

Stoastmaster

APRIL 1973

APRIL
INVITATION
MONTH

SEE PAGE 8

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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.

THE toastmaster

FEATURES

- 2 "WE HAVE MET THE ENEMY AND THEY IS US"
- 3 THE HOUSTON CONVENTION . . . is coming soon.
- 6 JUNE REGIONALS . . . Plan to attend in your region.
- 8 APRIL INVITATION MONTH . . . "Turn Them On—Not Off".
- 12 TOMORROW NEVER COMES . . . Procrastination can be a deadly enemy in your club.
- 16 MORE FROM THE LAND OF "HOW TO" . . . Ideas you can use in your club.
- 20 PROJECT FUN . . . The 1972 Finalists are in. Start now on Project Fun—73.
- 28 CHECK YOUR TALK . . . THE CONTENTS OF CONTENT . . . by the Toastmasters Educational Advisory Committee.

DEPARTMENTS

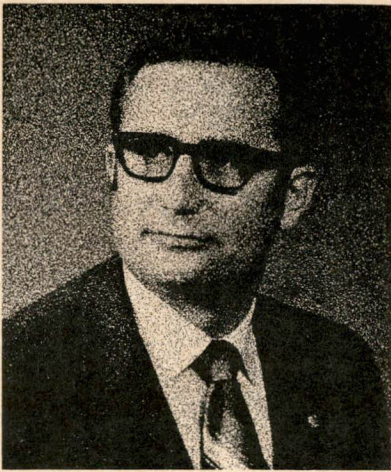
Clubs in Action	4	Anniversaries	33
New Clubs	11	The Action People	36
Project Fun	27	Hall of Fame	38
Book Reviews	40		

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**“WE HAVE MET
THE ENEMY AND
THEY IS US”**

Donald W. Paape, DTM
International President

In one of his comic strip appearances, Pogo made his now famous statement, “We have met the enemy and they is us”. In evaluating Toastmasters club programs, we often find that Pogo’s statement applies to us. There is little doubt that the “number one problem” in Toastmasters clubs throughout the world is poor club programming. Because of unplanned and hastily put-together club programs, visitors and prospective members are unimpressed with the Toastmasters concept, and current members quickly lose interest and enthusiasm. As a result, membership wanes and clubs die. Unprepared and slipshod club programs lead to disaster; we, the club members, become our own worst enemy.

As club members and particularly as club officers, we have a responsibility to our fellow members and ourselves to demand quality club programs. As Toastmasters we are charged with the responsibility of providing our community with a first-rate educational program which challenges each and every member or potential member. Start planning now, and prepare quality programs with variety. Obtain a copy of *Patterns in Programming* (Code 1314), and build your club through strong club programs; rather than meeting the enemy each week, you will meet a challenging time which helps you and your fellow members advance toward your goals. Be sure to check your club’s supply catalog and see the wide variety of publications and ideas available to you, so you can provide an interesting, varied, and educational club format every time your club meets. Program variety, coupled with quality performances by each club member, will produce a standard of excellence that will make your club grow and prosper. Be a Member in action. Work to raise the quality of your club’s programs.

HAVE A HOLIDAY IN HOUSTON!

Come to the 42nd Annual Toastmasters International Convention in Houston, Texas, August 15-18, 1973. All Toastmasters are invited, and their guests are doubly welcome!

The convention will be at the beautiful Shamrock Hilton and will feature these highlights:

- ★ **Wednesday, August 15, will begin the convention with a colorful and moving opening ceremony.**
- ★ **Thursday night will be Host District Fun Night, put on by District 56.**
- ★ **Friday night will be the time for the President’s Dinner Dance and installation of the 1973-74 International Officers.**
- ★ **Saturday will close the convention and feature the Hall of Fame Breakfast and the International Speech Contest.**

Begin planning now to attend the best convention ever! Next month’s TOASTMASTER will have all the registration details.

Plan your holiday this year in Houston!



1

THE WORD OF THE DAY IS "SENSUOUS"—When District 4 Governor Guy V. Ferry, DTM (center) was invited to present the area humorous speech award at **Valley Club 3626** in San Jose, Calif., he wasn't quite prepared for what he encountered. He was all but assaulted by Hattie (Stan) Hickman (left) and Josephine (Joe) Heriges . . . the day's theme happened to be women's lib!

A HIT IN MISS.—Executive Director Robert T. Buck Engle accepts a proclamation from Mississippi Governor "Bill" Waller on a recent visit to **District 43**. The proclamation recognized Toastmasters of the state for their endeavors in better communication. Looking on are James N. Bourne (left), a Toastmaster on the governor's staff, and W. W. Pearson, DTM, District 43 Governor. Governor Pearson was also awarded this district's first DTM certificate during Director Engle's visit.

2

clubs in action

HONORARY MEMBER—Dr. Willard L. Boyd (left), president of the University of Iowa, accepts an honorary membership in Toastmasters from Gerald Winget (center), governor of **District 19**, and Ron Haughland, president of **Old Capitol Club 164**. The ceremony was held in Iowa City, Iowa.

3

INSTALLATION FOR TWO—Past International Director Roy Graham presents gavels to two new club presidents in a joint ceremony. **Bell Club 393-1** President Rich Strayer is on the left, with **Huntington Park Club 14-1** President Jerry Pevehouse at right. Huntington Park Club also celebrated their 2046th consecutive meeting that night in Los Angeles.

4

MORE SPEECHCRAFT ACTION—Graduates of Speechcraft class 1772 proudly show their completion certificates. The course was sponsored by **Beaver Dam Club 210-25** in Wisconsin.

5



JUNE REGIONAL CONFERENCES



REGION I

Seattle, Washington June 29-30
International Officer Attending—Donald W. Paape, DTM, President
International Directors—Conrad Peterson, ATM, and Jack Hartman, DTM
Activator: Charles C. Mohr, ATM, Past International President
Educational Coordinator: J. Wm. Venable, General Manager
Host District: 2
Host District Chairman: James E. Bell, ATM
UNIVERSITY TOWER HOTEL, SEATTLE, WASHINGTON

REGION II

Long Beach, California June 22-23
International Officer Attending—Russell G. Herron, Past International President
International Directors—Durwood English, DTM, and Roger Cuadra, ATM
Activator: Lew H. Byrd
Educational Coordinator: J. Wm. Venable, General Manager
Host District: 1
Host District Chairman: Howard Chambers
QUEEN MARY, LONG BEACH, CALIFORNIA

REGION III

Tulsa, Oklahoma June 29-30
International Officer Attending—David A. Corey, DTM, Sr. Vice-President
International Directors—William Steele, DTM, and Richard Schneider, DTM
Activator: Lew H. Byrd
Educational Coordinator: R. T. Engle, Executive Director
Host District: 16
Host District Chairman: Elias B. Lopez, ATM
HILTON INN, TULSA, OKLAHOMA

REGION IV

Omaha, Nebraska June 15-16
International Officer Attending—David A. Corey, DTM, Sr. Vice-President
International Directors—George Moses, DTM, and Robert Glenn, DTM
Activator: Lew H. Byrd
Educational Coordinator: R. T. Engle, Executive Director
Host District: 24
Host District Chairman: Richard Hileman
HOLIDAY INN, OMAHA, NEBRASKA

REGION V

Memphis, Tennessee June 8-9
International Officer Attending—Russell G. Herron, Past International President
International Directors—Adam Bock and Donald Costello, ATM
Activator: Charles C. Mohr, ATM, Past International President
Educational Coordinator: J. Wm. Venable, General Manager
Host District: 43
Host District Chairman: Jack Clements, ATM
RIVERMONT HOLIDAY INN, MEMPHIS, TENNESSEE

REGION VI

Sewickley, Pennsylvania June 22-23
International Officer Attending—John F. Diaz, DTM, Second Vice-President
International Directors—Robert Gaul, ATM, and Patrick Panfile, ATM
Activator: Charles C. Mohr, ATM, Past International President
Educational Coordinator: R. T. Engle, Executive Director
Host District: 13
Host District Chairman: W. R. Castonguay, ATM
HOLIDAY INN, SEWICKLEY, PENNSYLVANIA

REGION VII

Baltimore, Maryland June 15-16
International Officer Attending—George C. Scott, DTM, Third Vice-President
International Directors—Salvatore Fauci, ATM, and Grafton Dickson, DTM
Activator: Francis (Bud) Rebedeau
Educational Coordinator: J. Wm. Venable, General Manager
Host District: 18
Host District Chairman: James Butler
HUNT VALLEY INN, COCKEYSVILLE, MARYLAND

REGION VIII

Knoxville, Tennessee June 8-9
International Officer Attending—Donald W. Paape, DTM, President
International Directors—Win Chesley, DTM, and Thomas Marchant, DTM
Activator: Francis (Bud) Rebedeau
Educational Coordinator: R. T. Engle, Executive Director
Host District: 63
Host District Chairman: Waldo P. Miller, ATM
SHERATON-INN EXECUTIVE PARK, KNOXVILLE, TENNESSEE



This is the month for Toastmasters invitations . . . invite your friends, relatives, business associates to see the Toastmasters program in action,

AND...

FOLLOW UP!

When guests have attended your club meeting, don't forget them! Follow up! Invite them to the next meeting. Offer to take them to the meeting and home again. And, above all, **ASK THEM TO JOIN!**

TURN THEM ON—NOT OFF

by N. Wm. Hamlin, ATM Club 1745-6

It is a timeless law of human nature that people will do what they want to do—not what they ought to do. Why not keep this truism in mind when talking to a prospective Toastmasters member? Most of us are inclined to put our arm around the shoulders of our friend and say, "Jack, old buddy, you need Toastmasters; it can do a lot for you". The word *need* is bound to bring a reaction, but it is not the word that will make Jack say "yes". Instead, use the first principle of salesmanship and create a desire. I learned this principle many years ago from a successful used car salesman. I asked what was the secret of selling so many cars and he replied, "I try to guess why a prospect wants to buy a car. If a young man walks in alone, I'll show him a car with a powerful motor and say 'Now here is a car you can turn into a real power plant—add dual exhausts, tune it up and it will really go; or modify the carburetion, increase the compression ratio and it will drag with the best of them. If he walks in with a girl, I'll show him a snappy two door number and tell him

'Here is one that will be the envy of your friends.
Add some racing stripes and it will be real sharp.' "

So, let's start to guess why a friend might *want* to join Toastmasters. "Hey, Jack, I understand you have just been elected vice president of your Service Club. Gee, that's great. I know you will be looking forward to your year as president and taking charge of the meetings. If you join our Toastmasters Club you will have an opportunity to brush up on parliamentary procedure and practice being chairman of a meeting."

Or, "Jack, I know you are working for a promotion in your company. One of the key factors in Bill's promotion was his ability to express

his ideas. Bill belongs to our Toastmasters Club and you should have heard him a year ago. He was nervous and uncertain, but now he can express ideas with clarity and conviction.

Toastmasters training has certainly contributed to Bill's take-home pay. He frequently says that becoming a Toastmasters member has been the best investment of time and money he has ever made. Better communication is the key to most people's success, and businesses are recognizing more and more the importance of good communication.

Why don't *you* come to our next meeting?"

Or, "Jack, tell me about your new appointment as Lay Leader of your church. I assume you will be called on to speak on Laymen's

Sunday. If you would like a place to practice, come join our Toastmasters Club. You can try something different without fear of consequences and you will get a true audience-reaction in the evaluation session. Also, working with several committees will undoubtedly be one of the main responsibilities of the Lay Leader.

We have the opportunity to learn leadership techniques in our Toastmasters Club, and try out methods of organization or ideas on motivation. A Toastmasters Club is a laboratory where you can practice and try out different techniques in a friendly atmosphere, with people who have similar goals and are willing to help each other improve."

There are a lot of other reasons people will *want* to join Toastmasters.

You might start by thinking back to why *you* joined Toastmasters; or better yet, hold a Table Topics session and learn why each member joined Toastmasters. Tabulate the reasons under two columns—"Want To" and "Need To". I think you've already guessed the "Want To" column will win.

"Want To" is the key word; it is the motivating word. When we talk to a prospective member, let us "turn him on" by talking about why he will *want* to join Toastmasters and not why he needs to join. You will both be glad you did.

N. William Hamlin, ATM, is Past District 6 Governor and present member of Itasca Club 1745-6 in Grand Rapids, Minnesota.

new clubs

Chartered During January and February, 1973

- 3148-F **GLOBAL CLUB**—Anaheim, Calif.—Tues., 5:30 p.m. Global Van Lines, Anaheim, (776-0880). **Sponsored by ANAHEIM BREAKFAST CLUB 3836-F.**
- 3639-4 **WINDJAMMERS CLUB**—San Bruno, Calif.—Tues., 11:30 a.m. Engg. Command Naval Facilities, Bldg. 102, M.I.C. Room, (871-6600). **Sponsored by LEE HELMSMEN CLUB 878-4.**
- 2397-7 **BOOTSTRAPPERS CLUB**—Salem, Oregon—Thurs. 6:30 a.m. Sambo's Restaurant, 480 Liberty St., S.E. (364-7248). **Sponsored by SALEM CLUB 138-7.**
- 77-12 **STATE FARM ACTIONMASTERS CLUB**—Westlake, Calif.—Tue. 6:30 a.m. State Farm Insurance Co., 31303 Agoura, (889-2320). **Sponsored by CONEJO VALLEY CLUB 1864-12.**
- 3427-24 **C.T.U. CLUB**—Lincoln, Neb.—Wed. 11:30 a.m. C.T.U. Corp., 13th & N., (473-8480). **Sponsored by CAPITOL CITY CLUB 2747-24.**
- 2011-30 **PIONEER CLUB**—Chicago, Ill.—Mon. 5:15 p.m. Pioneer Service & Engineering Co. 2 N. Riverside Plaza, (822-2600).
- 1769-47 **AIRPAX CLUB**—Plantation, Fla.—Thurs., 5:00 p.m. Airpax Electronics, 6801 W. Sunrise Blvd., (587-1100).
- 1484-56 **BERGSTROM CLUB**—Austin, Tex.—Thurs., 11:45 a.m. Jet Drive In, Del Valle, (836-6393). **Sponsored by BALCONES CLUB 3407-56.**
- 2171-56 **INTERCONTINENTAL CLUB**—Houston, Tex.—Tues., 5:30 p.m. FAA Air Route Traffic Control Center, Kennedy Rd., Intercontinental Airport, (649-3510). **Sponsored by UPTOWN CLUB 1458-56.**
- 1139-58 **MYRTLE BEACH CLUB**—Myrtle Beach, S.C.—Wed., 7:00 a.m. Holiday Downtown Motel, S. Ocean Blvd., (448-3743). **Sponsored by COLUMBIA CLUB 1393-58.**
- 1825-60 **DACAN CLUB**—Malton, Ontario, Canada—Wed., 4:30 p.m. Managers' Dining Room, Douglas Aircraft Co., (677-4341).
- 3597-60 **MOHAWK CLUB**—Hamilton, Ontario, Canada—Wed. **Sponsored by CLUBS IN AREA 3.**
- 2806-62 **SHORELINERS CLUB**—Muskegon, Mich.—Mon., 11:50 a.m. Muskegon County Airport, (846-3632). **Sponsored by BREAKFAST CLUB 3581-62.**
- 2978-64 **BOYNE VALLEY CLUB**—Carman, Manitoba, Canada—Mon., 6:00 p.m. Fireside Inn, 10 Fourth Avenue, N. W. Carman, (745-3154). **Sponsored by CENTENNIAL CLUB 313-64.**
- 2402-64 **BEAUTIFUL PLAINS CLUB**—Neepawa, Manitoba, Canada—Wed., 6:30 p.m. Bamboo Restaurant, Mountain Avenue, (476-2229). **Sponsored by BRANDON CLUB 293-64.**
- 2053-72 **TAUMARUNUI CLUB**—Taumarunui, New Zealand—Wed., 7:30 p.m. Taumarunui County Chambers, Manuauete St., (8188). **Sponsored by HAMILTON CLUB 1893-72.**
- 1697-U **MAKATI CLUB**—Makati, Rizal, Philippines—Thurs., 5:45 p.m. Sky Club, PAL Building, Ayala Ave., (88-10-61). **Sponsored by TAMARAW CLUB 1164-U.**

TOMORROW NEVER COMES



Many Toastmasters probably wonder why so many clubs fail to progress or simply fail. The large number of manuals available from World Headquarters, with all kinds of information and ideas on club growth and program variety, would seem to guarantee the success of the individual Toastmaster and his club. In addition, club committees and members often propose sound programs based on their own ideas. In spite of everything, however, success is often elusive. Why?

Procrastination

In my view, as a long-time Toastmaster who has worked on every level, from club to district, the main reason is that these good ideas and worthy programs are never put into effect because those charged with that task just never get around to it. In other words, they suffer from a common human problem known as "procrastination". Shakespeare recognized it in *Hamlet* with the quote, "By and by is easily said." Everyone finds a good excuse for putting off until a more suitable time a job that he does not really want to do right away.

There may be many reasons for this delaying action, depending on the person, but usually the cause is one or more of the following:

1. **Fear of failure.** Every Toastmaster is subjected now

by Virgil E. Heidbrink

Club 1190-25

and then to the positive-thinking approach, which emphasizes continued action in spite of re-buffs, but he still has the lagging belief that failure is really unhealthy. He easily talks himself into not making that phone call or not scheduling an important committee meeting because he might get turned down or because most members of the committee might not be able to meet the date he has in mind. He just might fail. To help overcome this fear he should think about what James Russell Lowell said: "Not failure, but low aim, is crime." He might also recall that history is full of famous figures, like Lincoln and Churchill, who missed success many times in their lives, but who by persistence ultimately triumphed.

2. Fear of not doing it perfectly. This fear is perhaps more insidious than the first. Much of our thinking is guided by the ethic of "reaching for the stars" or attaining extremely high standards. Yet everyone knows that perfection is beyond human reach. Emerson, in his essay "Compensation," extends this defeat to the entire universe when he writes, "There is a crack in everything God has made." The club bulletin editor should not put off writing because of fears that his articles

will not be perfect. They won't be, but neither would be the work of any other editor. Likewise, the Toastmaster in charge of the Speaker's Bureau should not delay preparing his list for fear that a qualified speaker or important topic might be missed. The member whose time has arrived for giving another speech ought to dismiss thoughts of perfection and instead start constructing the talk.

3. "I'll do it my way." Toastmasters may act like the teenager who remarked to his father, "I'm off to the party." "Well, have a good time," urged his dad. The lad retorted, "Look, Pop, don't tell me what to do." Quite often a simple request from a club officer or area governor produces a rebellious reaction and, instead of an outright refusal to do the job, the Toastmaster accepts it while hiding his true feelings and gets his revenge simply by not getting started. This outlook is also reflected in club members who put off using ideas out of Toastmasters manuals or anything coming from World Headquarters. They insist that their club "go it alone" and disregard what other clubs have tried and proven successful. Only an attempt at a more mature attitude can overcome this particular type of procrastination.

4. Can't make up his mind. Indecision affects the club president when he is not sure if he should appoint one member or another to head a committee. The pro and con for both candidates seem to balance and the result may be no committee at all and the loss of a valuable club activity. "Shades of grey" is a term which applies to many areas of life. Very little is definite enough to be absolutely "black or white." A decision must be made and usually one "grey" decision is as good as the other.

5. Lack of information. The absence of complete data sometimes realistically postpones action. It may be that an area governor has to wait a while before choosing the date of the area speech contest because he has not yet received the opinions of the clubs and an agreement on the best date. It must be kept in mind, however, that few decision-makers can wait for full information. Businessmen too have to make important decisions based on incomplete details, and Toastmasters

should do likewise if they do not want to yield to procrastination. Surveying member's needs and goals in advance will go a long way toward supplying the necessary information.

6. More important things to do. In all fairness, this must also be listed, for there *are* times when deferring action is logical and correct. Even the most dedicated Toastmaster knows that a few things are more important than Toastmasters. However, procrastination-prone Toastmasters must guard against rationalizing and using this occasional good reason as an excuse in all cases. Rationalization excuses too much.

Toastmasters, like all humans, are subject to the fault of putting things off, and they, their club, and its programs all suffer as a result. By understanding some of the reasons people procrastinate, as we have done above, Toastmasters can analyze their own reasons for doing it. The next step is to remedy the situation by attacking the job at hand without further delay. Turn procrastination into progress!

Virgil E. Heidbrink is Past District 25 Governor and presently a member of Trinity Club 1190-25 in Dallas, Texas.

MORE

from the land of

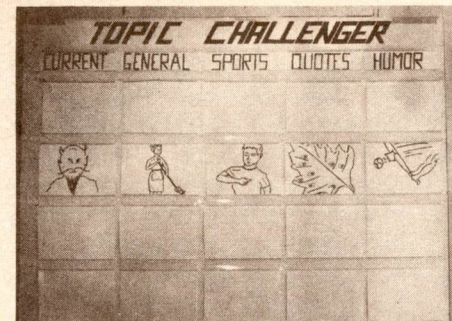
"HOW TO"



We have been receiving some great "How to" ideas recently. These are ideas that have been tried in the clubs and have proven successful, and are presented here with the thought that **your** club may wish to try one of them.

When Ray Croce joined Rolling Hills Club 139-1 in Los Angeles he decided Table Topics needed a boost. So he created the Topic Challenger. Here's how it works:

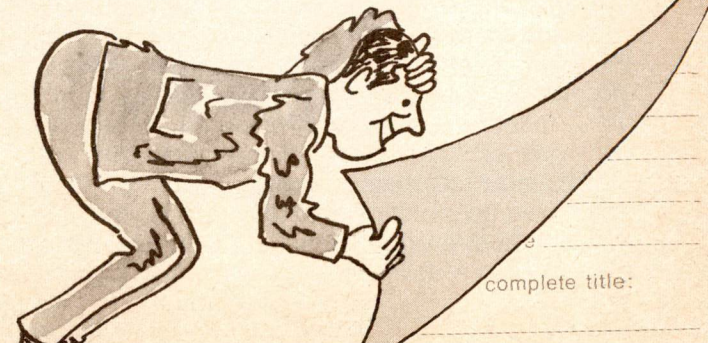
The game board has five topic categories and four question panels within each category. The Toastmaster about to speak in Table Topics picks a category and row from the board, and that panel contains his impromptu subject.



As an added challenge to each speaker, when a panel is selected it is turned over to show the drawing on the back. Each drawing represents a word or words, and the sum of all five panels within one row is a quotation or saying represented in pictorial form. Since there are four rows on the board shown here, there are four separate quotations or sayings.

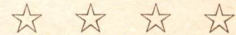
(See if you can guess the one shown. The answer is at the end of this article.) The Toastmasters who decipher the quotations receive prizes. Of course, the member still gives his impromptu speech on the applicable subject.

Sometimes Ray (now the club president) throws in bonus panels, secret words, and other tricks to make the session more challenging. He reports that the game board can easily be altered to accommodate 40-member clubs and that the subject categories are easily changed by sliding a new heading card into the appropriate slot. It all sounds like a lot of fun and we hope other clubs will give it a try for a lively Table Topics session.



complete title:

Another Table Topics idea was sent to us by Joseph La Spina of Desiderata Club 2667-19 in Rock Island, Illinois. At his club, every six months or so, the Topicmaster acts as an ingenious inventor who calls on ten Toastmasters to sell the invention to government or industry. Each "salesman" has to present reasons why the invention is needed by the prospective customer. The club members find the meetings "hilarious".



James T. Potter of Madison, Wisconsin Club 173-35 has sent us an interesting idea used in his club. Here, in part, is what he wrote:

"The typical Toastmasters meeting could use one more position on a regular basis. Our club has for some time included the role of 'Poemmaster', and it has been a welcome addition to our meetings.

Most men feel that they have read their last poem the day they finish their last high school or college English class. What a loss to anyone interested in communication, as every Toastmaster must be. Poets are essentially artists who paint word pictures. Often they can communicate an idea more succinctly and more forcefully than any writer of prose.

Unfortunately, some people think of poetry as somewhat effeminate, or at least not particularly masculine. Have you noticed, however, that many of the world's most effective revolutionaries have been poets, and their words have swayed masses?

At each meeting in our club, the man assigned the task of Poemmaster is to find a poem he likes and recite it to the group. Most read the poem, though once in a while it is recited from memory. Men have told me that they have gone back to reading poetry for the first time since graduating from high school.

Some of our members have become so enthused that they present a short background on the poem or author.

Not only does the research open new doors to the creation of word pictures, but the recitation is a new experience as well. Few Toastmasters memorize their talks word for word, nor should they. In reciting a poem, however, not only is it necessary to repeat something exactly as written, but it is necessary to sell it as well. A poem recited flatly often dies. Half of this life may be written in, but the other half must come from the man re-creating it in front of the group. The word-pictures must be brought to life so that people can SEE them.

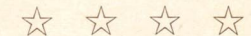
The poems selected need not all be serious or inspirational; they can be funny or just plain fun. If a Toastmasters meeting is to achieve its goal, it should be fun to attend. The role of Poemmaster can aid in reaching this goal."

It sounds like a great idea and maybe your club should try it. Perhaps you would prefer to expand the concept and have members read passages from books or anything they are particularly impressed by. It might even be expanded to reading a speech, as outlined in the Advanced C & L Manual.



Jerry Janosik, president of Club 394-11 in South Bend, Indiana, tells us of a Bullthrowing Contest he has recently won, in which the most exaggerated speech of the evening was judged in area-wide competition. This was the 23rd time the contest has been held in Area 11, District 11.

Several other districts hold a similar "Tall Tales" contest as the "Fun Contest" part of district speech competition, with finals held at the District Fall Conferences. Why not give it a try?



Topic Challenger Answer: The Devil Made Me Do It!

-----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:

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Present Address _____
City _____ State/Province _____
Country _____ Zip Code _____

District No. _____

NEW ADDRESS _____

NEW →

City _____	State/Province _____
Country _____	Zip Code _____

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

Project Fun-72

FINALISTS

Salesman of the Year



KELLER

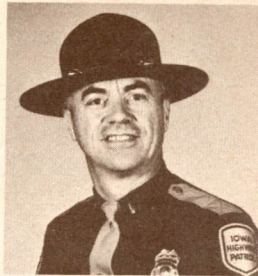
Left

Eugene E. Keller, ATM, is District 31 Governor and a member of TNT Club 2924-31. He lives in Chelmsford, Massachusetts.

Right

Robert G. Glenn, DTM, is a Toastmasters International Director and a member of Town and College Club 875-19 in Ames, Iowa. He works for the Iowa Highway Patrol.

Second Place Salesman



GLENN

Project Fun—72 Top Ten

<u>Name</u>	<u>Club No.</u>
Eugene E. Keller, ATM	2924-31
Robert G. Glenn, DTM	875-19
Earl S. McCanna, ATM	1-F
Duane Brokofsky, ATM	1789-6
Hashim S. Shawa	775-7
H. William Kaelin	917-12
Rulon M. Wood	3791-15
Richard E. Schneider, DTM	1846-16
Albert C. Burlingame, ATM	1735-39
Guy H. Peden	524-40

PROJECT FUN IS...

WORLD HEADQUARTERS WILL HELP

- ☆ Improved club programming so that both guests and members will stay in the club and develop their communication abilities;
- ☆ More efficient and effective club management;
- ☆ Techniques for increasing club membership—resulting in meetings that are more fun and have more variety.

Project Fun ideas and materials available for your club include:

- Distinguished Club Plan.* This plan is a club officer's path to success. It is a checklist for effective management.
- Speechcraft.* This leading Toastmaster community relations program is outlined in a new Speechcraft Action brochure.
- "How To."* Proven ideas, actually used by clubs to improve their programming and build their membership, will be presented in every issue of THE TOASTMASTER and TIPS. See page 19.
- April Invitation Month.* With a special emphasis on following-up invited guests.
- October Anniversary Month.* Special materials and an expanded Project Spot.
- Membership-Building Aids.* The Membership Sales Manual will help low-membership clubs increase their pulling power, and help other clubs stop Summer Slump. A variety of other promotional material is also available (see Supply Catalog, page 15).
- Recognition:*
 - *Members:* More awards for Sponsor, Key Man, and Mr. Salesman. See page 23.
 - *Clubs:* Recognition for "President's 40 Clubs," for accomplishments in the Distinguished Club Plan, and for clubs that sponsor new clubs.
 - *District and Area:* Distinguished District honors for excellence and growth.

Get it all together and it spells FUN...PROJECT FUN! You can have fun getting new members and your club meetings will be more fun when members stay and participate. Get started today!

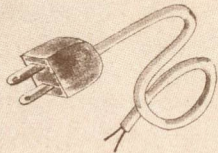
**PROJECT
FUN-73**

MR. SALESMAN

1

**FIRST
PLACE**

72" of electric cord



attached to a Portable
Color TV set

THREE EXCITING AWARDS

Plus round trip
coach air fare
(within continental
United States)
to the 1974
International
Convention



in
Anaheim, Calif.

... and

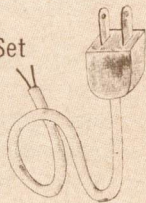
3

nights FREE
single room
accommoda-
tions at the
convention
hotel

**ONE
BIG
AWARD**

2

Portable Color TV Set
attached to 72"
of
electric cord.



**SECOND
PLACE**

**FIVE
WINNERS**

On/Off switch permanently
affixed to an AM/FM portable
radio.

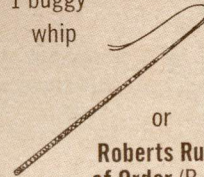
3

**THIRD
PLACE**

TOASTMASTER KEY MAN AWARDS

Includes one of these items

1 buggy
whip



or
**Roberts Rules
of Order (B-30)**

200,000

words that mean the
same as the words
you're looking for
but can't think of.

Roget's Thesaurus (B-31)

Speakers Handbook of Humor
(B-46)

**Clever Introductions
for Chairmen (B-52)**

Set of four 12 ounce glasses with TI emblem (6603)

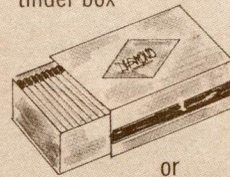
**Handbook of
Parliamentary
Procedure (B-60)**

Feather from the TI Action
bird and ink bottle
or

Twin Pen Desk Set.
(275)

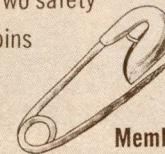


Semi-automatic
tinder box



or
Cigarette Lighter
(5761)

Two safety
pins



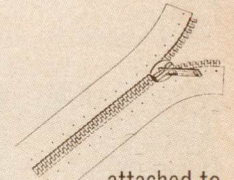
or
**Member Cuff
Links**

(5759) Yellow gold
electroplate

**KEY MAN
SPECIAL
PACKET (SPK)**

Includes the following

1 12" zipper



attached to
Vinyl Case
(230)

3 metal rings with cover
to hold your loose leaves
or **Loose Leaf Binder**
(1300)

Your name
painted on a
small rock



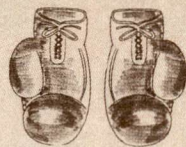
or
Membership Plaque
(391)

KEY MAN EDUCATIONAL PACKET (EPK)

Includes all these items

Listening to Learn
(1200)

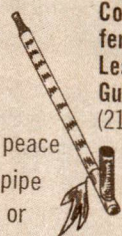
Parliamentary Slide Rule
(171)



1 pair of boxing gloves

or
Debate Handbook
(104)

Training the Trainer to Train
(1322)



1 peace pipe or

Conference Leader's Guide
(212)

Introducing the Speaker (111)

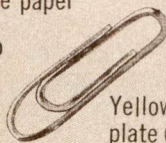
One print of the planning committee for the first Thanksgiving or Members, Meetings & Meals
(220)



TOASTMASTER SPONSOR AWARDS

Includes one of these items

large paper clip



or Member Tie Bar

Yellow gold electro plate (5756)
Rhodium (5757)

Loose Leaf Binder
(1300)

Membership Plaque
(391)

The words "Toastmasters Meet Here" lettered in color of your choice on an old railroad tie or Club Meeting Plaque.
(384)

Key Clasp (5760)

Fifty-two fortune cookies or TM Playing Cards
(353)

Zipper Briefcase
(230)



Ball peen hammer

or

Official TI Gavel (375)

TOASTMASTER SPONSOR AWARDS

Includes one of these items

The Great Peacemaker
(B-57)

Knife Money (5762)
Clip

One Wee-Gee Board



or
Parliamentary Procedure at a Glance
(B-25)

Parliamentary Practice (B-14)

Personally Speaking (B-63)

1 dozen ball point pens with TI imprint
(6604)

SPONSOR EDUCATIONAL PACKET (EPS)

Includes all these items



Writings of an ancient soothsayer



or
Humor Handbook
(1192)

2,880 minutes of viewing slides



or
Audio Visual Handbook
(1193)

Members, Meetings & Meals
(220)

CLUB RECOGNITION FOR CHARTING NEW CLUBS

Includes one of these items:

Figure Trophy (287)

Roget's Thesaurus
(B31)

Speech-craft Starter Kit
(205)

Robert's Rules of Order (newly revised)
(B-30)

Two Silent Salesman Kits
(366)

Club Charter (9015)

PROJECT FUN-73

RECOGNITION PROCEDURES

1. To get credit, every membership application (400) must include the name of the sponsor. The new member must join in calendar year 1973. (December applications must be at World Headquarters by January 8, 1974.)
2. Recognition is based on the number of new members who pay the new member service fee, charter members, and reinstated members (**transfers not included**).
3. TOASTMASTER SPONSOR brings in THREE members and receives a certificate of recognition and his choice of one of the sponsor items.
4. TOASTMASTER KEY MAN brings in FIVE members and receives a certificate of recognition, has his name added to the membership sales honor roll in the TI HALL OF FAME, is recognized in THE TOASTMASTER, and receives his choice of one of the KEY MAN items.
5. If a member accepts the Recognition Award for sponsoring three members (Sponsor), he must start over when going for the KEY MAN award.
6. MR. SALESMAN is the Toastmaster in Toastmasters International who adds the largest number of members, as defined in paragraph 2 above, during the year. His honors and those of the runners-up for this award are listed on page 23 in the January, 1973 TOASTMASTER.
7. All applications for PROJECT FUN—73 Recognition must be received at World Headquarters by January 8, 1974.
8. Clubs sponsoring new clubs chartered in 1973 select any one of the six Recognition awards.
9. DISTRICTS and AREAS will receive recognition for membership sales success and new clubs through the Distinguished District Program.

World Headquarters reserves the right to substitute official TI awards for those illustrated.

COMPLETE & MAIL

RECOGNITION
FOR

NAME: _____
 ADDRESS: _____
 _____ ZIP: _____
 CLUB: _____ DISTRICT: _____

AWARD
CODE NO.

NEW CLUBS
OR
NEW MEMBERS

CLUB NO.

Here are the names of additional Key Men, and the number of certificates awarded since the last issue of THE TOASTMASTER.

NAME	CLUB NO.	NO. OF CERTIFICATES
Rulon M. Wood, ATM	3791-15	6
Duane Brokofsky, ATM	1789-6	3
Larry MacIntyre	63-32	2
Jerry Gammill	1181-32	2
Henry Greenberger	212-1	1
Earnest D. Byers	2148-2	1
Edward Frix	2553-2	1
Gerard L. Baronnat	2866-3	1
James Green	3062-10	1
William R. Armstrong	2486-10	1
Floyd O. Krieder, ATM	1096-11	1
Donald H. Warren	1096-11	1
Robert B. Millikan	1251-11	1
John Pournaras	2682-13	1
Jacob E. Andolina	2685-13	1
John Graham, ATM	2954-13	1
Dave Leitzy	2761-16	1
William S. Brown	3193-16	1
A. T. Phillips	3193-16	1
Charles B. Weeks	3193-16	1
Robert G. Glenn, DTM	875-19	1
Alois Tschampl	2061-19	1
Edward L. Kitchens	2485-25	1
Bernard A. Dean, ATM	135-27	1
Michael Fogoros, ATM	3159-28	1
Shuler Cox	535-29	1
Martin Fox	535-29	1
James King	535-29	1
George D. Deliduka, ATM	1797-29	1
Giro J. Capasso	3105-30	1
Carl O. Granzin	3105-30	1
Robert L. Wold	3559-30	1
Cas Layman	3576-30	1
Bruce L. Congdon	63-32	1
Marjory F. Hart	1889-36	1
Dennis Wyant	2120-40	1
Ian Oliver	2381-45	1
Richard Reade	2413-46	1
LaVerne G. Lee	3156-46	1
D. H. Weiermann	2593-47	1
Stephen A. Alonge, ATM	3770-47	1
Richard Lee Hilliard, ATM	1389-53	1
Oren E. Sullivan	1370-58	1
Peter Laver	1607-64	1
Charles H. Dayhuff	1788-U	1
M. N. K. Rana	2916-U	1

Check Your Talk...

THE CONTENTS OF CONTENT



by the Educational Advisory Committee

It is natural for us to group things together so that we may more easily remember them and refer to them. This is the basis for the constellations in the sky. Orion, the mighty hunter; Taurus, the bull; and the Big Dipper are all examples of man's effort to remember and to organize his world by grouping together many diverse objects to form a related whole.

Content is just such a constellation. It is not a single thing—rather, it is composed of many contributing elements.

No other term used in speech communication could seem simpler and yet be less understood or more badly misused than the term "content". Although it is difficult to pin down exactly

what should be included in the "constellation of content," very few listeners have much doubt whether the speech they are listening to has worthwhile content.

A Total Act

A speech is a total act, a wholeness. Listeners generally do not compartmentalize their speech listening—they hear and see and judge all at the same time. A listener doesn't first hear the words, then add his seeing of gestures, then mix in his judgment of the ideas. All elements of the speech act to reinforce all other elements of the speech. The speech is a totality. Only in instances of poor speaking do listeners separate the

various speech elements. If the speaker's voice dominates all other aspects of the speech, then the listener is apt just to notice the voice; obviously this is not a desirable listener reaction. The same holds true for speakers who allow gestures, or visual aids, or vocabulary choice, or posture to dominate their impact on the audience. The good speaker is one who is able to bring all elements of speaking into harmony. Performance and content are not in competition with one another; they are part and parcel of the same thing—the speech.

However, if the information in your speech is not worth the efforts of the listeners to understand it, they will soon focus on the performance aspects of your speech and you have lost your audience.

Information

By information or ideas we mean the beliefs, attitudes or opinions that a speaker's words seem to reflect. Information and ideas also refer to the facts that the speaker includes in his talk, as well as the inferences and judgments he makes about the facts that he presents. A speaker often makes assertions when speaking, and the reasons he gives to explain his ideas and point of view, or to support his assertions, are also part of content.

Remember that fluency is never enough—words which are unplanned, unorganized, or unthoughtful may please the speaker, who hears in them a music that warms his own ego, but to his listeners they may be of very little worth and most likely are positively boring.

Purpose

Another factor that is included in the judgment of content is the purpose of the listener and of the speaker. The people who judge the content of a speech are those who are listening to it. For some, the very performance of the speech itself might be the content at that moment. They are interested in watching the technique of the speaker, so we cannot say there is always a split between performance and content. Indeed, on occasions, performance itself can be content. Other listeners are interested in the ideas presented by the speaker, arrangement of those ideas, the organization of the material presented, or in the illustrations that make those ideas relevant to the needs and the interests of the listeners. Occasionally, the listener also judges the clarity of the speaker's ideas, the accuracy of his information, the appropriateness of his remarks or their wisdom, importance, or how logical or reasonable the information and ideas are. Other

times the listener responds to content in terms of its freshness, originality, significance, or the feelings it generates in us.

Thinking

The concept that ties together all the elements in the constellation of content is that of *thinking*. More than anything else in the Toastmasters program, Better Thinking is related to content in your speaking and listening.

The content of a speech is meaningless and is of no value to either speaker or listener until it causes the speaker to give it some thought and blend in his own ideas, or it causes some kind of reaction on the part of the listener, i.e., he has learned something new. What the listener has heard must stretch his thought pattern and make him think deeper on a point or motivate him to explore the subject further for additional concepts.

Content Is Relative

Anyone can memorize a speech, but presentation reflects the use of words and not necessarily the content of a speech. For example, a speaker could recite some of the famous essays of history, but until he adds his own thoughts on the subject, relates the speech to the current situation, or otherwise makes it a part of himself and the people hearing him deliver it, it is with-

out content, relative to that situation. It is simply a string of words put together by another person in another era and meaningless from the standpoint of the speaker's on-the-scene communication with his listeners. On the other hand, if he uses a portion of it to elaborate a point or to relate a present-day event to history, then it becomes a part of the content of his speech.

What About You?

What can you do to make sure *your* speeches have content?

Having a worthwhile message to deliver depends upon careful and effective planning and thought. It may or may not also require reading or other kinds of research. When a Toastmaster gives an "empty" speech, it is probably the result of inadequate advance thought and planning. Sometimes the speech has been "prepared" (what a travesty on the word!) after the Toastmaster enters the room, while he is awaiting his turn to be introduced.

If this is your definition of "preparation," you are doing a disservice to your audience and yourself. Your whole life should be the basis for content: experiences you have had, things you have seen, books you have read. If you take all of these "content-builders" and hastily throw them together at the last minute

for a speech, you have wasted the time of your audience and you have lessened the value of all those experiences. After all the time you have spent getting to this point, why throw away its value by refusing to invest a little more time to make your speech meaningful? As we said before, content is *thinking*.

Reading Program

A good place to start practicing "content-building" is with the Toastmasters Reading Program. You can pick an area that interests you and begin some serious reading in that field. The information you derive from your reading will become the subject of speeches you give on each book. This program helps you learn how to organize the information you

have picked up into a meaningful whole... meaningful both to you and to your audience. In other words, your speeches will begin to have "content".

The constellation of content embraces many elements, including ideas, material, organization, adaptation, and illustration. The point is that whichever aspects of content you are concentrating on, you should never speak to your fellow Toastmasters or anyone else without having something to say which is worth their listening to. This is the first and most basic requirement for good speaking, good listening, and good thinking. Now is the time to begin considering content before everything else; be ready with content next time you are scheduled to speak. Everyone will appreciate it!

The Educational Advisory Committee members are Drs. Frank E. X. Dance, Alvin A. Goldberg, and Robert T. Oliver, all university speech professors.

COMING NEXT MONTH!

How **your** club can begin a successful
News Release Campaign

anniversaries

40 YEARS

- Smedley No 1 Club 1-F**
Santa Ana, California
- Anaheim Club 2-F**
Anaheim, California
- Pasadena Club 6-F**
Pasadena, California
- Pomona Club 12-F**
Pomona, California
- Gavel Club 11-1**
Long Beach, California
- San Diego Club 7-5**
San Diego, California
- Coronado Club 9-5**
Coronado, California
- Glendale 1 Club 8-52**
Glendale, California

35 YEARS

- Downtown Club 110-F**
Pomona, California
- Inglewood Club 114-1**
Inglewood, California
- Everett Club 117-2**
Everett, Washington
- Prescott Club 104-3**
Prescott, Arizona
- Chula Vista Club 108-5**
Chula Vista, California

25 YEARS

- Shriners Club 590-6**
St. Paul, Minnesota
- Cascade Club 566-7**
Eugene, Oregon
- Dico Club 595-7**
Portland, Oregon
- Tower Club 578-11**
South Bend, Indiana
- Ames Club 569-19**
Ames, Iowa
- Keystone Club 579-19**
Sioux City, Iowa
- Fort Dodge Club 597-19**
Fort Dodge, Iowa

- Magic City Club 585-20**
Minot, North Dakota
- Crookston Club 600-20**
Crookston, Minnesota
- Denver Club 254-26**
Denver, Colorado
- Colorado Springs Club 555-26**
Colorado Springs, Colorado
- Yosemite Club 568-27**
Madera, California
- Northeastern Club 573-28**
Detroit, Michigan
- Stevens Point Club 570-35**
Stevens Point, Wisconsin
- Wascana Club 577-42**
Regina, Saskatchewan, Canada
- Diablo Club 598-57**
Walnut Creek, California
- Syracuse Club 580-65**
Syracuse, New York
- Cavalier Club 596-66**
Hampton, Virginia

20 YEARS

- Santa Cruz Club 150-4**
Santa Cruz, California
- Blue Monday Club 1242-4**
San Francisco, California
- Cable Car Club 1243-4**
San Francisco, California
- Fightin 49ers 1244-4**
San Francisco, California
- Einar Lauley Club 1250-6**
Virginia, Minnesota
- Plus Factor Club 1229-8**
St. Louis, Missouri
- Mallory Club 1170-11**
Indianapolis, Indiana
- St. Marys Club 1309-13**
St. Marys, Pennsylvania
- Libby Club 1079-17**
Libby, Montana
- Russell Club 1258-22**
Russell, Kansas
- Hobbs Club 537-23**
Hobbs, New Mexico

Early Birds Club 1268-26
Durango, Colorado

Glass City Club 1221-18
Toledo, Ohio

Lakewood Club 1245-32
Tacoma, Washington

Port Townsend Club 1257-32
Port Townsend, Washington

Wausau Club 782-35
Wausau, Wisconsin

No. American Rockwell Club 214-40
Columbus, Ohio

Triangle Club 1223-40
Covington, Kentucky

Northern Lights Club 489-42
Edmonton, Alberta, Canada

Twelve Twenty Club 1220-46
New York, New York

Orlando Club 1066-47
Orlando, Florida

Hi Noon Club 1221-62
Port Huron, Michigan

Fountain City Club 1266-63
Knoxville, Tennessee

Rome Club 1271-65
Rome, New York

Richmond Club 1275-66
Richmond, Virginia

Goldenheart Club 1240-67
Fairbanks, Alaska

15 YEARS

Hollywood & Vine Club 328-1
Hollywood, California

Essayons Club 2553-2
Seattle, Washington

Downtowners Club 2713-2
Seattle, Washington

New Ulm Club 2641-6
New Ulm, Minnesota

Frankfort Club 2712-11
Frankfort, Indiana

Basic Club 2533-12
Henderson, Nevada

Eriez Club 2705-13
Erie, Pennsylvania

Estherville Club 2708-19
Estherville, Illinois

Engineers Club 2654-22
Kansas City, Missouri

Benson Club 2746-24
Omaha, Nebraska

Richardson Evening Club 2690-25
Richardson, Texas

Front Range Club 2668-26
Thornton, Colorado

Visalia Club 886-27
Visalia, California

Crystal Lake Club 2724-30
Crystal Lake, California

Trinity Club 1123-32
Tacoma, Washington

Morse Hills Club 2718-35
Beloit, Wisconsin

Jenkintown Club 2684-38
Jenkintown, Pennsylvania

Advertising Club 1028-40
Columbus, Ohio

Avco Electronics Club 2663-40
Evdendale, Ohio

Edmonton YMCA Club 2478-42
Edmonton, Alberta, Canada

Wall Street Club 2720-44
Midland, Texas

Norwich Club 2755-53
Norwich, Connecticut

Teaspoon Club 2698-62
Newberry, Michigan

Thursday Thirty Club 1530-63
Chattanooga, Tennessee

Speakeasies Club 2750-64
Winnipeg, Manitoba, Canada

Downtown Club 2455-68
Baton Rouge, Louisiana

10 YEARS

Paul Revere Club 602-F
Tustin, California

Harbor View Club 143-1
Fort MacArthur, California

Pacifica P M Club 1618-4
Pacifica, California

Scottish Rite Club 943-6
Minneapolis, Minnesota

Krannert Y Club 520-11
Indianapolis, Indiana

Fulton Co Club 2030-11
Rochester, Indiana

Chariton Club 3582-19
Chariton, Iowa

Early Razors 3311-22
Hutchinson, Kansas

Madison County Farmers Club 2936-24
Battle Creek, Nebraska

Holt County Club 3586-24
O'Neill, Nebraska

Sleeping Giants 1296-26
Steamboat Springs, Colorado

Blue Cross Blue Shield Club 1232-31
Boston, Massachusetts

Outer Banks Club 2847-37
Manteo, North Carolina

Greater Williamsport Club 2960-38
Williamsport, Pennsylvania

Beckley Club 960-40
Beckley, West Virginia

Holmdel Speakers Club 1849-46
Holmdel, New Jersey

Morristown Club 3540-46
Morristown, New Jersey

Loantaka Club 3549-46
Madison, New Jersey

Harbor City Club 3042-47
Melbourne, Florida

South Broward Club 3312-47
Hollywood, Florida

Civic Center Club 3567-52
Los Angeles, California

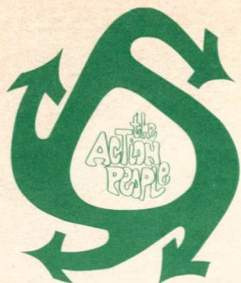
Sharpstown Club 2243-56
Houston, Texas

West Monroe Club 2699-68
West Monroe, Louisiana

Hellfire Club 3599-71
Dublin, Ireland



"Next, the Treasurer's report, and this may come as a surprise to many of you."



MAJORITY WHIP — Past District 31 **Governor Paul H. Conner** of Port Angeles Club 25-31 in Washington was elected to his eighth term in the Washington House of Representatives and is serving as Majority Whip.

RECEIVES HIGHEST HONOR — **George Pali**, past District 49 governor and member of Olelo Club 1900-49 in Honolulu, receives the Navy Distinguished Civilian Service award, the highest award for a civilian, from R. Adm. Donald Iselin. Pali has been active in a wide range of community services as well as his long association with Toastmasters.



STATE SENATE — **Robert W. Kas-ten, Jr.**, of Channel 6 Club 3210-35 in Milwaukee, has been elected to the Wisconsin State Senate; at 30 years old, he is one of its youngest members.

CLUB LEADS IN LEADERSHIP — Plantation Club 2582-47 in Plantation, Florida, really has the leadership idea going strong; three members now hold elective office. **Dan Bass** is in the state legislature, **Jack Moss** is county commissioner, and **Jack Carter** is now the city mayor. Not to be outdone, Immediate Past President **Mike Shayne** is running for city councilman!

MENTAL HEALTH PRESIDENT — **Harold Davis**, past Toastmasters International Director, has been elected president of the Mental Health Association in Alameda County, California.

COUNSELOR OF THE YEAR — **Richard Corcoran, DTM**, past governor of District 20, has been recognized the nation's top vocational rehabilitation counselor for 1972. The award was presented by the National Rehabilitation Association at their convention in San Juan, Puerto Rico.

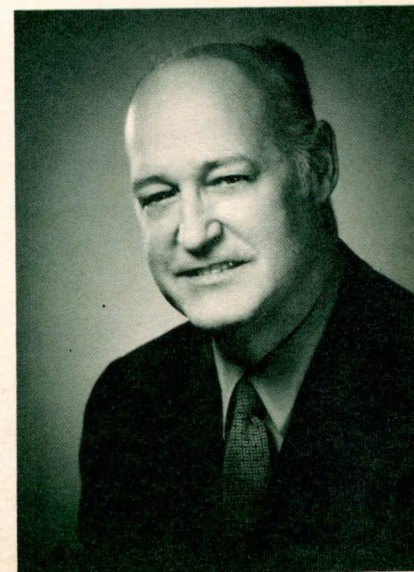
REGIONAL V.P. — **Robert Reiter**, area governor in District 35 and past president of Cutler-Hammer Club 3437-35 in Milwaukee, has been elected a regional vice-president of the American Society for Training and Development.



COLLEGE TRUSTEE — **H. Pat Babilen**, past president of Merritt Club 539-57, has been elected to the Board of Trustees of the Peralta Community College District. The district includes four campuses in the San Francisco Bay area.

ASSOCIATION PRESIDENT — **Andrew Pappas**, president of Southwest Club 1029-30 in Chicago, has been elected president of the Purchasing Management Association of Chicago.

COMPANY VICE-PRESIDENT — **Richard F. Martin** of Yawn Patrol Club 1852-24 has joined the Tanner Company in Phoenix, Arizona, as vice-president of personnel and public relations.



hall of fame

DISTINGUISHED TOASTMASTER (DTM)

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

Llewellyn John Preece
Twin Cities Club 735-39

Rex L. Carter
Spellbinders Club 3252-52

ABLE TOASTMASTERS (ATM)

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement:

Billy K. O'Connor
Downtown Club 110-F

Leonard E. Parks, Jr.
Arcadia Club 115-F

Dennis M. Martin
Friendly Club 300-F

Theodore A. Brisso
Blue Flame Club 2717-F

Jorge O. Svoboda
Fluor Club 124-1

Clyde F. Seek
International City Club 1377-1

James O. Wildes
Narrators Club 1398-1

Edgar B. Mercy
Seattle General Club 277-2

Joseph K. Testu
Monoway Club 2372-2

Dennis Anderson
Camelback Club 1631-3

C. Lanham Hurley
Tempe Club 1715-3

Arthur Okuno
Jet Stream Club 2624-4

Charles E. Clarke
Varo Club 3085-4

Melverne E. Hansen
Point Loma Club 198-5
Co-op Club 1125-5

Arthur C. Redelsheimer
Flying Club 203-5

Larry T. Povroznik
Sunrisers Club 2140-6

Don J. Wessels
Portland Club 31-7

Karl M. Anderson
Redmond Club 468-7

John H. Best
Grants Pass Club 852-7

William A. Graham
Portland Builders Club 1175-7

Leonard L. Cebula
Blue Ox Club 1235-7

Jay O. Hoover
Jackson Club 2319-7

Guy A. Petersen
Clay Webster 1366-8

William S. Wickham, Jr.
Cape Girardeau 2072-8

Junior L. Rufenacht
Triples Club 474-10

Donald C. Seager
Ashland Club 3304-10
Navy Finance Center Club 3502-10

Harold E. Corbin
YMCA Club 715-11

Richard J. Long
Santa Maria Club 89-12

Samuel J. Auerswald
Jeannette Club 233-13

John L. Castelli
Parkway Club 1365-13

H. E. Chambers
Utoy Club 810-14

J. Wayne Norris
Athens Club 1779-14

Claud G. Loper
Aerospace Club 3368-14

Marinus W. J. Brijs
Downtowners Club 2696-15

Martin Felsenthal
Conoco Nooners Club 806-16

Roger Reid, M.D.
Ardmore Club 1320-16

Rev. David W. Plumer
Elkton Club 3284-18

Perrie V. Sheldon
Lake Region Club 377-20

Sandy Robertson, DTM
Pioneer Club 331-21

Robert R. Plummer, Jr.
Capitol Club 2309-23

Capt. Hazen P. Rafuse
Wichita Falls Club 305-25

Albert L. Roth
Mile High Club 741-26

Donald E. Ormsby
Anthony Wayne Club 1380-28

Homer F. Schroeder
Maumee Valley Club 1637-28

Kenneth W. Smith
Mentors Club 1974-29

Andrew A. White
Raytheon Equipment Club 2621-31

Fred R. Dudley
Oconomowoc Club 834-35

Louis J. Schulze
Appleton Club 1331-35

Earl W. Moss
Allis-Chalmers Club 1480-35

John P. Hein
Courthouse Club 3878-35

Alonzo Smith, Jr.
Science Center Club 2133-36

Lester H. Bouque
AMC Club 3151-36

Richard P. Barber
Mooreville Club 3126-37

William A. Sherrard
Lebanon Club 2118-38

Alfred Berger, III
Delaware County Club 3204-38

Larry R. Karlen
Redding Club 197-39

Lowell C. Hansen, II
Sodak Club 224-41

G. E. Dawson-Grove
Shaganappi 60 Club 3205-42

Ernest R. Whitcomb
Perrine Club 1095-47

H. T. Freedman
Saturday Morning Club 2840-47

Horace Yeh
Glendale 1 Club 8-52

Rex L. Carter
Spellbinders Club 3252-52

Reginald H. Knaggs
Civic Center 3567-52

Gordon I. Yanz
Exec. TM Breakfast Club 3622-52

Sheldon H. Miller
Lairs NBR 2 Club 3924-52

Raymond T. Zierman
Joliet Club 692-54

John M. Coppinger
Amador Valley Club 2452-57

Dino Ciarlo
LRL Microcentury Club 2797-57

David C. Friend
Pathfinder Club 3635-57

Joseph A. Fox
Podium Club 2303-60

H. Hillock
Chateauguay Club 3006-61

Eric Stuhlmüller
Centennial Club 313-64

H. Edwin Tackaberry
Skyliners Club 831-64

R. N. Sarma
YMCA Club 2416-U

K. G. Somasundar
YMCA Club 2416-U



Every Toastmaster owes it to himself to read further on the subjects of communication and leadership. Here are some recently published books that may be of interest to you. Toastmasters International is not specifically recommending them, but rather is pointing out their availability. Contact your local library, book store, or the publisher for a copy; they are **not** available from World Headquarters.

Power and Influence Through Public Speaking by Cy Campbell. Parker Publishing Co., West Nyack, New York. 212 pages.

All the details of influencing people through successful public speaking are presented in this book. Sections are included on understanding your audience and your subject, constructing and presenting your speech, and special situations you might encounter. The book is full of examples, hints, and step-by-step techniques for effective speaking.

Effective Communications for the Technical Man by Dr. John M. Campbell and G. L. Farrar. The Petroleum Publishing Co., Tulsa, Oklahoma. 273 pages.

If you are involved in writing or speaking on technical subjects, this book will supply you with information on how to get your message across. It goes into detail on how to organize your presentation, and various methods of illustration and explanation you can use to make your ideas clear. The authors have had wide experience both in engineering and communication.

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, ATM
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. Avides, ATM
19. Gerald B. Winget, ATM
20. Robert W. Anderson
21. R. Bernard Searle, ATM
22. Raymond J. Schaffer
23. Vicente Fresquez
24. Elmer 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
35. Norman R. Maier
36. Robert A. Owen, DTM
37. Oscar Olive
38. James D. Beissel Sr., ATM
39. Phillip A. Cooke
40. John E. Pappas
41. John H. Hirsch, ATM
42. Robert L. Jones
43. Woodard W. Pearson, ATM
44. Robert C. Gleason, ATM
45. Robert L. McKinley
46. Clarence L. Roberts, DTM
47. Charles L. Jones Jr., ATM
48. James H. Johnson
49. Harold Wong, ATM
52. Edward R. Casper, ATM
53. Richard L. Hilliard, ATM
54. Floyd R. Kisner
56. John A. Shults
57. David A. Roberts, ATM
58. William R. Calamas, ATM
60. Al Hodgins
61. Lionel Masse
62. Dr. W. Richard Dukelow, DTM
63. John L. Tolbert Jr., ATM
64. Eric K. Stuhlmüller
65. Robert R. Borsching Sr., ATM
66. Thomas F. Waters
67. George A. Denison, ATM
68. William C. Siegel
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- 4054 W. 129th Street, Hawthorne, Calif. 90250
- 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
- Rt. 1 So. Big Darling, 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
- 1034 N. Sherman, Grand Island, Neb. 68801
- P.O. Box 1770, Shreveport, La. 71166
- 5751 W. Elmhurst Ave., Littleton, Colo. 80123
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- 8301 16½ Mile Rd., Apt. 236, Sterling Heights, Mich. 48077
- 8030 No. Pinus Lane, Pensacola, Fla. 32504
- 591 Sunnyside Ave., Elmhurst, Ill. 60126
- 57 Winter St., Chelmsford, Mass. 01824
- 4712 N. Mullen St., Tacoma, Wash. 98407
- 5660 No. Lydell, Milwaukee, Wisc. 53217
- 3917 Woodbine St., Chevy Chase, Md. 20015
- 2827 Shelly Lane, Ellenwood, Ga. 30049
- 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 24th Street S.W., Calgary, 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. 37660
- 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, 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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WEDNESDAY 7:00 a.m.

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Official TI Club Meeting Plaque (384) is an appropriate sign to tell everyone where and when your club meets. Mount it attractively in the restaurant or conference room where your club conducts its meetings.

The white plastic plaque, 10½" x 10", attractively displays the Toastmasters emblem and motto. It includes the statements: "Toastmasters Meet Here," and "Guests Welcome." Pressure sensitive decals are provided for the specific day and hour your club meets. Available from WHQ for \$3.25.

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