

TOASTMASTER®

October 2007

Political Communication:

The **Power**
to **Change**
the **World**

**Toastmasters and
Bank of America:
A Winning Partnership**

**The Shocking Truth
About "Free" Advice**

**Fun in the Sun:
Phoenix
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Vision...



Reality



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Lets start with:

“Shaping Ourselves...”



Last month, I introduced my theme for this year - “Toastmasters: Shaping Ourselves... Shaping our World!” This month and next, I’m going to take this theme apart, then put it back together again so we can really understand what it means for each and everyone of us.

Shaping Ourselves. Did you ever say to yourself: “I’m going to get into shape this year? I’ll lose 20 pounds before summer arrives”? Or perhaps... “For sure I’ll quit smoking on New Year’s Day?” Did you do it? Did you follow through with your good intentions? Maybe yes, maybe no. But at one point you did say to yourself “I need to get into better shape” – as a communicator, and perhaps as a leader. You may not have expressed it that way, but when you decided to join your Toastmasters club, you were in fact making a decision to shape yourself and shape your future!

Are you in better shape now than when you joined Toastmasters six months or six years ago? The tests are simple: Are you more skilled, more at ease and more confident in communicating with your audiences, whether you’re speaking to one or a thousand? Has your ability to take on leadership tasks – ranging from small team to big department – improved? Another key test is the reaction from others: Are co-workers, clients, significant others seeing a “new you”? Are you seeing a “new you”? The answers will all be Yes! If you’ve “worked out” on our communication and leadership tracks.

Once we get into better shape, the next challenge is staying in shape. Like acquiring a physical skill or learning how to play a musical instrument, the best way to stay in shape is to stay at it. That’s where your friendly supportive Toastmasters club plays a continuing role, no matter how long you’ve been a member. The learning never ends. At the International Convention in Phoenix, I asked Lisa Vincent, a Toastmaster from District 54 whom I’d never met before, to evaluate my acceptance speech. Why? Because staying in shape is important to me, and I need my fellow Toastmasters to help me do that. She relished the opportunity and so did I. Thank you, Lisa!

Fellow Toastmasters, it’s that simple! Nowhere else can you get the shaping experience in communication and leadership that’s available to you in Toastmasters. By following our proven programs, we are “Shaping Ourselves.” Next month I’ll make the link to “Shaping our World.”

Chris K. Ford, DTM
 International President

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The Toastmasters Vision:

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

The Toastmasters Mission:

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

Wow Phoenix!!!

Phoenix was my first Toastmasters International Convention. What an exhilarating experience! First, the diverse Toastmasters from around the world were friendly, enthusiastic, knowledgeable and interesting. I was impressed, inspired and motivated.

Second, the host district and TI Headquarters staff were well organized and very hospitable. I volunteered and enjoyed every minute of it.

Third, the beautiful Marriot Desert Ridge Resort and Spa, with its warm ambiance and welcoming staff, was strategically nestled among plants and flowers offering an array of nature's most beautiful gifts.

Then, the elections, dinners, luncheons, dances, workshops and the captivating World Champion of Public Speaking Contest were unforgettable and pleasing highlights.

Thank you host district volunteers, Headquarters staff, and all Toastmasters who attended this 76th annual Convention and made it a great success. For any Toastmaster who did not attend, you missed a unique occurrence!

Finally, next year, every Toastmaster should attend the International Convention in Calgary, Canada, where plans are underway to give us the time of our lives. Let's all be there and enjoy its greatness. We can start planning now for the inspiration, motivation and fun derived at such an event.

Patricia Adelekan, Ph.D., DTM • Anaheim City Communicators 5884-F
Anaheim, California

Kudos on New Web Site

I think the new Web site is wonderful and truly up-to-date. It looks great! The new pages are very user-friendly. It makes me even more proud to say that I am a

Toastmaster! Thanks to the Web team for all your efforts.

Patrice Harris GTM, CL • MJM Speakers Circle 6799-30
Chicago, Illinois

I am a member at CiscoSpeaks Toastmasters of San Jose. I have also consulted for marketing as an MBA student and I would like to say, "Congratulations!" The new site is a vivid improvement. It looks polished and professional. Very attractive and welcoming!

Renee Lam, ACB • Pleasanton Community 4762-57
Pleasanton, California

A Positive Push

When I read my *Toastmaster* magazine, it marvels and pleases me that so many people have benefited from the Toastmasters program. Whether it is in their personal capacity or through their careers, people worldwide continually have success stories to share. In my own life, Toastmasters has pushed me in the right direction in two specific areas:

First, I delivered a speech titled "Three blind dates," which included funny anecdotes from some dates I had been on. Shortly thereafter I was requested to write an article on blind dating for *Marie Claire* magazine. Using my speech as a basis, I expanded on the content and my story was published last month.

Second, at work I was asked to sit in on a pitching panel for a wildlife filmmaking course. The students in the course had to pitch their film ideas to a panel, and I was asked to evaluate the delivery of the pitches. Of course, the knowledge gleaned from carrying out evaluations at our monthly meetings was of a monumental help. As a result, I have

*Do you have something to say?
Write it in 200 words or less, sign
it with your name, address and
club affiliation and send it to
letters@toastmasters.org.*

been asked to run a short lecture on presentation skills. So now it is my turn to say "Thank you to Toastmasters!"

Samantha Pryce • Good Hope 4374-74 • Cape Town, South Africa

Navigating the Rough Seas of Language Change

I got a few chuckles from reading the Letters page in the September issue. Your definition of SNAFU caused most of them. I served in the US Navy from 1949 to 1953. None of the sailors I served with would have agreed with your definition. If you wish to believe the Warner Brothers definition, that is your privilege. However, don't expect any current or former servicemen to agree with you.

Incidentally my copy of Random House Webster's College Dictionary includes in its definition of SNAFU: "s(ituation) n(ormal) a(ll) f(—ed) u(p)."

Glenn Knudson, DTM • Walkie Talkies 5641-03 • Phoenix, Arizona

Break the Predictable Pattern!

The latest issue (*Toastmaster*, Sept. 2007) contained excellent articles on the new President Chris Ford and on Coach Curtis. However, I was rather chagrined to read about the experience of member Ruby Thang ("Etiquette Missing"). The club in question should forcefully address the situation, i.e. the misbehavior of its members, and bend backward to give Ms. Thang what she rightly deserves.

I have personally encountered equally disturbing situations where visitors are seen as interfering with a regular and predictable pattern. I do not think that this is what Toastmasters is about.

Paul-André Larose, Ph.D. • Whitby Intrepid 7338-80
Oshawa, Ontario, Canada

“The greatest thing I have learned from Toastmasters is how to listen.”

Walking My Talk

✦ I have always been a talker but not a communicator. Plato said, “A wise man speaks when he has something to say, a fool speaks when he wants to say something.”

I finally discovered this difference when I worked briefly as an auditor. I decided to go back to being an accountant so I wouldn't have to deal with words. Boy, was I wrong! Not only did I have to write reports to present the numbers, I also had to write reports and verbally explain the numbers. Spell check can only do so much, and I lacked a capable secretary to do all my writing and thinking for me. So I had to do something that would enhance my skills in writing, speaking, listening and presentation.

I was very eager to join Toastmasters; my first club was Atomic City Toastmasters in Richland, Washington. The first meeting was scary. As a Muslim woman, I thought I would be rejected, but I was warmly welcomed, and the energy was very

positive. The first speech I heard wasn't very good, and I wondered what people's reaction to it would be. I was impressed by the evaluation; it was constructive with very positive suggestions. The time I spent in the Richland club helped me learn to relax and evaluate to motivate.

I have since moved on to another club, where I achieved my personal goals for the year, which were to complete my Competent Communicator award and start on my Competent Leadership manual. It was at this club that I developed a lot of self-confidence and improved my listening skills.

I learned to speak publicly about issues that are important to me. I have learned to express myself in a timely and concise manner. But the greatest thing I have learned from Toastmasters is how to listen. It is important to listen to what is being said, how it is being said and who is speaking. That, to me, is the most

important part of communication.

In Toastmasters I have learned to express my innermost thoughts without being too intense and to listen without prejudice. I became a volunteer crisis counselor, a task I would not have undertaken without these skills.

It's amazing what you can learn from listening to a speech. My writing has improved, and so have my speaking and listening skills. These days I play golf, read about history, take guitar lessons, listen to classical music and have tried kayaking. These are hobbies I would not have taken an interest in were it not for fellow club members giving speeches about them.

Toastmasters has truly been a great adventure for me, and the start of many more! **T**

Oshiomowe R. Momodu-Busari, ACB, CL, is a member of Presidential Speakers Club in Suitland, Maryland.

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This Toastmaster gained courage, confidence and the ability to follow her dreams.

Getting Paid to Speak

Like many Toastmasters, Sarah Taylor dreamed of making a living by speaking professionally. She envisioned herself another Tony Robbins – but just for an instant. After the daydream soon passed, she began thinking of how she could make a mark with her own unique brand of motivational speaking.

“It’s hard to compete with a popular generalized speaker, but it is possible to create your own motivational speaking niche,” says Taylor, a former pharmaceutical sales professional.

“Considering my background and the fact that no one else was doing it, I decided to be a motivational speaker for the pharmaceutical industry.”

In January 2004, Taylor quit a lucrative job with pharmaceutical giant Merck & Co. and opened Taylor Presentations (www.taylorpresentations.com). The company has been highly successful, and she credits Toastmasters for its success.

“I earned more money in the first three months of 2007 than I made in an entire year in pharmaceuticals,” says Taylor, who is currently a member of the WVEE club in Tacoma, Washington, which she helped charter in August 2004.

“Taylor Presentations wouldn’t exist if I hadn’t visited Toastmasters in October 2002,” she says. “From the moment I walked into a meeting, I loved the organization, and it didn’t take me long to realize that I enjoyed public speaking and wanted to make a career out of it. My fellow club members were supportive and helpful and really gave me the tough love I needed to succeed.”

After reading the book *Speak and Grow Rich* by Dottie and Lilly Walters, Taylor realized that she could be suc-

cessful as a professional speaker if she chose a promising niche.

“I looked at what I know best, which is pharmaceutical sales, and what I’m passionate about, which is health. Then I considered all of the books and information out there and saw that there is a lot said about getting into pharmaceutical sales, but nothing about how to be successful once you get into the business. I also chose the topic because I believed that it would be a desirable subject for corporations where I could command top dollar for my message.”

Taylor started her business by writing the book, *Secrets of Successful Pharmaceutical Salespeople* (\$14.95) the first year and then began offering keynote presentations and sales training to go along with the book. Soon afterward she added another arm to the business, which is speaker training for physicians.

“I hired 14 other Toastmasters to help me teach physicians who speak about pharmaceutical products to be more effective and engaging at the lectern,” says Taylor, whose policy is to hire only Toastmasters. “We break the doctors up into small groups of about 10 each and then videotape them as they speak, giving them a formal evaluation (Toastmasters style) with video afterward.”

According to Taylor, the doctors are always amazed at the skills of her team. “My secret is that they are all Toastmasters, and they’ve already been trained,” she says. “The Toast-



Sarah Taylor, of Tacoma, Washington

masters network is amazing, and I was able to find some really good people. I have two 3rd-place winners from the World Championship of Public speaking, a pharmacist, a medical researcher, and a past employee of the World Health Organization who used to speak to crowds of over 2,000 people. And this is only a smattering of the incredible talent I have found and hired from Toastmasters.”

To get the best of the best, Taylor put the Toastmasters who applied for the positions through rigorous screening.

“What was remarkable about Sarah’s hiring practices wasn’t that she hired only Toastmasters, although that in itself was a key component of her success,” says fellow Toastmaster Kyle Hall, who was hired by Taylor. “What I found remarkable was the high standard she set and how she went about getting it.” Taylor required applicants to write about their speaking and evaluating experience, then she selected 30 to interview. Passing the interview meant a trial run of presentation coaching. Those who succeeded were prepared by Taylor, personally, for this specialized industry. The process netted her a team of exceptionally-skilled speakers, trainers and evaluators.

Hall, who is a member of the Orcas Speaks club in Eastsound, Washington, was equally impressed with Taylor’s leadership skills. “Sarah is a values-centered leader and is quite good at getting a group to gel around her vision and mission,” he says.

Taylor credits Toastmasters with teaching her leadership skills. “Toastmasters gave me the necessary tools to manage 14 people,” says Taylor, who is also Vice President of membership of her local NSA (National Speakers Association) chapter. “Before joining Toastmasters I wouldn’t have had

the confidence to start my own business, but the organization gave me that extra edge.”

One of Taylor’s first clients was Ja Marr Brown, who is Southwest District Manager for C.R. Bard, which specializes in medical devices. “I met Sarah at the Annual Academy of Ophthalmology meeting right after she had left Merck and was in the process of writing her book,” says Brown. “I asked her if she wanted to present her message and book to my sales team.”

Brown remembers being impressed with Taylor’s speech. “Sarah’s overall presentation skills are excellent. She is energetic and engaging and inclusive of the entire group to whom she speaks. Her book is equally authoritative. She did an excellent job of pulling information from people in pharmaceuticals sales about how they made themselves successful.”

One of the highlights of Taylor’s speaking career so far was her keynote speech at the American Society of Cataract and Refractive Surgery Convention in April 2007 in San Diego, California. The audience consisted of 1,400 ophthalmologists and their staff, and the topic was how to increase the number of people signing up for Lasik.

“I was thrilled to walk into a huge convention center and see my face on posters with the title of my talk,” says Taylor. “Toastmasters gave me the courage, confidence and ability to take big risks and follow my dreams.” **T**

Julie Bawden Davis is a longtime contributor to the magazine. Contact her at Julie@JulieBawdenDavis.com

Editor’s Note: Do you have an inspiring story of how the Toastmasters program has helped you? Tell us at letters@toastmasters.org.

Sarah Taylor’s 5 Tips for Breaking Into Professional Speaking

Besides suggesting Toastmasters membership, Sarah Taylor offers the following five tips to help you succeed as a professional speaker:

1 Pick a really, really good niche.

It’s hard to compete with established motivational speakers, but it’s easy if you’re the only pharmaceutical sales motivational speaker.

2 Understand that as a professional speaker, your first priority will be to sell.

You will be a salesperson first, and a speaker second. More people probably fail in getting their speaking business off the ground for this reason more than any other.

3 Either be a world champion-level speaker or be a really good speaker with invaluable information.

Most professional speakers wouldn’t make it to the regionals in Toastmasters World Championship of Public Speaking contest. That’s okay. A “good” speaker can still get by, as long as he or she has fabulous information that makes them highly sought after.

4 Invest in high quality marketing materials.

Nothing screams amateur like a homemade business card, brochure or Web site.

5 Join an Advanced Toastmasters club.

The level of feedback you’ll get at an Advanced Toastmasters club is unparalleled. Attend several advanced clubs in your area and pick the one that will challenge you the most.



Toastmasters and Bank of America:

A Winning Partnership

By Carl Duivenvoorden, DTM

Bank of America's Speaking Network, consisting of 63 Toastmasters clubs, helps associates develop skills that benefit them, the bank and its clients.

Around the world, progressive corporations large and small are discovering the value that Toastmasters brings to their organizations. But it's probably safe to say that few corporations have embraced Toastmasters as enthusiastically as has Bank of America.

Bank of America's history with Toastmasters spans more than two decades. It started when some bank associates joined a local club in their community. Impressed with the experience, they built interest within the company and approached management to suggest a club be chartered in their workplace. That first club was chartered in Brea, California, in August 1983 – and it is still active!

Today, Bank of America is home to 63 active Toastmasters clubs worldwide, collectively forming the Team Bank of America Speaking Network.

Team Bank of America

Team Bank of America was established in 1921 as a network for bank associates and their families. In its early stages, its goal was simply to organize sporting and social activities outside the workplace. Over the years, it has evolved into five distinct networks supporting individual and community development. One of these, the Speaking Network, consists of Bank of America's 63 Toastmasters clubs. Its goal is to help associates develop communication, presentation and leadership skills.

The Value of Toastmasters

It's clear that Bank of America leaders recognize the value of Toastmasters. Bob Mandala, of Celebration, Florida, is national program director for Team Bank of America. "In our business, communication skills are essential to success," he says. "We are constantly

dealing with the public, and every interaction is an opportunity for us to impress. Toastmasters helps us increase the likelihood of having a successful outcome."

Those same benefits are carried over into the Bank's internal operations. "Improved communication and leadership skills are helping our associates interact better with their peers and supervisors," says Mandala. "They are able to present and sell their ideas more effectively. They have become better problem solvers."

Another attractive advantage is simplicity. "Clubs are easy to start and operate – all you really need is a room and a group of interested associates," says Mandala. Toastmasters' simple "turnkey" approach to chartering and supporting new clubs has been a key to expanding the Team Bank of America Speaking Network.

- ▶ **Finalists in Bank of America's National Speaking Competition pose in Boston, December 13, 2006.**
- ▼ **A Bank of America Toastmasters meeting in progress.**



Finally, Bank of America is sold on the cost-effectiveness of the Toastmasters program. As Mandala explains, "It's an efficient and inexpensive way for us to develop our most important asset, our human resources."

And results are apparent. Managers are seeing improved productivity and quality of work. Associates are communicating better and more confidently. One manager, Maurice Coleman, was able to put his Toastmasters skills to use as a guest on NBC's *Today Show*. He said: "Toastmasters provided the basic communication skills I needed to appear on a national program, as well as a concrete foundation in my development as a public speaker."

Some members attribute their promotions to the training they've received through Toastmasters. One member, Deborah Joyner, of Charlotte, North Carolina, says: "To have enough confidence in ourselves to assist and motivate others is a dream we can all accomplish through the great communication skills obtained through Team Bank of America Speaking Networks."

Bank of America executives support the Toastmasters program

Liam McGee

President, Global Consumer & Small Business Banking

“With improved verbal skills, you’ll find yourself participating more fully in all the formal and informal brainstorming so essential for problem-solving and good decision making in our company. In addition, it enables you to inspire and motivate other teammates, oftentimes to do things that they don’t think are possible.”

Barbara Desor

Global Technology, Service & Fulfillment Executive

“Communication skills are foundational to success – individual success and the success of our enterprise... We all need to be even more effective at communicating what we do, communicating our own objectives and how we can help others achieve theirs... The Speaking Networks are a great way to grow and to have fun along the way.”

Brian Moynihan

President, Global Wealth and Investment Management

“Strong communication skills are what we use to build credibility and trust with our clients. The more trust we have with our clients, the further we’re going to succeed in our business.”

Secrets to Success

It’s no coincidence that Team Bank of America’s Speaking Network is so successful for both the company and its members. The bank supports its network in three key ways:

- **Clear support from senior management:** Bank of America makes a point of promoting Toastmasters actively across the entire organization. The bank’s Web site proactively highlights the Speaking Network, and associates everywhere are invited to join. (You can Google “Team Bank of America Speaking Network” to see for yourself.)

Perhaps the most striking example of Bank of America’s support for its Toastmasters clubs was a DVD unveiled in December 2006. Bill Kennedy, President of Voices of Bank of America Club, explains, “The DVD is an in-house tool that focuses on the value and benefits of managers and associates belonging to the Toastmasters Speaking Network.” In the DVD, three senior executives who report directly to Bank CEO Kenneth D. Lewis speak highly about the Toastmasters program and emphasize how important communication skills are to the Bank and its associates. (See their comments in sidebar above.) Mandala says the DVD was developed “to emphasize senior management’s support for the Speaking Network and to invite all associates to join one of our Toastmasters clubs.”

- **Doing what it takes to make the Speaking Network work:** Bank of America’s commitment to its Toastmasters clubs is clear from the way it strives to accommodate club and member success. Clubs are encouraged to meet at what-

ever time is most suitable to members, and everyone is welcome, regardless of their position within the corporation. The Speaking Network includes morning, noon, evening and Saturday clubs; one club even meets at 3 a.m., when a shift changes!

New club leads can be initiated by management or interested individual associates. Member participation is supported inside and outside of working hours. As in any corporate situation, customers and business must come first. “But we try to accommodate wherever possible,” says Bob Mandala, and “find a balance between the needs of the company and the objectives of the member.”

- **Recognition:** Bank of America recognizes its associates who achieve Toastmasters communication and leadership designations. The company actively promotes the Distinguished Club Program: last year, 22 clubs were commended for achieving Distinguished, Select Distinguished or President’s Distinguished status. As well, members are offered the opportunity to shine by serving as emcees or chairpersons at company events.

But Bank of America goes even further, offering its own recognition programs and activities. For example, the “Network of the Year” award recognizes the top club in the network; in 2006, it was awarded to Voices of Bank of America Club, located in New York.

And Bank of America holds its own National Speaking Competition, using its in-house TV broadcast system to simulate a live, national audience. Last December 13, five finalists competed in Boston in front of a studio audience of 100 people, as thousands more watched across the country. “Competing was an experience I will never forget,” said finalist Bill

Kennedy. “To me, the event was a way for Team Bank of America to show that they appreciated my efforts and dedication. And it has motivated me to become a serious student of public speaking, with a goal of improving constantly.”

Bank of America also encourages members to go beyond the club through its community outreach program. After competing in last year’s speaking competition final, Bill Kennedy has gone on to speak to local grade 8 intermediate school classes about the basics of banking.

Secrets at the Club Level

President’s Distinguished Voices of Bank of America Club uses several key strategies to motivate, retain and develop members:

- The club provides a supportive and non-judgmental environment where members can develop skills and receive valuable feedback.
- The meeting atmosphere is fun and positive.
- After every meeting, a short recap is e-mailed to every member so every member has an overview of what happened and stays connected to the club.
- Phone calls are made to members who have missed several meetings, to invite them back and help them refocus on their Toastmasters goals.

- “Speakouts” are held periodically to clear up schedule backlogs.
- Everyone is involved in every meeting in one role or other – even guests.

In part because of these strategies, “Voices” has grown by more than 40 members this year. “We rotate our meetings between four locations, all within a 15-minute

“Improved communication and leadership skills are helping our associates interact better with their peers and supervisors.”

radius, so that all members have an opportunity to participate, regardless of their location,” adds Kennedy.

With 63 thriving clubs, Bank of America is in itself an impressive testimonial to the benefits Toastmasters can bring to any corporation. **T**

Carl Duivenvoorden, DTM, served as District 45’s Governor in 2004-2005. He lives in Upper Kingsclear, New Brunswick, Canada.



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How I survived three speeches in 12 hours.

Marathon of the Mouth

One thing I know for sure: I will never run for public office. Like many a candidate, I recently had three speaking engagements in a single day – and let me tell you, it wasn't easy. But I survived, and I learned from the experience. Here is how my day played out:

- **6 a.m.** The alarm rings. I wince, slap down the snooze bar, dream about speaking onstage to a headless audience, and...

- **6:10 a.m.** The alarm rings again. This time I jump up. After a quick glance in the mirror, I decide I did the right thing washing my hair the night before. It will save me some time this morning.

- **6:30 a.m.** I drink two eight-ounce glasses of water instead of my usual cup of coffee. I have a feeling that I'd be too jazzed from the caffeine. I check the mirror. Oh, no. Fully dressed, I realize my hair is a wreck, and it's too late to do anything about it.

- **6:50 a.m.** The sun has not yet surfaced in the horizon. Did I mention that I'm not a morning person? Miserably I climb into the car and drive to a nearby country club for a Rotary meeting, at which I am the guest speaker requesting funds for my university program. Two weeks earlier I was told that this was the only day and time available to me.

- **7:10 a.m.** When I reach the buffet, all I put on my plate is melon. It will take the edge off my hunger but won't make me feel a sugar rush – or too sluggish.

- **7:45 a.m.** I'm on. I have done this talk before, so I can work, to some extent, on automatic pilot. I want to be present for my audience and give my presentation at an appropriately energetic level, but it's such a relief to have familiar words at my command when I am too tired to think of new ones.

- **8:10 a.m.** The Q&A is over, and I am photographed receiving a check. Someone comes up to say that her organization has \$13,000 to give away in grants, and she would like to set up a meeting with me. I am so glad I spoke at this meeting!

- **9:45 a.m.** Back home, I make a couple of work calls and return to bed, too tired to eat. I can't peel off my sweater fast enough. Was it hot in there, or was it me?

- **10:30 a.m.** The alarm rings. I take another shower and look at my hair. It is considerably flattened by now. In vain, I attempt to puff it up. I dress in layers this time and run out to the car for my next event.

- **11:30 a.m.** As I pull into the Marriott parking lot, I sigh. Why am I here? But this is the

engagement I'd accepted first. It's a Chamber of Commerce luncheon for CEOs and business owners. My contact is a fellow Toastmaster who had read an article of mine in this magazine and wanted me to speak about it. I would prefer to go back to sleep, but I can't let her down.

- **12 p.m.** I meet my gracious hostess and circulate among the members. I have this nagging sense that there is some cosmic reason for why I am here.

- **12:10 p.m.** Making the rounds, I gravitate to a woman in the crowd. I look at her name tag. I look at her face. I look at her name tag again. I look at her face again. I squeal. We knew each other 1,200 miles away, and I haven't seen her in more than 30 years. We do a lot more squealing.

- **12:30 p.m.** The food arrives. I ordered fruit again, to keep eating lightly.



There is so much I can barely make a dent, so I have it wrapped up to take home. I drink plenty of water. My old friend and I sit at the same table, still squealing.

■ **12:45 p.m.** I am introduced. After 10 minutes, I feel that the speech isn't working. Also, my stomach is growling. I still have 10 minutes to go, and I am running out of ideas. Then my Toastmasters training kicks in. I ask for questions or comments. My listeners adjust the topic a bit, and the rest of the talk is a breeze.

■ **3:15 p.m.** Back in bed again, after doing a bit more work. I take what I call half-facetiously a "working nap." That is, as I drift off, I focus on what I'm going to say next.

■ **6 p.m.** I am at my university, waiting to give a speech to potential donors on a campus tour. The organizer had called me two days earlier, begging me to fill in for someone because I had done this before. My hair refuses to wake up.

■ **6:30 p.m.** The Dean who introduces me is the most eloquent speaker I know. In the best of times, I am tongue-tied around her. Today I hear myself misstating information or wording it poorly. I am simply not at my best.

■ **7 p.m.** As I say good-bye to my Dean, I mention that this is the third time I've spoken in 12 hours. She says, "Then stop talking!" I wonder how to take that. On the way home, I hope that maybe something good will come of this speech, too. So far, the only good thing that has come from it is that I haven't been asked to speak on that tour again.

Lessons Learned

Could you spot the pros and cons of my approach? Here is what I learned from the experience:

■ **Wash your hair in the morning.**

It may take an extra 15 minutes, but it will help you feel put together all day. Layer clothing, and keep it comfortable. Room temperatures vary. Have a change of clothing ready in case you need it.

■ **Naps are helpful if possible,** but if you can handle caffeine, just a couple of cups as a pick-me-up throughout the speaking day will keep you sharp.

■ **Drinking plenty of water** is a good way to clear the head and body.

■ Also, **eat lightly, but eat.** We need the fuel to make it through any marathon.

■ And even if tired, try to **maintain a positive outlook.** Every speaking experience is an opportunity for personal growth, networking and giving back. It's not the audience's fault that you're overbooked!

■ **Go easy on yourself.** Any ballplayer will tell you that it's tough to bat three for three. If most of the day's speeches are winners, that's reason enough to celebrate.

■ Did I mention **washing your hair** in the morning?

■ Finally, I learned that **speaking three times in one day really is a marathon,** and like other marathons, it requires not only training in public speaking but also physical stamina.

On the other hand, I was so focused on staying strong that I completely forgot to be nervous – so there's a good side to everything. ■

Caren S. Neile, Ph.D, ATMS, is a member of West Boca club 1978 in Boca Raton, Florida. She directs the South Florida Storytelling Project at Florida Atlantic University and performs and presents regularly throughout the U.S. and abroad – usually once a day.

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By John Cadley

The shocking truth
behind advertising's
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SOME 66 FREE 99 ADVICE

Lock the doors. Now secure yourself to a chair with duct tape. Tell friends and loved ones that if you break free they are to shoot you with an elephant tranquilizer.

I say this for your own safety. The words I am about to discuss will make you do things you don't want to do. Indeed, they already have.

It is my hope that a careful discussion in a controlled environment under the guidance of a trained professional will free you from their insidious influence.

Ready? Here we go.

- **Free**
- **Sale Price**
- **New and improved**
- **Special offer**
- **Hurry, sale ends tomorrow**
- **You could be a winner!**

How are you feeling? Has the peace and contentment you were experiencing just moments ago given way to a sudden sense of urgency? Has your resolve to stop using your charge cards melted like a snowball in the sun? Are you ready to fight traffic, crowds, and mall intercept interviewers to save \$5 on something you weren't even thinking of buying?

That, my friends, is the power of those words. I know. I'm an advertising copywriter. I use them every day in the practice of my craft. When all else fails, these words never fail. They resonate like thunder at the core of the "consumer purchase decision," making intelligent people get up at 5 a.m. to stand in line for a free toaster oven.

And that's the irony. People think advertising is some vast conspiracy of mind control where scheming marketers influence consumers through elaborate techniques of subconscious suggestion. Remember the liquor brand that was supposed to be hiding the word "sex" in the ice cubes? Or the movie theaters that were flashing "Eat more popcorn" during the film at speeds the conscious mind couldn't register?

Never happened. Waaaaay too much work. And why bother? Just say "Free" and get out of the way before you're trampled by the mob.

It's almost too easy. And that's why I'm writing this — to give you, the hapless consumer, a fighting chance. Here, for the first time, I intend to reveal the shocking truth behind these words so that you will never again be seduced by their siren call. Why? I'm just that kind of guy.

Ready? Here we go.





WHEN THEY SAY...

Free

Sale Price

New and Improved

Special Offer

Hurry, sale ends tomorrow

You could be a winner

WHAT THEY'RE REALLY SAYING IS...

We'll build the price of what's "free" into something else so you think you got the best of us while we're getting the best of you. Fair enough?

We overpriced this a little too much so we're overpricing it a little less.

We made a difference that makes no difference so we can charge you a "new and improved" price.

We're stuck with 900 palletes of this stuff in a warehouse in Passaic, New Jersey. Help us out here.

But if you still want the stuff, you can buy it at the sale that "starts today."

You have never won anything in your life and you never will, so just give us you money and go home.

“Human beings seem to have an infinite capacity for acting against their own self-interest.”

This is the sad truth, my friends. There are no deals. The deck is stacked against you. Tie goes to the dealer. What's even sadder is that you *know* all this. And yet, and yet...human beings seem to have an infinite capacity for acting against their own self-interest. That's why the bowl with the chips and dips is always gone long before the vegetable platter has even been touched. (Except in California.)

The only solution is a complete reprogramming of the mind. Your conditioned reaction to these words must be replaced by different, negative associations, so that instead of being attracted you are repulsed. For instance, look at the list below. Clip it out. Carry it with you and refer to it often until the phrase “Clearance Sale” makes you physically ill.

When you hear:	Think:
<i>Free</i>	Cod liver oil
<i>Sale Price</i>	Shingles
<i>New and Improved</i>	Your mother-in-law
<i>Special Offer</i>	Root canal
<i>Hurry, sale ends tomorrow</i>	Income taxes
<i>You could be a winner!</i>	Lima beans

So when you hear this:

“Buy one pair of pants and get the second one free at this great sale price at our new and improved store where a special offer includes a Grand Prize drawing for a week at Disney World! Hurry, sale ends tomorrow. You could be a winner!”

You'll think this:

“Buy one pair of pants and drink cod liver oil with your mother-in-law while you get shingles, have a root canal, and pay your income taxes! Then go eat lima beans!”

There, now you're cured, right? When you unlock the doors and unwrap the duct tape you're not going to rush right down to that sale where the first 100 people get a free flashlight.

Are you? *Are* you?

You are, aren't you?

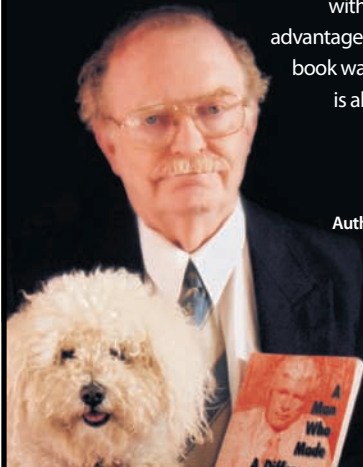
Well, if you really can't help yourself...pick up one for me. You can never have too many flashlights. **T**

John Cadley is a freelance writer and advertising executive selling word widgets in Syracuse, New York.

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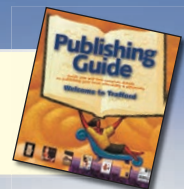
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10 Tips for a Terrific Talk: Secrets from the Pros

By Shawn Doyle, ATMB

When speaking to an audience, it's not about you; it's about *them*.

So you have to prepare a talk for a big meeting at your office, a presentation for a group of clients, or a rock-'em sock-'em presentation at a big industry conference. Your knees are shaking and you get dry mouth just thinking about it. Wouldn't it be great to meet with a professional speaker to get some tips? Well, step into my office. Don't trip over the cat on your way in. I've been a professional speaker for 19 years, and I'm going to share with you the secrets that the pros know. Listen carefully; this stuff takes years for the professionals to learn!

1 Prepare like a pro. Yeah, I know you have heard this one before. But I'm not talking about preparing your talk right

now. That is expected. I'm talking about the piece that amateurs miss and pros get: Prepare by knowing the audience. If you are speaking to a group, know as much as you can about them before you go there to speak. What are their age ranges? What is the culture like? What do they want or expect from your talk? What do they like and dislike? Do they have a sense of humor? What should you avoid mentioning?

2 Know your space. This is an often overlooked and sometimes deadly mistake. The layout of the room you are speaking in should never be a surprise to you. Check it out before the big day, if possible, or arrive early. I once spoke in a room that

adjoined a train station, and the train came by every 20 minutes. When it did, the room shook violently. Was I surprised? Nope. I expected it, and better yet, I used it as an analogy in my talk. The speaker before me was surprised, (she arrived at the last minute) and you could say she was “all shook up” when the train arrived.

3 Start out fast and strong.
We live in the age of instant everything: fast food, high-speed internet and cell phones. You

“Story + moral + how it relates to the topic = great story!”

can get a tan in five minutes. So if you begin with the typical “Good evening ladies and gentlemen, thank you for inviting me here to speak, and tonight I am going to discuss...,” the audience at that point will hear “blah, blah, blah,” and tune you out. Start with something unexpected, different, original and get the audience’s attention early. I start one of my talks with “People are like golf balls.” (I hold up two golf balls as a prop.) It gets their attention.

4 Be hands-free. As you know, the hands are an essential tool for effective communication. When speaking, many people hold notes, index cards, pencils, pens or markers in their hands. Please put the notes down. Empty your hands and back away from the notes! You can always refer to them if necessary.

Having your hands filled will seriously impact your ability to express yourself. Here is another interesting phenomenon: Anything in your hands will draw the audience’s attention. It’s distracting.

5 Stop using PowerPoint.
Everyone these days uses the ever-so-powerful PowerPoint with its, um, snazzy graphics. Some even use sound effects such as crashing glass and screeching tires (don’t get me started). But

very few people know how to use PowerPoint effectively, causing their audiences to stare at the speaker’s three-quarter profile as he or she gazes back at the screen. Raise your right hand and repeat after me: PowerPoint is not my presentation; *I* am the presentation!

6 Leave the lectern. Why, oh why, do we insist on standing behind a block of wood? Is it for protection? Who thought it was a good idea or even mildly entertaining? Get out from behind the psychological barrier between you and the audience. Move. Walk. Stroll. Pace. Stand! It makes your presentation much more interesting for the audience if you do. Here is what the pros know: Movement generates a secret weapon which you’ll need as a speaker – it gives you energy!

7 Tell your own story. I see speakers all the time who tell stories they’ve pulled from the Internet or anthologies. Here’s the problem – the stories aren’t theirs. When the story is not yours, you can’t tell it with heart, passion and energy. Oh, you think you can, but it doesn’t translate as well as your story. Tell *your* story. You can tell it better because you were there; you lived it. One other advantage: Because it is your original story, the audience has never heard it before. Things happen to you every day, and these are all good source materials for stories. Here is the formula for stories: Story + moral + how it relates to the topic = great story. It’s so much better than “two chickens walk into a bar...”

8 Never apologize to an audience. Okay, if you spill scalding liquid on them, or you’re 30 minutes late, apologize. But I hear speakers apologize about being unprepared, having blurry handouts, not having enough time, or not being good with presentations. Those are the kinds of apologies you should never give to an audience. If you start downgrading yourself from the start, their perception of you changes. The inherent message you are sending is “I’m not very good.” They will agree!

9 Believe it or don’t say it.
The pros know that audiences have a very sensitive device – an “authenticity radar,” and it’s trained almost as well as a search dog’s nose. If you aren’t being truthful, the audience always knows it. I saw an arena-size audience turn against a

speaker who was inauthentic and fake. No one thought he believed a word he was saying. Within minutes, people were milling around, talking to one another and showing the speaker no respect. Speak about what you believe, and believe in what you speak.

10 Be audience-centric, not self-centric. When you speak to a group, it's not about you, it's about them. The main thoughts in your mind should be, "What can I give them? What can I do for them?" and "How can I serve them?" The very best professional speakers I know have a low level of ego and a true desire to serve an audience.

**“Raise your right hand and repeat
after me: PowerPoint is not my
presentation; I am the presentation!”**

When you bring the audience-centric attitude or prevailing spirit to the speaking arena, you'll get respect.

That's it. Wow, look at the time! Thanks for coming by my office. I have to go catch a plane to speak to a group of corporate managers in Texas. I'll apply all of these techniques to reach out and connect with an

audience who will know I am there to serve them. I hope you use these tips too! **T**

Shawn Doyle, ATMB, a member of Chester County Toastmasters club in Westchester, Pennsylvania, is an author and professional speaker. Reach him at www.sldoyle.com.

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Political Communication:

The Power to Change the World

"The problem with political jokes is they get elected."

– Henry Cate VII

If somebody ever told you that you “talk like a politician,” chances are you didn’t exactly take it as a compliment. In the public mind, politicians are often on par with the proverbial used-car salesmen: oily, disingenuous and untrustworthy. To a lot of people, talking like a politician equals saying whatever you think the audience wants to hear and whatever will get you re-elected, without really standing up for anything.

By Linda McGurk

Sadly, this is true in many cases. But politics are also the source of some of the most inspirational speeches ever written and have served as a springboard for some of the best communicators in history. A politician with superior communication skills can do more than get re-elected – he or she has the power to change the world.

“Politics are the Super Bowl of communication,” says Richard Greene, a leading communication coach and political speech analyst in Malibu, California. “It’s the best place to learn about communication because it’s so public. Everybody is under the microscope and all politicians know that one little slip could be the end of their career.”

So what can we learn from the way politicians communicate... and from their common pitfalls?

Be Genuine and Sincere

Regardless of political affiliation, people tend to prize politicians who are honest and authentic. While a compelling message is essential, it will fall flat to the ground if the audience questions the character of the person delivering it. “A politician should be sincere, believe what he says and back it up with action. If you do that, you’ll be successful,” says Dr. Henry Scheele, an associate professor of communication at Purdue University.

Although money and connections sometimes play a bigger role in politics than communication skills, there’s no doubt that being a smooth talker increases your odds of getting elected to office. It’s not enough to keep you there, however. “If your actions don’t support your words, it will catch up to you,” says Scheele, who specializes in congressional and presidential rhetoric.

Toastmasters’ Second Vice President Gary Schmidt, DTM, agrees: “I think sometimes politicians are tempted to tell the audience what they want to hear, but politicians who do that will get caught. If you’re upfront, honest and stand up for your beliefs, you can’t go wrong.”

Schmidt says a successful politician, like any skilled speaker, embodies all of Aristotle’s three pillars of effective communication: logos, ethos and pathos. Unfortunately, many politicians run into trouble with the ethos, or character, element.

Former U.S. President Bill Clinton is a good example of a politician whose compassion, charisma and persuasive personality quickly earned him a reputation for being an excellent communicator. But when the Monica Lewinsky scandal unraveled, Clinton’s character was called into question, despite his charming and neighborly persona.

“People challenged Clinton’s ethos when his actions didn’t match what he was saying. If he would have had the character part down, he would have been a more effective communicator,” says Schmidt, who works as a

field representative for Republican U.S. Senator Gordon Smith in Portland, Oregon.

Be Personal and Passionate

One of the main “sins” committed by politicians today is that they don’t have authentic passion, according to Greene. As a communication coach, he has helped many high-profile politicians become more passionate, energetic and visionary when speaking in public. “Many politicians try to play it safe and just disseminate the information without putting a personal feel into it,” he says. “But there has to be a personal connection. Unless people care about *you*, they’re not going to care about your message.”

Many politicians are afraid of passion for good reason. In the world of politics, adversaries and media pundits will scrutinize every word that comes out of your mouth, eagerly searching for errors, misstatements, contradictions or an ever-so-little slip of the tongue that can and will be used against you. So, more often than not, in politics even passion is carefully scripted and spontaneity is an act.

Democratic U.S. Senator Barack Obama learned this the hard way when he first arrived on Capitol Hill. In his book *The Audacity of Hope*, he describes how one of his

“In politics, even passion is carefully scripted and spontaneity is an act.”

addresses was ridiculed by a former Ronald Reagan speechwriter upon publication in *Time* magazine: “In an environment in which a single ill-considered remark can generate more bad publicity than years of ill-considered policies, it should have come as no surprise to me that on Capitol Hill, jokes got screened, irony became suspect, spontaneity was frowned upon, and passion was considered downright dangerous.”

As risky as it may be perceived, genuine passion is what has spawned some of the greatest and most memorable political speeches in history. Former British Prime Minister Winston Churchill, for example, is widely remembered for his eloquent and passionate wartime speeches. His fervent and intense oratory not only added to his innate gravitas, it also was instrumental in convincing the United States to join in the defense against Nazi Germany.

Be a Visionary

While politicians often deal with many complex and menial issues, it’s generally easier to captivate an audience and mobilize voters with big, sweeping visions of where you want to go and what you want to get accomplished than to present a laundry list of detailed

changes to the tax code. “When you get too involved in the nitty-gritty, you lose the audience,” says Schmidt.

Few politicians have embodied a vision more powerfully than South African anti-apartheid activist and former President Nelson Mandela when he, facing a life sentence, defended himself against charges of Communist activity in 1964: *“I have fought against white domination, and I have fought against black domination. I have cherished the ideal of a democratic and free society in which all persons live together in harmony and with equal opportunities. It is an ideal which I hope to live for, and to see realized. But my Lord, if needs be, it is an ideal for which I am prepared to die.”*

“A successful politician, like any skilled speaker, embodies all of Aristotle’s three pillars of effective communication: logos, ethos and pathos.”

– TI’s Second Vice President Gary Schmidt, DTM

Mandela stayed true to his word and emerged from prison nearly three decades later with the same vision and unbroken spirit.

Study the Masters

World leaders normally take credit for their high-profile speeches, but because of time constraints, these extremely scripted events are to a varying degree the work of many talented advisors, speechwriters and communication coaches. Most of us can’t afford to keep our own stable of staff writers, but we can learn from the best and brightest of them by studying some of history’s most notable speeches.

Scheele has made a list of the – in his opinion – 100 best speeches ever, and frequently tells his students to select and study the pieces that interest them. On top of the list is former United States president John F. Kennedy’s inaugural address, in which he reaches out to his adversaries with a call for ending the arms race and famously tells his fellow Americans to “ask not what your country can do for you; Ask what you can do for your country.”

Politicians themselves could benefit from studying prominent peers, says Greene, who highlights 20 of the most significant speeches during the 20th century in his book *Words that Shook the World*. (Item B106 available through the Toastmasters store at toastmasters.org/shop.) Not taking the time to study or failing to join a public speaking association like Toastmasters International, he says, is one of the reasons “most politicians border on being pathetic” communicators.

Master the Medium

Whereas political speeches in the 18th and 19th centuries were a form of entertainment that lasted for several hours and drew massive crowds, politicians today have to compete for attention with any number of distractions. They’ve also had to learn to communicate through a new array of mass media.

During the Depression, U.S. President Franklin D. Roosevelt ingeniously used informal and relaxed radio addresses, referred to as “fireside chats,” to instill confidence in the nation. The secret for his success was a conversational tone that public speakers should strive for to this day, says Greene. “I generally have the politician write down three words on the top of the page (of any speech): Conversation, punctuation and pause.”

The conversational tone lets the speaker talk *with* the audience rather than over their heads. Punctuation can help generate passion, and pausing underlines the speaker’s gravitas and authority.

But the medium that truly revolutionized politics was the TV. When millions of people suddenly were able to watch

their leaders close up on a screen in their homes, non-verbal communication took on a whole new meaning. Sweating, rolling eyes, sighing, shuffling papers, shifting bodyweight, unsteady gaze and other forms of non-verbal communication that wouldn’t be noticeable in a radio address or during a live performance are amplified on the TV screen and can effectively ruin somebody’s chances of winning an election.

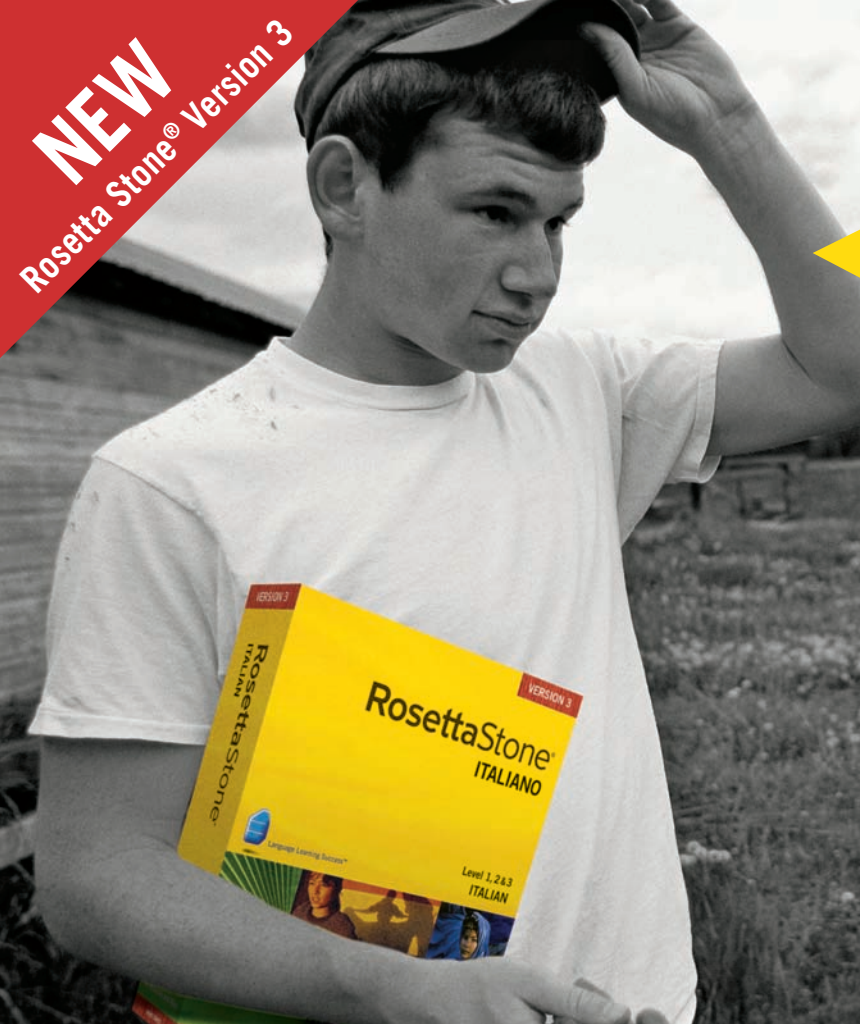
The power of the television is the reason many movie stars have had successful careers in politics. Many Americans were skeptical when Hollywood actor Ronald Reagan was elected president, but his ease in front of the TV cameras boosted his popularity and earned him a place among the greatest political communicators in the world.

The advent of the Internet opened up a whole new avenue of mass communication and made it possible for just about anybody to say anything at any time. Or, as Professor Scheele puts it: “There’s a lot of irresponsible rhetoric on the Internet.” Nevertheless, the Internet has the potential to match, or even beat, the dominance of the television medium as the main channel for political communication. Politicians and ordinary citizens alike are now racing to learn how to use this information highway to their advantage and spread their messages to a potentially massive audience.

And who knows? That grainy YouTube video you watched yesterday could spawn a great communicator of tomorrow. 📺

Linda McGurk is a communications specialist and freelance writer based in Indiana. Reach her at mcgurkmedia@sbcglobal.net.

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YouTube Your Way to Better Speaking

By Carmine Gallo

The world's best presenters are just a mouse click away.

I'm spending more time these days on YouTube. No, I'm not spending my hours watching the funny videos submitted by teens channeling their inner Will Ferrell. What I'm taking advantage of is a treasure trove of material that can help you become a better presenter and public speaker.

After CNN's U.S. Democratic Presidential debate in July with questions submitted by YouTube users, jury consultant Jo Ellen Dimitrius evaluated the body language of the candidates. She was quoted as saying that Hillary Clinton stood confidently and maintained strong eye contact. Dimitrius also credited Barack Obama with using confident hand gestures.

Now, instead of simply reading about them, you can watch the speakers for yourself on YouTube by conducting simple Internet searches such as "YouTube" and "Presidential debate" and "Obama."

While Presidential candidates often have body language that appears to be over-rehearsed and contrived, some of their techniques will serve you well in your next speech or presentation. For example, strong speakers will stand (or sit) with poise and confidence, use hand gestures, maintain eye contact and avoid fidgeting. Each of these qualities can be improved by watching professional debaters such as the candidates. (On the Republican side, Rudy Giuliani and Mitt

Romney offer good examples of confident body posture.)

Having All the Answers

As I am a communications coach, I also watch and listen for how the candidates formulate answers to questions. They use a classic technique called "bridging," whereby they answer difficult issues by using the question to segue – or bridge – to what they want to talk about. Done badly, it's a disaster and looks phony. But when it's done well, bridging is a powerful tool to advance the conversation to areas the speaker wants to talk about.

With YouTube, you can also search for famous speeches. We have all seen clips from John F. Kennedy's inaugural address, but look at his "Man on the Moon" speech at Rice University. The language he uses, his sentence structure, energy and optimism lead me to believe this was one of Kennedy's greatest speeches.

Politics is just one area in which YouTube can help you become a better speaker. You might be surprised at the proliferation of video clips showing persuasive business leaders in a variety of settings, including keynote speeches and PowerPoint presentations. I wrote a recent column on the effective rhetorical devices used by Steve Jobs in an iPhone presentation (reprinted in the *Toastmaster*, April 2007). Search for "Steve Jobs and iPhone" on YouTube and watch him for yourself.



The Pros in Action

Today we're enjoying an explosion in the availability of high-speed broadband connections as well as vast improvements in the digital delivery of video over the Internet. YouTube is just one of many resources available to watch the pros in action. Here are some of my other favorite sites:

- **Charlierose.com:** Google, which owns YouTube, is clearly attempting to capture a large share of the digital video market. The company recently entered into a partnership with Charlie Rose to archive 4,000 hours of programming. On Charlierose.com (still in beta), viewers can now search for clips showing a collection of 6,000 guests dating back to 1994. Search the business category for some amazing people talking about how they approach business. Everyone from U2's Bono to Lee Iacocca is represented. I watched a

very interesting interview with two dynamic communicators, Cisco's John Chambers and Intel co-founder Andy Grove. Both men speak with clarity and passion.

- **Cisco:** In addition to Steve Jobs, another person I enjoy watching is Cisco Chief Executive Officer John Chambers. His body language is magnificent. He also works the crowd, maintains eye contact, speaks eloquently

and rarely, if ever, reads from slides (reading from your notes or slides is a sure way to lose an audience). All of his keynote addresses, presentations and interviews are open to everyone on the "newsroom" section of Cisco's site.

- **CNBC:** Although much of the video material on CNBC is free, CNBC has compiled a king-sized video library called CNBC Plus. With a subscription, you can view archives of more than 40,000 video clips – from pundits forecasting the next moves of the market to CEOs discussing their companies. I find it instructive to watch business leaders who effectively answer difficult questions about earnings, announcements, competitors, lawsuits or recalls. Watch as the world's top leaders handle themselves confidently and gracefully.

- **CNN:** CNN's access to world leaders is unmatched and the TV network

continues to place more of its interviews online. I recently watched an archived interview with former U.S. Secretary of State Colin Powell on *Larry King Live*. Powell answers tough questions crisply and succinctly. He also has great posture – a commanding presence he must have picked up in the military.

- **BusinessWeek.com:** The Video Views section brings you some of the most noteworthy authors and business leaders in Corporate America today. Business leaders like Avon CEO Andrea Jung, JetBlue's David Neeleman, and eBay's Meg Whitman are just a few of the guests who can help you explore concepts in business leadership that you can weave into your own conversations. Teach your listeners something new and you'll gain their confidence.

Finally, have some fun and learn something about presentation skills at the same time. On YouTube, search for "Don McMillan and PowerPoint." McMillan is a former engineer who does corporate comedy. He pokes fun at the PowerPoint culture by creating a hilarious PowerPoint presentation in his act.

Business leaders who are great communicators are constantly looking for ways to improve. Use the powerful tools at your fingertips to discover new, effective ways to electrify your audience during your next meeting or presentation. **T**

Carmine Gallo is a Pleasanton, California, communications coach and author of the recently released book, *Fire Them Up!* (John Wiley & Sons).

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Highlights from the
76th Annual International
Convention in Phoenix,
Arizona, August 15-18, 2007.

Fun in the Sun...



Photo Captions (page 28)

1. Newly elected International President Chris Ford celebrates with his partner, Carole Campeau, at the President's Dinner Dance.
2. 2006-07 International President Johnny Uy and his wife, Irene, at the President's Dinner Dance.
3. Convention attendees prepare for the traditional Parade of Flags.
4. Golden Gavel Award recipient Barbara De Angelis wows the audience.
5. World Champion of Public Speaking Vikas Jhingran is congratulated by President Chris Ford.



Nearly 1,500 Toastmasters from 35 countries met at J.W. Marriott Desert Ridge Resort and Spa in Phoenix, Arizona, in August. Some came as seminar presenters, some came to campaign for a seat on Toastmasters' Board of Directors, some came just to see what all the fuss was about. But most people came to the convention knowing what to expect: a reunion with friends and fellow Toastmasters who share a common interest in

becoming better speakers and leaders. The photos on these pages show some of the education and entertainment of the four-day event. But to truly understand what a Toastmasters International Convention is all about, you have to be there! We hope you will be there, at next year's convention at The TELUS Convention Centre in Calgary, Alberta, Canada, August 13-16, 2008. Once you come, you'll be hooked!



Photo Captions (page 29)

- 6. Keynote speaker W. Mitchell inspires the audience with his speech, *It's Not What Happens to To You, It's What You Do About It*.
- 7. Convention delegates enjoy food and fellowship.
- 8. 2006-07 International President Johnny Uy (right) passes the presidential pin to his successor, Chris Ford.
- 9. A group of friends at the Opening Ceremonies.
- 10. International Speech contestant Rory Vaden placed second in the World Championship of Public Speaking.
- 11. Pat Johnson from Victoria, British Columbia, was elected Toastmasters' 3rd Vice President.

Photo Captions (page 30)

1. Senior Vice President Jana Barnhill chairs the International Speech Contest.
2. Toastmasters' 2006-07 Board of Directors in action.
3. Audience members enjoy the program.
4. 2006 World Champion of Public Speaking Ed Hearn teaches a session about Overcoming Self-imposed Limits.
5. Past District 4 Governor Joe Madley and Susan Swope with friend.
6. Delegates line up to register for Convention activities.
7. Host District 3 volunteer Angie Flinn greets 2003 World Champion Jim Key and International Director John Moffit.
8. Dawn Frail, DTM, leads a session about conflict resolution.

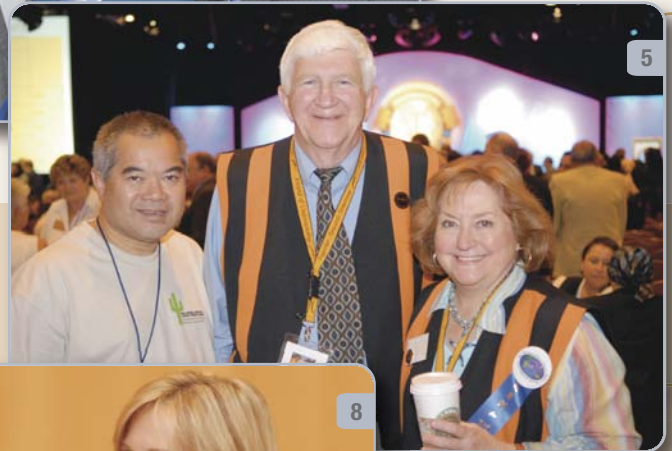
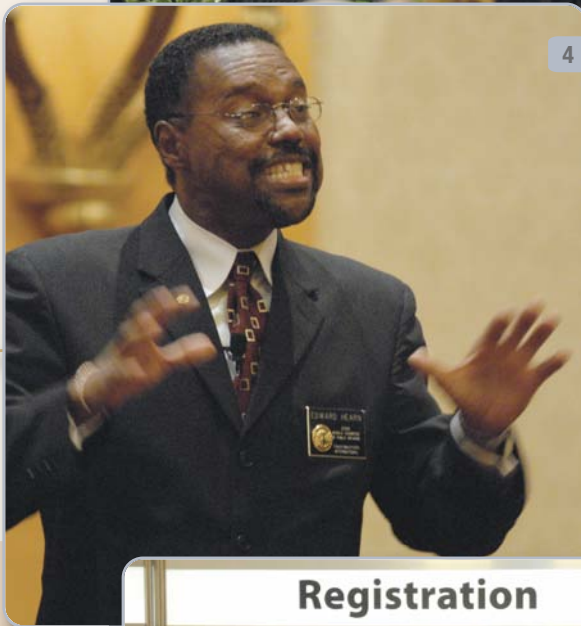




Photo Captions (page 31)

9. Mark Hunter from Queensland, Australia celebrates placing 3rd in the International Speech Contest. He is congratulated by International President Chris Ford.
10. Publicity expert Tony Rubleski, ATMS, signs copies of his book after his session.
11. Club Leadership Luncheon attracts capacity crowd.
12. Toastmaster Charles Leon O'Brien and guest.
13. Host District 3 Chair Dee Dees is recognized by Past International President Dilip Abayasekara during the President's Dinner Dance.
14. Dallas television news reporter and Toastmaster Jeff Crilley leads a general session on how to get press coverage.
15. Members of District 14 are honored during the Hall of Fame ceremony as President's Distinguished District.

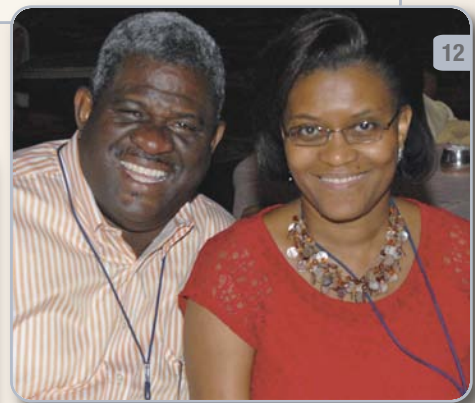




Photo Captions (page 32)

1. Presenter Jerry Teplitz leads a session on Increasing Your Speaking Power.
2. Ballroom setup for Friday's Fun Night.
3. Newly elected International Director Judy Southwick greets the audience.
4. Anne Barab leads a session on How to Connect With Your Audience.
5. Terry Mayfield shares his expertise on How to Recruit Club Members Without a Sales Pitch.
6. International Director George Yen from Taipei, Taiwan, is introduced during the Opening Ceremonies.
7. Toastmasters take advantage of the stage to show off their moves.

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In Memory of International Director William Snader, DTM

† In August, at age 57, newly-elected Region 8 International Director William Richard Snader died unexpectedly. A longtime Toastmaster who served as District 66 Governor in 2004-2005, Snader received many honors and recognitions for his dedicated leadership and service to Toastmasters International. His home club was Franklin County Club 3822 in Rocky Mount, Virginia.

Snader's volunteer service didn't stop at Toastmasters. He also was active in his community, church and chamber of commerce, and held memberships and leadership positions in Rotary International and the United Way. He was a member and lector of Christ Episcopal Church and a U.S. Army veteran with service in the Vietnam War. He also was a volunteer for services involving the visually impaired.

Professionally, he was the Vice President of Operations and a member of the corporate board of directors for Ronile, Inc., in Rocky Mount, Virginia. Snader earned his undergraduate degree in engineering at the United States Military Academy at West Point, and in 1995 he graduated from the Program for Management Development at Harvard Business School at Harvard University.

Snader will be missed by friends in Toastmasters the world over, but especially by his partner, Kenneth Ours, their three daughters and a son, a twin brother and members of his extended family.

As an International Director candidate, Snader's motto was "Make Your Mark." On his Web site, he wrote in his vision statement:



"Every day we Make a Mark. Empowered by our core values, we ensure that this mark improves the quality of life and the human spirit . . . I encourage each of you to join with me in Making a Mark for a better world."

This motto is a fitting description of a man who made his mark on the Toastmasters organization as well as on all those who met and knew him. Says International President Chris Ford: *"The name says it all. When I think of Will, I think of will – his unrelenting will and passion to make a positive difference in the lives of so many people who had the pleasure and privilege of knowing him. The world of Toastmasters is in better shape for having had Will Snader as one of us!"*

Johnny Uy, Immediate Past International President, says: *"Integrity, Service, Respect and Excellence."*

These are Toastmasters International's core values. These are also the four words that come to mind as I think of Will. The Board of Directors will miss his wisdom, and the world of Toastmasters will miss a great leader and mentor."

Here are some sample tributes to Snader on a Web site in his honor at www.legacy.com:

"Will was a mentor, leader and role model for all of us in Toastmasters. Countless goals were met, improvements made, new skills learned and work completed because of this one energetic person. He was not only a great Toastmaster; he was a great friend, and I will miss him dearly."

**– Laura Francis, DTM
Valley Easy Speakers**

"Will's legacy lives on in the GE Salem Toastmasters club. He had the unique ability to see our innate potential and pushed us to realize this. He taught us by example, and we saw how fulfilling life is when we always strive to live up to our full potential. . . We are eternally grateful to Will, who helped us be all that we can be."

**– Jerry Keast, ACB, CL
Spear and Gear Toastmasters**

"Will was one of the most positive, encouraging people I've ever met, and I believe that's why he was such an inspiration. That inspiration will live on through the many lives he's touched, including mine. The world is a better place because of Will."

**– Leslie Coty ATS
Highland Toastmasters**

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– Bob Proctor, co-star of the hit movie, The Secret

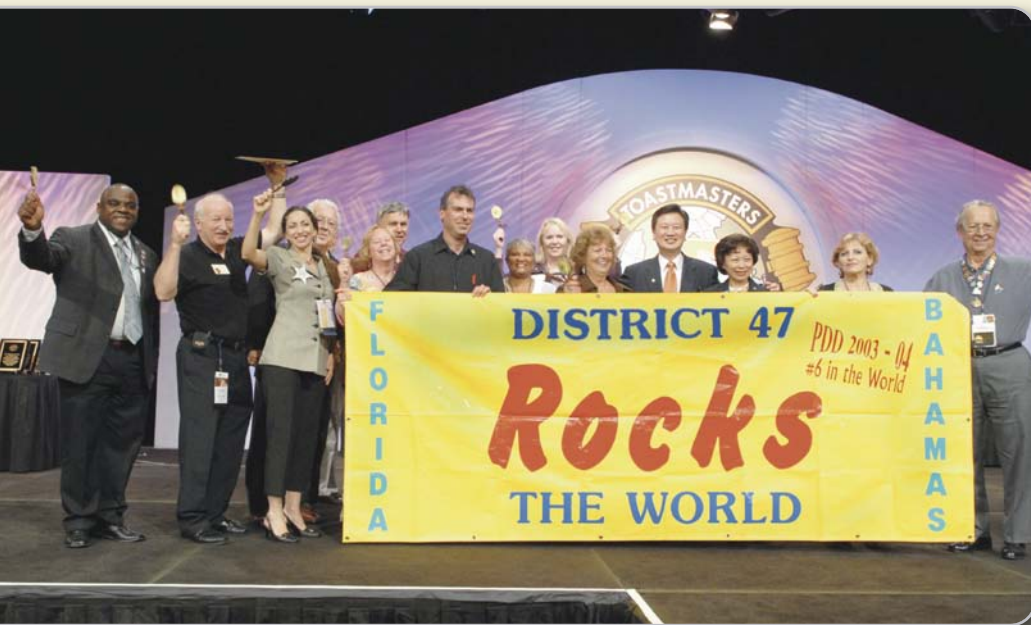
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– Larry Wilson, founder, Wilson Learning

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International Hall of Fame

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Jorge Miguel Gamboa Arvizu, DTM
- District 79***
Sonny Varghese, DTM
- District 47**
Loretta Sandy, DTM
- District 51**
Sivanganam Rajaretnam, DTM
- District 81P**
Erich Rene, DTM
- District 14**
Lee Holliday, DTM

Select Distinguished Districts

- District 60***
Kathleen Wong, DTM
- District 59***
Christopher Magyar, ATMG
- District 61**
Susan A. Dalati, DTM
- District 71***
Nicholas Benning, DTM

- District 80**
Poh Kim Siong, DTM
- District 2**
Raymond S. Roman, ATMS

Distinguished Districts

- District 45**
Dan Bell, DTM
- District 46**
Bibi A. Haddad, DTM
- District 77**
Mary Lynn Morris, DTM
- District 72**
John A. Reimers, DTM
- District 13**
Alhaji M. Buhari, ATMS, CL
- District 67***
Steve Tung, DTM
- District F**
Celly Feraren Adamo, DTM
- District 50**
Michael G. Goforth, DTM
- District 55**
Atheria Scott, DTM
- District 54***
John T. Willison, DTM
- District 3***
Arthur F. Nieto, DTM, PID
- District 12***
Scott R. McGookin, DTM
- District 40**
Michael J. Perez, ATMB
- District 58**
Fred Broughton, DTM
- District 33**
James E. Riley, DTM
- District 28***
Todd Brockdorf, DTM
- District 53**
John Lynch, DTM
- District 52***
Edwin I. Bernard, DTM
- District 27***
Aref N. Dajani, DTM
- District 18***
Donald S. Walton, DTM
- District 11**
Carole Cassady Wandrei, DTM
- District 15**
Susan M. Baer, DTM
- District 5**
Cynthia M. Scott, DTM
- District 31***
Debra Cartier, DTM
- District 4**
Kenneth L. Cawley, DTM
- District 30**
Michael V. Raffety, DTM
- District 10**
Brenda S. Giguere, DTM
- District 7**
Alexis R. Mason, DTM
- District 65**
Sam M. Mehta, DTM
- District 73**
Geoffrey Leonard Morrissey, DTM
- District 49**
Gloria Y. Shishido, DTM
- District 32***
Alan L. Cooke, DTM
- District 63**
Anita Monohan, DTM
- District 36***
Michael Kevin Heney, DTM
- District 9**
Chip Larson, DTM

District 16

Arlene Smith Shore, DTM

District 42

Mona L. Cooley, DTM

District 35

Paul T. Hunt, ATMS, CL

District 74

Frances Boshoff, DTM

* District received "Excellence in Leadership Award" for completing 2006-2007 with three or more consecutive years as a Distinguished District.

International Speech Contestants

Region I

Robert Killen • Club 5442-7

Region II

Bryant Pergerson • Club 7269-33

Region III

Shannon Hills • Club 3536-25

Region IV

Rich Breiner • Club 4571-78

Region V

Rory Vaden • Club 1298-63

Region VI

J. A. Gamache • Club 3604-61

Region VII

Vikas Jhingran • Club 7831-31

Region VIII

Jim Bussey • Club 8370-47

Districts Not Assigned to Regions

Mark Hunter

Club 810587 • Australia

Douglas Kruger

Club 4718 • South Africa

International Taped Speech Contestants

1st Place

Jamie Shen

Club 8698-U • China

2nd Place

D'arcy J. Lopes

Club 676886-81P • Netherlands Antilles

3rd Place

Jared Ouko

Club 4863-U • Kenya

Accredited Speakers

Johnny Campbell

Club 983-30 • Illinois, USA

Ross Mackay

Club 1609 • Ontario, Canada

Top 5 District Newsletters

Transmission Line

District 9

Editor: Marsha Larson, ATMB

Amazing Voice 51

District 51

Editor: Richard Chong, ATMB

Palmetto Toastmaster

District 58

Editor: Donna Boyer, ATMS

Editor: Chakisse Newton, ATMS

Spirit of 60

District 60

Editor: Yvonne Morgan, ACB

Best Moments

District 80

Editor: Deborah Yu, AL

Editor: Wayne Cheng, CTM

President's 20+ Award

District 71

Nicholas Benning, DTM, Governor

District 81P

Erich Rene, DTM, Governor

District 79

Sonny Varghese, DTM, Governor

President's Extension Awards

District 34

Jorge Miguel Gamboa Arvizu, DTM, Governor

District 79

Sonny Varghese, DTM, Governor



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District 51

Sivanganam Rajaretnam, DTM,
Governor

2007 Presidential Citations

R. Harvey Drdul, DTM

Nanaimo, Canada

Rose W. Johnson-Tsosit, DTM

Bountiful, Utah

Jo Anna McWilliams, DTM

Addison, Texas

Harold Patterson, ACG

Oklahoma City, Oklahoma

Theo W. Black, DTM

Wayzata, Minnesota

Stephen W. Burgin, DTM

Kingsport, Tennessee

Dick Poirier, DTM

Oswego, Illinois

Joan T. Diehl, DTM

Little Rock, Arkansas

Ward Treat, DTM

Beavercreek, Ohio

Kathleen King-Yin Wong, DTM

Toronto, Canada

Bo Bennett, DTM

Sudbury, Massachusetts

Michelè Keighley, DTM

Stafford Heights, Australia

Warwick John Fahy, DTM

Shanghai, China

Ted Corcoran, DTM

Dublin, Ireland

Jean-Robert Lebrun, ATMS/ALS

Port-Au-Prince, Haiti

Keiko Omachi, DTM

Fujisawa, Japan

Jinlan Tomasic, ATMB/CL

Fairbanks, Alaska

Joan Turner, DTM

Gretna, Louisiana

Christine A. Temblique, DTM

Meycauayan, Philippines

Gea Ban Peng, DTM

Singapore

William Benko, ACG

Budapest, Hungary

Shelly Walker, DTM

Winnipeg, Canada

Jaime Pamintuan, DTM

Makati City, Philippines

Elizabeth Segura-Krueger, DTM

Amman, Jordan

Monthly Hall of Fame

The following listings are arranged in numerical order by district and club number.

DTM

† Congratulations to these Toastmasters who have received the Distinguished Toastmaster award, Toastmasters International's highest recognition.

Barbara E. Barrientos 9331-F, Garden Grove, California

Phyllis J. Hansen 5144-2, Tukwila, Washington

Philip W. Hurtig 9604-2, Burlington, Washington

John D. Austin 9120-3, Tempe, Arizona

Patrick A. Fitzgerald 9120-3, Tempe, Arizona

Kathleen H. Viskocil 829816-3, Flagstaff, Arizona

Ruth Ann Castle 776-6, Roseville, Minnesota

Jessica Tickle 762914-6, Maple Grove, Minnesota

Scott Stevenson 3346-7, Wilsonville, Oregon

Phyllis C. Morales 3370-12, Norco, California

Royce Jones 4209-12, Coachella, California

Carl H. Sun 6098-12, Diamond Bar, California

Laird W. Van Gorder 3368-14, Robins AFB, Georgia

Ruby Sue Riley 3488-14, Atlanta, Georgia

Tony L. Singleton 4144-14, Stone Mountain, Georgia

Joy A. Lewis 4941-14, Alpharetta, Georgia

Lynda B. Thompson 5945-14, Atlanta, Georgia

Surendra K. Gupta 674939-14, Augusta, Georgia

Leah Bratton 639035-26, Cheyenne, Wyoming

Steven A. Neff 3294-27, Washington, District of Columbia

Elizabeth Keogan 5154-27, Leesburg, Virginia

Mildred C. Matlock 4506-28, Detroit, Michigan

Y.S. Kim 6600-28, Ann Arbor, Michigan

Loren E. Donahue 4958-32, Tacoma, Washington

Gary V. Hammond 800498-33, Ventura, California

Corrinne S. Shearer 869803-33, Las Vegas, Nevada

Cesar A. Parada Martinez 7714-34, Chihuahua, CHH, Mexico

CHH, Mexico

Cristina Chavez Rocha 7714-34, Chihuahua, CHH, Mexico

Mireya Pacheco Chavez 8384-34, Aguascalientes, AGS, Mexico

Donald D. Giesen 6065-39, Citrus Heights, California

Dan D. Bates 7254-39, Sacramento, California

LaDeana C. Wilke 5008-40, Mason, Ohio

Linda E. Canter 8187-40, Wright Patterson AFB, Ohio

Gary B. Reece 9523-40, Cincinnati, Ohio

Daniel D. Houser 1045500-40, Columbus, Ohio

Wendy S. Dirksen 872273-42, Calgary, AB, Canada

Marcia S. Sprague 6954-45, Concord, New Hampshire

Susan M. Kujawski 3187-46, Westfield, New Jersey

Frances C. Okeson 8011-46, Staten Island, New York

Lorraine Treadwell 8594-46, New York, New York

Amelia L. Abad 8685-46, Elmhurst, New York

Anita C. Lytle 2002-47, Palm Bay, Florida

Nga T. Nguyen 2380-47, Melbourne, Florida

Terrence Pratt 2437-47, Nassau, Bahamas, Bahamas

Amna Stili 2862-47, Neptune Beach, Florida

Betty M. Saunders 3466-47, Stuart, Florida

Damien K. Miller 3596-47, Nassau, New Providence, Bahamas

Margaret H. Warren 5726-47, Tallahassee, Florida

Cynthia Smith Crytzer 6544-47, Naples, Florida

Margo Adderley 6796-47, Nassau, N.P., Bahamas

Pamela D. Rolle 7178-47, Nassau, Bahamas, Bahamas

Lyn H. Porpora 7250-47, Orlando, Florida

Peter M. Gordon 8503-47, Orlando, Florida

Robert F. Rizzo 8503-47, Orlando, Florida

Leinesa D. Adams 787657-47, Jacksonville, Florida

Kelly H. Heatwole 824972-47, Jacksonville, Florida

Bobby J. Marion 6786-50, Plano, Texas

Janie Bates 607240-50, Sherman, Texas

Christopher Ming Keong Liew 9764-51, Kota Kinabalu, SAB, Malaysia

Ute Brinkmann 8340-53, Middletown, Connecticut

Brook B. Syers 895342-56, Houston, Texas

Chakisse Newton 7735-58, Columbia, South Carolina

Farhad Fram Sethna 1963-60, Richmond Hill, ON, Canada

Asmah Kasim Elliott 2347-60, Brampton, ON, Canada

Michelle Warren 4196-60, Etobicoke, ON, Canada

Margaret L. Graham 9806-60, Wasaga Beach, ON, Canada

Joylan Gonsalves 743393-60, Scarborough, ON, Canada

Kelly S. McDonald 6425-61, Ottawa, ON, Canada

Mary Jean Rose 6186-62, Grand Haven, Michigan

Kelly Berendsen 7403-62, Grand Rapids, Michigan

Sandra F. Mobley 845129-66, Richmond, Virginia

Yoshitaka Okamoto 2933-76, Kamakura, Kanagawa, Japan

Yoshiko Mohri 3405-76, Fukuoka City, Japan

Yoshikazu Kawakami 6995-76, Yokohama, Kanagawa, Japan

Anniversaries

June 2007

80 Year

Los Angeles 3-52, Studio City, California

65 Year

New Orleans 234-68, New Orleans, Louisiana

60 Year

Valley Voices 490-06, Cannon Falls, Minnesota
Club 500 - Debate 500-06, Brooklyn Center,
Minnesota

St Clair 496-08, Belleville, Illinois
Capital 503-08, Jefferson City, Missouri
Arthur M Diamond 462-11, South Bend, Indiana
Fond Du Lac 498-35, Fond Du Lac, Wisconsin
Moundbuilders 511-40, Newark, Ohio

55 Year

Muncie 1096-11, Muncie, Indiana
Muscatine 685-19, Muscatine, Iowa
Kittyhawk 1108-40, Dayton, Ohio
Hilo 248-49, Hilo, Hawaii
Uncle Sam 1138-53, Troy, New York

50 Year

Professional Men's 624-05, San Diego, California
Diamond 2486-10, Fairport Harbor, Ohio
York 2435-38, York, Pennsylvania
Ramstein 2442-59, APO, AE, Germany
Kitchener-Waterloo 2432-60, Kitchener-Waterloo,
ON, Canada

45 Year

Eastside 3491-02, Redmond, Washington
Georgia Power 3488-14, Atlanta, Georgia
Meridian 3497-15, Meridian, Idaho
Providence 1330-31, Providence, Rhode Island
Chapel Hill 2294-37, Chapel Hill, North Carolina
AGOISSI 3500-40, Columbus, Ohio
AXA - Equitable 3507-46, New York, New York
Brisbane Central 3433-69, Brisbane, QLD, Australia

40 Year

North Star 3696-02, Tukwila, Washington
Gates to Excellence 3413-26, Denver, Colorado
Summerland 3865-69, Lismore, NSW, Australia
Gosford City 3186-70, Gosford City, NSW, Australia
Capital 409-72, Wellington, New Zealand

35 Year

Columbia 3755-18, Columbia, Maryland
Statesmen 1937-19, Des Moines, Iowa
Cary 3335-37, Cary, North Carolina
Jacksonville 3478-37, Jacksonville, North Carolina
Elmwood Park 1552-46, Saddle Brook, New Jersey
USAA 181-55, San Antonio, Texas
Park 10 Talkers 2359-56, Houston, Texas
Alameda 3904-57, Alameda, California
Western Suburbs 2477-69, Ferny Grove, Brisbane,
QLD, Australia

30 Year

Saddleback Sunrise Spk 86-F, Mission Viejo,
California
Wordmaster 1275-05, San Diego, California
M A C 3681-07, Portland, Oregon
Jack C. High 1489-15, Idaho Falls, Idaho
Chambersburg Area 1981-18, Chambersburg,
Pennsylvania
Friendship 1734-21, North Vancouver, BC, Canada
Promise Speakers 3469-27, Alexandria, Virginia
BAH 91-27, Mclean, Virginia
Flying High 1712-33, Las Vegas, Nevada
Guadalajara A.C. 1828-34, Guadalajara, JAL, Mexico
Epic 1732-35, Madison, Wisconsin
Kennedy Space Center 3695-47, Kennedy Space
Center, Florida
Nathan Hale 1484-53, Manchester, Connecticut
Central Communicator's 802-63, Knoxville, Tennessee
Heart of Tennessee 1757-63, Murfreesboro, Tennessee

Darwin 2163-69, Parap, NT, Australia
Campbelltown 880-70, Campbelltown, NSW,
Australia
Coffs Harbour 3387-70, Coffs Harbour, NSW,
Australia

25 Year

Kwanza Kenya 4863-U, Nairobi, Kenya
Ordinance Orators 4930-04, Santa Clara, California
New Ulm 4878-06, New Ulm, Minnesota
Shaker 4936-10, Beachwood, Ohio
University 2250-12, La Verne, California
Clayton County 4865-14, Morrow, Georgia
Let's Talk 4884-16, Oklahoma City, Oklahoma
OKC Speaking Singles 4906-16, Oklahoma City,
Oklahoma
Kalamalka 4869-21, Vernon, BC, Canada
Waldorf 4862-27, Waldorf, Maryland
Rochester 4890-28, Rochester, Michigan
Deerbrook Park 4868-30, Deerfield, Illinois
Orland Park 4871-30, Orland Park, Illinois
Speakers International 4886-30, Chicago, Illinois
Hinsdale 4888-30, Hinsdale, Illinois
Wordsworth 4882-31, Hudson, Massachusetts
Gold Coast Daybreakers 1900-33, Oxnard, California
Tally Ho 4889-36, Potomac, Maryland
Moorestown Area 4887-38, Maple Shade, New Jersey
Community 4891-38, Reading, Pennsylvania
AFSCME 4910-38, Philadelphia, Pennsylvania
TM Greater Burlington 4899-45, Burlington, Vermont
Woodbridge 4864-46, Ithaca, New York
Iso 4919-46, New York, New York
Supersonics 4872-47, West Palm Beach, Florida
Liliuokalani 4907-49, Honolulu, Hawaii
Ithaca Area 4913-65, Ithaca, New York
GSU Baton Rouge 4897-68, Baton Rouge, Louisiana
Southern Cross 4892-69, Toowoomba, QLD, Australia
Killara 4870-70, Killara, NSW, Australia
Kings Langley 4875-70, Guildford, NSW, Australia
Durian 4933-75, Davao City, Davao del Sur,
Philippines
Gallatin Valley 4880-78, Bozeman, Montana

20 Year

Coastmasters 6658-F, Dana Point, California
Kodiak 6583-U, Kodiak, Alaska
Upper Crust 1016-01, Long Beach, California
Loudspeakers 6645-04, San Jose, California
Silver Tongued Cats 6654-04, Los Gatos, California
Life Sciences 6629-08, Chesterfield, Missouri
Leadership and Service 6606-12, Upland, California
Kansas Farm Bureau 6610-22, Manhattan, Kansas
Star City 6604-24, Lincoln, Nebraska
Texas Wesleyan Spellbinders 6572-25, Fort Worth,
Texas
High Plains 6633-26, Cheyenne, Wyoming
Manassas Community 6585-27, Manassas, Virginia
Millennium Park 6667-30, Chicago, Illinois
Cook County 6671-30, Chicago, Illinois
Sanborn 6592-31, Andover, Massachusetts
Mount Auburn 6670-31, Cambridge, Massachusetts
Silverdale Silvertongues 6576-32, Silverdale,
Washington
Women In Government Relations 6611-36,
Washington, District of Columbia
Jibboom Street 6636-39, Truckee, California
Calgary Sunrise 6620-42, Calgary, AB, Canada
The Communicators 6581-47, Maitland, Florida
Roving '49ers 6590-50, Richardson, Texas
State Farm 6593-50, Dallas, Texas
El Centro College 6661-50, Dallas, Texas
Talcott View 6601-53, Simsbury, Connecticut
Unity 6659-56, Houston, Texas
Fountaingrove 6627-57, Santa Rosa, California

Deloitte 6621-70, Sydney, NSW, Australia
ACCA 6647-70, Sydney, NSW, Australia
Athlone 6573-71, Athlone, Co Westmeath, Ireland
Ladysmith 6652-74, Ladysmith Natal, Kwazulu Na,
South Africa
Bozeman Gold 6619-78, Bozeman, Montana

July 2007

60 Year

Cosmopolitan 515-06, Bloomington, Minnesota
Grand Pioneer 506 506-65, Amherst, New York
Vulcan Voices 512-77, Birmingham, Alabama
Mitchell 495-78, Mitchell, South Dakota
Marquette 509-78, Sioux Falls, South Dakota

55 Year

Crownmasters 1133-04, San Francisco, California

50 Year

Bob Leiman 666-11, Fort Wayne, Indiana
Indio 2528-12, Indio, California
North Hills 2472-13, Pittsburgh, Pennsylvania
Gunpowder 2562-18, Edgewood Arsenal, Maryland
Earlybird 2534-23, Albuquerque, New Mexico
Amador Valley 2452-57, Dublin, California

45 Year

Athens 1779-14, Athens, Georgia
Dunedin 2890-72, Dunedin, New Zealand

40 Year

LUCKY 3231-27, Falls Church, Virginia
Hutt Valley 3839-72, Lower Hutt, Wellington, New
Zealand

30 Year

Asian Express 2203-04, San Francisco, California
Challengers 1297-24, Omaha, Nebraska
Pacesetters 1589-43, Memphis, Tennessee
E Bay Mun Utility Dist 2527-57, Oakland, California

25 Year

Capital T 4938-08, St Louis, Missouri
Alpharetta 4941-14, Alpharetta, Georgia
Creston Valley 4949-21, Creston, BC, Canada
Mid-Towne 4937-35, Milwaukee, Wisconsin
Hill Farms 4940-35, Madison, Wisconsin
ExxonMobil 4946-56, Houston, Texas
Coffee County 4945-77, Enterprise, Alabama
Second Crossing 4943-78, Valley City, North Dakota

20 Year

Olde Towne Criers 6674-05, San Diego, California
Technology Park 4710-14, Norcross, Georgia
Nite Shifters 6676-21, Victoria, BC, Canada
SPEAK-ERS 6687-36, Washington, District of Columbia
Silver Tongues 6692-38, Burlington, New Jersey
Golden 2672-45, Fredericton, NB, Canada
Collins 6690-47, Melbourne, Florida
New Achievers 6675-55, Austin, Texas
La Causerie Toastmasters 1840-61, Rimouski, QC,
Canada
Rosewood 5513-69, Rosewood, QLD, Australia
Bowen 6686-69, Bowen, QLD, Australia
The Scots 6691-70, Sydney, NSW, Australia
Cranbourne 6684-73, Cranbourne, VIC, Australia
The Sages 6685-74, Johannesburg, Gauteng, South
Africa

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- One secret question that can get you a \$1,500 - \$6,000 bonus!
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- How to speak for free and still earn a huge income

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- Theresa Westcott, Houston, TX

"You really helped me focus on my assets and realize that I am sitting on a gold mine!"

- Andy Dooley, Orlando, FL

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- Charlotte Endorf, Norfolk, NE

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