Robert L. Meyer	61. Dr. Jacques R. Perrault
26. Paul E. Hendren	62. Colin H. Broddle
27. Russ N. Goodson, ATM	63. Preston E. Allen
28. Phillip B. Richards, ATM	64. J. Hugh Graham
29. John M. Barreto, ATM	65. Robert H. Root
30. Richard L. Storer, ATM	66. Carlton E. Burley
31. Joseph L. Eden, ATM	67. Dr. Donavon E. Hampton, ATM
32. Robert L. Erckert, ATM	68. Anthony E. Llambias
33. Max P. Andrus, ATM	69. Russ Walkington
34. Richard W. Van Duyn	70. Tom W. Stubbs
35. Carl E. Kopschkie	NZP Terry W. Boon
36. Charles E. Waterman, ATM	TCBI — Jim Plinston, president

MR. TOASTMASTER:

Your club's educational vice-president and educational committee have the responsibility to plan and conduct club programs that meet your needs. Please complete this Member Program Planning Guide (403) and give it to your educational vice-president. Your input will help the club to have meaningful standard of excellence meetings for you and your guests. **Your action will put TI ActIon in your club.**

MEMBER PROGRAM PLANNING GUIDE

NAME _____ CLUB _____ DISTRICT _____

ADDRESS _____

I. What goals do you wish to accomplish through your Toastmasters membership?

II. In what specific Toastmasters programs do you wish to participate during the next six months? (List choices 1, 2, and 3 — add items not included).

A. INDIVIDUAL

- | | |
|--|--|
| <input type="checkbox"/> Speaking before audiences other than my club | <input type="checkbox"/> Use of humor |
| <input type="checkbox"/> Complete the Communication and Leadership Program | <input type="checkbox"/> Extemporaneous speaking |
| <input type="checkbox"/> Parliamentary procedure training | <input type="checkbox"/> Vocabulary improvement |
| <input type="checkbox"/> Effective evaluation programs | <input type="checkbox"/> Listening experience |
| <input type="checkbox"/> Debates | <input type="checkbox"/> Audiovisual experiences |

Other _____

B. CLUB MANAGEMENT

- | | |
|--|---|
| <input type="checkbox"/> Club committee | <input type="checkbox"/> Member chairman |
| <input type="checkbox"/> Arranging special events/meetings | <input type="checkbox"/> Higher officer level in Toastmasters International |

Club officer

Other _____

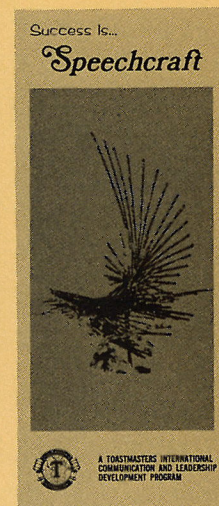
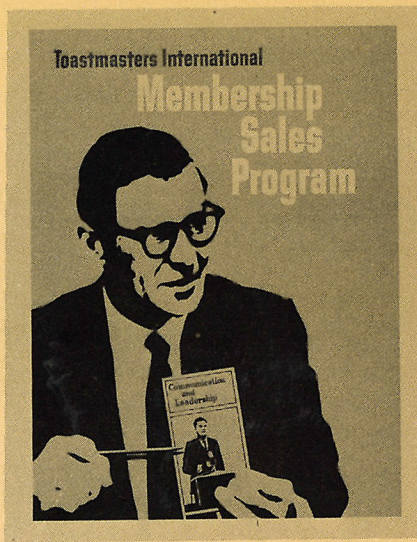
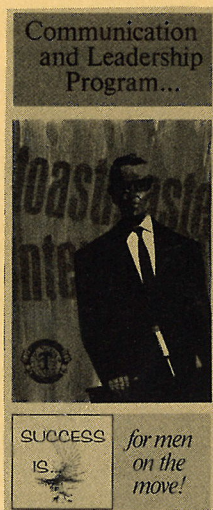
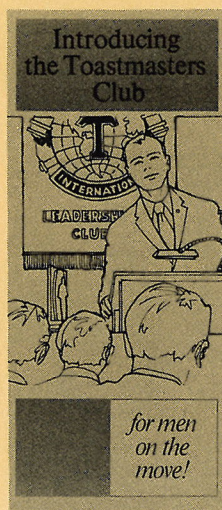
C. COMMUNITY

- | | |
|---|--|
| <input type="checkbox"/> Community Contact Team | <input type="checkbox"/> Speakers Bureau |
| <input type="checkbox"/> Youth Leadership Program | <input type="checkbox"/> Public Debate |
| <input type="checkbox"/> Speechcraft | <input type="checkbox"/> Public Forum |
| <input type="checkbox"/> Boy Scout Speech Contest | <input type="checkbox"/> Patrick Henry |

Other _____

Attach another sheet for additional information.

Putting TI acTION in Your Club



TI's special three-month, October-through-December, membership sales project began October 1. Know and use these materials, and borrow your club's **TI Supply Catalog** from the secretary so you can become acquainted with other materials that will aid in the development of your abilities.

Ask your club secretary to order from World Headquarters the materials that can aid your development in TI's special October-through-December membership sales project. Putting TI acTION in your club means putting acTION in your communication and leadership development.

MEMBERSHIP SALES PROGRAM MANUAL(1159)
This TI publication contains a wealth of ideas for attracting new members and obtaining community awareness for your club. It's a "President's 40" club necessity. One free copy per club. Additional copies 25¢ each.

SILENT SALESMAN(366)
An effective community awareness tool, this kit includes three high-impact plastic holders, 25 Communication and Leadership pamphlets (99), and 25 Introducing the Toastmasters Club pamphlets (100). Only \$3.00.

MEMBERSHIP SALES PROGRAM CHECK LIST(1015)
This small pamphlet contains many ideas for developing an individual's interest in your club . . . effective for helping your prospective members realize their need for Toastmasters training. No charge.

COMMUNICATION AND LEADERSHIP PROGRAM(99)
This two-color promotional pamphlet describes the benefits of the Toastmasters program for your prospective members. One cent each. Twenty-five free to each club upon request.

FROM PROSPECT, TO GUEST, TO MEMBER(108)
This membership sales pamphlet tells how to find prospects, what to say, and how to stimulate their interest in your club. One cent each. Twenty-five free to each club upon request.

INTRODUCING THE TOASTMASTERS CLUB(100)
The Toastmasters programs, and the benefits offered by membership in your club, are explained in this handy, attractive pamphlet. One cent each. Twenty-five free to each club upon request.

WE'RE IN IT TOGETHER(101)
This productive TI pamphlet explains the value of Toastmasters training to business, industry, and government. One cent each. Twenty-five free to each club upon request.

SPEECHCRAFT PROMOTIONAL BROCHURE(207)
Speechcraft is one of your club's most useful tools for success in a membership sales project. This brochure tells about the benefits of Speechcraft for prospective participants. One cent each.