

TOASTMASTER®

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NOVEMBER 2011

14 **DARE TO
DELEGATE**

18 **DON'T HESITATE
— EMULATE**

28 **Q&A WITH
RACE FOR THE CURE
FOUNDER NANCY BRINKER**



TED TALKS and the World Listens

Presenter Elizabeth Gilbert
at TED 2009

Annual TED conference
demonstrates the ultimate
melding of communication
and leadership.

Page 22

WORDS ON FIRE



“The bullets whizzed above my head. Angry Communist soldiers shouted over a loud speaker: ‘Do you hear me? Turn the boat back NOW!’ I kept my head down and prayed as the threats got louder and louder. Finally, Dad steered our small boat out of Saigon Harbor and into the open sea. I felt the ocean mist — the spray of salt water. Freedom, freedom at last!”

Those passionate words were spoken by my college friend Hien, a Vietnamese immigrant and engineering student at the University of California, Berkeley, 27 years ago in a student dining hall. His speech is as clear to me today as the day he delivered it. His fervent belief in freedom silenced a room of hungry, skeptical students. His powerful impromptu message struck a chord. Hien lacked the mechanics of a polished speaker — he had a heavy Vietnamese accent and didn’t use gestures or make eye contact. But he made up for it with his passion and

“Vitality is more than enthusiasm. It is the force of life, vigor and truth that radiates from the speaker.”

conviction; his exuberant words had the power to change the world. It ranks as one of the greatest speeches I have ever heard.

What makes a great speech? To me, the answer is *vitality*. Vitality is more than enthusiasm. It is the force of life, vigor and truth that radiates from the speaker. Vitality is the energy and power of words drawn from within — a lifetime of experience and wisdom. Vitality is the passion that resonates deep in your soul and then rises from you to crystallize in public expression. Vitality is words on fire.

Hien’s impromptu speech had vitality. He didn’t need a self-help book or Internet posting to find his topic. His message was deeply embedded in his heart. He lived every word he spoke. He was authentic, genuine and passionate — and he spoke on a topic of significance. He expressed his deep love for freedom, and his message will never be forgotten.

Toastmasters is a learning laboratory where you learn to speak with vitality. Before looking outward for material, look inward. We all have emotional hot buttons in life. Is there a “fire in your belly” crying for expression? Find a vital topic that stirs your soul. Your speech becomes vibrant and animated when you speak from the heart, radiating power and passion. You will learn it all at Toastmasters, a place where leaders are made. **T**

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WHERE LEADERS ARE MADE
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November 2011 Volume 77, No. 11

DEPARTMENTS

2 VIEWPOINT: WORDS ON FIRE
BY MICHAEL NOTARO, DTM
International President

4 LETTERS

5 MY TURN: DEVELOPING CHARACTER
Calm your nerves with stage strategies.
BY KATHRIN LAKE, ACB

6 AROUND THE GLOBE

26 LEADERSHIP: WANT TO BE A REMARKABLE LEADER?
Five tips for adapting to change.
BY KEVIN EIKENBERRY

27 LOOKING AT LANGUAGE: TO 'EH' OR NOT TO 'EH'
Clearing up confusion about Canadian English.
BY JENNY BARANICK

28 Q&A: NANCY BRINKER
Race for the Cure founder raises breast cancer awareness.

30 FUNNY YOU SHOULD SAY THAT: SIGN LANGUAGE
How do you survive the drive?
BY JOHN CADLEY

31 THE TRAVELING TOASTMASTER

ARTICLES

12 ON TOP — AT LAST
Jock Elliott becomes the 2011 World Champion of Public Speaking.
BY PAUL STERMAN

18 DON'T HESITATE — EMULATE
Model yourself after your favorite speaker.
BY RYAN LEVESQUE

21 BACK-POCKET SPEECHES
Be prepared for last-minute speaking opportunities.
BY JUDY HUANG, CC



FEATURES

8 WHAT A MATCH!
Consider boosting your Toastmasters training with speech contests.
BY MARGARET OPPENHEIMER, ACG, ALB

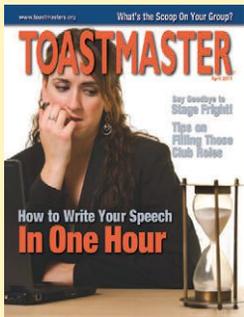
14 DARE TO DELEGATE
When more people share the work, more people share the satisfaction of a job well done.
BY JUDITH PEARSON, DTM, Ph.D.

22 TED TALKS ... AND THE WORLD LISTENS
Where the power of the story meets the power of the big idea.
BY CRAIG HARRISON, DTM

Since 1924, Toastmasters International has been recognized as the leading organization dedicated to communication and leadership skill development. Through its worldwide network of clubs, each week Toastmasters helps more than a quarter million men and women of every ethnicity, education level and profession build their *competence* in communication so they can gain the *confidence* to lead others.

By regularly giving speeches, gaining feedback, leading teams and guiding others to achieve their goals, leaders emerge. They learn to tell their stories. They listen and answer. They plan and lead. They give feedback — and accept it. They find their path to leadership.

Toastmasters International. Where Leaders Are Made.



“Thanks, Toastmasters, for providing the least expensive university in the world for developing leadership *and* communication skills!”

– Jim Armstrong, ACB

Intergenerational Clubs

Maureen Zappala’s article “Intergeneration Collaboration” (July) could have been talking about my club. When I joined Tralee Toastmasters at age 24, I was the youngest member. I clicked with one of the senior members, Celine Slattery, ACS, who was assigned as my mentor. Four years later, I have achieved my CC and have one goal left to earn my CL — and Celine and I are as close as ever.

She introduced me to district conferences and is always willing to help. Likewise, I feel I have taught Celine a thing or two, such as conquering her fear of the computer mouse.

Tralee Toastmasters now has members of all ages, which certainly makes Table Topics more interesting. I have recently become a mentor myself and hope to pass on some of the advice and support Celine has given me. Thank you, Celine, and Tralee Toastmasters, for your encouragement, advice and friendship.

Vicky McCarthy, CC
Tralee Toastmasters
Mounthalk, Tralee, Ireland

Eager to Act

I joined Toastmasters in 2009 with the simple goal of becoming a better speaker. My initial plan was to sit back, observe and give speeches only when asked. Two months went by and I was eager to do more than simply sit back and observe. The enthusiasm from my fellow members made me

want to speak more often and sign up for the timer role.

Toastmasters has, without a doubt, enabled me to see that I’ve always been a leader. I’m more conscious of what I say and how I say it, and more concerned about whether the message comes across clearly. After eight months, I became the vice president education, a role that allowed my leadership skills to soar. The responsibilities of scheduling members, tracking club goals and hosting after-club events to keep members engaged are challenging.

I have encouraged literally every person I know to join Toastmasters. I get excited about attending our weekly meetings and am ready to excel at higher officer positions.

Mia Appling, CC, CL
Gateway 2 Toastmasters
Newark, New Jersey

Practicing English

In April, the article “Climbing the Corporate Ladder” really struck a chord. In Guadalajara, Mexico, we only have eight English-speaking Toastmaster clubs, six of which are company clubs within companies conducting business globally.

Members in those clubs can only advance in their careers by being leaders and communicators in English. Skills learned in their clubs have certainly helped. Since January 2011, we have had 13 members promoted or find better positions [as a result of] their Toastmasters skills. Thanks,

Toastmasters, for providing the least expensive university in the world for developing leadership *and* communication skills!

Jim Armstrong, ACB, ALB
New Effective Communication club
Guadalajara, Mexico

Passed Torch

Working full-time, studying for a doctorate, managing three kids and attending Toastmasters leaves little time for reading the *Toastmaster Magazine*, but when the front touted “Guiding Your Tribe” (August), I was hooked!

As the first president of the newly chartered Central Valley Toastmasters, I know all too well the struggles of guiding a tribe. Passing the torch to our new president a few short weeks ago was difficult because I left many loose ends to my successor. In my new role as immediate past president, I am determined to walk at his side, while allowing him to take the lead as the president should.

Paul Serman’s article helped me gain focus on what I need to do: help my successor inspire and engage our members, show them they are individually valued, and listen to and address their needs. As members become a little tired or unmotivated as each of us do, we must “light a fuse” and mentor others, focusing on their strengths and keeping things interesting, while most importantly, being authentic. Thank you for “lighting a fuse” for me and helping me regain my enthusiasm!

Debbie Zamora
Central Valley Toastmasters
Sanger, California

Digital Kudos!

Big thanks for the digital magazine! I think it is much more beneficial, since we have access to the edition everywhere in the world. It is also better for the environment.

Filip Dabovic, CC, CL
HP Toastmasters Barcelona
Barcelona, Spain

DEVELOPING CHARACTER

An actress draws on stage strategies to overcome nervousness.

By Kathrin Lake, ACB

Although I was primarily a playwright in my theater days, I also spent two years intensively training as an actor and have performed confidently on stage many times. So why in my first days of speaking as a Toastmaster did my knees shake, my voice quiver and my palms drip cold sweat?

I had stage fright! I don't remember it being nearly as intense in my acting days. I had to ask, *Why? And, why now?*

"I began looking at my club's best speakers and noticed that I could study them the same way I study characters and actors."

The first difference I noticed between acting and speaking was the nakedness I felt when I spoke. In the theater I was "clothed" by playing a character that insulated and comforted me, but in Toastmasters I was exposed. My audience was not looking at a fictional character, they were looking at me!

After I became more comfortable in my club, I realized that every member was in the same boat, and that I should relax and get comfortable being myself. Later, I realized something that was perhaps even more surprising: I didn't have to completely abandon the comfort of role-playing that I had in the theater. I could just role-play selectively.

I began looking at my club's best speakers and noticed that I could study them the same way I study characters and actors. One speaker in particular caught my attention: Christine, whom I admired because she was not afraid to connect with the audience. Using bold eye contact, she walked up to audience members and talked directly to them when she accentuated a point. In theater, there is what actors call a "fourth wall"—an imaginary barrier at the front of

the stage that separates the actors from the audience. To break through my fourth wall in public speaking, to make bold eye contact and actively connect with my audience, I started "playing" Christine.

No one knew I was doing this, but they did notice that I got better at engaging my audience. Soon I integrated "playing Christine" into my speaking style and did not have to do it consciously. If I ever feel unnerved or am not engaging an audience, I go back to that same technique. I also teach this technique, with some adaptations, when coaching other speakers — and it works like a charm for them, too.

My other big transition from acting to speaking was getting used to

not having an off-stage area or "green room." This is the space where performers wait before they go onstage and where they do their last-minute preparation, such as vocal warm-ups, breathing and visualization. But in public speaking, unless you are in a formal setting or at the professional level, you have no green room.

Instead, speakers should get to club meetings early to prepare. Take some private time to focus — even if that means making a bathroom stall your *mini-green room*. I have visualized my speech, practiced my breathing and even jumped up and down for an energy boost in that little cubicle.

I now see as blessings the many transitions that knocked me for a loop when I moved from the theater to Toastmasters. I have successfully integrated my theater tips into speaking skills, and have the fulfilling opportunity to help my fellow Toastmasters, some of whom have never been in the *audience* of a live theatre, let alone *acted* in one. Now when confronted with stage fright or speaking fright, I say: Bring it on! **T**

Kathrin Lake, ACB, is a member of Royal-T Toastmasters club in Vancouver, British Columbia, Canada, and a past District 21 area governor. She is also the author of *Writing with Cold Feet*. Reach her at kathrin@survivaltothrival.com.

AROUND THE GLOBE

▶ INTERNATIONAL INTERPRETATIONS



HOW TO AIR KISS IN FRANCE

In French social settings, men and women are expected to greet each other — as well as bid *adieu* — with air kisses, known as *la bise*. These kisses aren't real, and they don't imply romantic intentions. Men shake hands with other men (unless they know each other well and then air kisses are often in order, as they typically are between two women).

To air kiss, gently touch your cheek to your acquaintance's, purse your lips and make a kissing sound. There isn't a rule as to which cheek should get the initial kiss, but people typically offer their right cheek first. Change sides and "kiss" the other cheek. Depending on the region, it may be customary to kiss up to four times. An occasional nose bump is inevitable, but *c'est la vie!*

▶ SNAPSHOT

Local Toastmasters Rosa Ritch, Ushani Abeynayake, CL, and Pamela Blackwood, CTM, CL, enjoy the pristine waters of the Cayman Islands.



▶ WHAT DO YOU SAY WHEN... YOU ARE ACCEPTING AN AWARD?

Members from King Boreas Toastmasters club in Saint Paul, Minnesota, respond:

"I receive this award with great enthusiasm. From my heart and mind, I thank you for this special honor and award." — **RENEE KVASNIK, ATMG**

"Thank you, Toastmasters, for making everything a possibility. As Toastmasters, we support each other in every endeavor. I will always be grateful for every opportunity afforded me in this organization." — **LURIE BUCHBERGER, DTM**

"I am extremely honored — and, yes, relieved — to receive this award. The long nights dreaming of this day have all been worthwhile! Thank you!" — **DANA WHEELOCK, CC**

"When accepting an award, I usually thank those who gave it to me and tell what I hope to do in the future in accordance with the award. Then I sit down and hope the attention goes to someone else." — **WAYNE BENJAMIN HANSON, DTM**

Congratulations to the King Boreas club on its 70-year anniversary!

BOTTOM LINE

Recognizing Success

Congratulations to every member who has worked tirelessly to achieve a DTM award and to clubs celebrating anniversaries of 20 years or more. Visit www.toastmasters.org/halloffame monthly to see who is being honored.

Across the Map

Toastmasters welcomes six new countries: Angola, Aruba, Mongolia, Rwanda, Slovenia and Vietnam!



Free Resources

Visit the Brand Portal for tools and information, including brand guidelines and templates, at www.toastmasters.org/brandportal.

▶ LEADERSHIP TIP COMMUNICATING AS THE LEADER

Being a leader gives you authority and power, but it also requires tact and humility if you want to inspire others. *"The most dangerous leadership myth is that leaders are born — that there is a genetic factor to leadership,"* says leadership expert Warren G. Bennis. *"This myth asserts that people simply either have certain charismatic qualities or not. That's nonsense; in fact, the opposite is true. Leaders are made rather than born."*

Anyone who wants to lead others will quickly discover the value of this wisdom. Remember these important tips for honing your leadership skills when communicating with others:

- **ACCEPT YOUR ROLE.**

To be a credible leader, own your position of authority.

- **KEEP YOUR COOL.** If you are nervous, don't show it.

- **CONSIDER YOUR LANGUAGE.**

Speak eloquently and professionally. Express gratitude for good teamwork.

- **WATCH YOUR TONE.** How you speak to others matters. While you need to appear strong, you should show respect to earn it.

- **BE HONEST.** Trust your group members and be willing to tell them the whole story.

MEMBER MOMENT NEW ACCREDITED SPEAKER

Conor Cunneen, DTM, earned the coveted Accredited Speaker designation this past August at the 2011 Toastmasters International Convention. This was the third attempt for Cunneen, an Irish keynote speaker and business humorist who joined Toastmasters eight years ago. A member of Platinum Toastmasters club and Windy City Professional Speakers club, both near Chicago, Illinois, Cunneen describes himself as "a hound for self-improvement."

What is it about the Accredited Speaker (AS) Program that attracted you?

The challenge. The AS Program is probably the toughest speech audition anyone can go through in any organization.

What is the difference between speaking in clubs and speaking in the Accredited Speaker Program?

Disneyland versus Marine boot camp. One encourages you to grow through flattery, one through a heavy dose of reality.

Now that you are an Accredited Speaker, will you quit your day job?

Ha! I hope not. I've gone through this process to improve myself *in* my day job, where I speak to associations and corporations. And it has [done that] — big time.

Do you have any advice for members who are interested in seeking the AS designation?

Treat it as the best learning experience to become a better speaker. If you don't get it, remember that you are a better speaker than if you hadn't tried at all.

Learn more about Conor Cunneen at irishmanspeaks.com.

For information about the Accredited Speaker Program, visit www.toastmasters.org/AccreditedSpeakerBrochure.



Call for Convention Presenters

Toastmasters International seeks experienced and dynamic speakers for the 2012 International Convention in Orlando, Florida. Apply after November 1 at www.toastmasters.org/CallforPresenters.

Accredited Speaker Anniversary

The Accredited Speaker Program began 30 years ago in November 1981. Since then, only 63 people have earned the Accredited Speaker designation.

Tune In

Listen to the Toastmasters Podcast Series with hosts Bo Bennett and Ryan Levesque for tips, new information and laughs. Visit www.toastmasters.org/podcast.



◀ Lisa Panarello of Staten Island, New York, accepts her trophy in the 2010 World Championship of Public Speaking semifinals.

WHAT A MATCH!

How to boost your Toastmasters training with speech contests.

By Margaret A. Oppenheimer, ACG, ALB

The *Entertaining Speaker* manual was open on my desk, but I felt as dreary and dull as a rain-drenched afternoon. “I’m not *funny*,” I wailed. I love delivering informational speeches: researching massive amounts of material, boiling down the findings and offering genuinely useful factual information. But how was I going to write a humorous speech? I couldn’t think of a single comical incident in my life that would take more than a minute to retell.

The solution? I signed up for the Fall 2010 Humorous Speech Con-

test to *force* myself to tackle Project Three, “Make Them Laugh.” Even though I didn’t have the slightest idea of what I was going to speak about, I knew I would come up with something. I wouldn’t let myself disappoint the club officers or members who had signed up to compete. It didn’t take long to discover some surprising benefits from my solution.

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The speech contest’s immutable deadline approached rapidly, which, thankfully, saved me from agonizing over my speech topic for too long. On the day of the club contest, I handed my manual to a fellow member, who then filled out the evaluation form as I delivered my speech in front of

Contests Complement

Too often contests are seen as extra work at Toastmasters: time-consuming distractions that divert a member’s focus from working through the manuals and earning educational awards. Actually, the contests and

manuals complement each other. You can use contests to add energy and forward your momentum through the communication manuals, and at the same time, use the manuals to improve your contest performances. Try the following strategies to kick-start your progress in both areas.

Give manual speeches as

contest speeches. With a little ingenuity, virtually any project speech in the *Competent Communication* manual can be presented in a contest. (Toastmasters are allowed to give up to two speeches per manual outside of their club meetings; however, before giving such speeches, you must first

receive permission from your club’s vice president education.) *Competent Communication* manual objectives such as getting to the point or persuading with power lend themselves to a wide variety of subject matter that will win over audiences and judges. Even the judicious use of visual aids (like some props) can lead to triumph. So make your manual speeches do double duty: Compete in a contest and have a fellow member evaluate your speech for project credit at the same time. You can even use an upcoming contest as motivation to complete your most intimidating manual project, like I did with the humorous speech contest. In addition to those benefits, there’s an extra advantage: When you sign up for a contest, it is a guaranteed speaking opportunity in front of your club and then maybe an audience of new friends from other clubs — take advantage of it.

For Vice President Education Francine Burke of Mad Toasters club in New York City, the manual guidelines kindle ideas that she develops into contest speeches. Francine earned credit for Project Six in the *Competent Communication* manual, “Vocal Variety,” with a performance she gave in a humorous speech competition. “For me, a humorous speech and vocal variety were a natural fit,” she says.

Although the advanced manuals present more of a challenge, most of them contain at least one project that could be used to prepare a contest

“With a little ingenuity, virtually any project speech in the *Competent Communication* manual can be presented in a contest.”

speech. For example, Project One of the *Public Relations* manual asks us to present a five- to seven-minute speech that will build goodwill for Toastmasters International. Did Toastmasters change your career or your personal life? Make that story the kernel of your goodwill presentation to meet the requirements of the project *and* perhaps win an inspirational speech contest.

Use the *Competent Communication* manual to improve your contest speech. The more I revisit the *Competent Communication* manual, the more I realize how skillfully its 10 projects

“I learned through experience that carefully reading the instructions for ‘The Ice Breaker’ is very important when it comes to participating in a speech contest.”

are designed. Together, the projects cover the most important elements of any speech, regardless of topic or audience. Take advantage of all that information! It can help you put together a fantastic speech, especially if you review the information given in all the manual projects.

Doing that is simple. After you finish writing a contest speech, go through the manual one project at a time. Read the full text of each project to see if you have missed any ideas that you could incorporate. Some projects have obvious relevance, such as Project Five, “Your Body Speaks.” This reminds us to scrutinize our presentations for opportunities to add gestures and body

movement to ramp up the fun in a contest speech. Ask yourself if you incorporated each objective from the manual, and if you didn’t, figure out what you need to change.

A few of the speech projects — Project One, for instance — offer subtler tips. I learned through experience that carefully reading the instructions for “The Ice Breaker” is very important when it comes to participating in a speech contest. Here’s what happened:

I gave a speech that described how I marketed my book about an effective but little-known dietary treatment for Crohn’s disease. I titled my speech “On the Streets” because

I promoted the book by wearing a signboard and handing out fliers on street corners. I talked about the funny reactions my signboard and fliers had received, and the satisfaction of hearing from people I had helped. At the end, I mentioned that writing the book was one of the things I wanted to see in my obituary, and I asked a provocative question: “What do you want to see in *your* obituary?” It worked, and I advanced to the next level.

Then, in the midst of my speech at the division contest, I suddenly realized that my speech title had a secondary, deeper meaning I hadn’t thought about: Because I had spent so much of my time and

money on writing and marketing the book, I was afraid of *literally* being “on the streets” as an impoverished writer.

With only a minute left in my presentation, I was afraid to wing it and touch on that serious fear as a counterpart to the optimism. The speech was worse for it, and I didn’t place. Two lines from the Ice Breaker speech instructions could have helped me recognize and correct the weakness *before* the competition. “Share significant personal experiences. The more personal your talk, the warmer the relationship will be between you and the audience.” My speech would have been more inspirational if I had shared deep personal fears that would have added emotional resonance to the story. All of which demonstrates the importance of carefully reading the instructions for the manual projects you are working on.

Apply contest lessons to future speeches. You’ll find that burnishing a speech for competition teaches lessons that will make your next manual speeches even better. Not long after competing in the Humorous Speech Contest, I was preparing Project Four of the *Speaking to Inform* manual, which involves preparing a fact-finding report — not the type of presentation you immediately think of as hilarious. But using my contest experience, I decided to make the report not just factual, but funny. I titled my speech “Did You Wash Your Hands?” In a speech that made my audience squirm and then laugh, I talked about germs and the best ways to avoid catching a cold. This provided me with opportunities for highly humorous gestures



Read it online @ www.toastmasters.org/magazine.

UNSUNG HEROES OF SPEECH COMPETITIONS

By Michelle Tyler

The backbone of Toastmasters speech contests are members who stand behind the scenes, patiently watching to make sure everything runs smoothly. They see how the competitions work and get to know the roles *and rules* from the inside out. When these members subsequently enter contests, they have an edge over other competitors because they are acutely aware of what is being judged.

Cindy Hinckley, DTM, has acted as chief judge and judge in speech contests, but she also has served in less prestigious roles such as ballot counter and timer. A member of five Toastmasters clubs around Watauga, Texas, she says she has enjoyed every contest role, because each has its benefits. As timer, "You always have a great view of everything, [and you] play a very important role since time is one of the criteria for disqualification," she says. Being ballot counter is fun, adds Hinckley, because you get "to know the outcome before it is announced at the contest!"

Judi Hopper from Acton, Ontario, Canada, acted as the test speaker in an Evaluation Speech Contest. She presented a speech without the chance for an award in order for contestants to present their oral evaluations. Hopper said the role of test speaker had "never really occurred to me ... but it was a lovely experience in every way." Being a test speaker is a great way to practice presentation skills outside of Toastmasters meetings — and, at the same time, receive credit toward Toastmasters educational awards.

Whatever your role may be in a speech competition, it is rewarding to pitch in. "There is a satisfaction in taking time outside of my normal club meeting to help the district conduct fair and fun contests for the growth of everyone involved," says Steven Timmons of the Afterburners Toastmasters club in Fortworth, Texas. And, Hinckley adds, "The contest's success can be directly attributed to each and everyone who participated, whether by volunteering to help, competing or just being part of the audience."

So even if you are an unsung hero of a Toastmasters speech competition, you are invaluable to the contest process. And can learn *and enjoy* a thing or two along the way.

Michelle Tyler is the editorial assistant of the *Toastmaster* magazine. Reach her at mt Tyler@toastmasters.org.

as I mimed germs greeting each other on my hands. Clearly, the audience's laughter that day didn't just materialize. It came from my work in prior manual projects and contests that helped me develop this new speech.

I still have a long way to go before reaching the district level in speech competitions. However, by learning simultaneously from manuals and contests, I am sure to have a great time competing as I progress through

"Share significant personal experiences. The more personal your talk, the warmer the relationship will be between you and the audience."

each manual toward my next educational award in the communication track. I am going to use the 2012 International Speech Contest as motivation to complete Project Two, "Uplift the Spirit," from the *Specialty Speeches* manual.

I don't know what I am going to talk about, but it doesn't matter. I have signed up to compete, so I am committed. Now — to finish writing that speech! 🗨️

Margaret A. Oppenheimer, ACG, ALB, is a member of Advanced Expressions club in New York City. A writer and editor, her most recent book is *Beat Crohn's! Getting to Remission with Enteral Nutrition*. Reach her at margaretoppenheimer@verizon.net.



ON TOP — AT LAST

After years of trying, Australian Jock Elliott becomes Toastmasters' World Champion of Public Speaking.

By Paul Sterman

Waking up in his Las Vegas, Nevada, hotel room on the morning of August 20, Jock Elliott was ready to face eight highly qualified competitors in the last round of the Toastmasters World Championship of Public Speaking. This was familiar ground for Elliott — his sixth time in the championship finals, the most ever for a Toastmaster.

What kept him plugging away after falling short so many times?

"I've always seen [the championship] as achievable and within my reach, even if it has too often eluded my grasp," says Elliott, a member for 36 years. "I keep going because I won't be beaten."

And he wasn't. At this year's International Convention, the resident of Bongaree, Queensland, Australia, defeated all others and won his long-

awaited Toastmasters title. "Thank you for more than a lifetime of challenge, opportunity and friendship," he said in accepting the first-place award in front of a capacity audience of nearly 2,000 people from 50 countries.

Reflecting on his triumph a few days later, Elliott said he has been touched by the flood of congratulatory messages and emails he has received from fellow members all over the world. "It's been very warming," he says in an email interview. "There are many [members] I've known [personally] for years, and many more, I think, who have known my work, either from being at the Convention the various times I've competed or from watching the tapes [of my contest speeches]."

This year, Elliott won over the judges with a speech that reflected on relationships with family, friends

and romantic partners. In his case, the latter referred to his wife, Robyn (also a Toastmaster). Laced with insights and wit, his presentation, "Just So Lucky," emphasized the vital nature of the "ties that bind," noting how much we need the people we are closest to.

Elliott said he and his siblings have had their differences over the years — like most brothers and sisters — but that hadn't dimmed their love for each other. "Blood is thicker than water," said the Australian, adding playfully, "And nobody is thicker than my brother."

Elliott stressed that we must work on relationships, put time and effort into making them better: "If we treasure these ties, nurture these ties, then we'll have all the luck we'll ever need — and we won't need Facebook."

CONVENTION WRAP-UP

Four days in Las Vegas are festive and forward-looking.

By Paul Sterman

Toastmasters International celebrated its new look, and lineup of leaders, at the 80th annual International Convention. The August event ushered in a new chapter in the organization's 87-year history.

Nearly 2,000 people attended the Convention — the most in 20 years. At the Opening Ceremonies, held August 17, Toastmasters officially unveiled its updated brand with a comprehensive visual system that will make the organization's identity more clear and consistent.

Also at Opening Ceremonies, keynote speaker Dave Logan gave a captivating presentation about how organizations can improve their corporate culture. All attendees received a copy of the best-selling book *Tribal Leadership*, which Logan co-authored.

The four-day program at Bally's Las Vegas hotel included 12 communication and leadership skill-building sessions. In addition, Robin Sharma gave an inspirational speech when honored on August 19 as Toastmasters International's 2011 Golden Gavel recipient.

Conor Cunneen, DTM, of Naperville, Illinois, earned the title of Accredited Speaker, the highest speaking des-

ignation that can be achieved in Toastmasters. It represents the mastery of professional speaking techniques.

Michael Notaro, DTM, of Alameda, California, took the helm as the new International President at the Convention. An attorney and a member of three clubs, Notaro joined Toastmasters 26 years ago. At that time, he notes, "I just wanted to get through my next speech. However, with the completion of each leadership role, I felt my confidence building. I seized the opportunity and invested in Toastmasters International as my life-long professional development program."

John Lau, DTM, of Kuching, Sarawak, Malaysia, was selected as the International President-elect. Rounding out the 2011-2012 Executive Committee is First Vice President George Yen, DTM, of Taipei, Taiwan, and Second Vice President Mohammed Murad, DTM, of Dubai, United Arab Emirates. Seven new members of Toastmasters International's Board of Directors were also chosen. (For complete election results, visit www.toastmasters.org/AnnualBusinessMeeting).

Visit youtube.com/toastmasters to view 2011 Convention videos and facebook.com/ToastmastersInternationalOfficialFanPage for Convention photographs.

A Long Journey

The 2011 World Championship started with 30,000 participants from 116 countries. The finalists came from places ranging from Hollywood, California, to Berlin, Germany, to Rotorua, New Zealand. The second- and third-place winners in the 2011 contest were Kwong Yue Yang of Guangzhou, Guangdong, China, with the speech "Fortune Cookie," and Scott Pritchard of Las Vegas, Nevada, U.S., with his speech "Roscoe's Words."

Yang is an Australian who moved to China. With "Fortune Cookie," he charmingly chronicled his journey to self-confidence, revealing how he learned to trust himself, rather than others, when making important decisions in life. With his speech "Roscoe's Words," Pritchard reflected

humorously and movingly on his relationship with his grandfather Roscoe. The elderly man's wise words encouraged the speaker to persevere and achieve his goals.

The 2011 Taped Speech Winners (a category for members of undistricted clubs) were also announced at the Convention. The winners are: first place, Rozmina Rana; second place, Okoth Okombo; third place, Sonali S. Shah. All three are from Nairobi, Kenya.

Elliott loves competing in all speech contests. He has participated in nearly 380 Toastmasters competitions since becoming a member. In order to grow as a speaker, says Elliott, "it is necessary to push the envelope." "For me, that has meant competition and also professional after-dinner speaking, emcee work and training," he adds.

Now that Elliott has won the ultimate speaking title, what comes next?

"I have become so used to being the bridesmaid at these [championship] events that I had not given much thought to the future beyond the obvious 'This won't look too bad on my CV,' etc. I imagine some travel will happen; I've already received a number of invitations and I will certainly take advantage of some of them.

"It's been a great journey, but it's not over yet. Who knows what tomorrow will bring?" 

Watch the top three speeches from the 2011 Toastmasters World Championship of Public Speaking at youtube.com/toastmasters.

Paul Sterman is an associate editor at the *Toastmaster* magazine. Reach him at pssterman@toastmasters.org.



Watch it online @ youtube.com/toastmasters.



DARE TO DELEGATE

When more people share the work, more people share the satisfaction of a job well done.

By Judith E. Pearson, DTM, Ph.D.

If you want to be a leader, Toastmasters International is a top-notch proving ground. You can chair committees, organize conferences and contests, and hold offices — valuable experiences that will advance your career and skyrocket your self-confidence. You may be thinking: *Sure, I'd like to pursue leadership opportunities, but it seems like too much work.* Think again! As a leader, you must dare to delegate.

“Since Toastmasters leaders cannot hire or fire, they must instead guide and inspire.”

Delegating gives a leader many advantages. Besides reducing your work and saving time, it teaches you to communicate persuasively, supervise and train others, and expand your sphere of influence. Those who take part can benefit as well, enjoying the gratification of service to a cause, self-improvement through hands-on training and personal growth through problem-solving, learning and mastery. The work becomes easier and often more fun. In addition, more people share the satisfaction of a job well done. Delegation is especially important to an organization like Toastmasters International where volunteers perform most of the work. Since our

leaders cannot hire or fire, they must instead guide and inspire.

Choose the right people and motivate them.

Once you've estimated how many people you will need, it's time to delegate tasks. When looking for people, remember: *Motivation and dependability* are more important than skill.

The way you present the task to others can bolster their willingness

to participate and follow through. Infuse your team with enthusiasm for the work ahead, and emphasize the importance of the project in a positive manner.

Volunteers are most responsive and enthusiastic when their assignments tie in with their needs. You can appeal to a person's need for a sense of belonging by saying, “We want you on our team.” To appeal to self-esteem, say, “Your unique skills and talents will make this conference a success.” To appeal to achievement and mastery, say “I'm going to help you step out of your comfort zone, stretch your abilities and succeed at something you never thought you could do.”

Years ago I had the privilege to work as an area governor under Past International Director Evelyn-Jane “E.J.” Burgay. She once said to me, “You have to know what makes people tick.” E.J. was an expert at delegating and motivating others. She knew that learning is high on my list of values. When she phoned me to participate in a project, she always said, “Judy, I have a great *learning experience* for you!” When I knew the project would match my value system, I inevitably said “yes.”

Match the person to the task.

You compliment others when you ask them to participate in a task that matches or expands their skills. People enjoy demonstrating their expertise — especially for a worthy or important goal. To match the person to the task, I repeat: You must get to know people.

Some folks like working with technical details while others like working creatively. Some excel in the limelight; others are more comfortable behind the scenes. Some people are good with numbers; others prefer working with words. If you are organizing a team or committee, make certain the members of the group have a good mix of talents and strengths.

Define project tasks and communicate them clearly.

Clearly communicate to each team member the purpose of the project,

SHOW YOUR APPRECIATION

By Judith Pearson, DTM, Ph.D.

As the project leader, you can show your appreciation to your team members in many ways.

- ▶ Put their names or photos in your Toastmasters newsletter or website and offer to send copies to their employers.
- ▶ Hold an awards ceremony and recognize project participants with certificates, words of appreciation and applause.
- ▶ Send thank-you cards or tokens of gratitude.
- ▶ Hold a party for all participants and celebrate the completion of the project.
- ▶ Discount their registration fee for the next district or division event.
- ▶ Honor your participants by giving them sought-after roles in additional events such as contests, conferences and training programs.
- ▶ Write a letter of appreciation for enclosure in their personnel file at their workplace.

When people have a satisfying volunteer experience, they are more likely to offer their services the next time you ask.

or her responsibilities and the schedule. Specify and quantify what you expect for the final outcome and rewrite complicated instructions in the simpler form of an outline or diagram.

Provide access, or tell your team how to obtain any relevant reference materials, such as training manuals, meeting minutes and workbooks. Ask questions to ensure they understand their tasks, like “Do you understand the instructions?” and “Do you have a good concept of the end product?” Then give every member your phone number(s) and make yourself available throughout the life of the project to answer questions and provide additional guidance and clarification.

Track progress, give feedback and help people solve problems.

Check in with your workers periodically and ask about their progress. Are they completing project milestones on time? Do they have the resources they need? Have unforeseen obstacles emerged? Do they still understand the task? Throughout the project, your leadership responsibility is to monitor the work, provide guidance and give feedback. Giving feedback is similar to giving a speech evaluation. Be positive and helpful. Use phrases such as this one: “I like the way you have done this part of the task. Here are some additional approaches.”

When you check on progress, ask open-ended questions such as, “What are you working on now, and what have you accomplished since we last talked?” Provide sincere praise and positive reinforcement for all efforts. Almost everyone enjoys hearing, “Well done, I knew we could count on you.” or “Wow! That’s great progress!” or “I admire and appreciate your work.”

If the work seems behind schedule, or the finished products are flawed, maintain a helpful, open attitude. Explore with team members how improvements could

“At project completion, many Toastmasters will feel satisfaction in knowing that they served a worthy cause.”

be made. Ask what additional help or resources they may need. If the project is not going well, consider other approaches. You may need more volunteers or a restructuring of work assignments. If you find that a particular person is poorly suited to a task, you could assign a mentor to work with him, or you could ask him to take on another task instead.

If a member must resign as a result of illness or conflicting priorities and responsibilities, empathize with any problems, thank her for the work done so far and allow her to bow out gracefully. Remember, Toastmasters is a volunteer organization. A member who is not available for today’s project may be available for *future* projects — provided you have maintained a positive relationship.



Read it online @ toastmasters.org/magazine.

Allow for creativity and variations in work style.

Keep your focus on the final result and final product(s), not on the details of how the job gets done. People accomplish their work in

would. In fact, if you have selected skilled, creative and motivated people, they probably will do the task better than you would have, and you will be pleasantly surprised with the results of their endeavors!

in the process. Nevertheless, recognition and rewards are a meaningful part of the volunteer's experience. Share the credit and let people know their work is valuable.

By delegating work, you will develop your own skills too, particularly in listening, planning, decision-making and problem-solving. So organize a campaign to be elected division governor. Raise your hand when your club or district needs a chairperson. Let the executive committee know you want to coordinate the conference. You can do it, because you *dare to delegate!* 

"Recognition and rewards are a meaningful part of the experience. Share the credit and let people know their work is valuable."

various ways, according to individual preferences. When people are allowed to work in their preferred ways, they feel ownership for the work.

While some people like to work piecemeal, others like to complete tasks through continual effort. The people on your team may not perform the task exactly the same way you

At project completion, provide thanks, recognition and rewards.

At project completion, many Toastmasters will feel an inner satisfaction in knowing that they served a worthy cause. Others will be glad they helped out because they learned valuable self-improvement and professional skills and, we hope, had a good time

Judith E. Pearson, DTM, Ph.D., is a licensed psychotherapist and trainer. She is a member of the Galloping Governors Toastmasters club in Fairfax, Virginia. Contact her through her website at engagethepower.com.

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DON'T HESITATE — EMULATE

Modeling yourself after a favorite speaker is a great way to learn.

By Ryan Levesque

Don't be an original." Unusual-sounding advice, isn't it? How often have you been encouraged to be *original*, *unique* and, of course, *yourself*?

But what if you are new to public speaking? What if being yourself means overflowing with nerves, fear

a point, leading the audience to laughter and motivating others to action. Let's focus on who we want to be. Let's be copycats.

Somewhere a reader is shaking her head bitterly as she reads this, protesting, "No one should try to imitate another speaker! You need

someone for trying to copy Martha Stewart when decorating a cake? Or fault a tennis player for trying to emulate Roger Federer? If we want to improve our public speaking, why not emulate the skills, techniques and styles of terrific speakers?

As a new Toastmaster, I remember watching my mentor, Tom Andresen, conduct our club meeting. As Toastmaster, Tom came across as polished, smooth and genuine. When transitioning between speakers and meeting roles, Tom offered sincere and encouraging words, shared how speeches touched him and made witty comments, eliciting laughter and smiles.

I learned that Tom didn't spontaneously think of these segues when he arrived at the lectern. He actively listened to find a way to make a connection, and he prepared his transitions before he approached the lectern.

"We learn to do almost anything new — swinging a baseball bat, baking a cake or delivering a speech — by watching, observing and imitating."

and ineffectiveness? What if it means clutching your notes or shaking at the lectern? Many of us joined Toastmasters precisely because we wanted to be someone else: a person who can stand comfortably while addressing a group, powerfully driving home

to find your own speaking style!" But anyone following that advice would miss the point of imitating an expert. We learn to do almost anything new — swinging a baseball bat, baking a cake or delivering a speech — by watching, observing and imitating. Who would criticize

When Tom invited me to serve as Toastmaster for the first time, I decided to just do what he did, as best as I could. No one ever called me out for trying to act like Tom. In fact, over time, fellow club members complimented me on my own smooth transitions. Although Tom retired several years ago, his masterful mannerisms continue to mentor me.

Drawing Inspiration from a World Champ

It was the day before the club speech contest. I had worked hard on my speech in the preceding weeks. I was looking forward to

I thought about how I would use my voice and body movements more purposefully, with passion and conviction. The next day I won the club contest. It was clear that I had stepped up my game — overnight!

Learning the Copycat Method

Think of your favorite presenter. Perhaps it's someone you've watched on television, in your workplace or at your club. What is it about his or her delivery that captures your attention? Take your next prepared speech and imagine your favorite presenter at your club meeting giving your

How loudly or softly would your favorite speaker speak? At what points would her voice build to a crescendo, and when would she lower it to a whisper, inviting the audience to lean forward to catch every word? Imagine her pace — how quickly or slowly would she speak? Are there any times when she would speed up with excitement? Or slow down to a crawl to emphasize a point?

Words. What words would your favorite presenter use? How does he paint vivid word pictures? Does she avoid using phrases that can siphon power — such as *kind of*, *sort of* and *maybe*? What words or phrases does he repeat to drive home the message?

After mentally reviewing your entire speech, review the notes you made. Put a star next to at least one quality in each category — physical presence, voice and words — that moved or impressed you.

Visualization. Close your eyes and watch the presentation unfold in your mind like a movie, focusing especially on how your favorite speaker would use those three starred qualities. Now watch the film again — only this time you are the star.

Practice. Practice the speech exactly as you want to deliver it at your meeting. Unleash the full force of your enthusiasm and energy. If you make a mistake, push through and keep going, resisting the urge to start over or to pause and collect your thoughts. As much as possible, you want to simulate the experience of delivering the speech to an audience.

Stand and Deliver

Psychology teaches us that we can adjust our attitudes by adjusting our physical actions. In his classic

“Even when we imitate other speakers, we never entirely stop being ourselves.”

getting home from work, rehearsing my speech once more and getting a good night's rest. And then I received an email. Darren LaCroix, the Toastmasters 2001 World Champion of Public Speaking, was speaking that evening at a local library. I decided to attend.

Darren showed the video of his contest-winning speech. He dissected the speech, showing video clips from earlier versions, demonstrating the evolution of the speech. Watching such an accomplished speaker — on video and in person — inspired me.

Driving home, I re-played my speech in my mind as I had done so many times, except this time, I imagined Darren presenting it. When I arrived home, I slashed unnecessary words and details from my notes. I replaced drab images with more lively, colorful ones. And most importantly,

speech. How would that person deliver your content?

Focus on three areas: physical presence, voice and words — and jot down notes on how your speech might be improved.

Physical Presence. Picture the emcee introducing your favorite speaker. How quickly does she travel to the front of the room? As she begins, what gestures does she use, and how natural and fluid do they appear? What range of motion does she employ with her arms, hands, legs and feet? How much of the stage does she use? Does she move deliberately? How long does she hold eye contact with one individual before shifting her gaze?

Voice. Now consider what you would hear as your favorite speaker continues with your presentation.



Read it online @ www.toastmasters.org/magazine.

book *The Magic of Thinking Big*, Dr. David J. Schwartz writes, “Confident action produces confident thinking. So, to think confidently, act confidently. Act the way you want to feel.” Before you are introduced to speak, think of your favorite presenter’s confidence, and pretend you are that person — excited to share your message with a delighted audience. Act the way you want to feel.

Todd Newton’s Example

At the opening ceremonies of the 2010 International Convention, 1,500 Toastmasters sat in the hotel ballroom in Palm Desert, California, listening to keynote speaker Todd Newton. Todd made a confession: “I’m glad Tony Robbins isn’t here tonight, because you’d be looking at me like I was a cheap, cutout carbon copy of him.”

What candor! Todd told a large audience of fellow Toastmasters that he had watched and admired world-famous speaker Tony Robbins for years, and decided to emulate him. I didn’t hear one Convention attendee complain that Todd Newton is a Tony Robbins knockoff. The reason: He’s not! Todd comes across as natural, spontaneous, inspiring and funny. Those qualities could certainly describe Tony Robbins, but Robbins doesn’t have an exclusive claim to any of them. When Todd began speaking, he used his own inspiring stories and examples, but he modeled himself after Tony Robbins. Those skills and mannerisms have now become part of his own style.

When we try to emulate another speaker in style or technique, especially a spectacular speaker,

we elevate our own performance. And in truth, even when we imitate other speakers, we never entirely stop being ourselves. Our unique personalities emerge, and over time, blend with the styles of the speakers we work to emulate.

Be a better speaker. Be a copycat. **T**

For more information about Todd Newton, see the July 2010 issue of the *Toastmaster* magazine.

Ryan Levesque is a host of the Toastmasters Podcast (www.toastmasters.org/podcast) and a member of Renaissance Advanced Toastmasters in Westborough, Massachusetts. He is president of eBookIt.com, an eBook conversion company. Reach him at ryan@ebookit.com.

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BACK-POCKET SPEECHES

You can prepare for a last-minute opportunity.

By Judy Huang, CC

We have an opening for a speaker at tomorrow's Toastmasters meeting. Is anyone interested in giving a speech?

We have all seen a similar email in our inbox. Did you find the opportunity tempting ... but also terrifying? Maybe you wanted to take the speaking spot but you worried about doing a poor job and looking bad in front of your fellow Toastmasters. Did the fear immobilize you to such an extent that all you could do was click the “delete” button with your trembling finger?

“As with everything in life, the key to speech preparation is moderation.”

Don't worry! *Super* speech help is here. Use the following SuPeR tips to deliver a speech in any situation with little or no prior notice — a “back-pocket” speech — and free yourself from panic.

Subject matter expertise. Some topics are near and dear to your heart. In fact, you know these subjects so well that others see you as an expert. Pick one of these for your back-pocket speech. You will be confident giving such a speech and can express yourself passionately as a result of your strong conviction. Now that you

know what to talk about, work on fine-tuning the speech.

Prepare. Preparation can help or hinder your delivery. While too much preparation can lead to a speech that will overwhelm the audience, too little preparation can leave a speaker overwhelmed. As with everything in life, the key to speech preparation is moderation. There are two parts to this tip: *writing* and *practicing*.

As for drafting your talking points, you want to craft your speech so there

is a clear beginning, middle and end. Also, make sure these sections are interlaced by a cohesive message or story.

When rehearsing your speech, practice it just enough so there will be some spontaneity in your final delivery. Although everyone has a different answer for the magic number of practice hours it takes to deliver a perfect speech, I believe you should practice until you can pick yourself up after stumbling during your speech; yet do not practice so much that you can recite every single word in your speech verbatim. Now, with your speech in your hands and your

heart in your throat, you are ready for the last speech tip.

Relax. I know you hear this all the time: *Just relax, have fun and you will do fine*. There is real science behind this statement. There is a primal part that activates a fight-or-flight tendency. When we are stressed out, that tendency kicks into overdrive; as Toastmaster Bernard Arias of San Francisco, California, puts it, “It is like a door opens and all the words just fly out of our brain.”

The rational part of your brain must engage your knowledge as best it can when you are in this overdrive state. Therefore, try to remain as calm as possible so the rational part of your brain can kick into action and enable your presentation to go as planned. If you are able to relax, you may even, dare I say, enjoy being in the moment.

To take on that unexpected speaking opportunity, you just need to remember S.P.R. — pick Subjects you love, Prepare moderately and Relax to enjoy your success. The next time you receive an email announcing a speaker opening, use your finger to click “reply” — and seize that golden opportunity. 

Judy Huang, CC, is the president of Oakland Uptown Toastmasters in Oakland, California. Contact her at judy_huang@ymail.com.



Renny Gleeson at TED2009, Session 4: "See,"
Feb. 5, 2009, Long Beach, California.



TEDx Curator Jessica Mah



Bono helps host the TEDGlobal2009
preview in London, England,
Nov. 19, 2009.

Photo courtesy of Anjelika Deogirikar

Photo by Bruno Vincent / Bruno Vincent for TED



Photo by TED / Asa Mathat

TED TALKS... AND THE WORLD LISTENS

Where the power of the story
meets the power of the big idea.

By Craig Harrison, DTM

Imagine being granted 18 minutes to deliver the speech of your life to an audience of brilliant and influence-wielding visionaries — people who can turn your “big idea” into a new company, public policy or even a worldwide movement.

Welcome to TED — which stands for Technology, Entertainment and

“TED is where the cool kids hang out,” says Vickie Sullivan, founder of Sullivan Speaker Services, Inc., in Tempe, Arizona. Sullivan is a marketing strategist who positions experts for opportunities such as TED.

The audience members at a TED Talk, she notes, “have been successful



Elizabeth Gilbert at TED2009, Session 5: “Understand,” Feb. 5, 2009, Long Beach, California.

Photo by TED / Asa Mathat

“Keep in mind that your message is bigger than your talk, bigger than the audience or even the event itself.” — Trisha Bauman

Design. This is where the power of *story* meets the power of the *big idea*.

The interdisciplinary presentations given at these pricey annual conferences, where attendance is by invitation or application, are known as TED Talks. The time limit on TED presentations is 18 minutes, and emphasis is placed on dynamic content and innovative ideas.

TED is the ultimate melding of communication and leadership. TED Talkers persuasively present their most compelling ideas to enlist the support and input of a diverse, distinguished audience, full of company founders, culture-crafters and other movers and shakers.

in a variety of ways. And there are not a lot of venues where they gather in one place. That’s what gives TED conferences cachet with a very elusive segment of the marketplace.”

At a typical TED conference you may hear 40 or more speakers. Innovative musical pieces are also interspersed with the speeches. The talks can be persuasive, courageous, ingenious, inspiring, funny or some combination of these qualities. Energy comes from the speakers, the audience and the prominence of the event itself.

“The TED conference has its own mystique,” says storyteller, author and radio personality Carmen Agra Deedy, who delivered a TED Talk in 2005.

HOW TO CRAFT A PRESENTATION, TED-STYLE

By Craig Harrison, DTM

Jessica Mah, curator of a TEDx conference last year in Berkeley, California, offers tips for applicants seeking to deliver a TED Talk.



TED Prize winner Jamie Oliver at TED2010, Session 4: "Action," Feb. 10, 2010, Long Beach, California.

- ▶ Begin with a thought-provoking idea to set a standard for the rest of your talk. For example: Jamie Oliver started his TED Talk by saying, "Sadly, in the next 18 minutes, four Americans that are alive, will be dead."
- ▶ Share intimate stories.
- ▶ Back up your stories with visuals.
- ▶ Don't lecture people — this is not a class.
- ▶ Be willing to take risks in your presentation.
- ▶ Commit to at least two in-person rehearsals. Some TED speakers have spent over 15 hours preparing for a 15-minute talk. Put in the time to be excellent.
- ▶ Don't recycle talks. People will know, and your talk won't be TED-website worthy.
- ▶ End with a takeaway. How does this relate to "doing the unprecedented" or your event's theme?

Deedy has spoken to the Library of Congress and other prominent audiences. "I can assure you TED's reputation is wholly and utterly deserved. I was surrounded by such intellectual energy! All I wanted to do was listen to other speakers, visit the mind-blowing exhibits and stand on the periphery of the spontaneous discussions that were taking place in the

lobby. I was electric with mental stimulation."

The Birth of TED

The event was created in 1984 by architect and graphic designer Richard Saul Wurman to show how great ideas often transcend a particular field — thus, the intersection of technology, entertainment and design. TED

Talkers are typically thought leaders in a variety of professions including scientists, storytellers, musicians, inventors and entrepreneurs — all putting ideas together in new, surprising and sometimes paradigm-obliterating ways. Famous Ted Talkers include Bill Gates, Isabel Allende, Sir Ken Robinson, Al Gore, Bono, Google co-founders Sergey Brin and Larry Page, and other mavericks from around the globe.

After launching in Monterey, California, the annual TED conferences moved to the California cities of Long Beach and Palm Springs. Now a TEDGlobal Conference is held annually in Edinburgh, Scotland. Many TED conferences have themes, such as TEDWomen, TEDMed or TEDIndia.

Nearly 30 years after its founding, TED has become a powerful brand. Qualified curators now host independent TED events around the world, called TEDx. Hundreds of free TED Talks are available at **TED.com** for anyone to experience, with new uploads weekly and the TED Open Translation Project converts the presentations into more than 80 languages.

Thus, TED has created a global classroom where ideas take fire and hopscotch borders, spawning conversations, collaborations and innovation.

Preparing the Talk of a Lifetime

The lead-up to speaking at a TED conference can be daunting. How do TED presenters, many of whom are not speakers by training, manage? Trisha Bauman has coached several TED Talkers. As founder and CEO of Sightlines Communications in New York City, she helps guide businesses, nonprofits and professionals in strategic communications and leadership development. Her tips

 **Read it online @ www.toastmasters.org/magazine.**

apply not only to a TED presentation but to Toastmasters as well.

“As you prepare to present for any platform, and especially one where the conditions might be particularly intimidating, try to keep in mind that your message is bigger than your talk, bigger than the audience or even the event itself,” she says. “Knowing that, paradoxically, quiets your individual anxieties.”

Success derives in large part from one’s preparation, adds Bauman, who attends and follows TED events. “Be ready for unexpected ‘hiccups’ —

who couldn’t afford the \$4,000–\$6,000 tickets, she became a curator of a one-day TEDx conference on campus — an independent event licensed by TED.

“Our conference featured a professor who melded politics and philosophy, and a neuroscientist who brought a real brain we could touch and poke while wearing plastic gloves,” says Mah.

One attendee heard author Elizabeth Gilbert give a talk about nurturing creativity, and she literally sprinted back to her hotel to finish

“TED has created a global classroom where ideas take fire and hopscotch borders, spawning conversations, collaborations and innovation.”

problems that could come up in your delivery or the presenting conditions. How you handle these unforeseen challenges can either bond or weaken your connection with your audience. Accept what is going on, see the humor in it, and know that you can’t control every moment.”

In terms of compelling content, Bauman suggests including a certain amount of storytelling. This engages the imagination of the audience — their intellectual, emotional and psychological understanding of your message. It connects your talk with what is human, with the underlying “why” of what you are addressing, and it makes your message stick.

Curating on Campus

Jessica Mah began attending TED conferences in Long Beach as a computer science major at the University of California at Berkeley. Wanting to share the experience with other Cal Berkeley students

her stalled book project. Jessica herself obtained three investors for her startup company, InDinero, from the exposure she received as curator and emcee.

TED Comes to Toastmasters

For District 57’s 2011 spring conference, held on the USS Hornet Museum in Alameda, California, breakout space was held on a different deck with constricted access. Concurrent breakouts for 300 attendees couldn’t be accommodated.

“We chose to implement TED-style talks on the main stage so all attendees could hear all breakout speakers,” says Alison Leigh Masler, education co-chair. “This way speakers had bigger audiences and used our best sound system.”

“To honor Ralph C. Smedley,” she adds, “we called ours RALPH Talks: Riveting, Alluring, Learning/Laughing Presentations on the Hornet.”

The event was a big success, says Masler, president of the Oakland 88 Toastmasters club in California. The presentations “were inspirational, educational, entertaining and even historical, all in a little under 18 minutes. With our tight schedule, we saved valuable time on travel between breakout rooms and our members loved hearing from more voices!”

A Party Featuring TED Talks

Donovan Rittenbach of Lakeview Toastmasters club in Alameda, California, and his wife, Therese, hosted a TED-themed party where invitees each submitted their favorite TED Talk to the hosts in advance. Donovan then sequenced and projected the presentations on a big screen in his living room for guests, with breaks in between for discussion and delectable treats. It was a fun and intellectually nourishing event for Toastmasters and prospective members.

Do you have a paradigm-shifting concept? An innovative fusion of ideas, disciplines or methodologies that will turn the world on its axis? And can you deliver it in a compelling fashion in 18 minutes or less? If so, apply your communication and leadership skills to present ideas worth spreading. People are interesTED! 

To explore TED, visit TED.com.

Craig Harrison, DTM, is Past District 57 Governor and a member of the Toastmasters Leadership club in Oakland, California. He is a keynote speaker and principal of the training firm Expressions of Excellence! To contact him, visit SpeakAndLeadWithConfidence.com.

WANT TO BE A REMARKABLE LEADER?

Five tips for adapting to change.

By Kevin Eikenberry

The more time I spend with leaders in transition — especially those becoming leaders for the first time — the more I notice that a major part of this change is about adapting to shifts in perspective. As a leader in transition,

▶ **More positive, less negative.** Everyone believes that enthusiasm is contagious. Here are the twin truths that come from that fact: The opposite of enthusiasm is also contagious, and people tend to “catch” their attitude more easily

the ones to ... lead. If we wait, who are we waiting for? This proactive perspective may be the one that helped you get promoted to leadership; this perspective is a hallmark of the *action* of leadership, not the title of leader.

“Unless you want your team working in a negative environment, you must lead from a positive perspective.”

▶ **More we, less me.**

As a leader you must think about the team, the larger perspective and the organizational good. We must become less focused on ourselves and more focused on others. As a leader you are now a part of multiple teams — the team you lead, your peer team of leaders and perhaps a variety of other ad hoc or project teams as well. The perspective of remarkable leaders is always about *we*, not *me*.

you may face new experiences and have surprising expectations placed on you from every direction. While you may deal with those shifts relatively quickly, your comfort level in adjusting to your new landscape can add stress to the process. Bold, new perspectives that will help you succeed don't come automatically, and they don't come in some sort of secret leadership rite-of-passage manual, either. The following five perspectives can help you make your transition smooth and your leadership effective:

from their leaders than from others. Unless you want your team working in a negative environment, you must lead from a positive perspective.

While these perspectives may matter in a leadership transition, I believe they apply to all of us as leaders every day. Wherever you are in your journey, think about how you can apply more of these perspectives in your work. 📌

▶ **More future, less past.**

As a leader you are trying to move yourself, your team and your organization toward a desired future. Yes, we can learn from the past, but we can't relive or wallow in it.

▶ **More asking, less telling.**

When we become leaders, we sometimes think we are now expected to have the answers. Yes, we may have some answers, but we will be more effective when we engage others and get their opinions. If you want to influence, if you want people to have ownership, and if you want to develop others, you must ask more than you tell. The leadership perspective of asking will serve you well at any level of leadership.

▶ **More proactive, less passive.**

As an individual contributor we could, perhaps, wait for things to happen. As a leader we must be

Kevin Eikenberry is a former Toastmaster (ATMS) and a speaker, trainer, consultant and the chief potential officer of The Kevin Eikenberry Group. He is co-author of *From Bud to Boss: Secrets to a Successful Transition to Remarkable Leadership*. Visit his website at kevineikenberry.com.

 **Read it online @ www.toastmasters.org/magazine.**

TO “EH” OR NOT TO “EH”

Clearing up some questions about Canadian English.

By Jenny Baranick



When Americans are faced with the prospect of a favored political candidate failing to win an election, do we go door to door to plead our cause? Do we start a petition? Organize a peaceful rally? Maybe some do, but others declare, “If so-and-so wins, I’m moving to Canada!”

And that’s not just because Canada has lots of snow and maple syrup. Some Americans imagine that Canada is a country full of natural beauty,

“There is some debate whether all Canadians use the word *eh* or if that’s just a stereotype.”

where life is simple and the people are nice. Plus, it’s right around the corner. I myself have been considering the move ever since I heard that the city I live in might install two speed bumps on my street. With Canada on my mind, I sought out the answers to some very important questions.

First of all, I wanted to find out what *eh* means and whether or not I would be required to adopt it into my vocabulary. Well, you know how they say that Eskimos have over 100 words for snow because it plays such a prominent role in their lives? The Canadians have taken the opposite approach; they have taken one word — *eh* — and infused it with several meanings. *Eh* can ask for confirmation about a statement of opinion:

“That maple syrup is delicious, eh?” It can ask for confirmation about a statement of fact: “The hockey game starts at eight o’clock, eh?” It can confirm that someone understands a command: “Shovel that snow, eh?” It can emphasize an existing question: “What’s that all *about*, eh?” There is some debate, however, whether all Canadians use the word *eh* or if that’s just a stereotype.

Another question I needed answered was whether or not I would

have to learn French. I studied Spanish in high school, so the only French I am familiar with is deep-fried slivers of potatoes. It turns out that I don’t need to spend time and money on learning French if I don’t choose to settle in Quebec; it is the only province in Canada where French is the official language.

Once I learned from Statistics Canada that more than 85 percent of Canadians speak English, you’d think I’d be satisfied. But then I wanted to know if they spoke *my* English. The answer to that question is complex: Canadian English has some American and British influences, and it also has some uniquely Canadian elements. For example, like Americans, Canadians use *elevator* instead of the

British word *lift*. On the other hand, like the British, they pronounce the last letter in the alphabet as “zed” instead of the American “zee.” With regard to spelling, a survey taken by the Editors’ Association of Canada showed that 75 percent of Canadians preferred the British spelling of words such as *colour* and *favourite* (Americans drop the *u*), but they preferred the American spelling of words such as *organize* and *realize* (Brits use *s* instead of *z*). Canadians, however, also have their own distinct English. I learned these Canadian words from a Canadian dictionary: A *chip wagon* is a small van in which french fries are cooked and sold; a *toque* is a close-fitting knitted hat, often with a tassel or pompom; and a *wanigan* is a watertight box or chest used by canoeists or lumberjacks to hold provisions.

My *wanigan* is packed and I’m on my way to Canada, eh? What’s that? Before I move to Canada, I have to apply for a visa? And Canada currently has a six- to 12-month waiting period!? Well, then, I’ll just move to Mexico. Oh, you need a visa there, too? Sigh. I guess I’ll go door to door and start a petition against those speed bumps. **T**

Jenny Baranick is an English professor based in Southern California. Reach her at jennybaranick@gmail.com.

ACTING ON A PROMISE

The founder of Susan B. Komen Race for the Cure discusses her quest to raise breast cancer awareness.



Acting on a promise to her dying sister, Nancy Brinker launched Susan G. Komen for the Cure® nearly 30 years ago. The grassroots group developed into the world's leading breast cancer advocacy organization, investing more than \$1.9 billion into research, education, screening, treatment and other programs.

Q. How have attitudes toward breast cancer changed since your cause began in 1982?

A. It's a world apart from where we were when we started. Attitudes were so different even just one generation ago. I can remember people crossing the street to avoid my sister, Susan G. Komen, afraid

information. There was very little in the way of research.

Fast-forward to today, when we have invested billions in research, we've discovered so much, and we're seeing results, like 98 percent five-year survival rates for early-stage breast cancers, and mortality rates falling here in the U.S. Most importantly, we opened the conversation about breast cancer, and we've built a global community that ensures no woman ever has to feel alone with breast cancer, ever again.

"We opened the conversation about breast cancer, and we've built a global community that ensures no woman ever has to feel alone with breast cancer."

A well-spoken activist, business leader and political appointee, Brinker has made the most of her Toastmasters training. Following several governmental advisory positions related to cancer research and treatment, she served as the U.S. Ambassador to Hungary and was later named Chief of Protocol of the United States. In 2009, Brinker was awarded the Presidential Medal of Freedom, the United States' highest civilian honor. She is currently serving as the World Health Organization's Goodwill Ambassador for Cancer Control.

that they would "catch" her cancer. She made me promise to do something about breast cancer because she experienced that isolation and loneliness.

Even after she died and we began our work in the 1980s, cancer was discussed in whispers — especially breast cancer. We had trouble getting the word "breast" into our announcements in local papers. The worst part, for me, was knowing that so many women were suffering in silence, feeling isolated and stigmatized by this disease. There weren't any 800 numbers, no large movement of people supporting you or even sharing

Why did you start using a race as a fundraiser?

We were doing well with traditional fundraisers such as luncheons and galas, but I felt strongly that we needed to find ways to make the movement accessible to everyone, to engage *all* people in a very personal and meaningful way.

My first thought was to hold a "Sports Day" that would include a fun run and many other events, but our early supporters encouraged me to keep it simple. So we settled on our first Race for the Cure at a shopping mall in Dallas [Texas]. I really wasn't sure what to expect, because this was a time when people were not always willing to identify themselves as breast



cancer survivors, which meant that their families and friends might not want to identify themselves, either.

I was thrilled when 800 people showed up, and I can still remember the energy and excitement of these participants, knowing they were part of a community that was *doing* something about breast cancer. I remember thinking, This is something we can do in every city. We now have about 1.7 million people running the Race in more than 140 cities.

Why did you join Toastmasters?

I was asked many years ago to come and I learned wonderful things that have stayed with me. Toastmasters helped me to hone my speaking skills and to understand how to speak more extemporaneously and yet be very organized while doing so. I think it's a wonderful organization.

As the former U.S. Chief of Protocol, can you give advice on proper international protocol?

It's important to gain an understanding of the culture. For example, what might be humorous or a sign of affection in one culture may mean just the opposite in another. This includes hand gestures, clothing, touching or

shaking hands — every country and every culture is different. My best advice is to study the culture, to know the group of people to whom you're delivering your message, and to gain an understanding of how that message will be heard.

You are the World Health Organization Goodwill Ambassador for Cancer Control. What are the main challenges facing poor countries in terms of cancer awareness and prevention?

There are so many issues. It keeps me awake at night, frankly, knowing that 70 percent of new cancer cases will develop over the next generation in countries with too few resources to handle them. Already, cancer is killing more people in these countries than AIDS, malaria and tuberculosis combined.

Resources are one issue; education and support are the others. We must extend the reach of our community to women in countries where breast cancer is seen as a curse or a source of shame, and empower them to learn about it and seek help early.

The Race for the Cure is now on five continents — do you think some day you will reach all seven continents?

◀ **“Race for the Cure now has about 1.7 million people running the Race in more than 140 cities.” — Nancy Brinker**

(Laughing.) The trickiest one might be Antarctica, but even in Antarctica we heard from weather- and science-station employees who participated in our global viral social media campaign last year, so I guess we really are everywhere! I'm not sure about the logistics of an actual Race there, but we'll work on it!

What's your secret to motivating so many volunteers?

I'm delighted to say that our volunteers and partners are already highly motivated. They are passionate, deeply involved and willing to do whatever it takes to make a difference against this disease.

This passion is translating into results in the form of very high survivability for early stage breast cancers, better and more effective treatments, a community health outreach that supports and screens hundreds of thousands of women and families every year, and an advocacy program that is respected in Washington, D.C., and in world capitals. Our volunteers and partners know that they are helping to deliver these results. That alone is a great motivator. **T**

To learn more about Nancy Brinker and Susan G. Komen for the Cure®, visit nancygbrinker.com and komen.org.

SIGN LANGUAGE

How do you survive the drive?

By John Cadley

Lovers of language shouldn't drive — at least not where there are traffic signs. One can become so distracted by their inanity that the danger of running off the road in a fit of linguistic road rage can become all too real.

For instance: **No turn on red when pedestrians are crossing.** Really? Thanks for telling me because I always turn into pedestrians when

say **Motion Cessation Area.** You said what you meant. One word. Done. I get it. Or doesn't the person who wrote the **STOP** sign work there any more?

Then there's **No Left Turn, 7 a.m. to 9 a.m. and 4 p.m. to 6 p.m.** Do you really want me looking at my watch while I'm driving? I don't even have one. I look at my cell phone to find out the time, which is even more

an *unloading zone.* It's where trucks come to *deliver* stuff. In the 45 years I've been driving I have *never* seen anything loaded in a **Loading Zone** and I'll bet you haven't, either. So why not just say **Delivery Zone?** Sometimes I think those signs are put up by organized crime to keep people from seeing what's really being unloaded.

No Parking Here to Corner is another one. What if there's just enough room on the legal side of the sign to park half my car (which there always is)? Where does "here" begin? And if the meter maid gives me a ticket, do I just pay half the fine? I've even seen some of these signs located about three feet from the corner. My car is 15 feet long. What am I going to park, a roller skate?

Then I'm driving down the road and there's a truck with the words written across the back: **Construction Vehicle, Do Not Follow.** Well, thanks fellas, but there's nowhere else to go. Why don't you say what you really mean: *This Truck Is Full of Big, Heavy Stuff That Could Come Flying Out of the Back and Land in Your Lap at 60 mph.*

I know that's too many words, but maybe they'd have room if they took off the other sign that says: **How's my driving? Call 1-800-234-5678.**

I'm tempted to call and say, "I don't know how your driving is. You told me not to follow you." 

John Cadley is an advertising copywriter in Syracuse, New York. Reach him at jcadley@mower.com.

"I always turn into pedestrians when they're crossing. Didn't think there was anything wrong with it. Sure, they dive for cover, but that's kind of fun to watch and it gives them exercise."

they're crossing. Didn't think there was anything wrong with it. Sure, they dive for cover, but that's kind of fun to watch and it gives them exercise. I usually wave so they know how much I appreciate their getting out of my way. But now, thanks to your incredibly helpful sign, I won't do *that* any more.

Oh, and look — here's a sign that says **School Speed Zone.** How fast do you want me to go? Nothing I enjoy more than speeding when children are around. I also love that look of disgust and contempt on the police officer's face when he stops me, calls me a disgrace to humanity and gives me a ticket with a \$70,000 fine. I mean, really — couldn't the sign simply say what it means: **SLOW, School Zone?** Same number of words. No extra paint to strain the municipal budget. The **STOP** sign does it. You didn't

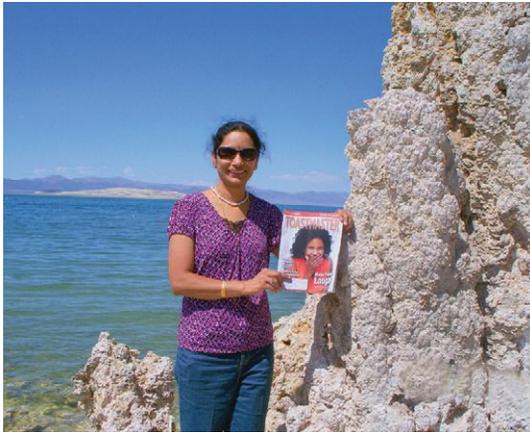
dangerous since I have to fish it out of my pocket and then have it fall on the car floor so I'm reaching under the seat with one hand and driving with the other. And no, I can't use the clock on my dashboard. It isn't accurate. I don't know how to set it — unless you'd like me to try to figure that out while I'm making a left turn in traffic.

The sign that really bothers me is **No Parking, Loading Zone.** It's always in a prime parking location and there's *never* anybody there. You're late for an appointment, you see the perfect spot, and it says, **No Parking, Loading Zone.** Nobody around for miles. Sometimes there isn't even a door where anything *could* be loaded. Which it can't be anyway because — and this is where the linguist in me cries out for vengeance — it's *NOT* a loading zone in the first place! It's

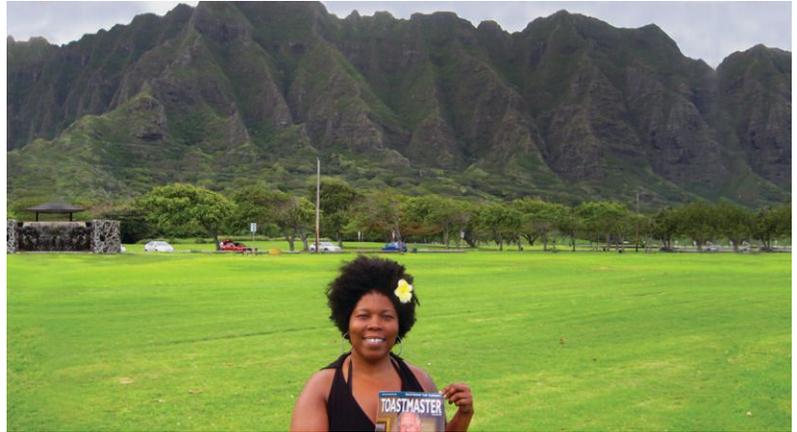
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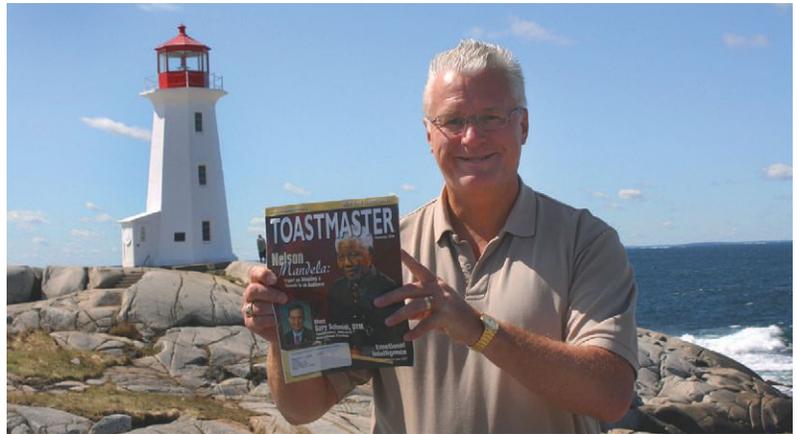
Meena Krishnan, CC, CL, from Walnut Creek, California, stands next to a tufa column in Mono Lake, California.



Monique Jones, CC, CL, from New Jersey, visits Kualoa Park, Honolulu, Hawaii.



Anuj Saboo from Auckland, New Zealand, visits Qutab Minar, New Delhi, India.



Rick Lundy, DTM, from Niagara Falls, Ontario, Canada, travels to Peggy's Cove, Nova Scotia, Canada.



Eric Shaul, CC, from Lakeport, California, visits the Helsinki Lutheran Cathedral in Finland.



Barb Grigsby, CC, from Kansas City, Missouri, and son, **Michael Grigsby**, enjoy the view from The Peak in Hong Kong, China.

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