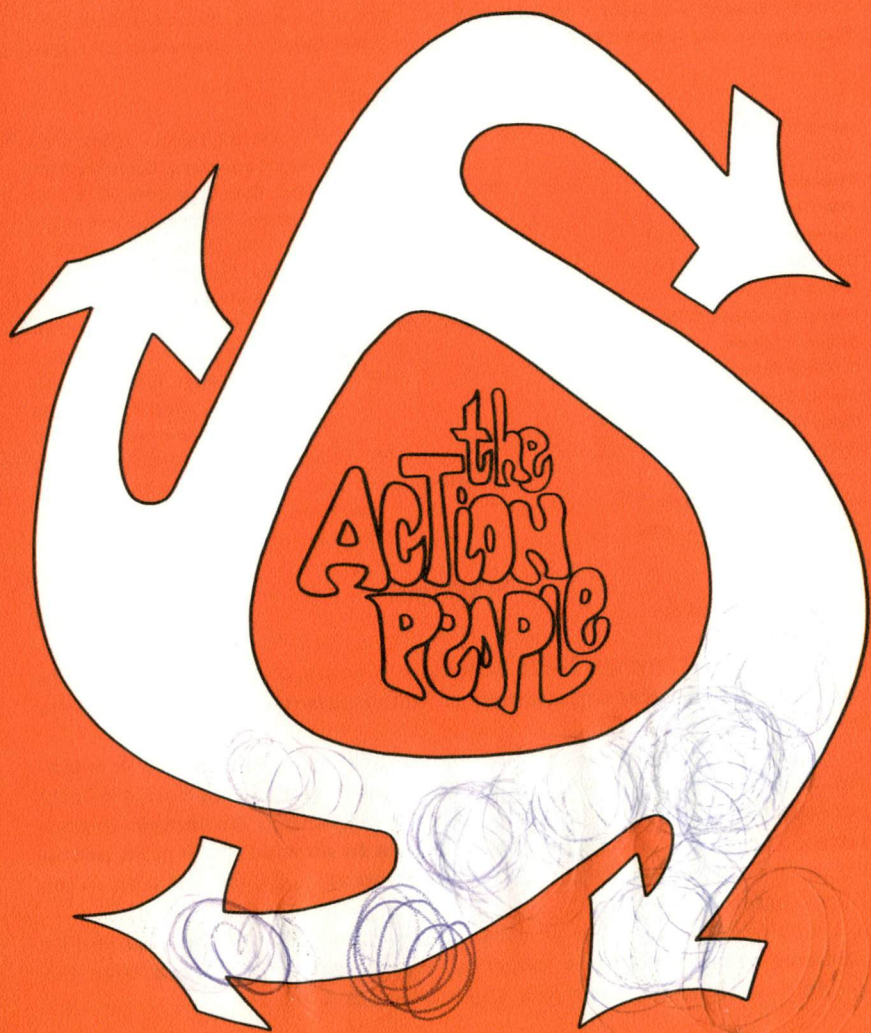


The Toastmaster

JUNE 1972



1971-72 OFFICERS

President — DR. RUSSELL G. HERRON	228 Camino Castenada, Camarillo, Calif. 93010
Senior Vice-President — DONALD W. PAAPE, DTM	10508 Mapleridge Crescent SE, Calgary 30, Alberta, Canada
Second Vice-President — CMDR. DAVID A. COREY, DTM	4617 Duke Dr., Portsmouth, Va. 23703
Third Vice-President — JOHN F. DIAZ, DTM	P.O. Box 416, Melbourne, Fla. 32935
Past President — ARTHUR M. DIAMOND	112 Lafayette Bldg., South Bend, Ind. 46601
Executive Director — ROBERT T. BUCK ENGLE	2200 N. Grand Ave., Santa Ana, Calif. 92711
Secretary-Treasurer — HERBERT C. WELLNER	2200 N. Grand Ave., Santa Ana, Calif. 92711

DIRECTORS

Adam F. Bock	R.R. #2, Lincoln, Illinois 62656
Albert C. Burlingame, ATM	1115 Rodeo Way, Sacramento, California 95819
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FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

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

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

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

Vol. 38 No. 6

JUNE 1972

THE Toastmaster

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PAUL TAYLOR Editor
 JON FINCH Managing Editor
 PHIL INTERLANDI Art Director

BETTER LISTENING, THINKING, SPEAKING FOR THE ACTION PEOPLE

NOMINEES INTRODUCED — The 1972 International Nominating Committee submits its list of nominees for election as 1972-73 TI officers at the International convention in Chicago, Illinois, August 2-5. Know your candidates. See page 6.

MARCH BOARD MEETING REPORT — The TI Board of Directors' March, 1972, meeting involved several items of interest to Toastmasters around the world. Among those items is the new member service charge which was adopted. See page 10.

AN ESSENTIAL INGREDIENT — Able Toastmaster Doc Smith discusses the magical ingredient of enthusiasm and its value. See page 13.

CONVENTION NEWS — Plans have been completed for your 41st International convention to be conducted in Chicago, August 2-5. Many fine educational programs, along with a variety of fun, recreational, and social activities await Toastmasters and their families when they attend the convention. See page 15.

PUBLIC SPEAKING — Harold P. Zelko discusses "What's Wrong With Public Speaking." An informative message on the problems involved in public speaking. See page 29.

THIS MONTH'S COVER — An abstract symbolgram of Toastmasters in Action. Center of the design symbolizes the clubs, areas, districts, World Headquarters, and the Board of Directors; the arms represent the individual Toastmaster reaching out to fulfill today's communication and leadership demands in the community and in business.

- SUCCESS IS . . . TI acTion in the club -

JUNE'S TUNE



In June the tune that should echo is leadership training.

The training of new club officers is to be conducted by the current district and area officers, and it is important that there be a continuity of training from one year to the next and from one administration to another.

Effective club officer executive development seminars for new officers provide leadership training and motivation, and are an essential element of our program. This training is fundamental to meeting members' needs and improving your club's *Standard of Excellence*.

The new administration would benefit by conducting a members' need survey using the Member Program Planning Guide (403).

Imaginative training provides ideas for club programming that meets these needs and which encourages participation in and a desire to join Toastmasters.

The educational lieutenant governor, division lieutenant governor, educational assistant area governor, and the club educational vice president should concentrate training in the area of improving the club's *Standard of Excellence* in their educational programs.

Be sure that your club officers are in tune with the June leadership training programs!

Russ

Russell G. Herron, Ph.D.
International President

educational happenings

Through The Eyes Of your Guest

What does your guest remember about visiting your club? Will he have memories of a well managed club running smoothly or will his visit prove to be an unfortunate experience — snuffing out any desire he may have had about joining Toastmasters?

“Arrived 15 minutes before the meeting... nobody here. Waited round for about five minutes. Somebody came in and started hurriedly setting out the lectern and name badges.

“Introduced myself. Told him that Harry — the club secretary — invited me. He (Joe) greeted me and went on with his chores.

“Three men walked in — they obviously were Toastmasters. One was complaining about the ‘lousy’ evaluation he received last week. Joe yelled from across the room that I was a guest. They introduced themselves, we exchanged a few words, and they continued with their conversation.

Members Drift In

“Others drifted in — some sat at the table — others stood around talking. One said the food here is terrible. Joe approached... said I should ‘grab a seat, anywhere.’ He said Harry’s usually late. Meeting’s five minutes late already.

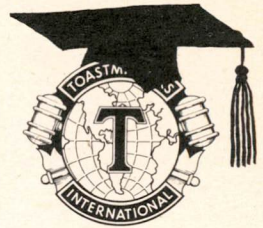
“I sat at the table... Others came to the table... Meeting about ready to start. Harry arrived... we exchanged greetings... he began rummaging through papers in his briefcase.

“President gaveled meeting to order... invocation... officers’ reports... Harry misplaced his minutes... funny!

“Table Topics... ‘What would you do with red paint???’ Who cares?

“Four speeches... not very interesting... not very informa-

for YOU and your club



tive... they don’t relate to me... wonder what the third speaker really wanted to say... don’t think he knew.

“Those were evaluations??? I could do better by watching my wife’s facial expressions. The evaluations were all the same... except for that last evaluator... he was a wise guy... I’d tell him to go.

“Oh-oh President asked Harry to stand and introduce me... that was a flowery bunch of nothing, ‘ol buddy. I’ll just say thanks and I enjoyed being here... I won’t tell ‘em I should have stayed home and watched television.

“What was that the president said... ‘we need members... bring a guest to the next meeting.’

“Wonder who they’ll get next week!”

Is your club having trouble turning guests into members? Look at your club’s programming *through the eyes of a guest*. Is your club’s standard of excellence blurred?

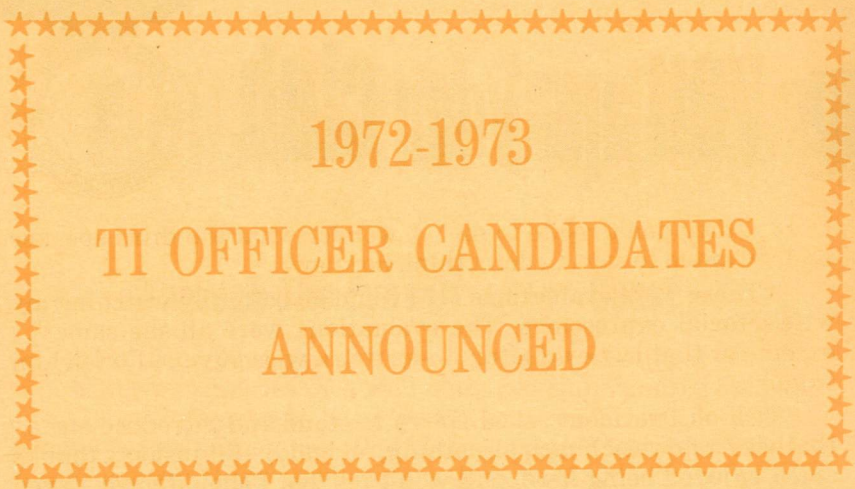
SHOW YOUR S.O.E.*

Be proud! When you introduce your guests to your club’s communication and leadership experience, show them what your members have done and are doing. Display trophies and certificates earned by your club’s members. Prepare a chart showing each member’s progress in his *Communication and Leadership Program* manuals.

Also be proud of what *you* are doing. Prepare a static display of your program manuals: your speech manuals, the *Debate Handbook* (104), *Mr. Chairman* (200), *Humor Handbook* (1192), and your *Club Reference File* (1550) as examples of your progress.

Make your meetings so interesting and full of enthusiasm that your guest will feel he is missing something by not joining a Toastmasters club.

*Standard of Excellence



 1972-1973

TI OFFICER CANDIDATES

ANNOUNCED

The following report of the 1972-73 International Nominating Committee is presented in accordance with Article VIII, Section I, of the bylaws of Toastmasters International.

Eleven Toastmasters, including three International past presidents, were appointed to the nominating committee in November, 1971, by the TI Board of Directors. The nominating committee is under the chairmanship of Past International President (1968-69) Earl M. Potter of St. Louis, Mo.

The nominating committee submits the following candidates for election as officers of Toastmasters International at the annual business meeting to be conducted during the 41st International convention of Toastmasters in Chicago, Illinois, August 2-5, 1972. Additional nominations may be made from the floor at the business meeting.

(Candidates for each office are listed alphabetically)

- | | |
|----------------------------------|-------------------------------|
| For President | Donald W. Paape, DTM |
| For Senior Vice-President | David A. Corey, DTM |
| For Second Vice-President | John F. Diaz, DTM |
| For Third Vice-President | Robert W. Blakely, ATM |
| | George C. Scott, ATM |

(By) Earl M. Potter, Chairman

- | | |
|---------------------------|--------------------------|
| <i>Sheldon M. Hayden</i> | <i>Les Sutton</i> |
| <i>Ralph Howland</i> | <i>Ray Eldridge, ATM</i> |
| <i>William V. Shumate</i> | <i>Laurie C. Erwin</i> |
| <i>Peter J. Varekois</i> | <i>Albert Nickerson</i> |
| <i>Samuel J. Harper</i> | <i>John P. Lister</i> |

It is the duty of all clubs to vote either by proxy or through their representatives at the International convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

Toastmasters International officers and directors will be elected at the annual business meeting, August 3, 1972, at the Sheraton-Chicago Hotel, Chicago, Illinois. Director candidates are nominated at the eight regional conferences conducted in June.



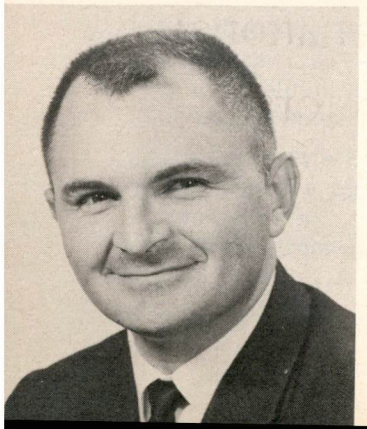
DONALD W. PAAPE, DTM

is senior vice-president of TI. He is an exploration superintendent with Amoco Canada Petroleum Corp., Ltd. A TI director in 1966-68, he was chairman of the district-club operations committee; the organization, planning, and administrative committee; and was chairman of the educational committee. Mr. Paafe was District 26 governor in 1964-65. A Toastmaster for 15 years, he is a member of Bow Valley Club 1494-42 in Calgary, Alta., and chairman of the Calgary Citizens for Better Schools. He was recently appointed as a member of the Calgary School District's long range curriculum committee.



DAVID A. COREY, DTM

is second vice-president of TI. He is a commander in the U.S. Coast Guard, chief boating safety branch, 5th Coast Guard District, Portsmouth, Va. He was a TI director in 1966-68, served on the community relations committee, and was chairman of the organization, planning, and administrative committee. A past president of Gosport Club 2896-66 in Portsmouth, Va., he was District 53 governor in 1964-65. A Toastmaster for 11 years, CMDR. Corey is vice-chairman of the Citizens Advisory Committee to the City Council of Portsmouth and was a recipient of the United Fund "Good Citizenship Award." He is a member of the Portsmouth's Mayor's Council on drug abuse, and vice-president of the Portsmouth's Volunteer Service Center.



JOHN F. DIAZ, DTM

is third vice-president of TI and was a director in 1968-70. He is chairman of the board of Opto Mechanik, Inc., in Melbourne, Fla. He served on the organization, planning, and administrative committee for two years. He is a member of Harbor City Club 3042-47 in Melbourne, Fla., and he was District 47 governor in 1965-66. He has been a Toastmaster for 15 years. Mr. Diaz created "The Organizer," an area governor operational manual, for his district. He was elected to the board of directors of Bosbeck, Inc., and is on the board of Indian River Cablevision, Inc., Goodwill Industries, Inc., the Brevard County American Red Cross, and Omi Optics, Inc.

ROBERT W. BLAKELY, ATM

was a TI director in 1969-71. He is in the managerial ranks of the Corps of Engineers, U.S. Army, and is presently serving as Chief, Office of Administrative Services with worldwide responsibility for support services throughout the Corps of Engineers. A Toastmaster for 14 years, Mr. Blakely was District 36 governor in 1965-1966. He is a member of Castle Club 3056 in Washington, D.C., a club which he helped organize, and a member of Challenger Club 1642 in Arlington, Virginia. He is also a member of the American Institute of Parliamentarians. Mr. Blakely is recipient of special community awards and recognition from the U.S. Army, Boy Scouts of America, Federal Safety Council, and from other service and professional organizations.



GEORGE C. SCOTT, ATM

was a TI director in 1968-70. He is a partner in the firm of Niemi, Holland, and Scott, CPAs, in Portland, Ore. He was a member and then chairman of the district-club operations committee. A Toastmaster for 17 years, Mr. Scott was District 7 governor in 1965-66 and is a member of S.M. Chanticleers Club 622-7 in Portland, Ore. Mr. Scott has been president of his local Kiwanis club, is a director of the Oregon Society of CPAs, and of the governing board of the Portland West Stake, L.D.S. Church. He is a treasurer and member of the board of trustees of the Boys Club of Portland, Oregon.



Toastmasters International Board of Directors August Meeting Set

The Toastmasters International Board of Directors will conduct its August meeting at the Sheraton-Chicago Hotel, Chicago, Illinois August 2-5, 1972.

TI

Board of Directors

Prepares For August

Convention

The Toastmasters International Board of Directors conducted its spring meeting March 15-18 at World Headquarters in Santa Ana, Calif. Board members discussed many items of interest to Toastmasters around the world, and they made several plans for the forthcoming 41st International convention, August 2-5, in Chicago, Illinois.

The board first met in various committees — Executive Committee; Educational Committee; Conferences, Conventions, and Meetings Committee; Organization, Planning, and Administrative Committee; Foundation Committee; Community Relations Committee; and District-

Club Operations Committee — to study and review policies and meeting.

Actions on the board included the following:

1. The new member fee remitted by clubs to Toastmasters International was increased from \$3.00 to \$8.00. This in-

crease was the first in 21 years and is necessitated by increased costs and to implement a new member program. Under the program each new member will receive the new member kit, including the same mailings now being sent to the new member, plus a reprint of the magazine section on member educational materials, along with a three-ring notebook with an embossed Toastmasters emblem. A letter of welcome along with an attractive personalized certificate of membership would also be sent.

2. The budget for the 1972-1973 fiscal year was reviewed and adopted.

3. Adoption of the five year long-range program with objectives of increases in net membership, member retention, member participation in the Communication and Leadership, Able Toastmaster, Distinguished Toastmaster, and Speechcraft Programs, and in educational research and development. The Board of Directors has over all policy responsibilities, World Headquarters has administrative and implementation responsibilities, and districts, areas, clubs, and members have the responsibility to set their goals and accomplish them. This program goes into effect July 1, 1972. Districts will set their goals at the June regional conferences.

4. The New Zealand provisional district was granted full district status effective July 1, 1972.

5. The Board of Directors modified the membership criteria established in November, 1971, to provide for an exception to the membership criteria to any Toastmasters club receiving support from an organization with a policy requiring open membership.

6. New Orleans, Louisiana, of Region VIII was selected as the location for the 1976 convention of Toastmasters International.

7. A progress report on 1971-72 districts' growth objectives were reviewed.

8. The status of all districts under consideration for consolidation was reviewed with the decision to take final action on the District Realignment Schedule at the August, 1972, meeting of the Board of Directors.

The board also discussed and approved plans for the preparation of an educational training program for area governors, a parliamentary procedure program, and a listening program.

Other items of discussion were speech contests, board committee structure, the frequency and purpose of all Toastmasters meetings above the club level, Project Fun, and Project Spot.



Project Fun!

Put more acTION in your club. Show your guests and prospects what the ACTION PEOPLE are doing. Use *Project Fun* for imaginative programming. It's not too late. There are still six months left for you and your club to participate in the festivities.

Those who have already joined are enjoying increased membership and other interesting fun-filled activities.

Put more zest into your summer program — let your imagination have a free rein. See what happens when using *Project Fun*.

Open the fold-out and see how you and your club's efforts are rewarded when participating in the exciting program.

Remember, Toastmasters are the ACTION PEOPLE! All the way with *Project Fun*.

the ACTION PEOPLE

win with PROJECT FUN!



SEE DETAILS INSIDE FLAP

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ATM

e priceless everything e greatest weapon to that will use of zest e creative within us. n needs so APACITY iasm. En- difference failure. nismisconcept out enthu- simulated ury stimu- l. It's pos- aporarily every day ootball ral- rings. But iasm has ing value. n in your e faked or the true cerity, or

Real Enthusiasm

Real enthusiasm is the outward reflection of a true emotion which originates within YOU. When a Toastmasters club is imbued with strong conviction with a coterie of compatible men, it literally radiates with emotional enthusiasm!!

The fortunate individuals who achieve the most in life are invariably activated by enthusiasm. The men who do the most with their lives are those who approach human existence, its opportunities and its problems — even its rough moments, with a confident attitude and an enthusiastic point of view.

Enthusiasm is the priceless ingredient of personality that helps to achieve happiness and self-fulfillment. Sir Edward V. Appleton, the Scottish physicist whose scientific discoveries made possible world-wide broadcasting and won him a Nobel prize, was asked the secret of his amazing achievements. He answered, "I rate enthusiasm even above professional skill; without it, one would not be willing to endure the self-discipline and endless work so necessary to develop skill."

Can't Be Evaluated

Enthusiasm can't be evaluated, pretested, or scientifically analyzed in a laboratory. Paradoxically, it must be used to be created and created to be used.



PROJECT FUN!

P Here's how you win. All you do is get new members. When a Toastmaster sponsors **THREE** new members, he receives a certificate and choice of one award. When a Key Man sponsors **FIVE** new members, he receives one award, a certificate of recognition, his name is added to the TI Hall of Fame Sales Honor Roll, and his accomplishment is reported in **THE TOASTMASTER**.

Your club wins, too! The best club in each District (min. 10 new members) receives a Club Reference File (1550), a special ribbon for the club banner, a listing in the Hall of Fame and **THE TOASTMASTER**, and your district will receive recognition for membership sales success through the Distinguished District Program.

Remember, awards are based on new members reported during 1972, new members who pay service charge, and members must be verified on Form 400, with the sponsor name.

Get in on the action and win.

NOW ON TO THE AWARDS



SEE OTHER SIDE OF

The Magic of Enthusiasm

By **DOC SMITH, ATM**

Enthusiasm is the priceless quality that makes everything different! One of the greatest needs of our time is a weapon to fight mediocrity, one that will teach us how to make use of zest and vitality and the creative forces buried deep within us. What the average man needs so desperately is the **CAPACITY** for exercising enthusiasm. Enthusiasm makes the difference between success and failure.

The most common misconception Toastmasters have about enthusiasm is that it can be simulated — used as a temporary stimulant, like a “pep” pill. It’s possible to become temporarily enthusiastic. It’s done every day in sales meetings, at football rallies, at religious gatherings. But that kind of enthusiasm has neither true nor lasting value. Genuine enthusiasm in your speech can no more be faked or pretended than can the true emotions of love, sincerity, or courage.

Real Enthusiasm

Real enthusiasm is the outward reflection of a true emotion which originates within **YOU**. When a Toastmasters club is imbued with strong conviction with a coterie of compatible men, it literally radiates with emotional enthusiasm!!

The fortunate individuals who achieve the most in life are invariably activated by enthusiasm. The men who do the most with their lives are those who approach human existence, its opportunities and its problems — even its rough moments, with a confident attitude and an enthusiastic point of view.

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Can't Be Evaluated

Enthusiasm can't be evaluated, pretested, or scientifically analyzed in a laboratory. Paradoxically, it must be used to be created and created to be used.


Here is an example of the dynamic motivator that can keep YOU persistently working toward your goal . . . better speaking . . . better listening . . . better better living. Charles M. Schwab, one of the dynamic men who built the American industrial structure said, "A man can succeed at almost anything for which he has unlimited enthusiasm." With so many ways to define it and so many moods in which it may or may not be in evidence, it would seem that enthusiasm would be too elusive to grasp, too difficult to create. Actually, the opposite is true. Enthusiastic developments can be traced with very simple parallels; if human enthusiasm is high voltage current, its use results in magnetic attraction, then there must be something that generates the current or supply. The something is BELIEF. Once you establish belief in yourself . . . belief in your club . . . and belief in Toastmasters International . . . you'll find an unlimited supply of enthusi-

asm available whenever you need it!!

Any upsurge of spirit that introduces into the personality a verve, an excitement and which raises slow simmering of emotions to a boil will bring about the quality of enthusiasm. Emerson wrote, "I believe that enthusiasm is the spice of life." Arnold Toynbee said, "Apathy can only be overcome by enthusiasm, and enthusiasm can only be aroused by two things: first, an ideal which takes the imagination by storm and second, a definite intelligible plan for carrying that ideal into practice." Here is the prescription: Take your natural intelligence, add profound motivation which drives off apathy and cynicism, stir in the excitement of doing — the result is enthusiasm and accomplishment! The secret of a full life, a great speech, is enthusiasm, the kind that keeps you fighting and winning over obstacles (including destructive evaluations) and all the while enjoying every minute of it.

ABOUT THE AUTHOR

Doc Smith is a member of South Denver Club 1588-26, and is currently serving as Lt. Governor of District 26. He is a mortgage banker.



GO FUN!
GO CHICAGO!!
YOUR
1972
CONVENTION

Your 41st International convention theme, "Success Is... Members in AcTION," captures the educational emphasis that will be placed upon the variety of programs aimed at your development and enjoyment while you and your family are in Chicago August 2-5.

The 1972 International convention is built around exciting and stimulating educational programs.

Tuesday, August 1 —

If you arrive a day early... check in at the convention registration desk and the Host District 30's hospitality room arranged by Host District Chairman Louis Kiriazis and his committee... attend the evening's Proxy Prow where International President Russell G. Herron will introduce the 1972 officer and director candidates. It's social, casual, and GO FUN!

Wednesday, August 2 —

The traditional, colorful, and exciting convention opening ceremonies...

Then everyone's invited to the District Governors' Luncheon to view the presentation of the Golden Gavel Award — TI's highest international award — to internationally known lec-

turer Cavett Robert . Mr. Robert is one of the top speakers in the field of Human Engineering and Motivation. He was TI speech contest winner in 1942. He has conducted sales, human engineering, personnel development, and management courses for over 20 years, helping people improve their ability to sell, communicate, and lead.

After lunch, you will have the opportunity to talk with your International officers and TI board committee chairmen who will form a panel to discuss the various Toastmasters programs.

A late afternoon period is provided for candidates and caucuses. Later, attend the evening "Action Rap Session" to discuss a variety of Toastmasters subjects with friends and fellow Toastmasters from around the world and the WHQ staff — optional, informal, and unstructured.

Thursday, August 3 —

Bright and early... attend the annual business meeting which includes the election of International officers and directors.

Break for lunch and return for the afternoon's traditional Idea Fair and educational ses-

sions. Visit the educational center. This is where advance convention registration pays off. Your advance registration packet contains coupons which can be exchanged for Toastmasters educational and promotional materials — FREE!

That evening be sure and attend the gala "New Year's Eve Party" — dining, dancing, and entertainment for the price of your ticket. This is for those who missed last New Year's Eve — or can't remember it.

A spectacular buffet dinner will be served as the evening festivities get under way.

—dress in costume complete with masks.

The day's events will close with the Grand Unmasking at midnight. Plan to attend this festive part of the convention.

Friday, August 4 —

All-day educational sessions are aimed at the convention theme, *Success Is... Members in AcTION.*

The traditional President's Dinner Dance and installation of new officers draws the attention of every Toastmaster at the

convention — an inspirational and fun occasion — a delightful evening of dining and dancing!

Saturday, August 5 —

The TI Hall of Fame Breakfast and International Speech Contest Saturday morning will cap off an exciting three days of educational and fun activities.

Be sure to bring your family. Toastmasters' ladies are invited to all the convention's educational presentations as well as the variety of social and fun activities planned for your entertainment.

Don't forget the kids. Convention planners didn't. There's a variety of daily activities planned for them. There's also a swimming pool at the Sheraton-Chicago Hotel, one of the most modern in North America.

Toastmasters' ladies: don't forget — Wednesday morning coffee. Other exciting activities are being planned so check your advance registration and reservation forms. Tours will be available to see the Chicago sights!

There you are, Mr. Toastmaster. Your 1972 convention schedule is packed and ready to GO FUN!! GO CHICAGO!!

**ADVANCE CONVENTION REGISTRATION
1972 TOASTMASTERS
INTERNATIONAL CONVENTION
AUGUST 2-5, THE SHERATON-CHICAGO HOTEL
CHICAGO, ILLINOIS**

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1972-73.)

Registration will be required at all general sessions on Wednesday, Thursday, and Friday. Pre-register and order meal event tickets now! **ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY.** Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

To: Toastmasters International

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

- _____ Member Registration @ \$7.00.....\$ _____
- _____ Ladies Registration @ \$2.00.....\$ _____
- _____ Youth Registration (9 years and older) @ \$1.00.....\$ _____
- _____ Tickets District Governors' Luncheon @ \$5.75 ea.....\$ _____
(Wed. noon Aug. 2)
- _____ Tickets "New Year's Eve in August" @ \$10.50 ea.....\$ _____
(Thurs., Dinner, Dancing, Entertainment)
- _____ Tickets President's Dinner Dance @ \$12.00 ea.....\$ _____
(Fri., Dinner, Dancing, Program)
- _____ Tickets Hall of Fame Breakfast and
International Speech Contest @ \$4.75 ea.\$ _____
(Sat.,)

Enclosed is my check for \$ _____ (U.S.) payable to Toastmasters International.

(Cancellation reimbursement requests not accepted after July 21, 1972)

(PLEASE PRINT)

CLUB NO. _____ DISTRICT NO. _____

NAME _____

WIFE'S FIRST NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

NO. CHILDREN ATTENDING (Elementary School Age) _____

(Jr. High School Age) _____ (Senior High School Age) _____

If you are *incoming* district officer, please indicate office _____

(PLEASE PRINT)

COMPLETE

CLIP

MAIL

**APPLICATION FOR
HOTEL ACCOMMODATIONS**

41st Annual Convention
August 2-5, 1972
Toastmasters International
Chicago, Illinois

Reservations Manager
Sheraton-Chicago Hotel
505 North Michigan Avenue
Chicago, Illinois 60611

Please reserve _____ single room(s) at \$22 each

Please reserve _____ single room(s) at \$25 each

Please reserve _____ single room(s) at \$28 each

Please reserve _____ twin room(s) at \$28 each

Please reserve _____ twin room(s) at \$31 each

Please reserve _____ twin room(s) at \$33 each

All rates European Plan (no meals included).

One, two, and three-bedroom suites available.

For additional information, please write the hotel reservations manager.

I will arrive approximately _____ a.m. _____ p.m. on August _____, 1972.
(Rooms will be held until 6:00 p.m. on the date of arrival unless deposit is forwarded.)

I am sharing the room with _____

NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

To be assured accommodations at the Sheraton-Chicago Hotel, this form must be mailed by July 18.



Crossing The Communication Crevice

PART II

By C. P. PRAHALIS

Perhaps the single most important method of improving communications is feedback. This engineering term refers to the ability of certain electro-mechanical devices to check on their own performance and to make corrections, if necessary.

Although the word feedback is adopted from Engineering, we all use this principle. Perhaps without even realizing it. A good teacher, for example, is always interested in audience reaction among his students. If they seem confused, he knows his lecture isn't getting across. Correspondingly, he takes corrective action. He adjusts. The good manager is equally conscious of the need to determine his subordinates' reactions to what he is trying to communicate. Without feedback, false perceptions creep in. Even a small error that goes undetected may become magnified into a major distortion. Communications gain in speed and efficiency as more and more feedback is employed. There are several techniques for maximizing feedback.

Observation

Observe the other person and judge his responses by his total behavioral set. Non-verbal cues — expressions, gestures, body motions — give eloquent testimony to attitudes the receiver may be reluctant or unable to say in words. University of North Carolina's Dr. Robert N. Wilson wrote, "When communication is at peak efficiency, in the most intimately shared situations, words are often superfluous. Good examples are the hospital operating room, the jazz band and some small interdependent work teams in industry."

Listening With a Third Ear

Carl F. Braum, in *Management and Leadership*, advises, "The problem is not one of getting men to talk; the problem is one of getting leaders to listen." We must listen carefully if we are to discover what a person is trying to say. A good manager can learn to listen with a "third ear." Ask, "What did Tom really mean when he told me he's had it? Why did he remain silent when I asked for details?"

There is a hidden content in

many communications that can only be inferred by the listener. Although the good manager should keep a tight rein on his imagination, he should try to go beyond the logical verbal meaning when there is some evidence that emotional feeling is involved. Most communication is a combination of fact and feeling.

Adjust Rate of Speaking

Failure to adjust — to synchronize — to the speaking patterns of the other person causes communications breakdown. To improve communications, be aware of differences in speaking patterns. By doing so, the alert manager avoids lost ideas. He eliminates interruptions or long silent periods.

Use Face-to-Face Communication

This is the best way to communicate. The printing press is a wonderful invention but no substitute for face-to-face communication. Voice communications provide immediate feedback. Also, most of us communicate more easily, completely, and frequently by voice. Furthermore, we usually ascribe

more credibility to what we hear someone say than to words attributed to him in print. Actually hearing the boss say the company is in serious trouble carries a lot more weight than reading a statement in the house organ, particularly if the employees have an opportunity to ask the boss direct questions.

Time Messages Carefully

The manager must recognize that while he is trying to tell his subordinate something, other things are simultaneously being heard which may distort his message. Communicating the message before other beliefs or attitudes come into play limits the amount of noise. Then the communication will meet less resistance. Chances of getting it accepted are increased.

In other words, a transmission is more likely to get through when it's not competing with other messages. This, of course, was the basis for "brainwashing" during the Korean conflict. Our captured soldiers were isolated from their comrades and subjected to repeated anti-American propaganda. A more contemporary application of

this concept is the isolation of a group of executives at a quiet, country, conference center. Without the interference of normal communications, they are more likely to "hear" a change in corporate policy.

Reinforce Words With Action

Only consistent reinforcement of verbal announcements by action increases the likelihood that the communication will be accepted.

Often, managers forget that what they do is a means of communication. A handshake and a smile have meaning. A raise in the pay envelope has meaning. The manager has also communicated when he fails to compliment someone for a job well done or fails to take a proposed action. Since we communicate both by action and by lack of action, we're transmitting almost all the time. But words are suspect. People believe actions more than they do words or pictures. "Actions speak louder than words" is an old adage but woe unto the leader who forgets it. The manager who says one thing but does another will find his personnel "listen" most to what he does.

Use Direct, Straight Forward Language

Written communications should be as intelligible and readable as possible. Avoid erudite and multisyllable words. Why people speak and write in a complicated way is subject to conjecture. Perhaps it's because they subconsciously want to impress others with their verbal facility. The home economist from Penn State University, for example, was giving a cooking demonstration to a group of farming women in the Pennsylvania Dutch region of eastern Pennsylvania. "Take an egg and perforate the basal end," she began. "Duplicate the procedure in the apex. Then applying the lips to one of the apertures and forcibly exhaling the breath, discharge the shell of its contents." Eighty-five-year-old Aunt Cissie turned to a neighbor. "Beats all how different these new-fangled ways is," she whispered. "When I was a gal, we just poked a hole in each end—and blowed!"

Use words and phrases that personalize the material. Make it more concrete — and imme-

diately intelligible. Government agencies have been the favorite butt of jokes about "gobbledegook" but many private organizations are also guilty of turning simple statements into complicated puzzles. Low readability is a factor in breakdown of communications.

Introduce Redundancy

If each word is crucially important, it pays to say the same thing in several ways. Again borrowing from the engineering field, the term redundancy means the amount of repetition a message contains. The manager who wants to give a direct order or transmit essential information should make sure his message includes substantial redundancy. In the early days of radio, station managers used to advise neophyte broadcasters to "tell the listening audience you're going to tell them; next, tell them; then, tell them you told them." If any word or phrase is misunderstood, there should be other elements in the communication that will carry the point. In giving complicated instructions, for example, it's wise to repeat them several times, perhaps in different ways.

This artful redundancy enhances successful transmission.

At times, however, a manager may want to avoid redundancy and concentrate on a more novel way to present his communication. All too frequently, favorite clichés and hackneyed expressions infiltrate our message to the point where employees no longer listen because they've "heard it before." Many messages have not gotten across because they sound so familiar. "Anytime the boss starts on that kick about our being one big happy family I just tune myself out."

Developing the information and understanding necessary for group effort is the prime purpose of communication. When people are able to communicate, they can work together. Communication provides the attitudes necessary for motivation, cooperation, and job satisfaction. This is a subtle yet vital facet. Today, there is increasing evidence that modern work problems are related more to attitudes than fundamental skills and job knowledge.

A manager, however, must be careful not to conclude that the

more communication the better. There are limits. An individual can only absorb and be responsive to so much. Employees need to be protected from needless information — communication overkill, if you will — so they can concentrate on important data.

The swiftest, most effective communication occurs among well informed people with common points of view. When people feel secure, they can talk to one another easily. When discontent is rampant, so is rumor, distortion, and misunderstanding. In this sense, communication is a dependent variable. Where human relations are good, communication is easy. Where there is distrust, it's impossible. In a 1958 interview with Mike Wallace, the late Adlai E. Stevenson aptly described the essence of communication, "We simply have to develop better methods of communication with people because we know that there is no better system than an ultimate reliance on the discriminating choice of the people. But they have to be informed. The first responsibility in information is truth."

TI's Project Spot, designed to coincide with *April Invitation Month* by achieving radiobroadcast time to help promote Toastmasters clubs' activities throughout North America has turned into a huge success. Preliminary reports from the West Coast to the East Coast and from Canada to Florida indicate an enthusiastic reception from Toastmasters and broadcast media.

Toastmasters spread the word about Project Spot throughout their clubs, areas, and districts. The most effective method was club and district bulletin reports to each member about what is

being done in his locale. However, Toastmasters also wrote letters about this unique project, both to each other and to World Headquarters.

The comments about the program are encouraging. District officers, area officers, and Toastmasters eager to promote their clubs' activities responded to Project Spot with almost unanimous approval. One district governor wrote early in the program, "This looks like an aggressive, go-getting program. I can't wait to see how it works."

Forty-seven districts participated in Project Spot; 158 cities and nearly 350 radio stations throughout North America.

A Spot Of Recognition



TOASTMASTERS HALL of FAME

Congratulations to these 64 Toastmasters who completed the TI Communication and Leadership Program between March 7 and April 5.

ABLE TOASTMASTER (ATM) Certificate of Achievement

- Kenneth C. Reed, ATM**
Tippecanoe Club 3824-F
- Reginald E. Morgan, ATM**
NAS-Seattle Club 252-2
- Daniel H. Schenck, ATM**
Camelback Club 1631-3
- Andrew Haber, ATM**
Granada Club 1772-3
- Joseph Pepera, ATM**
Twilite Club 3480-3
- John E. Knight, ATM**
Monterey Peninsula Club 934-4
- Rus Bucholz, ATM**
The Ordators Club 3342-4
- Emery E. Butcher, ATM**
Cactus Gavel Club 120-5
- Angelo A. Mazzucco, ATM**
Legion Rostrum Club 374-6
- William David Milkes, ATM**
Minneapolis Club 459-6
- William R. Boyles, ATM**
Realtors Club 2512-6
- Jack R. Elwood, ATM**
Columbia Power Club 1086-7
- James F. Barbour, ATM**
Benton Club 3722-7
- R. G. Stafford, ATM**
Akron Club 151-10
- Charles T. Gagel Sr., ATM**
Communicators Club 1129-11
- Marco W. Hanson, ATM**
Mallory Club 1170-11
- Leroy R. Haenze, ATM**
University Club 2526-13
- Gordon Glenwood Brown, ATM**
Central West Virginia Club 2885-13
- Dr. Edwin S. Wilson, ATM**
Central West Virginia Club 2885-13
- Ralph Goldsmith, ATM**
Tulsa Club 148-16
- W. B. Norman, ATM**
Tulsa Club 148-16
- Oren Lee Peters, ATM**
Edmond Club 170-16
- Fred M. Harriss, ATM**
Capitol Club 709-16
- Algerd Dilis, ATM**
Wesley Club 1022-16
- Robert D. Crout, ATM**
Ponca City Club 1846-16
- Fred M. Bunce, ATM**
Town and College Club 875-19
- Fritz V. Brosseit, ATM**
WECOMO Club 948-22

- Lawrence C. Grulke, ATM**
Omaha Traffic Club Yawn Patrol Club
1852-24
- David Spohn, ATM**
Greater Dallas Club 1064-25
- Arthur J. Lavergne Jr., ATM**
Richardson Evening Club 2690-25
- Eugene S. Brink, ATM**
South Denver Club 1588-26
- John Franklin Dale, ATM**
Rocky Ford Club 2909-26
- J. L. Abbott, ATM**
Yawn Club 3387-26
- Orb C. Wiggle, ATM**
Moab Club 3789-26
- William J. Smith, ATM**
Breezy Hour Club 3855-26
- Alan R. Russell, ATM**
Port Angeles Club 25-32
- David F. Niederberger, ATM**
Bremerton Club 63-32
- Miles S. Capron, ATM**
Schlitz Club 1989-35
- John F. Belin, ATM**
NIH Club 3421-36
- James D. Beissel Sr., ATM**
Delaware County Club 3204-38
- Jerrold B. Braunstein, ATM**
Flying I Club 2134-39
- Charles W. Baldwin, ATM**
Cincinnati Club 472-40
- Ralph Henry Elking, ATM**
Megacity Club 553-40
- Robert L. Barr, ATM**
Springfield Club 722-40
- Dennis R. Wyant, ATM**
Kettering Club 2120-40
- Ernest Heilbronner, ATM**
DESC Club 2781-40
- Rene P. Charrois, ATM**
Edmonton YMCA Club 2478-42
- Mac Snyder, ATM**
Northern Brookhaven Club 2413-46
- James D. Massanek, ATM**
Northern Brookhaven Club 2413-46
- Dr. Carl E. Harris, ATM**
Northern Brookhaven Club 2413-46
- Walter W. Leonard, ATM**
Equitable Club 3507-46
- Frank C. Stickney, ATM**
Sunshine City Club 3524-47
- Emerson C. Leiter, ATM**
Sunshine City Club 3524-47
- John J. Dulin, ATM**
Inglewood Club 114-50
- Van E. Barcus, ATM**
Executive Toastmasters Breakfast Club
3622-52
- Richard L. Krause, ATM**
Energy Toastmasters of Northeast
Utilities Club 2542-53
- Robert N. Rogers, ATM**
Rockford Club 1752-54
- Walter L. Staley, ATM**
Cheyenne Club 798-55
- David N. Holman, ATM**
MSC Club 3116-56
- John W. Cova, ATM**
Oakland Y Club 2767-57
- Eric B. Paterson, ATM**
Skyway Club 3301-60
- Robert Richard Borsching Sr., ATM**
Tower Club 963-65
- Frank James Bell, ATM**
Gaveliers Club 2323-69
- F. G. Allgood, ATM**
The Polish Hearth Club 3640-U

PRESIDENT'S 40 CLUBS

The following 50 Toastmasters clubs have achieved and maintained the 40-member maximum club membership and have been designated "PRESIDENT'S 40" clubs. These clubs have the potential to provide their members with the entire realm of Toastmasters programs and experiences. (An asterisk indicates a continuing "President's 40" club.)

Roundup Club 1839-3

Phoenix, Ariz.

*Papago Club 2694-3

Mesa, Ariz.

*Professional Men's Club 624-5

San Diego, Calif.

*Elgas Club 1508-5

San Diego, Calif.

*Dan Patch Club 1280-6

Minneapolis, Minn.

*St. Clair Club 496-8

Belleville, Ill.

Noontoasters Club 1822-8

St. Louis, Mo.

*Christopher Club 339-14

Atlanta, Ga.

*Pershing Point Club 2662-14

Atlanta, Ga.

*Ponca City Club 1846-16

Ponca City, Okla.

Gunpowder Club 2562-18

Edgewood Arsenal, Md.

Town & College Club 875-19

Ames, Iowa

Bismarck Club 717-20

Bismarck, N.D.

*Lonestar Club 1286-25

Ft. Hood, Tex.

Golden Sun Club 3605-25

Dallas, Tex.

*Downtowners Club 3663-25

Dallas, Tex.

Gates Club 3413-26

Denver, Colo.

*Anthony Wayne Club 1380-28

Toledo, Ohio

*Park Ridge Club 381-30

Park Ridge, Ill.

Waltham Federal Club 2566-31

Waltham, Mass.

*Schlitz Club 1989-35

Milwaukee, Wisc.

*UniRoyal Club 2510-35

Eau Claire, Wisc.

Capitol Hill Club 1460-36

Washington, D.C.

Raleigh Club 843-37

Raleigh, N.C.

Sea N' Air Club 2314-38

Trenton, N.J.

New Holland-Sperry Rand Club 3155-38

New Holland, Pa.

*DPSC Club 3403-38

Philadelphia, Pa.

DCSC Officers Club 1740-40

Columbus, Ohio

Foothill Club 3073-42

Calgary, Alta.

Shaganappi 60 Club 3205-42

Calgary, Alta.

*SEC Roughriders Club 1876-46

New York, N.Y.

*Ft. Lauderdale Club 2004-47

Ft. Lauderdale, Fla.

Early Bird Club 3659-47

Margate, Fla.

South Bay Club 280-50

Manhattan Beach, Calif.

*Burnt Club 914-52

Van Nuys, Calif.

Valley Club 1873-52

Van Nuys, Calif.

*Water & Power Club 3629-52

Los Angeles, Calif.

Travelers Club 1389-53

Wetherfield, Conn.

*Sharpstown Club 2243-56

Houston, Tex.

*Napa Club 2024-57

Napa, Calif.

Harbord Diggers Club 1126-70

Harbord, N.S.W., Aust.

Sea Eagles Club 2951-70

Sidney, Australia

Wellington Club 1046-U

Wellington, N.Z.

Cork Club 1868-U

Cork, Ireland

*Pretoria Club 2199-U

Pretoria, S. Africa

*Plymouth Club 2833-U

New Plymouth, N.Z.

Eblana Dublin Club 3103-U

County Dublin, Ireland

Knightsbridge Club 3372-U

London, England

Hellfire Club 3599-U

Dublin, Ireland

*Auckland Club 3593-U

Auckland, N.Z.

TOASTMASTER KEY MAN

If TM accepts prize for three new members, he must start over for this award.

- B60 HANDBOOK OF PARLIAMENTARY PROCEDURE
- B30 ROBERT'S RULES OF ORDER
- 5761 Cigarette Lighter
- B52 Clever Introductions for Chairmen
- 5758 Member Cuff Links (Rhodium)
- 5759 Member Cuff Links (Yellow gold electro plate)
- 275 Twin Desk Pen Set

SPK Special Packet: (Includes the following items)

- 230 Zipper Brief Case
- 1300 Loose Leaf Binder
- 391 Membership Plaque
- B31 ROGET'S THESAURUS
- B46 THE SPEAKER'S HANDBOOK OF HUMOR

EPK Educational Packet: (Includes the following items)

- 171 Parliamentary Slide Rule
- 1322 TRAINING THE TRAINER TO TRAIN
- 111 INTRODUCING THE SPEAKER
- 104 DEBATE HANDBOOK
- 220 MEMBERS, MEETINGS & MEALS
- 212 CONFERENCE LEADER'S GUIDE
- 1200 LISTENING TO LEARN

MORE AWARDS NEXT PAGE



PROJECT FUN AWARDS

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

TOASTMASTER SPONSOR

- B14 PARLIAMANTARY PRACTICE
- 375 Gavel
- B57 THE GREAT PEACEMAKER
- 1300 Loose Leaf Binder
- B25 PARLIAMANTARY PROCEDURE AT A GLANCE
- 384 Club Meeting Plaque
- 391 Membership Plaque
- 5756 Member Tie Bar (Gold electro plate)
- 5757 Member Tie Bar (Rhodium)
- B63 PERSONALLY SPEAKING
- 5760 Key Clasp
- 5762 Knife Money Clip
- 230 Zipper Brief Case
- 353 Playing Cards

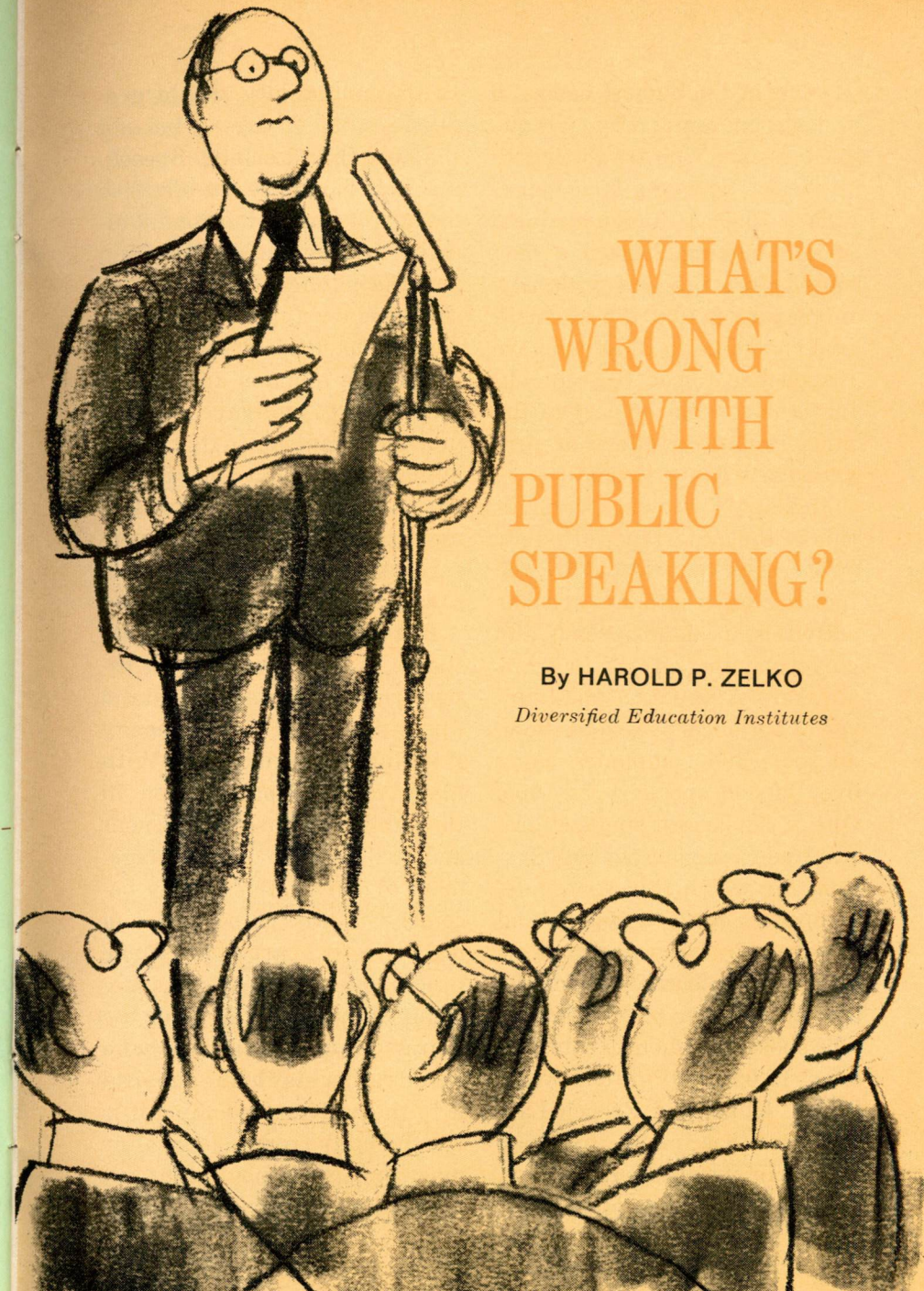
- EPS Educational Packet:** (Includes the following items)
- 1192 HUMOR HANDBOOK
- 1193 AUDIOVISUAL HANDBOOK
- 220 MEMBERS, MEETINGS & MEALS

INSTRUCTIONS

ADMINISTRATIVE VP MUST COMPLETE & MAIL REPLY CARD TO WHQ

TOASTMASTER IS ELIGIBLE FOR AWARDS INDICATED: (PLEASE PRINT)

TOASTMASTER	NAME: _____	AWARD CODE NO.
	ADDRESS: _____	
	ZIP: _____	
	CLUB: _____ DISTRICT: _____	
NEW MEMBERS		CLUB NO.



"One of the biggest booms in the nation comes from all the businessmen who are getting up to speak." So wrote *Time* magazine in 1960. Although business speech making started a long time before that date, it's now increasing so that it presents a real challenge to those who are responsible for it. Speechmaking is now a major part of the public relations effort of progressive organizations.

Industry's growing recognition of the importance of public speeches is manifested by the increase of company speaker activities, speakers bureaus, and corresponding efforts to train speakers. A recent national survey of major corporations showed some 300 companies using over 30,000 speakers in 1965. One of the largest single efforts was undertaken by the Bell System, for which this writer developed a *Speaker's Manual* and *Speaker Training Guide*. This program has been used for the training of over 6,000 speakers who spoke to audiences totalling over 12,000,000 in one year. Smith, Kline, and French Laboratories has more than 500 people in its speakers bureau. There are countless others.

All this activity should produce results. It does — but not the kind that it should. Speechmaking should be an effective means for improving communication between an organization and the public. A good speech should show that the X Company is made up of warm, compassionate humans and should contribute to an image of a live vibrant organism. In this age of human interaction and participation — and of anti-establishment sentiments — it is important that the public feel this presence.

But all too often, a corporate speech is a public relations essay written for someone to stand up and deliver — "an essay standing on its hind legs." With many manuscripts written in the public relations department and then turned over to management to deliver, the speaker becomes the least important and least effective part of the whole proceedings. He stands as a mechanical medium who reads the manuscript to listeners who would rather stay home and read it to themselves (assuming it is worthwhile) from a journal or magazine. And they might get much more from it in this way.

There is an interesting paradox in all this in an age when Marshall McLuhan preaches that "the medium is the message" and S. I. Hayakawa says that "in this age of television, image becomes more important than substance." The public relations expert undoubtedly feels that the message is the more important part of the speech or he would not be so preoccupied with manuscript writing, yet Mr. Hayakawa and Mr. McLuhan minimize the importance of the message in favor of the greater importance of the image and the total impact of the speaker, setting, and medium.

TV's Impact

TV has had a tremendous impact on speaking and there are many special considerations in using this medium. But few people in any organization present speeches or make comments on TV. We cannot use its unique demands as a yardstick for determining the best methods for the great majority of speakers who must communicate directly with live audiences.

I do of course agree with the public relations department in its position that the message is important. It surely is, or else

why give a speech at all? Mr. McLuhan and Mr. Hayakawa are going too far in minimizing message importance in favor of the image of the speaker and his delivery. All factors are important and you don't have a good speech when any one is poor.

What is wrong results from one or more of the following misconceptions:

Misconception 1: The manuscript is all-important. This is the notion that whatever is written as a speech is the paramount reason for giving it. It stems in part from the use of a speech manuscript either as a news release or as an attractive printed document given to those present for a speech or to anyone else who requests copies. This practice may further the public relations objectives of an organization, but why not transcribe a good speech after it is delivered or prepare a printed essay in the first place and not make a speech from it at all?

Misconception 2: Company policy requires exact wording that can only be cleared in manuscript before the speech is given. Too many organizations fear that their "policy" is sacred and a company official cannot

be allowed to put it in his own words. We thus find a public relations department writing a manuscript, which is taken to a top executive who must "clear" it before it is given to a speaker who must read it exactly as written. There may be a few occasions for which this procedure is important, but all speakers should not be required to speak from a manuscript. American Telephone and Telegraph broke away from this requirement several years ago when it delegated to the speaker the responsibility of putting the point in his own words and the freedom to adapt to his local audience.

Misconception 3: A speech is a performance. It is not. It is the communication of a message. Quite different from an actor who speaks the lines of the character he is portraying, the speaker always represents himself. The speaker's "role" is to communicate his own thoughts, ideas, and words to his audience. When listeners realize he is simply reading words that someone else wrote, they lose interest, especially if the message is poorly read. A "reading" is not a speech.

Misconception 4: External mechanics make the speaker. This relates to the previous misconception. It is the misguided belief that all it takes to be a good speaker is a combination of appearance, posture, gesture, voice, and diction. It often leads into elocution and voice training with an emphasis on "how to read aloud." Gesture and good use of voice must come from within, from a strong desire and enthusiasm to communicate. There is no mechanical set of rules for good speaking and no "bag of tricks" or "gimmicks" that bring it about.

Misconception 5: Personality and charisma are all it takes. This relates to the "medium is the message" theory. It is indeed helpful to present oneself in the best possible light, with a pleasant manner, consideration for others, animation and enthusiasm, and an attitude of wanting to communicate. Personal charm, appearance, and clothes also contribute to a favorable image. The difficulty lies in believing that these are all it takes to be a good speaker.

Misconception 6: A manuscript makes the speaker feel more confident and secure. This

is part of a broader misconception that speakers should not be nervous. Nonsense! All good speakers get nervous. So do successful actors and athletes, and almost anyone who approaches a social situation among his peers where he wants to be successful or effective. If he has learned to accept the value of nervous energy, he can harness it, control it, and use it effectively. Holding a manuscript or having it in the pocket before being called on to speak does lull the speaker into a smug state of confidence. And why not? All he has to do (he thinks) is to reel off a series of words from a printed page, but a speech should be the communication of ideas, thoughts, feeling and attitudes.

For Better Speeches

To improve and strengthen speechmaking, many companies are moving ahead toward progressing attitudes, policies, and programs. They realize that in this communicative age, speeches must be attuned to the total participative climate in which they are made. Listeners form the most important part of this setting, and they do not want to be preached to, or har-

angued, or to feel uninvolved and unimportant. The feeling of speaker and listener "talking things over" together is good rapport and to achieve this, speeches must be both informal and well prepared.

What we call the extemporaneous method of speech preparation can be applied even to manuscript speeches, by using these steps:

- *Change or adapt company policy on speechmaking.* There are few company policies so sacred that a member of management cannot explain them in his own words. If he cannot, there is something wrong not only with the company's internal communication system but with a management philosophy that refuses to delegate this kind of responsibility. A good public relations expert should advise top management on what makes good speeches as well as good public and customer relations.

- *Speaker and speech writer should work together in preparing a manuscript.* Far too many manuscripts are handed to the speaker at the last moment—he sees his words for the first time when he sits down and buckles the seat belt. The executive who

feels too busy to make speech preparation a joint effort fails to give proper importance to the speech itself. At the moment he gets up to give it, he wonders why he had not spent more time preparing it, or practicing its presentation. But the time to worry about a speech is when the subject is being selected, when its purpose is being formulated, and when its audience is being analyzed.

- *Speeches should be prepared by the extemporaneous method.* Many writers start to write a speech as a prose document, and that is the way it ends up. Unfortunately, most writers are more skilled in writing prose than in speechmaking and speech preparation, and they lack training in the extemporaneous method.

A logical series of steps should be followed, even if the end result is a manuscript: *Planning* (subject selection, determination of exact purpose, audience analysis); *organizing* (main points, sub-points, arrangement and sequence, introduction and conclusion, and outline); *developing* (consideration of supporting methods and tools, proof required factors of interest and

attention for listener motivation, etc.), and *communicating* (language, presentation and delivery, image and other factors for most effective total communication of the message).

Completing these steps and arriving at a good outline, the speaker should practice speaking from it, using the full outline and then reducing it to notes that he may use in the actual presentation. If the speech is to be made into a manuscript, a good way to retain the informal qualities of normal speech patterns is to use a tape recorder, transcribe the speech, and refine and edit the wording. In this way, the manuscript evolves as a living communicative message rather than as a prose essay.

- *All speakers should be trained in the extemporaneous method.* In many companies speech training is still confined to developing the skill of how to read aloud from a manuscript. This is a sound practice, providing the occasion calls for the use of a manuscript. The speaker should become thoroughly familiar with the manuscript by first reading it silently and then aloud many times. He should then practice projection and how to

maintain directness with his audience while reading. He should be concerned with word groupings for meaning, pauses, emphasis, and with variety in voice rate and force. He should also coordinate the use of visual aids at the appropriate points.

The manuscript reader will do better if he has had training in extempore speaking. He will be more aware of the structure and organization of the points he is making, the proof and support being used, the degree of interest and response-feedback of his listeners, and the requirements of good conversational delivery in contrast to the stiff, formal, monotone reading of a speech. He will consciously communicate ideas rather than merely throw words toward his audience.

USE OF EXTEMPORE METHOD

Training in extempore speaking develops speakers who want to prepare and present their speeches in this manner rather than by manuscript. On the unusual occasions when a manuscript is necessary, they will know how to adapt and put ideas

in their own words as they read, thus achieving better informal communication and audience rapport.

The public relations advisor should not quietly accept traditional practice and policy which dictate that a speech be given from manuscript. He should encourage change in the right direction, and work with the speech training department to utilize the best methods available. These should go beyond mere coaching in how to read or in voice and diction to include the complete process of understanding speech communication, how audiences react and how to adapt and motivate, methods of organizing ideas for both clarity and influence, tools for support and proof for maximum effect and for attention and interest, and the best methods of delivery. This training should include maximum practice in preparation and presentation, and modern aids such as video taping that provide the analysis and evaluation which lead to improvement with each successive experience.

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CLUBS AROUND THE WORLD



INSTALLATION OF OFFICERS—Dr. Ariston Estrada speaks to Capitol Club 194-U in Quezon City, Philippines, during the club's installation of officers. Listening attentively are, on the left, Ceferino S. Carreon and, on the right, Horacio Guterrez.



SUPREME COURT JUDGE SPEAKS—The Hon. Simon Li, Judge of the Supreme Court of Hong Kong, addresses the Victoria Club 2787-U in Hong Kong.



CHEERS — Sydney, Australia governors toast Toastmasters International. From left are Eric Augustesen, Gordon Verca, Dist. 70 Gov. Tom Stubbs, Bob Drisin, and John Turner.



SOUTH AFRICAN TOASTMASTERS COUNCIL—Officers attending the council's 1971 convention are, from the left, G. McIntyre, P. Botbijn, Dr. I. F. H. Purchase, Dr. J. Morris, and R. Cromarty.



GEORGIA'S NUMBER ONE CITIZEN GREET'S TOASTMASTERS EXECUTIVE — Georgia Governor Jimmy Carter, center, chats with TI Executive Director Robert T. Buck Engle as State Representative and Lt. Gov. District 14 Ralph E. Wood looks on.



BELL RINGS BELL—International President Russell G. Herron attends the 25th anniversary celebration of Bell Club 393-51 in Bell, Calif. Also attending were 27 past presidents of the club. Past International Director Roy Graham was general chairman.

CLUB ANNIVERSARIES — JULY 1972

30 YEARS

Washington Club 237-13
Washington, Pennsylvania

25 YEARS

Birmingham Club 512-48
Birmingham, Alabama

Bay City Club 483-62
Bay City, Michigan

Cosmopolitan Club 515-6
Minneapolis, Minnesota

Buffalo Pioneer Club 506-65
Buffalo, New York

Muskogee Club 516-16
Muskogee, Oklahoma

Mitchell Club 495-41
Mitchell, South Dakota

Marquette Club 509-41
Sioux Falls, South Dakota

20 YEARS

Sacramento Club 1145-39
Sacramento, California

Crownmasters Club 1133-4
San Francisco, California

15 YEARS

Decatur Club 2514-48
Decatur, Alabama

Amador Valley Club 2452-57
Arcata, California

Indio Club 2528-F
Indio, California

La Mirada Club 2555-F
La Mirada, California

State Farm Club 2385-47
Jacksonville, Florida

Lee County Club 2479-54
Dixon, Illinois

Summit City Club 666-11
Fort Wayne, Indiana

Gunpowder Club 2562-18
Edgewood Arsenal, Maryland

Early Bird Club 2534-23
Albuquerque, New Mexico

NSSO Club 2285-46
Brooklyn, New York

Perrysville Club 2472-13
Pittsburgh, Pennsylvania

Brownsville Club 2507-56
Brownsville, Texas

NEW CLUBS

Chartered during March, 1972

District 5

ESCONDIDO Club 1546-5. Meets Thurs., 7:00 a.m., O'Bryan's, Kalmia & Grand, ESCONDIDO, Calif. Contact: 747-4605. **Sponsored by PALOMAR Club 398-5.**

District 10

WESTERN RESERVE Club 2502-10. Meets 1st & 3rd Mon., 6:00 p.m., The Ole Tavern, UNIONVILLE, Ohio. Contact: 357-6946. **Sponsored by DIAMOND CLUB 2486-10.**

District 11

ELECTRIC Club 1682-11. Meets 1st & 3rd Wed., 7:00 p.m., Public Service Bldg., 2727 Central Ave., COLUMBUS, Ind. Contact: 372-2581.

District 12

CAMARILLO Club 917-12. Meets 2nd & 4th Tues., 6:55 a.m., Ranch Boy Coffee Shop, 2123 Ventura Blvd., CAMARILLO, Calif. Contact: 484-2442.

District 14

THOMASVILLE Club 1014-14. Meets Mon., 7:30 p.m., Elks Club, 222 Gordon Ave., THOMASVILLE, Ga. Contact: 226-4561. Area: Thirty-one. **Sponsored by TIFT COUNTY CLUB 1554-14.**

EARLY MORNING Club 1830-14. Meets Mon., 6:15 a.m., Merry Acres Motel & Rest., Dawson Rd., ALBANY, Ga. Contact: 435-9671. **Sponsored by ALBANY CLUB 1827-14.**

District 21

DISCOVERY Club 1255-21. Meets Wed., 6:00 p.m., Foreshore Coffee House, 948 Island Hwy., CAMPBELL RIVER, British Columbia. Contact: 923-6200. **Sponsored by FORBIDDEN PLATEAU CLUB 1428-21.**

SUMMERLAND Club 3872-21. Meets Mon., 7:00 p.m., Orchard Inn, Jubilee Rd., SUMMERLAND, British Columbia. Contact: 494-8288. Area: Four. **Sponsored by PENTICTON CLUB 2392-21.**

District 23

LAS VEGAS Club 3121-23. Meets Mon., 7:30 p.m., East Las Vegas City Schools Admin. Office, 9th & Douglas Ave., LAS VEGAS, N. Mex. Contact: 425-3477. **Sponsored by CAPITOL CLUB 2309-23.**

District 28

MONROE Club 1661-28. Meets 2nd & 4th Wed., 8:00 p.m., Monroe YMCA, MONROE, Mich. Area: Nine. **Sponsored by MAUMEE VALLEY CLUB 1637-28.**

District 36

DEREY Club 171-36. Meets 2nd & 4th Wed., noon, Derey Engineering Bldg., 1860 Wiehle Ave., RESTON, Va. Contact: 437-2363. **Sponsored by Mr. Harry Bernat, ATM, and DCA CLUB 3272-36.**

GEORGE WASHINGTON UNIVERSITY Club 1237-36. Meets 1st & 3rd Wed., 12:15 p.m., George Washington University, Bldg. Z, WASHINGTON, D.C. Contact: 676-6700.

District 37

WILMINGTON Club 3603-37. Meets Mon., 7:00 a.m., Golden Eagle Rest., 801 Market St., WILMINGTON, N.C. Contact: 791-3599. Area: Ten. **Sponsored by CAPE FEAR CLUB 2879-37.**

District 39

LYOTH Club 215-39. Meets 1st & 3rd Thurs., noon, Defense Depot Tracy, Officer's Open Mess, TRACY, Calif. Contact: 835-0800, Ext. 5405. **Sponsored by MANTECA CLUB 2049-39.**

District 41

BERESFORD Club 1992-41. Meets Tues., 6:30 a.m., Tolly's Cafe, BERESFORD, S.D. Contact: 763-2236 or 763-2630. **Sponsored by YAWN PATROL CLUB 1187-41.**

District 43

RECOVERY Club 3124-43. Meets 1st & 3rd Wed., noon, Plough Admin.-Research Conf. Rm., 3030 Jackson Ave., MEMPHIS, Tenn. Contact: 320-2744.

District 45

SANDERS Club 1371-45. Meets Wed., noon, Sanders Assoc. Auditorium, Danforth Rd., NASHUA, N.H. Contact: 885-4321. **Sponsored by NASHUA-HUDSON AREA CLUB 2440-45.**

District 46

GOVERNORS ISLAND Club 448-46. Meets 2nd & 4th Tues. & Thurs. respectively, U.S. Coast Guard Base, GOVERNORS ISLAND, N.Y. Contact: 788-5000. **Sponsored by WALL STREET CLUB 3029-46.**

WESPRING Club 1388-46. Meets Thurs., 12:15 p.m., Western Electric Co., 50 Lawrence Rd., SPRINGFIELD, N.J. Contact: 467-7036 or 467-7032. Area: Six. **Sponsored by WEKEARNY CLUB 1898-46.**

District 52

SECURITY TITLE Club 3340-52. Meets Mon., 7:00 a.m., Security Title Ins. Co., 13640 Roscoe Blvd., PANORAMA CITY, Calif. Contact: 994-5641 or 781-3650.

District 53

ENFIELD Club 3206-53. Meets 1st, 2nd, 3rd, & 5th Mon., 7:30 p.m., Enfield Federal Savings, 660 Enfield St., ENFIELD, Conn. Contact: 749-2840. Area: Five. **Sponsored by FARMINGTON VALLEY CLUB 2975-53.**

District 54

HARD KNOX Club 1454-54. Meets 1st & 3rd Tues., 6:30 p.m., The Huddle Inn, 1487 N. Henderson, GALESBURG, Ill. Contact: 343-4356. **Sponsored by LINCOLN-DOUGLAS CLUB 1196-54.**

District 58

COMMUNICATORS Club 984-58. Meets 2nd & 4th Thurs., 7:30 p.m., Plantation Rest., 1429 Savannah Hwy., CHARLESTON, S.C. Contact: 766-5406. **Sponsored by Don Couch, Lt. Gov. of Education of Earlybirds Club 2174-58.**

District 69

LONGREACH Club 3063-69. Meets 1st & 3rd Tues., 7:30 p.m., Edgley Hall, Magpie Ln., LONGREACH, Qld., Australia. Contact: Longreach 699.

DISTRICT GOVERNORS 1971-72

- F. Eugene R. Beckwith
2. James E. Bell, ATM
3. Alan P. Scherer, ATM
4. Robert H. Selover, DTM
5. Gerald D. Owens, DTM
6. Robert L. Haynes, ATM
7. Kenneth E. Herman, ATM
8. Earl W. Drennen, DTM
9. Henry A. Rozeboom
10. Allen C. Kingseed, ATM
11. C. C. Grove
12. Isaac W. Anders, ATM
13. H. Gerald Warren, DTM
14. Orville L. Dickinson, ATM
15. Addison K. Barry Jr.
16. Page D. Waller
17. John T. Cadby
18. Theodor C. Berenthien, ATM
19. Robert G. Glenn, DTM
20. Dale O. Anderson
21. Ronald F. Drane, DTM
22. Leslie P. Frazier
23. C. Thomas Kimball, ATM
24. Carl C. O'Neal
25. Thomas B. Alexander Jr., ATM
26. Paul E. Hendren
27. Russ N. Goodson, ATM
28. Phillip B. Richards, ATM
29. John M. Barreto, ATM
30. Richard L. Storer, ATM
31. Joseph L. Eden, ATM
32. Robert L. Erckert, ATM
33. Max P. Andrus, ATM
34. Richard W. Van Duynne
35. Carl E. Kopsisckie
36. Charles E. Waterman, ATM
37. Robert E. Herndon, DTM
38. Anthony J. Marra, ATM
39. Jack M. Hartman, DTM
40. Hubert E. Dobson, DTM
41. Roy D. Beaird, ATM
42. Albert E. Fahlman, ATM
43. Otto H. Wenk
44. J. Q. Warnick Jr., DTM
45. G. Chester Dorr, ATM
46. Robert G. Lommel
47. Michael G. Shayne, DTM
48. Charles S. Allen, ATM
49. Herman A. Loebel, ATM
50. Henry Greenberger, ATM
51. Edward A. O'Connor
52. Jack H. Guy
53. John D. McCarthy
54. Edgar D. Jester, ATM
55. Tom I. Haralson, ATM
56. George M. Gray
57. Hubert G. Morgan
58. Thomas M. Marchant III, DTM
59. David G. Towell
60. George Hevenor Jr., ATM
61. Dr. Jacques R. Perrault, ATM
62. Colin H. Broddle
63. Preston E. Allen
64. J. Hugh Graham
65. Robert H. Root
66. Carlton E. Burley
67. Dr. Donavon E. Hampton, ATM
68. Anthony E. Llambias
69. Russ Walkington
70. Tom W. Stubbs
- NZP Terry W. Boon
- 179 Marywood, Claremont, Calif. 91711
- 15704 SE 8th, Bellevue, Wash. 98008
- 8942 Kirkpatrick Cr., Tucson, Ariz. 85710
- 2927 Fallwood Ln., San Jose, Calif. 95132
- 6039 Rancho Mission Rd., Apt. 203, San Diego, Calif. 92108
- 814 Meyer St., St. Paul, Minn. 55119
- 1115 NW 95th St., Vancouver, Wash. 98665
- 507 Briscoe Ave., O'Fallon, Mo. 63366
- 12622 Valley Way, Spokane, Wash. 99216
- P.O. Box 387, Gallion, Ohio 44833
- 5327 N. New Jersey St., Indianapolis, Ind. 46220
- 645 Park Ave., Port Hueneme, Calif. 93041
- 26 Hollen Cr., Fairmont, W.Va. 26554
- 2859 Parkridge Dr., N.E., Atlanta, Ga. 30319
- 510 E. Logan, Caldwell, Idaho 83605
- 5505 N. Independence, Oklahoma City, Okla. 73112
- 109 Briarwood Ln., Helena, Mont. 59601
- 1328 Deanwood Rd., Baltimore, Md. 21234
- 808 Hodge Ave., Ames, Iowa 50010
- 3106 9th St. N., Fargo, N. D. 58102
- 5249 Keith St., Burnaby 1, B.C., Canada
- 1908 Grandview Dr., Manhattan, Kans. 66502
- 3133 Daisy, El Paso, Tex. 79925
- 2806 Wayne, Bellevue, Nebr. 68005
- 4457 Finley Dr., Shreveport, La. 71105
- 2629 16th Ave., Greeley, Colo. 80631
- 18491 American Ave., Hilmar, Calif. 95324
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- 1621 Derrall Dr., Brookings, S.D. 57006
- 11105 85th Ave., Edmonton-61, Alta., Canada
- 2 Archwood Dr., Little Rock, Ark. 72204
- 3506 44th St., Lubbock, Tex. 79413
- Cleftstone Rd., Bar Harbor, Me. 04609
- 34 Hillcrest Dr., Wayne, N.J. 07470
- 4800 N.W. 6th Ct., Ft. Lauderdale, Fla. 33313
- 2704 Dry Creek Dr., Huntsville, Ala. 35810
- 734 8th Ave., Honolulu, Hawaii 96816
- 5174 Selmaraine, Culver City, Calif. 90230
- 4615 E. Slauson Ave., Maywood, Calif. 90270
- 3851 Rhodes Ave., Studio City, Calif. 91604
- 24 Bishop Rd., W. Hartford, Conn. 06119
- 804 Harrison Ct., Monticello, Ill. 61856
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- 123 Rancho Blanco, San Antonio, Tex. 78201
- 624 Arlington Isle, Alameda, Calif. 94501
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- 8207 Metcalf Dr., Richmond, Va. 23227
- 1500 Airport Way, Fairbanks, Alaska 99701
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