

THE toastmaster

MARCH 1973



speechcraft

SPEECHCRAFT
ACTION PUTS
YOU UP FRONT

Page 6

THE Toastmaster

MARCH 1973

VOL. 39 NO. 3

FEATURES

- 3 PRESIDENT'S MESSAGE... Quality makes the difference.
 6 SPEECHCRAFT... the leading TI community relations activity.
 Get full details here.

10 WHAT YOU CAN DO ABOUT "PROBLEM NUMBER ONE"
 If membership is your problem, a standard of excellence is your answer.

15 FORWARD FROM OUR FOUNDER... Some principles that
 have guided Toastmasters from the beginning.

16 GRAB YOUR SHARE OF FRINGE BENEFITS... Toastmasters
 provides more than oral communication training.

20 "HOW TO" IDEAS... for you and your club.
 26 LET'S TALK ABOUT EVALUATION... and the unique training
 environment in Toastmasters.

36 TOASTMASTERS BROADCAST THEIR MESSAGE... and your
 club should too!

DEPARTMENTS

Clubs in Action.....	4	The Action People.....	34
Hall of Fame.....	23	Anniversaries.....	39
Project Fun.....	32	New Clubs.....	40
Blooper Quiz.....	33		

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PAUL TAYLOR
 Editor
 BRUCE L. ANDERSON
 Managing Editor
 PHIL INTERLANDI
 Art Director

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 808 Hodge Avenue, Ames, Iowa 50010
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 711A E. Country Club Dr., Apt. 6, Yuma, Arizona 85364

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

free world.

Toastmasters programs prepare you for today's communication and leadership demands and put you up front in your occupation and in your community. You participate in programs designed to develop your ability to communicate effectively and improve your leadership capabilities through participation and fellowship of a 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.

QUALITY MAKES THE DIFFERENCE

Donald W. Paape, DTM
International President



As Toastmasters, we devote 1½ to 2½ hours of each week to meeting the challenge provided in our club's laboratory and workshop. Reflecting on the last several meetings, do you feel you got your money's worth for the time and dollars invested?

Hopefully, your answer is a resounding yes, but if you hesitate or answer no, you and your club are in trouble; for if you are debating the worth of this investment, your club guests and other club members are debating too. With the demand that today's pace of living makes on all of us, each portion of our day must be of value, particularly the effort devoted to education. Only top quality programs, full of variety, packed with solid, meaningful content, and packaged with a warm friendly atmosphere will keep club members returning and performing.

Quality control, the industrial concept which requires that every product be checked against established standards, should be applied to Toastmasters club meetings and member performance. It has been said that nothing great has ever been achieved, whether by a community, a business, or an individual, without quality. People will turn to you, follow you, and support you as long as they are confident that you are doing your best. The same concept applies to our Toastmasters club activities. And it takes only a little effort to produce quality. Arnold Glasgow put it this way: "There is only a small difference between men, but that small difference makes a big difference." As a Toastmaster, provide the small difference that makes top quality a byword in your club . . . for success is—Members in action.

Page 1

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OLDIES BUT GOODIES—When **Elks Toastmasters Club 1835-37** decided to have an Old Timers Night in Burlington, N.C., they really did it up big! They invited past Toastmasters from five clubs in the vicinity and ended up with 75 guests, including the mayor. Radio and newspaper coverage were included, and it has since been decided to make this an annual event.

clubs in action



SURPRISE TESTIMONIAL—With over 100 guests in attendance, the **Bergen Toastmasters Club 2581-46**, Hackensack, N.J., held a surprise testimonial dinner for George Willis (left), district 46 sgt.-at-arms, and Robert Kane (right), district lieutenant governor. Each has been a Toastmaster for more than 10 years and a former club president. At the dinner they were presented the giant gavels they hold in front of Bergen Club President Henry Stack.

ANNIVERSARY CELEBRATION — **Cosmopolitan Toastmasters Club 515-6** in Minneapolis, Minnesota, recently held a 25th Anniversary party attended by more than 70 guests. To top off the evening, they presented twenty-one past presidents of the club, most of whom appear in this picture. Congratulations on 25 years of club action!



THIRTY YEARS SO FAR . . . — **Washington, Pennsylvania, Club 237-13** celebrated its thirtieth anniversary recently, and these are the Toastmasters who attended. Past International President George Mucey founded the club and attended the celebration.

FALL CONFERENCE — The **District 40 Fall Conference** for 1972 was hosted by the DCSC Officers' Toastmasters Club 1740 in Columbus, Ohio. The club is the District 40 "Club of the Year". Featured in the Humorous Speech Contest were (from left) Lowell Payne, Ronald Ramey, Lester Lucas (Toastmaster of the Evening), Bill Weber, Robert Collette, and District 40 Governor John Pappas.



speechcraft

ACTIGN



A prospective member may agree to be your guest for dinner, but reluctant to commit himself to full-time membership. However, he may be interested in enjoying the benefits: an inexpensive, profitable eight weeks of relaxed participation as a Speechcrafter.

He becomes a part of your club meetings. He gets to know and like the fellowship while he is gaining confidence, and knowledge that he is improving his communication and leadership abilities.

He won't want to leave a club that has been sincerely helping him. Countless testimonials indicate that the majority of participants join clubs—when the program is conducted as part of regular club meetings as outlined in the **Speechcraft Coordinator's Guide (204)**.

Clubs are finding that by conducting one Speechcraft program a year, there are few, if any, membership-building problems.

Every club should plan to hold Speechcraft at least once a year.

THE BASICS

Today's format is based upon TI goals, considerable experience, and proven adult communication programs. Research in education indicates that programs are better accepted if they bring about small but noticeable improvements which others note and appreciate.

The Speechcraft program offers specific action goals for each session. As the Speechcrafter fulfills each goal, others in the club show their approval and there is immediate improvement in his daily communication.

Workshop laboratories allow the Speechcrafter to benefit from the personal advice and guidance of an experienced Toastmaster. The Speechcrafter also hears club members' speeches, and thus profits from the speakers' examples.

Studies indicate the importance of offering appropriate models, exemplifying the behavior one is trying to develop. Toastmasters are best suited to be models of good speech communication.

In addition, participating Toastmasters develop their own skills and expertise by working with the same program the Speechcrafter is following. It can only do this in your club meetings, or in simulated club meetings. If you must conduct Speechcraft outside of your regular club meetings, it will require extra care in planning. Enough experienced Toastmasters need to participate so that a full club meeting can be staged—with project speeches, evaluations, and table topics.

SPECIAL

GUIDE

Speechcraft should be conducted only by experienced Toastmasters and only within the club meeting format.

If your club is small and struggling, invite your area officers to take part or find members of other clubs to help. It is best not to have fewer than five Speechcrafters, nor more than ten for a club that regularly has a two-hour meeting. For clubs with meetings lasting 1½ hours, three to six Speechcrafters are recommended. If one of your goals is to get new members, participants should be people who are eligible for membership.

Clubs with restricted membership should consider inviting Speechcrafters from other units and other departments within the sponsoring agency.

If your club normally meets less frequently, it should meet weekly during the eight Speechcraft sessions. Speechcrafters are inclined to lose interest and drop out when sessions are two weeks apart.

LABS & MODELS

NO PROGRAM CHANGE

The eight sessions of Speechcraft cover topics that will enhance a club meeting, and need not disturb the usual club programming. The club meetings will be thirty minutes longer, on the average. See the "Summary of Meeting Agendas" to see how club meeting agendas are adjusted.

Club that have limited time for regular meetings can still sponsor Speechcraft. Business meetings can be held every third meeting during Speechcraft. A short report of the executive committee by the president yields extra time for Speechcraft.

JOIN IN THE ACTION

Now, with that new look at Speechcraft, what is next? Talk it up at your next club meeting. Decide that your club is going to schedule Speechcraft. Ask your educational vice-president to use the order form on page seven. Give your members time to study the materials and recruit Speechcrafters before scheduling your first session.

You and your club will reap the benefits and gain new members if you plan well for your Speechcraft Program, follow the Coordinator's Guide carefully, and hold "standard of excellence" meetings. The Coordinator's Guide provides all the detailed instructions from how to recruit Speechcrafters to presentation of completion certificates.

"SUCCESS IS... SPONSORING A
TOASTMASTERS INTERNATIONAL

speechcraft

PROGRAM".

If you know someone who had a poor experience with Speechcraft, his exposure was probably to a program that was not conducted according to today's tested format. The key ingredients of success are missing when the program is conducted outside of club meetings, with minimum Speechcrafter and member participation.

But when it's done right, we hear nothing but praise for the program. For example, here are just a few of the many favorable comments received by World Headquarters in the past two months:

"The program was an outstanding success." (Club 2769-21)

"It was a tremendous success, and our club benefited by the new members and the stimulus it gave our regular members." (Club 3481-5)

"An excellent program. We hope to start another one soon." (Club 2991-64)

"Program is fine—keep it as is." (Club 2954-13)

"As a Toastmaster I probably learned more than the participants—'Learn by Doing.'" (Club 3238-47)

"This was our club's first Speechcraft program. Not only did we gain new members, but you could see a great improvement in our club meetings." (Club 3189-44)

"We really enjoyed presenting the course to the students and they enjoyed it also. We all learned and it helped our club greatly." (Club 2389-8)

"Now that our club is familiar with Speechcraft, we want to do it again, soon!" (Club 1797-29)

With recommendations like that, how can you resist? Get your club started on Speechcraft right away!

WHAT YOU CAN DO

by Al Althenn
Area 5 Governor, District 45



ABOUT

“PROBLEM NUMBER ONE”

Many Toastmasters feel that we have a membership problem — and they don't know what to do about it. Well, let me tell it straight. Quality Toastmasters clubs, with meetings and programs conducted according to the best traditions of Toastmasters, never have to twist arms to get members. The word *does* get around! People *know* if the Toastmasters club in their town is a worthwhile organization or not.

Changed Members

How do they know? I'll tell you how! Because they notice the changes in your members. A man who has taken Toastmasters seriously (I don't mean fanatically) — a man to whom Toastmasters is a way of life, who dedicates a reasonable

amount of time for learning and then applies what he's learned, becomes a man who stands a little straighter, speaks more positively and conducts his affairs with confidence he never knew he had! He displays pride in himself, his club and the good things he's learned. This brings about a change in him which is quite evident to the people around him. People also notice that he is a better listener, and everyone likes a good listener! They become aware of the fact that he is a more organized thinker (and God knows there is a need for that skill everywhere — in public and in private).

I've had people come to me and say “Al, what's happened to you — you've changed. You seem more sure of yourself!”

Now, I'll bet since you've been a Toastmaster, you've had similar experiences. You've found that people were suddenly listening more attentively to you, seeking your opinions, your ideas. You've discovered that you've come out of your shell and you like it there! You're aware of the fact that you have developed the ability to listen, to think and to speak persuasively. Of course, you end up being drafted for community projects, planning committees, building committees, retirement parties, and political offices. But, you know that Toastmasters has precipitated the change in you! Inform people that good Toastmasters training is inexpensively available at your club's meetings. Tell individuals and groups every chance you get. The Community Contact Team is an excellent way for experienced Toastmasters to talk to new audiences — and build club membership at the same time.

It Pays to Advertise

Today the skills of listening, thinking and speaking convincingly are rare and sorely needed. What people don't know about Toastmasters *will* hurt them and will hurt your club's membership unless you do some missionary work every opportunity you get. You are your club's best

advertisement! Use your ability to speak persuasively to individuals and groups. Convince prospective Toastmasters of the worthwhile training available to them in your club and you'll never lack prospects!

Quality Programs

Membership in our club has always hit peaks and valleys. We're convinced, however, that the answer is in personal advertising and quality meetings and training programs! If your club has a worthwhile program, you need only encourage people to visit your club and then make them welcome. Be certain that they have someone with them throughout the meeting who can explain to them what it's all about; arouse their interest, but don't stop there. This is a mistake which is frequently made. "You can lead a horse to water but you can't make him drink" is a good quote to remember in connection with your membership drive. It really may be easy to get a member to bring a guest, but if that guest is Toastmasters material, he won't be interested in joining unless you have a program which impresses him, challenges and appeals to the best in him.

If your guest is the kind of person who wants to improve himself and if you have the kind of a club which offers him

the opportunities he needs and wants, the only other thing to be done is get an application into his hands! (EDITOR'S NOTE: There is no longer a two-meeting requirement for club membership: each club is free to set its own requirement.) If you have demonstrated the worth of Toastmasters; if he has a desire to improve himself, to be a good Toastmaster, to be a man who stands out in a crowd, one who has learned how to listen attentively, think effectively and speak convincingly; then you will have a new member!

To Keep Them

O.K., once you've got the new member in the club, how do you keep him attending? How do you hold his interest? Every club has its regulars as well as its Toastmasters who show up only when they're scheduled to speak. What do you do about them? If you get tough, some of them will drop out. If you don't, something worse is likely to happen! Your club's programming schedule will be upset. Speech quality will go down as speakers are called on more frequently, and with less notice, and they begin to skimp on their preparation. The results will be that general quality of your meetings and your Toastmasters presentations will go down

along with the interest level of your members.

Establish Guidelines

If this is happening in your club or area, you must do two things. You must establish clearly understood and accepted guidelines regarding attendance and then you must enforce them! This may temporarily cost you a few members. But in the long run, you'll be better off. Ultimately, you will have better attendance and more active participation. Good Toastmasters want more than just an "evening out" when they attend Toastmasters club meetings. People really interested in self-improvement will quickly lose interest and become absentee members or ex-members if your club offers little more than a night out.

You will find that as your club's attendance standards are tightened and as the quality of your club's training program is improved, so will its attendance record improve.

In our club, we enforce the by-law providing for deactivation of a member should he miss more than three consecutive meetings without excuse or another Toastmasters meeting or training session. We find that when we allow ourselves to get a little lax on enforcement of this rule, our club's standards

do slip and people start to lose interest. When this happens, we once again “put our house in order” and membership and attendance improve. We’re proud of our meetings and training quality and, incidentally, we aren’t bashful about telling people about it, either. In our area the word about Toastmasters gets around (with a little help from us!).

In Summary

To sum up:

Membership in your club will not be a problem if you have a quality club and you don’t keep it a secret!

Attendance, likewise, will not be a problem if you have a quality club!

Toastmasters was founded to fill a need!

Your club, area, and district were organized to fill a need!

If you are having membership and attendance problems, I suggest that you treat the cause — not the symptom. The cause may well be the apathy of your officers and not the indifference of your members! There is a market for quality —

if people are not buying, could it be that you offer little to sell?

Before you shrug off the problem with the classic diagnosis, “People are too busy for Toastmasters,” just think back to when you joined Toastmasters.

What attracted you?

A good speaker? A successful man? A man in whom you noticed a change? A man who became a more successful businessman?

What did you think of the first Toastmasters meeting you attended as a guest? I’ll wager it was a quality meeting or you wouldn’t be here now!

Did you feel a need and did you conclude that Toastmasters could fill it?

The same need exists today, only more so! Too much of everyone’s efforts is being siphoned off by much less worthwhile pursuits than self-improvement efforts.

There’s a need out there for quality Toastmasters training — all we have to do is to provide it and advertise it! Then membership will be a problem no more.

Forward From Our Founder...

During his lifetime with Toastmasters International, our founder, Dr. Ralph C. Smedley, wrote many articles for this magazine. In the interest of better communication, we will from time to time extract ideas from his writings to shed light on today’s and tomorrow’s requirements.

These are some of the principles that have guided Toastmasters since the beginning and if we continue to practice them we will be able to celebrate our anniversaries far into the future.

1. Toastmasters is based on belief in the individual — and his ability to improve himself by developing to the fullest those abilities God has given him. Many organizations ask the individual to subordinate himself to the group. Ours is dedicated to the individual. We work together to bring out the best in each of us and then we apply our skills to help others.

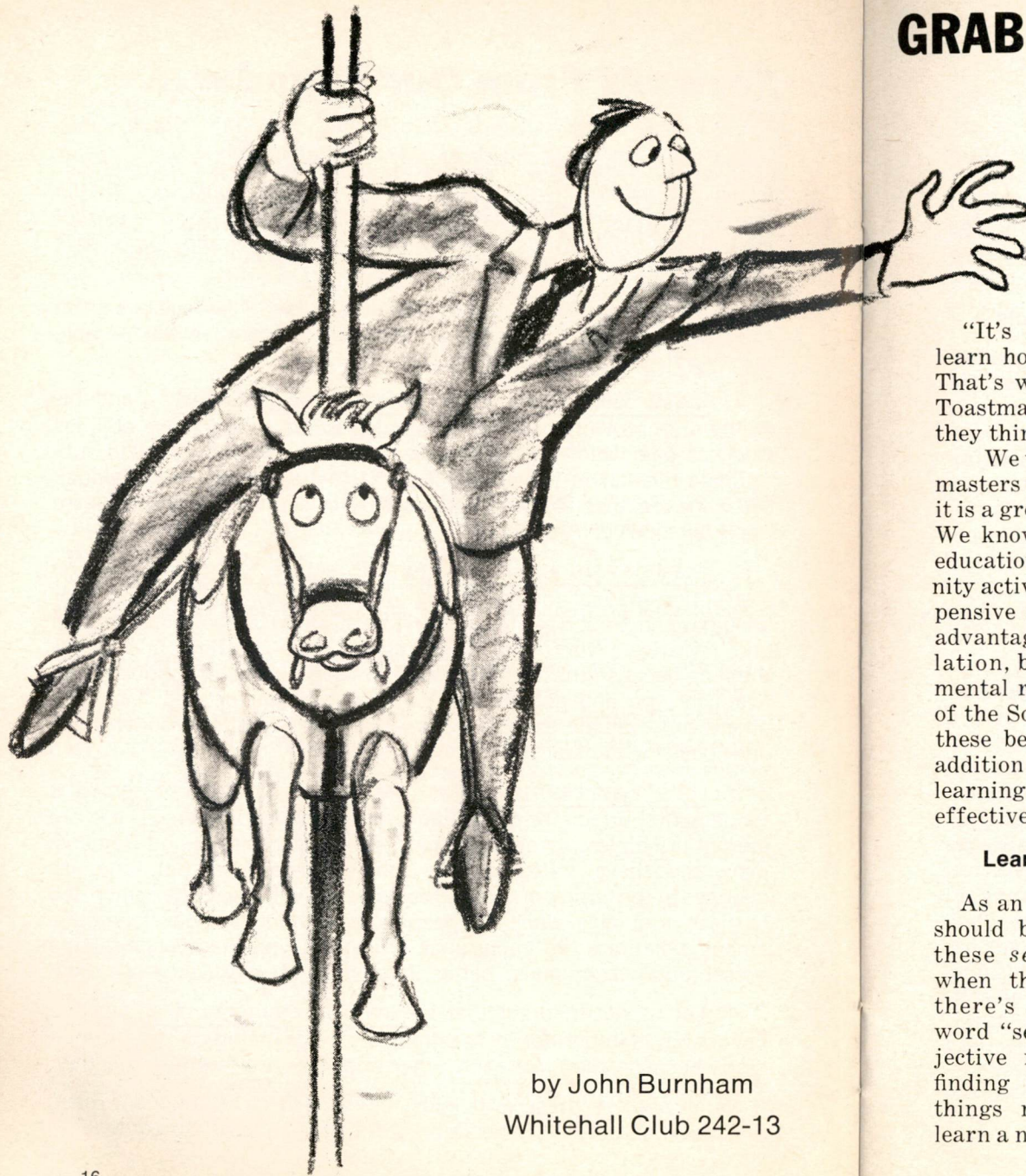
2. Toastmasters is a “do-it-yourself” activity. We don’t have an instruction manual for everything you do or say in your club. Nor should we have such manuals. Don’t be afraid to use your imagination and initiative. Our motto encourages better listening and better thinking because these habits result in better speaking. Nobody can listen for you and nobody can do your thinking for you. Listen to others and evaluate their thinking— then form your own conclusions and speak for yourself.

3. Let’s “keep it simple.” Our Toastmasters program presents the fundamental principles of communication and leadership. These are eternal principles, recognized from the earliest Greeks and Romans. Many men have written on the subject since then, but little has changed in the basic principles. Toastmasters will always be committed to these principles, while still keeping up with modern developments, among which are the importance of content, more audience-related presentation techniques, better listening and improved evaluation.

4. Let us never forget that we learn in moments of enjoyment. Fellowship is important in Toastmasters. Our members stay in their clubs because they like each other and they are learning together.

If we all observe these principles, there need be no others. Toastmasters will continue to serve human needs for years to come.

From an address given by Al Althenn, Area 5 Governor in District 45, at the 1972 Fall District Education Seminar, Portland, Maine.



by John Burnham
Whitehall Club 242-13

GRAB YOUR

FRINGE BENEFITS

SHARE OF

“It’s a speaker’s club. You learn how to speak in public.” That’s what most people think Toastmasters is. And that’s *all* they think it is.

We who have been in Toastmasters for at least a year know it is a great deal more than that. We know it provides informal educational advantages, community activity opportunities, inexpensive social and recreational advantages, intellectual stimulation, business contacts, and mental relief from the tensions of the Soaring Seventies. All of these benefits are provided in addition to the basic purpose of learning how to communicate effectively in public.

Learning Opportunities

As an alert Toastmaster, you should be on the look-out for these *serendipitous* benefits when they come along. Now there’s a word for you! The word “serendipitous” is an adjective meaning “the gift of finding valuable or agreeable things not sought for.” You learn a new word every time the

“word of the day” is presented at your meeting, or whenever a speaker uses a new word that you take the time to write down and use yourself. Actually, vocabulary building is only one example of the many learning opportunities available in Toastmasters. You receive plenty of information just by listening effectively to speakers’ talks about their careers, hobbies, and experiences. One of the finest informational talks ever heard in my club was given by a grocer. His knowledge of butchering enabled him to tell us about grading cuts of meat and the tricks that some butchers use to make a dubious profit and we all came away from the meeting very much the wiser.

Leadership

Another overlooked educational benefit is developing leadership ability. If you are the type of person active in Toastmasters, you are probably also the person who is called upon to make decisions and be a leader in whatever environment you

may find yourself. Your club activities provide an excellent opportunity to practice leadership among a group of friends who will be glad to help you learn all you need to know to become an effective leader. This in turn will help you in community activities and aid your advancement and recognition in your occupation.

Recreation

You will also find that Toastmasters friends can help you enjoy many pleasant hours of relaxation in all areas of recreation. Often at a meeting you will make up a foursome for golf next Saturday. Boating enthusiasts meet at the club and arrange sailing and fishing trips. In my club, a member brought his multi-speed bicycle to a meeting for a speech on the joys and health benefits of cycling. He made several converts and indirectly promoted the sale of bikes in our community.

Nowadays, when you take your wife out, an evening on the town may cost enough to throw the family budget out of balance for a whole month. But Toastmasters get-togethers are quite reasonable. When your club has its social meeting to which the wives are invited, the price of two modest meals is all it costs for a full evening of socializing. The people you meet are not the conventional bores that frequent

cocktail parties. "Men on the move" and their "wives on the go" are *your* kind of interesting, stimulating people.

So plan to take your wife to all your club's "wives' nights" and to as many area and district social meetings as you can. You will both benefit and save money besides.

Toastmasters Contacts

Toastmasters membership also leads to contacts that aid you in business transactions and personal matters. For example, an aggressive salesman looking for a better opportunity may meet a sales manager in Toastmasters who recognizes his potential. And wouldn't you rather buy a car from an automobile salesman in Toastmasters than from a stranger you meet in the showroom?

Most business and professional men are glad to give a fellow Toastmaster general guidance regarding a personal problem. An insurance underwriter will be glad to explain the differences and advantages of the various types of policies. A teacher would be happy to suggest colleges to which a Toastmaster might have his children apply for admission. Undoubtedly, you would be willing to advise a fellow Toastmaster who sought your counsel on a matter relating to your line of work. This is part of the

Toastmasters philosophy of helping one another to improve.

Helping Others

For Toastmasters who want to serve their communities, many clubs offer fine community activity opportunities through their Speakers' Bureaus. Assignments include speeches in behalf of the United Fund, health organizations, building programs, and civic causes. The speeches you prepare yield a double benefit — speaking experience *plus* that inner satisfaction of knowing you have aided a worthy cause.

If you like to help young people develop their communication skills, the Toastmasters Youth Leadership Program is your cup of tea. You teach the speaking and leadership skills you have learned in Toastmasters to eager youngsters, whose progress you can observe from week to week. Try to match the satisfaction you derive from helping young people with any other community service!

Your Well-Being

Although you did not join Toastmasters to receive sensitivity training or group therapy, you may realize benefits that will improve your mental well-being. You know how your morale is boosted when you deliver a speech that is well re-

ceived. And who can deny the therapeutic value of getting something off your chest before a group of attentive listeners? What you may not realize is that practicing Toastmasters techniques directs your entire thinking toward positive goals, such as making the sale, being understood, and learning to function in leadership roles.

Best of all, Toastmasters membership serves as an idea stimulator. The creative aspects of effective communication and leadership training pour over into other lines of activity, such as your job, your role as a parent, and your community activities as a concerned citizen. You will also find that you are thinking more logically and solving problems with less effort.

Sure, Toastmasters trains people for public speaking, but it does a great deal more. You would not accept your paycheck and pass up your company's fringe benefit program. Neither should you overlook the many fringe benefits that Toastmasters offers.

So, when you're talking Toastmasters to a prospective member, don't just stop with Better Listening, Thinking, and Speaking. Mention these great extras that Toastmasters membership provides and show the whole program in action — fringe benefits could clinch the sale!

“HOW TO” IDEAS

El Monte Club 352-F recently held a Table Topics session which was appreciated by all the members. A story was made up about one of the club members, in which he fell from a slowly moving mobile home while dressed only in his pajamas; he was left standing in the main intersection of a small town. A local newspaper reporter mis-stated the facts of the incident and the Toastmaster involved felt that his reputation was being ruined, so he took it to court.

The Table Topics session, “A Day In Court,” involved the whole club, with each member being assigned a role. First, the prosecutor related the allegedly villainous acts of the defendant. The defense attorney countered with a statement defending his client’s reputation. The plaintiff and defendant were called to support their sides of the story and each was cross-examined. Other witnesses followed.

During the trial the judge had to constantly call for order as prosecution and defense got out of hand. After the case had been presented, the jury was polled individually and each member stated his views on the case.

Everyone did well with their impromptu speeches and many clever and original ideas came out of the session. A good time was had by all.



Another idea used by several clubs is to split their meetings in half, with a break in the middle. In each half, there will be Table Topics, speeches, and evaluations, and the idea goes a long way toward changing the routine of club meetings.

☆☆☆☆

Mrs. Dorothy Hubbard, who attended the Speechcraft program put on by Maple Drive Club 2789-14 in Atlanta, Georgia, and later joined the club, made an A-Z speech checklist which is not only meaningful but also a great starting point for Table Topics: each member could expand on one of the items on the list, using his own experience or ideas as a basis for the talk. So, here is the Guide for Successful Communication:

- A**void thinking of self to alleviate butterflies.
- B**ank on knowledge of subject to overcome nervousness.
- C**oncentrate on friendliness of supportive audience to counteract uneasiness.
- D**ecide on speech topic suitable for audience.
- E**xert effort to select main points.
- F**ormulate mental outline to support purpose.
- G**auge choice of content to audience similarities.
- H**eed audience differences.
- I**nclude illustrations that audience can identify with.

HERE'S A SHORT QUIZ

ABOUT PROJECT FUN.



Which category interests you?

Check one:

- | | |
|--|--|
| <input type="checkbox"/> Mr. Salesman | <input type="checkbox"/> Toastmaster Key Man |
| <input type="checkbox"/> Toastmaster Sponsor | <input type="checkbox"/> Club Sponsor |

(we told you it was a short quiz)

You can be any of the above; get involved with Project Fun... '73. Awards are listed on page 23 of THE TOASTMASTER, January '73. Read the procedures on the other side of this insert and join the action people in Project Fun '73.

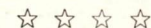
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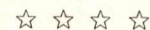


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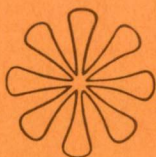


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- F**ormulate mental outline to support purpose.
- G**auge choice of content to audience similarities.
- H**eed audience differences.
- I**nclude illustrations that audience can identify with.
- J**og own memory for appropriate illustrations and anecdotes.
- K**eep purpose in mind during preparation.
- L**ist facts and resources on subject.
- M**ake additional research as necessary.
- N**ote and strengthen weak points.
- O**rganize and outline introduction/body/conclusion.
- P**resent ideas to best achieve audience agreement.
- Q**uestion outline for unsupported statements/ judgments.
- R**emember time allotted for speech.
- S**tand erect, appropriately dressed.
- T**alk distinctly.
- U**se appropriate gestures and facial expressions.
- V**ary voice and rate of speaking to suit mood.



TOASTMASTERS
INTERNATIONAL
2200 N. GRAND AVE.
SANTA ANA, CA. 92711



At last year's District 21 Fall Conference the following quiz was handed out. It was designed by Bernie Searle, ATM, the district governor. As part of Project Fun we're reprinting it so you can apply the answer in your club.

WHAT SHOULD BE THE BIGGEST MEMBERSHIP BOOSTER IN YOUR CLUB?

for Toastmasters only:

If you are a Toastmaster, and follow these instructions carefully, you'll find out what should be the most effective membership builder in your club, assuming you enjoy your present programming.

- Write down the number corresponding to the day on which your club meets. (Table 1.)
- Add the number corresponding to your favorite job during your meetings. (Table 2.)
- Multiply the answer by ten. Then add three if you attend all meetings, two if you attend at least twice a month but not all, one if you attend only sometimes.
- Reverse the order of the figures, and subtract the result from the number you had before reversing. (Thus if the number is 521, it becomes 125 on reversing, which is subtracted from 521 — leaving 396.)
- Reverse this answer and add to the number it was before reversing.
- Add 22,581,159 if you are on the Executive; otherwise, add 3353.
- Look up the number corresponding to the first letter of your surname in Table 3, and place it on the right hand side of the previous answer. If, for example, your name is Smith, and the previous answer was 123,456, you would place the two figures corresponding to S, which are 60, on the right, giving you 12,345,660.
- Repeat this with the next letter of your surname, and continue for all the letters, in order, in your surname.
- Halve the answer.
- Divide the answer into groups of two figures. Each group represents a letter of the most effective membership booster in your club, if you have been honest in your answers, when referred to Table 4. Thus if the answer is 32-14-11-30-22-30, the biggest booster should be guests.
- Now all you've got to do is recognize the fact, and make it work!

TABLE 1.	TABLE 3.		
MONDAY 90	A — 20	J — 80	S — 60
TUESDAY 80	B — 40	K — 54	T — 44
WEDNESDAY 70	C — 48	L — 52	U — 28
THURSDAY 60	D — 62	M — 42	V — 84
FRIDAY 50	E — 22	N — 66	W — 88
	F — 50	O — 26	X — 58
	G — 64	P — 82	Y — 86
	H — 68	Q — 90	Z — 56
	I — 24	R — 46	
TABLE 2.	TABLE 4.		
CHAIRMAN 8	10 — A	25 — F	40 — J
TABLETOPIC MASTER 7	11 — E	26 — L	41 — P
TABLETOPIC EVALUATOR 6	12 — I	27 — K	42 — V
TOASTMASTER 5	13 — O	28 — Z	43 — Y
MAIN SPEAKER 4	14 — U	29 — X	44 — W
SPEAKER EVALUATOR 3	20 — B	30 — S	45 — Q
GENERAL EVALUATOR 9	21 — M	31 — D	
	22 — T	32 — G	
	23 — R	33 — N	
	24 — C	34 — H	

hall OF FAME

DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

Richard P. Corcoran, DTM
Bismarck Club 717-20

Alfred T. Rehm, Jr., DTM
Nor Easters Club 2494-38

Walter B. Magness, DTM
Tejas Club 966-56

ABLE TOASTMASTER (ATM) Certificate of Achievement

Congratulations to these Toastmasters who have received the Able Toastmaster Certificate of Achievement:

A. H. Flagg, ATM
Smedley No. 1 Club 1-F

R. T. Hollis, ATM
Spokesmens Club 179-F

D. M. Martin, ATM
Friendly Club 300-F

W. H. Boyd, ATM
Harbor Lites Club 1927-F

J. O. Svoboda, ATM
Fluor Club 124-1

J. R. Ritchie, ATM
Westchester Club 869-1

J. K. Testu, ATM
Monoway Club 2372-2

E. Kirdar, ATM
Papago Club 2694-3

B. Brower, ATM
Valley Club 3354-3

D. L. Schlegel, ATM
Daly City Club 1881-4

A. Okuno, ATM
Jet Stream Club 2624-4

J. F. Neenan, ATM
Los Gallos de la Bahi Club

L. Brooks, ATM
Pacific Beach Club 54-5

M. E. Hansen, ATM
Point Loma Club 198-5
Co-op Club 1125-5

L. T. Povroznik, ATM
Sunrisers Club 2140-6

J. O. Mitchell, ATM
Redmond Club 468-7

R. J. Schwartz, ATM
Day Breakers Club 1015-7

L. L. Cebula, ATM
Blue Ox Club 1235-7

J. O. Hoover, ATM
Jackson Club 2319-7

W. S. Wickham, Jr., ATM
Cape Girardeau Club 2072-8

H. E. Corbin, ATM
YMCA Club 715-11

T. L. Sowers, ATM
USNAD Crane Club 2339-11

S. J. Auerswald, ATM
Jeannette Club 233-13

P. P. Pierotti, ATM
Charleroi Club 2312-13

C. H. Vondracek, ATM
Monroeville Club 2954-13

H. E. Chambers, ATM
UTOY Club 810-14

D. D. Deming, ATM
Idaho Falls Club 548-15

J. Zimmerman, ATM
Tinker Club 1362-16

W. R. Rogers, ATM
Indian Nations Club 3544-16

C. H. Rupp, ATM
Billings Club 319-17

J. P. Sweeney, ATM
Sunrisers Club 2269-17

B. O. Borg, ATM
Capital Club 1412-19

R. Johnston, ATM
Esquire Club 2388-19

R. P. Corcoran, ATM
Bismarck Club 717-20

J. A. Pickrell, ATM
Beta Aloosters Club 2524-23

O. J. Ramsvick, ATM
Council Bluffs Club 2114-24

C. H. Scheel, ATM
Council Bluffs Club 2114-24

T. R. Wallace, ATM
Colorado Springs Club 555-26

R. L. Hertzman, ATM
Rocky Mountain Club 739-26

J. A. Golden, ATM
Sleeping Giants Club 1296-26

W. R. Musgrove, ATM
Acorn Club 1068-28

H. E. Schaeffer, Jr., ATM
Ft. Miami Club 1442-28

L. F. Thomas, ATM
Merrimack Club 508-31

E. E. Keller, ATM
TNT Club 2924-31

R. M. Hill, ATM
TNT Club 2924-31

M. G. Boivin, ATM
Break-O-Day Club 1623-32

N. R. Maier, ATM
Milwaukee Metro Speakers Club 945-35

E. W. Moss, ATM
Allis-Chalmers Club 1480-35

W. J. Hayes III, DTM
Gladiators Club 1535-35
Schlitz Club 1989-35

B. Wittner, ATM
Schlitz Club 1989-35

T. J. Hayes, ATM
Schlitz Club 1989-35

F. E. Ebel, ATM
Cutler Hammer Club 3437-35

A. E. Blank, ATM
Evinrude Club 3531-35

J. H. Wolff, ATM
Potomac Valley Club 1999-36

W. D. Miller, ATM
Pentaf Club 2014-36

G. R. Watson, ATM
Census Club 3349-36

D. P. Rampolla, ATM
KOFK Club 3860-36

J. Cecil, ATM
Greensboro Club 439-37

O. Olive, ATM
Raleigh Club 843-37

D. G. Moore, ATM
Talk-A-Long Club 1481-39

C. W. Lingenfelter, ATM
Sierra Sunrise Club 2318-39

R. M. Wilde, ATM
Pizen Switch Club 3065-39

R. E. Johnson, ATM
DCSC Officers Club 1740-40

S. Tokarski, ATM
Calgary Club 667-42

D. M. Brown, ATM
Suburban Club 2345-46

W. H. Williams, ATM
Orlando Club 1066-47

H. C. Bennetts, ATM
Plantation Club 2582-47

J. H. Kruse, ATM
Ft. Shafter Club 248-49

R. Valle, ATM
Encino Club 303-52

R. L. Carter, ATM
Spellbinders Club 3252-52

N. L. Marsh, ATM
Poughkeepsie Club 921-53

M. A. Ruggeri, ATM
Uncle Sam Club 1138-53

C. A. Myers, ATM
Tejas Club 966-56

W. H. Billingsley, ATM
Tejas Club 966-56

D. D. Righter, ATM
Hayward Club 207-57

J. M. Coppinger, ATM
Amador Valley Club 2452-57

D. Ciarlo, ATM
LRL Microcentury Club 2797-57

P. D. Neary, ATM
Podium Club 2303-60

M. A. Caldwell, ATM
Brampton Club 2347-60

S. J. Evans, ATM
Rockcliffe Raconoteur Club 808-61

G. Labelle, ATM
Chateaugay Club 3006-61

J. A. Basselman, ATM
Main Street Club 1407-62

P. Allen, ATM
AVCO Club 3831-63

E. J. Muldoon, ATM
Tower Club 963-65

N. Purvis, ATM
Bellwood Club 3282-66

Z. T. Bieniawski, ATM
Pretoria Club 2199-U

K. Ansell, ATM
Lakenheath-Mildenhall Club 2352-U

-----MOVING?-----

Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will insure you of uninterrupted delivery of The Toastmaster and other TI material.

Paste current address label here OR complete the following:

OLD

Name _____ Club No. _____

Present Address _____ District No. _____

City _____ State/Province _____

Country _____ Zip Code _____

NEW

NEW ADDRESS _____

City _____ State/Province _____

Country _____ Zip Code _____

If you are a club, area, division, or district officer, indicate complete title:



Let's
Talk About
EVALUATION

The average Toastmaster expects from his evaluator the same improvements that the student of arts expects from his master. As long as his pictures improve the student comes back for more. When his pictures no longer improve the student writes the master off.

During his initial development, the new Toastmasters member may overlook a negligent evaluation. He is mostly preoccupied with stage fright and delivery techniques. When some inexperienced evaluators offer nothing but performance evaluation such as eye-contact, voice-projection, and hand-gestures, he usually accepts it because he can use it to improve. But once improved, he will ask for more. The end of his initial development is also the end of the honeymoon period between speaker and evaluator.

Constructive Evaluation

After his initial development, the new member of your club is no longer satisfied with whitewash or brackish remarks. He expects constructive evaluation for the project at hand. He looks for expert advice that will help him sustain his initial progress pace. He weighs the value of his efforts against the benefits he receives; if a deficit persists, he "writes the master off".

It is true that many art stu-

by Sarandis Constantzos

Club 1041-46



dents join an art class just to learn how to draw. When they feel they have learned that, they resign and start other endeavors. Their resignation is no reflection upon the master's capabilities to train new masters. Likewise, many Toastmasters resign when they feel confident enough to address an audience. Their resignation is no reflection upon the training capabilities of the club. But if the club has been in existence for more than five years — the average period it takes to complete the Toastmasters program — and does not have a substantial number of members about to become ATM's, then this club is overdue for a serious review of its program planning and its member-progress program. Its environment of learning with fun might be stalling at a level that does not motivate or sustain further development — the level at which promising proficient members have been dropping out.

So, let us talk about the principles we should recognize before we start such a review, and what could be done to improve the environment of the club.

Alternate Roles

We should first recognize that, compared to other learning programs, our communication and leadership program follows an unusual procedure, in

which the evaluator and the speaker alternate roles. Furthermore, we should recognize that our concept of evaluation includes all the training functions that provide for transfer of knowledge, adjustment of performance, and measurement of progress. In other training programs, these functions are performed by trained trainers. When our evaluator, for example, suggests alternative forms of delivery or content, he presumably transfers his expert knowledge to adjust his speaker's performance; in other learning programs this is performed by the teacher. By telling the speaker that he has or has not accomplished the objective of a project, our evaluator measures his speaker's learning progress; this too, in other learning programs, is a function performed by the teacher. In essence, therefore, we should recognize that our alternate roles of evaluator and speaker are equivalent to those of a trainer and a student who alternate roles, and try to fulfill each other's expectations as learners.

Evaluator-Trainers

In other words, we should recognize that our goal is to become knowledgeable and effective evaluator-trainers. This means that, to meet our responsibilities, we should follow a program that develops our eval-

uator-trainer skills—a program that would be concurrent with the one already described in our Communication and Leadership manuals and which is designed to develop our communication skills. But, before we do that, we should understand what the learning and training process is all about, and relate these concepts to our evaluation objectives and functions.

The TI brochure, "Training the Trainer to Train" (1322), gives an excellent account of the learning process and the trainer's traits and responsibilities. It explains how the trainer should understand and relate to the learner's physical and intellectual needs, and how to recognize and adjust his evaluation to the learner's ability and motivation for knowledge. But most of all it underlines the trainer's responsibility to become proficient in the subject he is teaching — in our case: oral communication.

Several Sources

There are several other sources a Toastmaster could use to increase his knowledge about oral communication procedures and techniques. The TI brochures on voice, gestures, selection of speech topics, and humor are just a few. A complete listing can be found in the free TI Supply Catalog. One particular manual is very important for

both the teacher and student of oral communication, because it explains how the audience listens, what they listen for, and what they expect from a speaker. It is "Listening to Learn" (1200). It can be used by evaluators for more effective speech analysis, and it can inspire the speaker to season his speech with spices that will tickle the audience's palates at his command.

These manuals are essential for the development of every Toastmaster. All Toastmasters should become aware of their content, because knowledge is required if our evaluators are to become good judges of oral communication, and if our learning environments are to motivate and sustain high levels of communication standards.

The TI manual "Effective Speech Evaluation" (202), shows how this knowledge can be applied to your club program. It clearly explains the objectives of evaluation and has several suggestions for alternative evaluation sessions that could be successfully used to add variety to your club's evaluation program.

A New Club

Let us take, for example, the evaluation session of a newly-chartered club. The evaluation manual recommends that individual evaluators be experi-

enced members who have completed at least Project Six; obviously, new members need some time to study and understand evaluation before they can practice it. It would be difficult for a new club to schedule individual evaluators exclusively from those who had completed six projects. Some of these clubs found out the hard way what a mistake it is to relax this experience recommendation, because inexperienced evaluators with ineffective, pointless, or incorrect comments may drive some members away.

Alternatives

For such a club, any one of the alternatives to individual evaluation sessions, such as the "horizontal", the "pro and con", and the "panel discussion" alternatives suggested in the evaluation manual, are most appropriate. They allow the master evaluator to subdivide the evaluation process and allow the new members' participation in those aspects of evaluation that do not necessarily require experienced Toastmasters, such as clarity of purpose, manners, speaker's assets and liabilities, etc. Aspects of evaluation relating to speech organization, accomplishment of objectives, and recommendations for improvement should always be handled by experienced evaluator-train-

ers, even if they have to be invited from other clubs.

Variation Benefits

The benefits from such variations are many: the speaker receives a representative audience feedback; the experienced evaluators who are present can contribute to the evaluation of all speeches; all present are encouraged to practice speech analysis and effective listening techniques; and, most of all, new members have the opportunity to learn and practice positive evaluation skills. Guided by the master evaluator, these new members can learn how to be critical without being abusive, and how to relate their comments to the speaker's needs.

Set Goals

It should be clear by now, from this discussion, that the first step towards an improved educational environment for a Toastmasters club is up to its members. They should set the goals of how high their members should reach for skills in oral communication. They should feel the need to learn all about the communication process and techniques, and to effectively transfer this knowledge for each other's benefit. They alone should feel the aspiration to become trained evaluation-trainers. Once the need for

training the evaluators as speech-trainers is adopted as a policy, the rest becomes detail.

Once a club adopts such a policy, the Educational VP and his committee members should develop a program to train its members as evaluator-trainers, who would fit their members' present knowledge level, development, and needs. The TI manual "Patterns in Programming" (1314) will give them several ideas on how to fit this training program into their regular meetings. They can obtain additional ideas from their area or district officers, or World Headquarters.

The expected results would be an increasing interest among

the members in searching for knowledge, and a gradual improvement in the learning environment of their meetings, plus stimulating exchange of knowledge and motivating high standards of communication and leadership.

But the true force to realize these ideas is not spelled out in any manual or library textbook. It is the force from members, who recognize their obligations as program participants, and who commit the necessary time and effort to make these ideas and high ideals a reality. Without this commitment, the high standards your club should have will only remain a remote possibility rather than a reality.

From a presentation by Sarandis B. Constantzos at the educational session of the Fall, 1972, District Council for District 46, New York.

42nd ANNUAL CONVENTION

Plan now to attend the 42nd Annual Toastmasters International Convention in Houston, Texas, August 15 thru 18, 1973. Watch for pre-convention details in the upcoming issues of *The Toastmaster*.

PROJECT FUN

Here are the names of Key Men who have been awarded certificates since the last issue of THE TOASTMASTER.

NAME	CLUB NO.	NO. OF CERTIFICATES
Robert G. Glenn, DTM	875-19	10
Eugene E. Keller, ATM	2924-31	10
A. B. Chapman, Jr.	801-3	1
Lester Klebe	1347-4	1
Leonard Van Regenmorter	185-6	1
William Kaelin	917-12	1
George Porter	148-16	1
Bill Brown	3193-16	1
A. T. Phillips	3193-16	1
Charles Weeks	3193-16	1
Larry Maher	3849-19	1
Mark Motis	2453-20	1
Robert A. Wozniak	1604-30	1
Hubert E. Dobson, DTM	1528-40	1
	2005-40	
Peter Banks	2511-42	1
John A. Watson	3903-42	1
Ed Hogan	1873-52	1
Rex L. Carter	3252-52	1
Donald S. Smith	3301-60	1
Robert H. Root	3920-65	1
Thomas L. Eure	3125-66	1
Moses Brener	1169-68	1

Applications for the 1973 Project Fun recognition must be received at World Headquarters on or before January 8, 1974.



BLOOPER QUIZ

How did you score on last month's BQ — Bloopers Quiz? If you were in the cellar, remember you had company; all of the bloopers were committed by prominent public figures. In the spirit of better communication, here are some more tortured examples of what not to say, collected by Toastmaster Billy Bloopers.

Test your BQ (Bloopers Quotient) by circling the incorrect word or words.

- (1) "Of the two, which is most important?"
- (2) "Two-way communication..."
- (3) "First of all, I agree."
- (4) "There will be new innovations..."
- (5) "Call him or myself..."

ANSWERS:

- (1) The most important thing for you is knowing the difference between the comparative **more** and the superlative **most**. Above, **more** is correct.
- (2) Whatever else you're doing, you're not communicating with me. **Communication**, by definition, is an "interchange of thoughts," or two-way.
- (3) We might be agreed about some things, but not about your grammar! Please omit **of all**; it's redundant.
- (4) But this sentence isn't one of them. **Innovations** are, by definition, "new".
- (5) Whatever you do, don't call me, at least until your grammar improves. Say "call him or **me**," not the reflexive **myself**.

SCORE: 5 correct — perfect; 4 correct — excellent; 3 correct — whoopee; below that, you'd better not be Grammarian at your next club meeting!



PUBLIC AFFAIRS REPRESENTATIVE—Past District 21 **Governor Ron Drane, DTM**, has been appointed as Northern Division Public Affairs Representative for British Columbia Telephone in Canada.

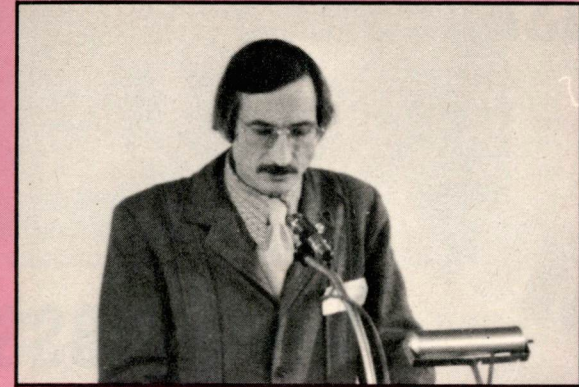
STATE LEGISLATOR — Congratulations to **International Director Thomas M. Marchant III, DTM**, who has been elected to the South Carolina State Legislature.

LEARNING MANAGER — **Terry Wunsch**, past district 35 governor and president of Security Collection Service in Milwaukee, has been awarded the certified learning manager recognition after an extensive training course.

JOINS MANAGEMENT — **Vit Eckersdorf, ATM**, Senior Lt. Governor of District 4, has been appointed Director of Syndications of the American Plan Investment Corporation.

ASSESSOR RE-ELECTED — **Ben Emge**, past president of St. Clair Toastmasters Club 496-8 and a club member for 23 years, was re-elected to the St. Clair, Illinois, County Board of Assessors. He has served on the board for 29 years.

EXECUTIVE DIRECTOR SPEAKS — Toastmasters **Executive Director Robert T. Buck Engle** was a featured speaker at the Retired Officers Association annual convention held last fall at Disneyland. He spoke on the importance of good public speaking habits and the ideas were well-received.



PUBLIC RELATIONS COORDINATOR—**Paul R. Taylor**, TI publications manager, leads a press conference in his capacity as Chairman for Public Relations of the newly-formed Hunt for the Handicapped Child in California, a statewide task force composed of volunteer organizations and agencies.

CFC RALLY — Three members of Merrimac Toastmasters Club 3125-66 led the United Fund rally at the Norfolk Naval Shipyard, Virginia, which was heard by over 6,000 people, in person and on the shipyard P.A. system. They are **W. Earl Reitelbach, Jr.** (left), **Roland L. Cullifer, ATM**, and **Raymond Turner, ATM** (right), shown here conferring with shipyard commander Rear Admiral Randolph King.



Toastmasters

BROADCAST

Their Message

Have you ever wondered how people get on television and radio? Well, there's a secret to it: you ask!

Program directors at your local stations are constantly looking for ways to fill all that empty air . . . and you may just have the answer! By putting out a little effort you can solve the station's problem, how to provide interesting programming, and solve your club problem, how to get the Toastmasters message across to the community. Even if you are not invited on the air to talk specifically about Toastmasters, you can spark interest by being introduced as a member or officer from Toastmasters.

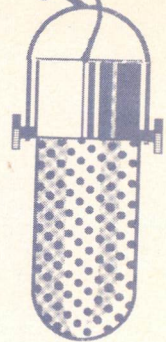
Many of your fellow Toastmasters *have* appeared on television and radio and their efforts are a vital part of telling the Toastmasters story. You may get some ideas from successful approaches already used, so here is a sample.

BOSTON, MASS.—Toastmasters in District 31 have completed their sixth hour on Boston television in 5 months. Four and a half of these hours were live and in color, and the rest were repeats. The formats included miniature meetings, discussions and analyses of the speaking ability of public figures, call-in segments where topics were given by phone

and the Toastmasters followed through, and demonstrations of communication techniques. These shows, on three different Boston stations, resulted in many inquiries about Toastmasters and quite a few new members. The district is still going strong on TV with an hour special featuring the graduates of Youth Leadership Class 2238.



DETROIT, MICHIGAN—Toastmasters from District 28 tape a 30-minute interview about the Toastmasters program, which was aired in prime time on WEXL radio in Detroit. They are (from left) Harry Merigian, Lt. Gov. of Division A; Keith Hurlinger, ATM, District 28 Governor; and Rich Lamb of station WEXL.



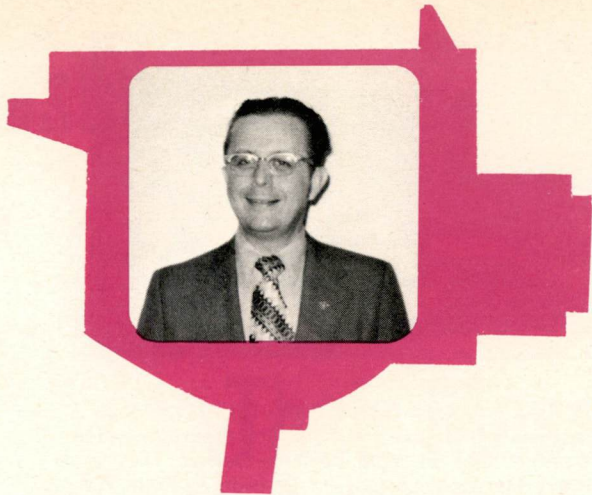
SPOKANE, WASHINGTON—District 9 arranged for a dozen Toastmasters to appear on a public service series over KHQ-TV. The series was composed of five-minute segments run on consecutive days for a week. In each segment, the Toastmasters were interviewed on some phase of the Toastmasters program.



Asst. Lt. Gov. Chuck Shaw (left) and Admin. Lt. Gov. Gail Cantonwine (center) give an overall view of what it means to be a Toastmaster during the first broadcast.



For the last program, District 9 Governor Orv Lee (right) and Area 5 Governor Vance Vallandigham (left) sum up the series with an emphasis on leadership development. Announcer Bob Briley is the third person in both photographs.



CHICAGO, ILLINOIS—Henry Grimme, past president of Park Ridge Toastmasters Club 381-30, appeared on WMAQ-TV to offer a program for reducing aircraft noise at O'Hare Field, Chicago. The spot was broadcast several times over a two-day period.

PRINCE ALBERT, SASKATCHEWAN—Members of the Per Se Gavel Club in Prince Albert, Saskatchewan, Canada, participated in an information phone-in program on drug-abuse, broadcast on CKBI-TV. The program drew such a response that it continued until 3 a.m., pre-empting even the station's late movie!

BRISBANE, AUSTRALIA — District 69 organized a "TM Rally" in Brisbane, with assignments shared by the city's clubs. Attending the dinner were local dignitaries and representatives of press, radio, and TV. The rally resulted in two radio spots and two television interviews.

LAKE CHARLES, LOUISIANA — Members of the Lake Charles Toastmasters Club 1225-68 were guests on the Ray Carroll Show, L.V.O. Cable TV. This was a thirty-minute program and the members were interviewed on their activities as Toastmasters.

DALLAS, TEXAS — Robert Mallardi, past president of Prop and Rotor Toastmasters Club in Ft. Rucker, Alabama, and current member of Trinity Club 1190-25 in Dallas, appeared on "Inside Area 5", a television interview program on WBAP, Dallas-Ft. Worth. He talked about his role as Speakers Bureau Chairman for Dallas Cares, a group concerned about American prisoners of war.

CLUB ANNIVERSARIES

35 YEARS

Business Men's 100-F
Santa Ana, California
Modoc 98-7
Klamath Falls, Oregon
Pioneer 97-26
Casper, Wyoming

30 YEARS

Miles City 239-17
Miles City, Montana

25 YEARS

Faribault 372-6
Faribault, Minnesota
Magic City 572-48
Birmingham, Alabama

20 YEARS

Mainliner 1213-4
South San Francisco, California
Blue Ox 1235-7
Portland, Oregon
Nora 1183-11
Indianapolis, Indiana
Scenic City 682-19
Iowa Falls, Iowa
Shelton 1236-32
Shelton, Washington
Piedmont 1214-37
High Point, North Carolina
West Hills 1249-40
Cincinnati, Ohio
Mid-South Navy 1228-43
Memphis, Naval Air Station, Tennessee
Hempstead 1105-46
Hempstead, New York
Navesink 1227-46
Middletown, New Jersey
Vallejo 956-57
Vallejo, California

15 YEARS

Foothill 116-F
Glendora, California
Papago 2694-3
Phoenix, Arizona

Brazil 2498-11
Brazil, Indiana
Gainesville 2520-14
Gainesville, Georgia
Jay Cee 2446-17
Havre, Montana
Plant Industry Station 2627-36
Beltsville, Maryland
We Kearny 1898-46
Kearny, New Jersey
Cosmopolitan's 2655-46
Whippany, New Jersey
Blue Skies 2592-47
Homestead, Florida
Freeport 2614-54
Freeport, Illinois
Toowoomba 1688-69
Toowoomba, Queensland, Australia

10 YEARS

Leisure World 2230-F
Seal Beach, California
Saratoga 3572-4
Saratoga, California
Bluegrass 437-11
Frankfort, Kentucky
Alcoa 1092-13
Pittsburgh, Pennsylvania
Thunderbird 1566-16
Tulsa, Oklahoma
Guymon 1680-16
Guymon, Oklahoma
ICI America 1955-18
Wilmington, Delaware
Mother Lode 1581-27
Sonora, California
Irving Park 2069-30
Chicago, Illinois
Breakfast 3569-35
Oconomowoc, Wisconsin
Census 3349-36
Suitland, Maryland
Arsenal 2264-38
Philadelphia, Pennsylvania
Carson Valley 478-39
Gardnerville, Nevada
Breakfast 3581-62
Muskegon, Michigan

new clubs

Chartered During December, 1972 and January, 1973

- 3327-F 76 RESEARCH Club** — Brea, Calif. — Tues., 4:30 p.m. Rm A-116, Union Oil Research Center, (528-7201 ex: 392). **Sponsored by YORBA LINDA-PLACENTIA CLUB 3425-F.**
- 3219-10 CABOR Club** — Cleveland, Ohio — Wed., 9:00 a.m., (696-5353).
- 3654-11 STONE CITY Club** — Bedford, Ind. — Wed., 7:00 p.m. Three Pigs Restaurant, (275-2230). **Sponsored by USNAD CRANE CLUB 2339-11.**
- 2669-15 CREDIT UNION** — Salt Lake City, Utah — Fri., 9:00 a.m. Utah Credit Union League, 1706 Major Street, (487-5411). **Sponsored by WASATCH CLUB 608-15 and BACCHUS CLUB 3791-15.**
- 2321-19 OAKDALE Club** — Oakdale, Iowa — Wed., 12:00 noon, Oakdale Hospital, Iowa Rm., (353-6637). **Sponsored by EUPHASIA CLUB 1209-19.**
- 1363-21 POWELL RIVER Club** — Powell River, B.C., Canada — Thurs., 5:30 p.m. Powell River Motor Inn, 7050 Alberni St. at Joyce Ave., (483-4215). **Sponsored by DISCOVERY CLUB 1255-21.**
- 2331-23 SEGURA McDONALD Club** — El Paso, Texas — Thurs., 7:30 p.m. Segura McDonald VFW Post, 3930 Findley, (778-2896). **Sponsored by CHAPARRAL CLUB 1205-23.**
- 694-31 HAVERHILL Club** — Haverhill, Mass. — Thurs., 12:15 p.m. Capt'n Chris' Restaurant, 85 Water Street. **Sponsored by E. E. Keller.**
- 1049-36 PEPCO Club** — Washington, D.C. — Wed., 12:00 noon. Old Angus Restaurant, 18th & H Streets, N.W., (872-2182). **Sponsored by FEDERAL BAR CLUB 1915-36.**
- 2221-36 BeLABORERS Club** — Washington, D.C. — Wed., 12:00 noon. U. S. Dept. of Labor, various buildings of USDOL, (961-3936). **Sponsored by NEW SOUTHWEST CLUB 3314-36.**
- 3501-45 MALAGASH Club** — Lunenburg, N.S., Canada — Wed., 7:00 p.m. Colonial Restaurant, RR #2, (624-4155). **Sponsored by TELSTAR CLUB 3217-45.**
- 1297-52 SBA Club** — Los Angeles, Calif. — Tues., 8:00 a.m. Berliners Restaurant, 854 S. Broadway, L.A. **Sponsored by SPELLBINDER'S CLUB 3252-52.**
- 2875-65 MORNING KNIGHTS CLUB** — Endicott, New York — Fri., 7:15 a.m. King Arthur's Restaurant, 216 Washington Ave., (748-0582).
- 1679-72 TAWA Club** — Wellington, New Zealand — Wed., 7:30 p.m. Linden Plunket Rooms, (45-446 Wellington). **Sponsored by CAPITAL CLUB 409-72.**

DISTRICT GOVERNORS 1972-1973

- F. Stephen A. Douglas
 1. Norbert E. Schmidt, ATM
 2. Edgar B. Mercy
 3. James V. Quinn Jr., ATM
 4. Guy V. Ferry, DTM
 5. Guy B. Shackley
 6. Robert J. Simonsen, ATM
 7. Robert L. Jantz
 8. P. J. Hill, ATM
 9. Orville G. Lee, ATM
 10. Donald C. Seager
 11. Wayne L. Henderson, DTM
 12. Norman Young
 13. Lawrence R. Guenin, ATM
 14. Raymond J. Young
 15. Warren C. Reeves
 16. Wayne R. Rogers
 17. Julian J. Fugere Jr.
 18. Harvey N. Aviles, ATM
 19. Gerald B. Winget, ATM
 20. Robert W. Anderson
 21. R. Bernard Searle, ATM
 22. Raymond J. Schaffer
 23. Vicente Fresquez
 24. Almer T. Straube, ATM
 25. Edward L. Kitchens, ATM
 26. Richard G. Milne, ATM
 27. Bernard A. Dean, ATM
 28. Keith T. Hullinger, ATM
 29. Ralph D. Villeneuve
 30. Kenneth F. Bjorkquist
 31. Eugene E. Keller, ATM
 32. David R. Lewtas
 33. Norman R. Maier
 34. Robert A. Owen, DTM
 35. Oscar L. Olive
 36. James D. Beissel Sr., ATM
 37. Phillip A. Cooke
 38. John E. Pappas
 39. John H. Hirsch, ATM
 40. Robert L. Jones
 41. Woodard W. Pearson, ATM
 42. Robert C. Gleason, ATM
 43. Robert L. McKinley
 44. Clarence L. Roberts, DTM
 45. Charles L. Jones Jr., ATM
 46. James H. Johnson
 47. Harold Wong, ATM
 48. Edward R. Casper, ATM
 49. Richard L. Hilliard, ATM
 50. Floyd R. Kisner
 51. John A. Shults
 52. David A. Roberts, ATM
 53. William R. Calamas, ATM
 54. Al Hodgins
 55. Lionel Masse
 56. Dr. W. Richard Dukelow, DTM
 57. John L. Tolbert Jr., ATM
 58. Eric K. Stuhlmueller
 59. Robert R. Borsching Sr., ATM
 60. Thomas F. Waters
 61. George A. Denison, ATM
 62. William C. Siegel
 63. Robert J. Kenworthy
 64. Graeme L. Allen
 65. R. B. Marriott
 66. Raymond L. Morse
- 511 E. Princeton St., Ontario, Calif. 91764
 219 N. Irena Ave., Redondo Beach, Calif. 90277
 9832 Rainier Ave. S., Seattle, Wash. 98118
 3201 W. Gelding Dr., Phoenix, Ariz. 85023
 P.O. Box 3, Moffett Field, Calif. 94035
 824 Taft, El Cajon, Calif. 92020
 4900 17th Ave. S., Minneapolis, Minn. 55417
 4530 S.E. Roswell St., Portland, Ore. 97206
 30 Woodside Dr., Belleville, Ill. 62223
 W. 1505 Fourth, Spokane, Wash. 99204
 16712 Ernadale Ave., Cleveland, Ohio 44111
 9011 Bingham Dr., Louisville, Ky. 40222
 P.O. Box 753, Atascadero, Calif. 93422
 5022 Clifton Dr., Aliquippa, Pa. 15001
 P.O. Box 432, Albany, Ga. 31702
 4999 Burch Creek Dr., Ogden, Utah 84403
 5887 S. Joplin St., Tulsa, Okla. 74135
 1514 E. Ames, Glendive, Mont. 59330
 1238 Knightswood Rd., Baltimore, Md. 21239
 4239 40th St., Des Moines, Ia. 50310
 P.O. Box 187, Alexandria, Minn. 56308
 304-1306 Haro St., Vancouver 5, B.C., Canada
 4300 W. 74th Ter., Prairie Village, Kans. 66208
 9217 Roanoke Dr., El Paso, Tex. 79924
 P.O. Box 1148, Grand Island, Nebr. 68801
 P.O. Box 1770, Shreveport, La. 71166
 5751 W. Elmhurst Ave., Littleton, Colo. 80123
 3332 E. Clinton Ave., Fresno, Calif. 93703
 8301 16½ Mile Rd., Apt. 230, Sterling Heights, Mich. 48077
 8030 Pinus Ln., Pensacola, Fla. 32504
 591 Sunnyside Ave., Elmhurst, Ill. 60126
 57 Winter St., Chelmsford, Mass. 01824
 4712 N. Mullen St., Tacoma, Wash. 98407
 5660 N. Lydell, Whitefish Bay, Wisc. 53217
 3917 Woodbine St., Chevy Chase, Md. 20015
 4400 Wedgewood Dr., Raleigh, N.C. 27604
 RD #1 East Boehm Road, Willow Street, Pa. 17584
 P.O. Box 1111, Marysville, Calif. 95901
 5067 Glenmina Dr., Dayton, Ohio 45440
 2017 Stirling, Rapid City, S.D. 57701
 1411 24 St. SW, Calgary 4, Alta, Canada T3C-1H9
 P.O. Box 0850, Jackson, Miss. 39218
 4517 Princeton, Amarillo, Tex. 79109
 204 Whitney Ave., Moncton, N.B., Canada
 10 Village Dr., Huntington, N.Y. 11743
 124 Lake Otis Rd. S.E., Winter Haven, Fla. 33880
 3814 Thomas Rd., Apt. 8, Huntsville, Ala. 35805
 531 Hoomalu St., Pearl City, Hawaii 96782
 17042 Enadia Way, Van Nuys, Calif. 91406
 5 Hillcrest Rd., Glastonbury, Conn. 06033
 2407 Winnetka Dr., Rockford, Ill. 61108
 1217 Heights Blvd., Apt. 6, Houston, Tex. 77008
 225 Clifton St., #213, Oakland, Calif. 94618
 2910 Rainbow Dr., W. Columbia, S.C. 29169
 Rural Route 2, Thamesford, Ont., Canada
 896 De la Colline, Sainte-Foy, Que., Canada
 3801 Willoughby Rd., Holt, Mich. 48842
 305 Hamilton Dr., Kingsport, Tenn. 37663
 168 St. Vital Rd., Winnipeg R2M 1Z9, Man., Canada
 118 Aberdeen St., Rochester, N.Y. 14619
 140 W. Gilpin Ave., Norfolk, Va. 23503
 P.O. Box 190, Soldotna, Alaska 99669
 9110 Hermitage Pl., New Orleans, La. 70123
 198 Schmidt St., Frenchville, Rockhampton, Qld., 4701, Australia
 23 Payten St., Kogarah Bay, N.S.W., 2217, Australia
 40, Montague Ave., Leigh-on-sea, Essex, England
 2 Hewlings St., Timaru, New Zealand

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