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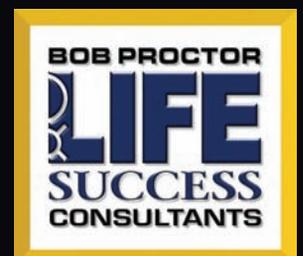
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Shaping the Future of Toastmasters



✦ As many of you know, the Board of Directors has been engaged for the last couple of years in an initiative focusing on the governance structure of our organization at district, regional and international levels.

Why is the Board doing this? Our organization is growing internationally, experiencing rapid growth in emerging markets while also facing challenges in more mature markets. Toastmasters International's existing governance model has served us well for the last 40 years, but the status quo will not sustain the organization into the future. Generational trends, competing demands for volunteers' time, exponential growth in technology, demographic shifts in our membership base – these factors all point to the need for a governance structure that is more strategic, more flexible, and more responsive to the needs of members, clubs and districts than our current model.

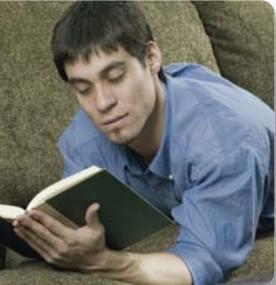
What is the Board doing? One key feature of the proposed new “shape” of the organization is to extend the region structure worldwide and not just in North America, as is currently the case. This will ensure that all members and clubs enjoy the same privileges and opportunities, no matter which district they are in. Another key feature is the creation of new positions, Regional Advisors, to work closely with their district counterparts, to provide the best possible support in marketing, education and leadership. This will help to strengthen member satisfaction and club performance because support will be better tailored to members' and clubs' unique needs.

How will we do this? We'll do it deliberately, thoughtfully and responsibly. The Board is very mindful of our organization's tremendous legacy, and of its obligation to honor the past while positioning the organization for a brilliant future. We all know that change is not easy, that it can be threatening, and that it can cause unease. But change also presents opportunities that simply won't be there if we keep doing things the way we've always done them. As General Eric Shinseki, former U.S Army Chief of Staff, put it: “If you don't like change, you're going to like irrelevance even less.”

Toastmasters International needs to be in good shape to ensure its continued relevance in this fast-paced world. I encourage you to study carefully the change ideas that will be featured in numerous communications over the coming year. Read the Board Report on page 22 in this issue and be sure to visit members.toastmasters.org and click on “Announcements” for a detailed summary of the Board's most recent actions. When proposals are put forward for approval by the voting delegates at the annual business meeting in August 2009, the more you understand the proposed changes, the better able you will be to make or influence an informed decision. After all, it's the future of our organization we're talking about, and we all have a stake in that!

Chris K. Ford, DTM
 International President

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Come to Calgary, Alberta, Canada, August 13-16, 2008, and discover why Toastmasters' annual International Convention is the ultimate Toastmasters event!

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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.

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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.

Less is More

I found Luther Setzer's letter (January) advocating less government and fewer laws such as wearing seat belts in cars both inspiring and disturbing. I found inspiration in his view that we need less government intrusion into our lives, especially in the arena of car safety. So after a few beers I got in my car. As his letter points out, government supervision stands squarely at odds with the foundational concept of a free society. So I ran a few red lights. After all, I wanted to be free. Paternalistic laws governing a driver's behavior do not promote Mr. Setzer's ideal of a free society and self-responsibility. How else would I ever learn the consequences of my own actions?

After doubling the speed limit and driving on the wrong side of the of the road, I hit a pedestrian. Clearly this person was not on the look-out for a self-responsibility free-society-lover like me. And that's when I found disturbance. I realized that some government guidelines, such as seatbelt laws and traffic rules are there to protect me and the people around me.

Shannon Miller, CC • Santa Barbara Toastmasters Club
Santa Barbara, California

More on Less is More

I was taken aback by the January issue's letter titled, "Less Is More" by Luther Setzer, commenting about Darcy Keith's choice to use her skills gained through Toastmasters to lobby for a cause that was important to her.

The purpose of Toastmasters is to teach communication and leadership skills. How people choose to use them is outside the scope of

Toastmasters. In our clubs, we listen and help fellow Toastmasters improve speeches that are political, religious or in direct conflict with some personal beliefs. Hearing differing opinions helps the speaker gain insight into all sides of the issue. The arguments are more powerful when the speaker acknowledges and refutes the other side.

We do not, however, chastise or condemn those with differing opinions or try to redirect their efforts. I hope Toastmaster Seltzer will acknowledge that Ms. Keith's right to have differing opinions from his is what ultimately makes the United States a free society.

Suzanne Barone, DTM • Business Oriented Toastmasters Club
Rockville, Maryland

Toddlers Today, Toastmasters Tomorrow!

I really enjoyed Julie Bawden Davis' article on Steve Van De Walle, "Teaching Toddlers to Read" (March). I can sincerely relate, as I have a 25-month-old daughter and a 10-month-old son. My daughter "practices" her first Toastmasters speech every opportunity she gets. To many, she's babbling, but to me [the noises] are music to my ears... My son is stuck on one word right now, "ga,ga,ga," but soon he will start to speak and prepare his first Toastmasters speech.

I'm truly impressed with Mr. Van De Walle's efforts and desire to help stamp out illiteracy among children.

Martha A. Moore, DTM • GVSU Club • Allendale, Michigan

"Truth" a Teaching Tool

I was surprised by the letters regarding the article "An Inconvenient Truth" (December '07). Toastmasters teaches effective communication

and leadership; judging by the [presentations] worldwide response, it was well-received and produced the author's desired effect. As a Toastmaster, I watched it carefully, looking for ways to improve my own presentation skills. *Toastmaster* used this widely known and celebrated communication work as a teaching tool – not to make a political statement.

The only political bias I saw came from the letter writers... who apparently disagreed with the presentation's message. We are Toastmasters to make us better communicators and leaders. Please leave the political statements for a more appropriate venue.

Scott E. Redstone • Bullish Expressions • New York, New York

There's No Remorse With Respectful Discourse

May I take this opportunity to congratulate the *Toastmaster* for having the foresight and the fortitude in highlighting a major speaker such as Al Gore, who is educating the world about a significant humanitarian crisis that is creeping up on us all.

Of course, you don't have to agree with someone to be respectful of their talents as a teacher or as a trainer, and Toastmaster managed to shine through with an article that told the story of the telling of the story.

Some people in the United States seem to be losing the respectful discourse that great societies are made of. We are all striving to be good communicators, and to learn from others who are doing it well is a good thing. No matter what their political stripe.

Brian Hebb, ACB/ALB • Rising Star • North Hollywood, California

Why you should compete in Toastmasters contests.

Don't Wake Up Too Soon

✦ Moments after winning the 1992 Olympic silver medal for figure skating, a jubilant Paul Wylie was asked by a reporter: "Have you ever even dreamed of such a moment?" He replied: "Yes, I've dreamed of it many times, but I always woke up too soon."

In those 14 simple words, Paul Wylie captured the essence of the competitive spirit. He had a dream, he endured the times the dream was interrupted, and he persisted until the dream came true.

You understand these principles or you wouldn't have joined Toastmasters. Yet, many Toastmasters fail to apply basic goal-setting strategies to speech contests, the fastest route to improvement as a speaker. Many approach speech contests with unfocused dreams – with their goals poorly defined, if at all.

Following are three commitments I believe you must make if you ever hope to see your dreams become more than just wishful thinking.

1 Promise to give your best. Each audience deserves your very best

effort, from club level all the way to International. You express contempt for the opportunity and the audience if you approach a speech contest with indifference or with a lack of preparation. This does not mean that you must be the best to compete; it means you must be willing to give it your best when you compete. Anything less is a missed opportunity.

2 Resolve to be better than you were the last time you spoke.

Abraham Lincoln said, "I don't think much of a man who is not wiser today than he was yesterday." There is a parallel in Toastmasters' speech contests. I hope you realize that the biggest winners in any contest are not always those who carry away the biggest trophies. The biggest winners are those who show the biggest improvement.

Speech contests force you to push yourself beyond your comfort zone; to grow much faster than your club typically expects. Take advantage of this opportunity to raise your personal standards of achievement.

3 Persevere. Unless you are extraordinarily good and extraordinarily lucky, your march to the top will be met with an occasional failure. I've seen many gifted speakers spend months honing their skills, advance to higher levels of competition, and then be stopped by a better speaker, a better speech, or questionable judging.

If this happens to you, you have three options: you can be disappointed, and that's only natural. You can be discouraged, but to dwell on that is counterproductive. Or you can be inspired – inspired by the challenge to be better the next time.

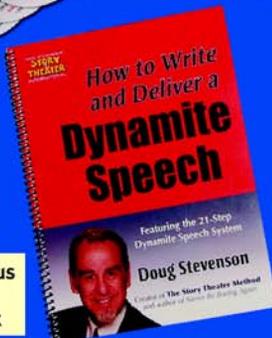
Remember the lesson Paul Wylie taught us: Dream big dreams, and don't wake up too soon.

David Brooks, DTM, won the Toastmasters World Championship of Public Speaking in 1990. He has coached and/or mentored many subsequent World Champions and finalists. Contact him at www.DavidBrooksTexas.com

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Finding Her Voice Again

By Ron Palermo, DTM

Toastmasters helps one member overcome a physical disability.

I remember the day clearly," says my friend, Rebecca Mason, referring to the intense feeling of accomplishment she experienced after delivering her 10th speech to qualify for the CTM award. "If you would have told me two years ago that I was going to stand in front of an audience and deliver 10 speeches, I would have responded that you need to take your medication."

Rebecca's journey as an accomplished Toastmaster is unique. In addition to the normal fear one experiences as a public speaker, she has been battling an obstacle: literally losing her voice about 10 years ago.

Rebecca cannot easily forget the first time she realized something was amiss. "I was at work one day and the computer crashed. I called the technician and he said, 'Why are you so upset? These things happen all the time.' I remember thinking to myself that I wasn't upset and wondered why he thought that I was."

Others made similar comments. Rebecca says a friend asked during a casual conversation, "Why are you getting so excited?" On another occasion, a professor said, "Why are you freaking out?" while she thought they were calmly discussing an art project.

Comments about her voice accumulated so quickly that she started to wonder if there was a problem. "Often, while speaking on the phone, the other person would ask if I felt okay because I sounded

terrible, or they'd ask me to continually repeat myself."

Rebecca no longer wondered. She came to the realization that there was definitely something wrong with her voice. The breaking point came when a classmate commented, "When I first met you, I thought that you were about to start crying."

Determined to find out exactly what was happening, she launched her medical odyssey. "I first saw an M.D., who – after scratching his head – referred me to an ear, nose and throat doctor. After visiting with him, he suspected that I had Spasmodic Dysphonia, a rare vocal condition that affects about one in 10,000 people."

The disorder can cause the voice to break up or to have a tight, strained, or strangled quality. The doctor told Rebecca the only known cure was Botox injections, which would loosen the tightened vocal cords, every several months. He also recommended that she visit a speech pathologist to confirm the diagnosis and to receive therapy.

Rejecting the Botox suggestion immediately, Rebecca visited the pathologist, who confirmed the diagnosis, and they worked together on vocal exercises for several months. She jokes that the pathologist had her practice making strange sounds. "She had me talk with a breathy voice. I felt like I was trying to seduce someone. We also worked on pitch, rate and volume, as if we were working



Rebecca Mason

together from a Toastmasters project on vocal variety.”

After limited success, Rebecca started to see counselors, believing perhaps that there was a psychological basis for her disorder. She ended up seeing three or four practitioners without much success. Still desiring results, she continued to try nearly every possibility, including acupuncture and hypnosis. Nothing worked, although she chose not to take the hypnotist's advice that “getting married would return your voice.”

Then one day, I invited her to a Toastmasters contest I conducted as area governor. She enjoyed the competition and commented after the event, “Wow, I wish I could do that!”

Knowing that she could, I invited her to attend a meeting at my club, the Adelante club in San Antonio, Texas. She did and was impressed, saying, “Everyone at the meeting spoke with such confidence and seemed so genuinely helpful!”

After attending a couple more meetings as a guest and not uttering a word, she decided to take a huge step and join, still with no intention of ever speaking.

Then, the inevitable happened. The club's vice president education asked if she would be willing to give an Ice Breaker. She fearfully

said yes, knowing that her “secret” would now be exposed. She said, “I was normally reserved and found it difficult speaking in front of a group. With the added burden of a voice condition, I felt overwhelmed.”

The day came and Rebecca was well-prepared. She opened the speech with a joke: “Most people join Toastmasters for various reasons, such as improving self-confidence, overcoming fear, etc. My reason is different. I joined because that guy there – as she pointed to me – made me.” After a good laugh from the audience, she settled down to deliver a heartfelt Ice Breaker that won best speech that evening. After the speech, Rebecca received a number of supportive notes about how well she had done, adding to her confidence.

She continued as a productive club member, participating in all aspects of the meetings and delivering basic manual speeches. Her most memorable one was project #6, vocal variety, where she explained her experience living with Spasmodic Dysphonia. After the presentation, one member called her his “hero” for having the courage to speak in front of a group.

Rebecca feels extremely proud about her Toastmasters accomplishments. She won the Best Speaker award nine out of the 10 times she spoke and has won several Best Table Topics and Best Evaluator ribbons.

A year ago, a new challenge arrived. Rebecca was invited to be a guest on Ron Graves' Internet talk show *Achieving the Extraordinary* to discuss her struggle with Spasmodic Dysphonia and how Toastmasters has helped her. She says, “I would never have even considered speaking to an Internet audience of thousands of people without the confidence

and experience I gained through Toastmasters.”

Rebecca sums up how she feels. “Yes, I still have a vocal condition and will probably have it the rest of my life. Presently, however, I'm no longer concerned about how someone thinks I should sound, and I owe this feeling to the Toastmasters program.

“Toastmasters has made such a big difference in my life. I'm now presented with opportunities to speak, and rather than be fearful of how I come across, I welcome the chance to show off the skills I've developed.”

She also credits popular radio talk show host Diane Rehm of NPR for inspiration. “I met her a while ago and learned about her struggle with Spasmodic Dysphonia. She has managed to use her voice to help her career. This really helps me cope, knowing that others share similar challenges.”

Through Toastmasters, Rebecca Mason has found her “voice.” She continues to develop and hopes to inspire others to overcome whatever obstacles they're facing. She says, “I strongly recommend Toastmasters for everyone, because we all have an innate need to express ourselves. Toastmasters shows you how to best do that, regardless of your stage of development or any other challenge you may face.” 

Ron Palermo, DTM, is a member of the Adelante and San Antonio Toastmasters clubs in San Antonio, Texas. A freelance writer, he is presently writing a series of *Adversity to SUCCESS!* books with Ron Graves. He can be reached at area71gov@hotmail.com.

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

Why feeding your brain is hot and giving up is not.

By Shawn Doyle, ACB

Be a Non-Stop Learning Machine

“Education costs money, but so does ignorance.”

– CLAUS MOSER

*A*s a professional speaker and author specializing in the topic of motivation, I’m often asked, “How do I get motivated and stay motivated?” My answer is simple: Become a non-stop learning machine. I have found that learning motivates me to keep my wheels spinning. So let’s talk about learning.

At the heart of knowledge is books. When we are growing up, reading is a valued ritual: Our parents read us bedtime stories, then we discover how to read on our own, and then we pore through one book after another during our school years.

Unfortunately, many people in our society, once they graduate from high school or college, just quit learning. They say to themselves, “No more homework” and “I never have to read another book again!”

A recent attendee in one of my training programs admitted he hadn’t read a book since high school. Interestingly, commencement doesn’t mean “finished” – it means “to start.”

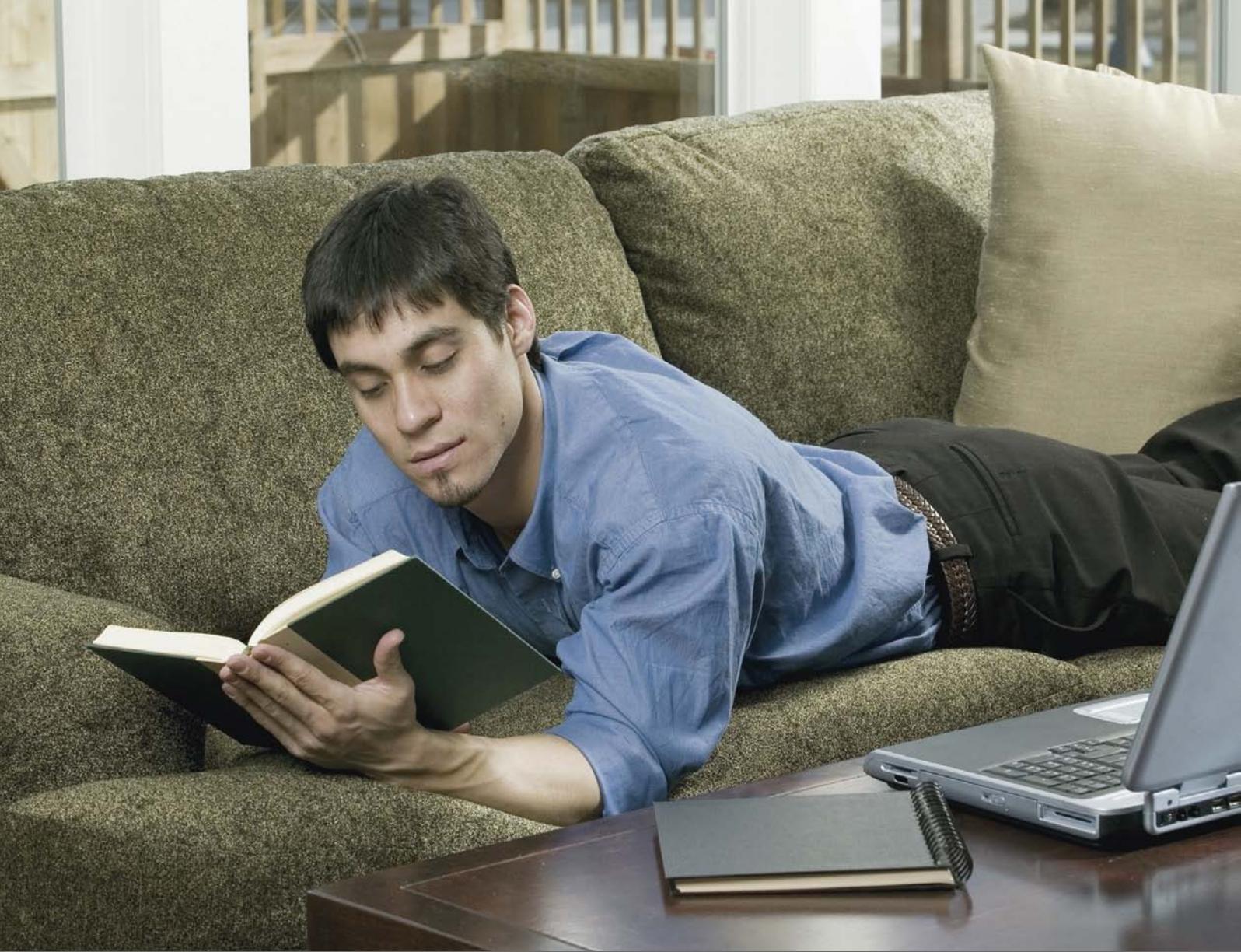
R.I. Reese, a former vice president of ATT, once said, “Formal education is but an incident in the lifetime of an individual. Most of us who have given the subject any study have come to realize that education is a continuous process ending only when ambition comes to a halt.”

That is also why I believe Toastmasters is so important. We all have a chance to keep learning.

What is a learner?

I think learners can be identified by the following activities:

- **They read books.** As Stephen Covey states in his best-selling book *The 7 Habits of Highly Effective People*,



“There is no better way to inform and expand your mind on a regular basis than to get in the habit of reading great literature. You can get into the best minds that are now or ever have been in the world.”

As a suggestion, you may want to set up a plan for your reading. Decide on how many books you are going to read every month and mark them in your planner. At the end of each month take out the planner (or P.D.A.) and check your progress. Part of your plan may also include a reading strategy. Decide what areas you need to improve in and then create a list of books that could possibly help in those areas. If you don't know of any books on that topic, go to Amazon.com and do a search, or search the topic on a computer at your local library.

■ **They ask others.** Ask other people who you know and respect about what books they are reading or have read that have had an impact on them. Write down their suggestions and head to your nearest bookstore. Some of the books that have had the most impact on my life have come at the recommendation of my friends and colleagues.

Break the Barriers

One of the barriers to reading a large amount of books is their steep cost. There are some creative ways around that:

- **Budget for it.** I'm sure that you budget for other items – think about budgeting for your own self-improvement.
- **Get a library card:** Most cities or towns have a local library where books can be checked out, for little or no cost. You will then have the ability to check out books by the dozen.
- **Watch for sales:** My local big-chain bookstore has a whole bargain-book area, where books can be bought for amazingly low prices. And I've purchased many classic books for ridiculously low prices at flea markets and thrift stores.
- **Find your local used-book store.** Most communities have at least one used-book store. In my area there are

two great used-book stores, and I can buy five to six books for the price of one new hardcover. Another bonus these stores have: character, which the chain book store can't create.

- **Buying Online.** Sites such as **Amazon.com**, **half.com** and **BarnesandNoble.com** are easy to use, and the best feature is their search capabilities. You can search

He's a human sponge who soaks up information at a rapid rate, and he's very smart. Why? Because he is a non-stop learning machine. He understands that the more questions he asks, the more he will learn.

- **Read Journals and Magazines.** Continual learners subscribe to and read many different magazines every month, on many diverse topics. I highly recommend

Just like new computer software, every year think about upgrading to a better version of you. Strive to be a You 1.0, and then a You 2.0 and then a You 3.0.

for books by subject, title and author. Plus, the prices are fairly competitive and shipping is fast.

Branch Out

Reading is a great way to learn, but supplement books with activities such as:

- **Search the Net.** You can use the Internet as a source of information and research. By using many of the search engines and meta-search engines, you can locate tons of valuable information on the Net. The Net is an amazing mix of Web sites, research, magazine articles and commercial services that you can subscribe to for a fee. I found an amazing site on the Internet where you can download classic old book titles from the early 1900s and late 1800s – for free! Check out **www.gutenberg.org**. (I am currently reading a book on motivation that I downloaded from the site; it was written in 1901!)

My main frustration with the Net is knowing exactly where to find the information. Because of the overwhelming amount of material, it makes sense to learn how to search the Web as efficiently as possible. Again, books can teach you Internet search strategies. For example, the way a topic is entered on a search engine can change the results. The rules are different with each search engine.

- **Ask Questions.** When a subject comes up and you don't understand something, ask! I have worked with many people who won't ask a question and will pretend they know something when they clearly don't. The only way you can get smarter is by seeking out information that you do not understand.

Seek out S.M.E.'s (subject matter experts) and tap into their expertise. Toastmasters meetings are filled with such people. My uncle, Scott Camp, is the consummate "asker." He is always asking questions. When I tell him about my work and my life, he asks tons of questions.

reading the magazines of your industry, publications about business, and some about success and motivation. I also would encourage you to read magazines that deal with hobbies or things you are passionate about. I read the *Toastmaster* magazine every month cover to cover.

Reading other people's success stories is uplifting and motivating, because when you see people like you accomplishing amazing things, it shows that anything is possible. You'll read about such a story and then say to yourself, "If they can do that, why can't I?"

- **Watch Videos/DVDs.** I don't think there are many topics that don't have DVDs that can help you learn about the topic or even gain new skills. You can even improve your golf swing or take dance lessons right in front of your TV.

- **Try New Software.** There are a multitude of computer programs to help you build skills and learn in every subject from algebra to zoology. You can also practice with a regular workplace program you haven't used before, like PowerPoint. Try the tutorial and be amazed at what you can create.

- **Listen to CDs.** Maximize your time by taking advantage of the minutes and hours you spend behind your steering wheel.

As much as your local morning disc jockey can be entertaining, you are wasting precious learning time. Decide what topics you want to learn about and find CDs on them. Consider your car a "rolling classroom!"

- **Seminars and corporate training programs.** Keep an eye out for seminars on self-improvement topics. Many are of high quality and reasonable in price. I have been to training programs that have been so relevant and so useful that they changed my life. If your company offers training, sign up for as many courses as you can. In gen-

eral, these programs are well-developed, tested and are conducted by professionals. Take advantage of them.

■ **Employee Education Assistance.** Many corporations also offer educational benefits for employees. These programs often offer reimbursement for educational courses, paying for a percentage up to 100 percent. Find out if your employer offers this benefit.

■ **Community Schools.** Look for courses on topics that interest you at the local community college. Often, these classes are very inexpensive.

Why You Should Keep Learning

The world is changing rapidly. So think about the possibility of *reinventing yourself* every year. Because the world will not stay the same, you can't stay the same. As French philosopher Henri Bergson once said, "To exist is to change, to change is to mature, to mature is to go on creating oneself endlessly."

Let's take the example of Warren Sapp, a former professional football star. Sapp was a perennial All-Pro as a defensive lineman for the Tampa Bay Buccaneers. But a few years ago, Sapp had a bad season and he was

trying to figure out why. He studied tapes in the off-season and decided he had become apathetic, and had gotten "fat and lazy" (his words). So he decided he had to get better. He dieted, worked out, lost weight and came back the next year in the best shape of his life. If an athlete who performs at the level of Warren Sapp is willing to reinvent himself, shouldn't we be?

Just like new computer software, every year think about upgrading to a better version of you. Strive to be a You 1.0, and then a You 2.0 and then a You 3.0. It will definitely make you feel young and more motivated. Robin Sharma, in his book *The Greatness Guide*, says, "There is a cure for aging that no one talks about. It's called learning. In my mind, as long as you learn something new each day, stretch your personal frontiers and improve the way you think, you cannot grow old."

So what are you waiting for? Do it today! Get fired up and become a non-stop learning machine! 

Shawn Doyle, ACB, is a member of Chester County Club in Berwyn, Pennsylvania. He will be the presenter at the Get Fired Up! Luncheon at the International Convention in Calgary, Alberta, Canada, on Friday, August 15. Reach him at sldoyle1@aol.com.



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Speaking to an All-Women Audience...When You're a Man

I had been interviewed on national television and had stood before live audiences of 1,000 or more. But preparing to speak in this particular hotel banquet room, with fewer than 50 people in attendance, I shuddered unexpectedly. The reason: I was the only person in the room with a Y chromosome.

Reveal the Personal

Some women are initially suspicious of a man who assumes authority – a man at a lectern, for example. So I've found it helpful, when I speak to all-female groups, to quickly put myself in my place. That is, I tell stories about myself that make it clear I don't consider myself a

Follow Up With Solid Evidence

While women like to see the personal side of a male speaker, I've also found that they prefer not to be patronized with *only* the personal. Like men, most women don't trust storytelling alone as proof. So I always come prepared with whatever hard evidence is available to back up my perspective.

For example, I have conducted research on what men want in relationships. When I speak to women on this topic, I may start with a story from my own 20-year marriage. Then, in order to reinforce my conclusions, I include statistics about, for example, what percentage of men say they're happy with their wives and what percentage say they wish they'd never married her in the first place.

It may be true that women don't like to be pelted with facts. But they also don't like a speaker who acts as if they can't *handle* the facts.

Be Careful With Jokes

It is possible for a man to tell a joke and get an all-female audience to laugh. But the odds are against it. Women have for so long been the subject of male humor that any standard joke set-up (even something as innocuous as, "A man walks into a bar") is likely to put at least some female audience members on the defensive. "Oh, no," they start thinking, "he isn't going *there*, is he?"

This is not to say that a male speaker should be dull. Women, of course, love to laugh. But they seem to most appreciate humor that emerges out of stories, that evolves



I survived the experience, but not without missteps. Concerned about saying something sexist, I stuck too closely to my script. I read when I should have been relating more personally to the audience.

Nonetheless, I've since spoken at dozens of all-women professional conferences, religious groups, garden clubs and the like. And I've learned that women tend to be gracious and generous listeners, happy to learn from a man who treats them with respect. I've also learned a few basic guidelines that help me to be most effective when I'm the only man in the room.

higher authority. I'm an expert on my topic, yes. But I'm also a fellow human being struggling through life.

Since my talks are generally about men and marriage, I usually launch with a story about one of my weaknesses as a father or husband. These are not hard to come by – and I can immediately sense the relief in my audience: Okay, he's not trying to be Mr. Know-it-All!

When my stories specifically mention my wife and son, there's another advantage. Any question of my "availability" is dismissed. The audience realizes that I'm there to educate and entertain only; I'm not on the prowl.

naturally from the characters, or that floats up from a clever choice of words a speaker employs.

Finally, this should go without saying: Steer clear of any humor that depends upon – or even alludes to – female stereotypes. For example, never start a sentence with: “There was a blonde, a brunette, and a redhead...”

Create an Opportunity for Dialogue

The liveliest part of almost every presentation I give to women is the question-and-answer session at the end. I always leave at least a third of my time for audience members to challenge me, disagree with me or respond in some other way.

I’ve also learned that during Q-and-A sessions with women, it’s best when I repeat questions promptly after they’re asked. That way, any gender-related mistranslations are cleared up immediately. There’s nothing worse than answering a question, then being told: “That’s not what I

asked.” (Also, when you repeat the question, those in the audience who couldn’t hear it are appreciative.)

Finally, I keep my answers short – about Table Topics length (one to two minutes). The audience has just heard me speak for 30 or 40 minutes. While questioners like to have their queries addressed, I try to share the limited time remaining. Women seem particularly turned off by men who won’t ever shut up.

Don’t Apologize

While most women don’t like a domineering man, they seem to appreciate one who stands by his beliefs. When I speak about relationships, I’m often challenged by audience members whose husbands (boyfriends, fathers or brothers) don’t fit the mold. I make room for each person’s point of view, but I don’t back off of mine.

Recently, I spoke about my research which shows, contrary to stereotype, that men are not commitment-phobic. A woman in the

audience challenged me. “I’ve been engaged to my boyfriend for 10 years,” she said, “and he still won’t set a date for the wedding!” I was able to sympathize with her, but added that according to my research, her boyfriend was atypical. “You’re telling *me!*” she replied.

I now enjoy speaking to all-female audiences. For one thing, women seem especially eager to hear a man’s perspective on personal and family issues. Secondly, they’re more likely than men to buy and read the books I’ve written. And finally, it’s the only place where an audience member is likely to come up to me afterwards, thank me and say, “I admire your courage!”

Neil Chethik, CTM, is a member of the Downtown Lunch Bunch Toastmasters Club in Lexington, Kentucky. He is the author of *FatherLoss* and *VoiceMale*. He can be reached at www.NeilChethik.com, or via e-mail, at nchet@aol.com.

For Women: How to Speak to an All-Male Audience

In the book, *He & She Talk*, by Laurie Schloff and Marcia Yudkin (Plume), the authors offer several pieces of advice for women speaking to all-male audiences:

- **Make sure they can see and hear you.** Many lecterns and microphones are designed for men’s size and voice quality. If the lectern is too tall for you, ask to replace it or remove it. Or get a box to stand on.
- **Accept the audience members’ stone faces.** Men tend to display fewer facial expressions than do women. Don’t depend on the audience’s reaction to stay confident.
- **Be direct.** Men appreciate clarity and brevity. Illustrate your points with stories, but make sure your points are clearly stated. Cite research, when appropriate, to help make your points.
- **Be confident and professional.** Avoid clothing, gestures or vocal tones that appear girlish, sexy or silly. Men respect accomplished businesswomen. If you’re moderate in your dress and demeanor, you won’t distract from your message.
- **Omit overly dramatic expressions.** Phrases such as “This plan is sooooo effective,” and “We’re really, truly ready for this change,” sound immature, whether uttered by a man or woman.



How politicians use humor not only to make a point, but to illustrate that point.

Campaign Comedy

The legendary comedian Red Skelton, in some of his radio and television sketches, used to play a blustery politician who began all his pompous speeches with, “My good friends – and you are my friends – and don’t say you’re not my friends, because no one is going to tell me who my friends are.” Skelton’s audience loved it and laughed at it.

His senator was, of course, a make-believe politician, who played all his speeches strictly for laughs. Today’s politicians, as we can see during the current U.S. presidential campaign, have other purposes for their speeches. They want to promote their own innovative policies,

and embellish their own accomplishments while minimizing those of their opponents. The candidates want to impress people with their character, convictions and courage. They want to get votes.

Still, in the intense, frenetic competition for the White House, the candidates manage to squeeze in a touch of humor. Senator Hillary Clinton wryly observed, “If I want to knock a story off the front page, I just change my hairstyle.” When reporters informed Barack Obama that research indicated he might be an eighth cousin of Vice President Dick Cheney, he quipped, “I don’t want to be invited to the family hunting party.” Mike Huckabee

noted during one debate, “We’ve had a Congress that’s spent money like

opponent spoke first, and frequently referred to Lincoln as a “two-faced politician.”

When Lincoln spoke in rebuttal, he said, “If I were two-faced, would I be wearing this one?” This solid one-liner negated his rival’s attack and won the respect of many listeners.

Lincoln continued his masterful use of humor, not only throughout his presidential campaign but also into his presidency. Some of his colleagues felt the president trivialized his office and also the plight of the war-torn nation with what they called his “buffoonery.” Lincoln, though, explained that he didn’t tell amusing tales merely for applause or entertainment; he claimed that a well-conceived, appropriate vignette could often reduce a complex situation to something his listeners would relate to and easily understand. He used

“Lincoln knew that if people remembered the joke, they would remember the point that the joke illustrated.”

John Edwards at a beauty shop.”

The use of wit to capture the voting audience is a time-honored, proven strategy. Abraham Lincoln skillfully used quips and humorous anecdotes during his campaigns. At one debate, his

humor wisely, not only to make a point, but to illustrate that point.

John F. Kennedy had an inventive sense of humor. Once a reporter who flew on the campaign trail with JFK asked what might happen if this plane suddenly went down. Kennedy said, “Tomorrow your name will be in the paper.” Then he added, “In very small print.”

After Kennedy narrowly won the presidency, reporters asked why he



thought the election was so close. Kennedy, who came from a prominent, wealthy family, said, "Well, I didn't want my Daddy to pay for a landslide."

One of the most powerful and effective one-liners in political history was spoken by Ronald Reagan. It happened during Reagan's re-election campaign against Walter Mondale. Mondale and others noted that if elected, Reagan would become the oldest U.S. president in history; they wondered if he were hardy and capable enough to endure the rigors of that office. At one of the pre-election debates, a panelist asked a question that was really a veiled reference to Reagan's advancing age. Reagan responded with, "I realize that age is a factor in this campaign. I refuse to exploit for political purposes the youth and inexperience of my opponent."

The audience roared. Mondale chuckled at the reply. The next morning Reagan's line was quoted on the front page of almost every newspaper in the country. After that one-liner, the age complaint became a total non-issue.

As a comedy writer, I've furnished appropriate gags to several U.S. politicians, including Vice Presidents Hubert Humphrey and Spiro Agnew, and Ronald Reagan. As Bob Hope's head writer, I penned many lines kidding former President Gerald Ford and his occasionally wayward golf game. When Ford retired and moved to Palm Springs, Hope said, "There are 86 golf courses in the Palm Springs area and Jerry Ford never knows which one he's going to play until his second shot." He added, "It's easy to keep score when you play with President Ford. You just look back along the fairway and count the wounded."

I met President Ford at a party at Bob Hope's house and confessed to him that I had written those lines. He said to me, "Write more. I steal those lines and use them in my talks." He

Wit & Wisdom

By Fred Shapiro

"The real leader has no need to lead – he is content to point the way."

– HENRY MILLER, *The Wisdom of the Heart* (1947)

"All of the great leaders have had one characteristic in common: it was the willingness to confront unequivocally the major anxiety of their people in their time."

– JOHN KENNETH GALBRAITH, *The Age of Uncertainty* (1977)

"Blessed are the people whose leaders can look destiny in the eye without flinching but also without attempting to play God."

– HENRY KISSINGER, *Years of Upheaval* (1982)

"Leadership consists not in degrees of technique but in traits of character; it requires moral rather than athletic or intellectual effort, and it imposes on both leader and follower alike the burdens of self-restraint."

– LEWIS H. LAPHAM, *Money and Class in America* (1988)

"The final test of a leader is that he leaves behind him in other men the conviction and the will to carry on... The genius of a good leader is to leave behind him a situation which common sense, without the grace of genius, can deal with successfully."

– WALTER LIPPMANN, "Roosevelt Is Gone" (1945)

"The most important quality in a leader is that of being acknowledged as such."

– ANDRE MAUROIS, *The Art of Living* (1940)

"You cannot be a leader, and ask other people to follow you, unless you are willing to follow, too."

– SAM RAYBURN, Quoted in *The Leadership of Speaker Sam Rayburn* (1961)

"Perhaps in His wisdom the Almighty is trying to show us that a leader may chart the way, may point out the road to lasting peace, but that many leaders and many peoples must do the building."

– ELEANOR ROOSEVELT, Syndicated newspaper column, April 16, 1945

"There is no such thing as a perfect leader either in the past or present, in China or elsewhere. If there is one, he is only pretending, like a pig inserting scallions into its nose in an effort to look like an elephant."

– LIU SHAO-CH'I, Quoted in *Stanley Karnow, Mao and China* (1972)

Compiled by Fred Shapiro, editor of *Yale Book of Quotations* and an associate librarian and lecturer at Yale Law School. Reach him at fred.shapiro@yale.edu.

appreciated the value of humor.

Even though campaigning for president – or any office – can be an aggressive showdown, a judicious sprinkling of humor can be effective. In fact, it might be beneficial for anyone who wants to impress an audience from the podium.

Humor creates likeability: In my career in comedy, I've often heard people say of some comic or another, "Oh, I don't think he's funny. I don't like him." If you don't like a person, it's hard to laugh along with him or her. Conversely, though, we

do tend to like people who make us laugh. That's one reason many experts advise speakers to open a presentation with a humorous tale. It gets a laugh; it gets the audience to bond with the speaker.

Humor earns credibility: You often hear the phrase, "The wit and wisdom of..." It's almost axiomatic that wit produces wisdom; wisdom begets wit. Wit and wisdom generate respect from an audience. Being able to joke about a topic convinces the listeners that you know that topic. You know what you're talking

about. You're worth listening to. Every candidate wants the people not only to listen to him or her, but to believe what the candidate says is factual. Every speaker wants the audience to say to themselves, "This person is worth my attention."

Humor earns respect: People like to be kidded. They also appreciate anyone who can laugh at his or her own expense. When you kid with other people, it's a sign that you realize who they are and what they're about. Those listeners will respect you for that. Poking fun at yourself proves to them you don't take yourself or your work too seriously. You're sending a signal that you are one with your listeners. They and you are more alike than different. That earns respect, too.

Humor gets people to listen: People enjoy a clever, witty, wise remark.

You can spot that when you listen to political debates. As soon as one candidate says something sharp, the audience responds with laughter and often appreciative applause. It perks them up. Now they don't want to miss any more of your "gems." Hence, they listen more attentively. What candidate – and what speaker – doesn't want more of that sort of power? Each of us wants to grab our audience, excite them, and then *hold them* for the duration of our talk. A sprinkling of humor can accomplish that.

Humor helps listeners remember: Nothing a candidate says during a campaign speech, nothing a speaker proclaims from the lectern, is worth anything if the listeners leave that message in the hall when they depart. Candidates, and we speakers, want people to not only be impressed with our salient points today, but also to

remember them tomorrow. That's one reason why Lincoln was such a practitioner of the humorous story. He knew that if people remembered the *joke*, they would remember the point that the joke illustrated.

The candidates realize that if people like them, believe them, respect them, listen to their message and remember what they say, then there's a good chance they may vote for them. We speakers, too, want folks to like us, believe us, respect us, listen to our presentation and take something home from our lectures.

Like the candidates, speakers can profit from a judicious use of humor. **T**

Gene Perret has won several Emmys for his work on *The Carol Burnett Show*. He was Bob Hope's head writer for 12 years and has written many books about humor. Contact him at gper276@sbcglobal.net.



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Mastering Table Topics

How to go on when you
really want a time-out.

By Bob Lea, ACS, CL

If you have ever had the experience of someone picking you up and pitching you into a lake or pool to learn how to swim, you know the feeling of desperately grasping for something to hold on to. For new members, Table Topics is that event where you're thrown in the deep waters and expected to swim or sink. Fortunately, there are some techniques that you can use to make your one to two minutes of terrifying spontaneity enjoyable.

First, **don't be thrown by the complexity of the question.** It really doesn't make that much difference if the question is "Describe your favorite meal" or "How would you body surf down the dew on a blade of grass" – both can be equally challenging. The secret is that you don't need to answer the question directly. Use the technique that politicians use: Shift or twist the question to an area that you do know something about. For example:

"As for body surfing, the last time I was near the ocean was when I served aboard the US Navy support ship, the Minneapolis. Our mission was to re-supply the troops serving on the front lines. I'll never forget how proud I was to be supporting the war effort and keeping our country free of terrorism. That's why I endorse the spending plan that would ensure our forces have equipment that will protect them with the best technology possible. I don't think I could body surf down a blade of grass, but I would gladly vote for the best equipment of our men and women in uniform."

So did that answer the question? For a politician, yes! He fielded a difficult question, got his message out, and sounded professional doing it. Make this part of *your* strategy for Table Topics – you don't need to answer the question asked...directly.

You can't ignore the question completely. So notice above that the politician **repeated the question and tied it in again at the end**. This is the second tip and it serves three purposes:

- It gives you a little extra time to think about where you can go with the question.
- It serves as the transition to what you really are going to talk about. You can think of it as the springboard to your real answer.
- Tying your answer back to the original question makes your response seem focused.

The third tip is from King Solomon, who said, **"There is nothing new under the sun."** As a Toastmaster, nothing should catch you off guard, because every meeting has a theme. **Spend five or 10 minutes of preparation to reflect on the theme** and to recall a story or anecdote or a funny family event that somewhat fits the theme. Remember, you don't need an exact answer to the question, just a smooth delivery. You'll have about 90 seconds to tell the story. Skip most of the details and focus on the actions. Add a few gestures that fit your storyline. Practice your story a few times, even if just in your head, until you feel comfortable. You are not looking for perfection, just a familiar path to create and then follow when you're standing up front.

It's meeting day and the theme is Nature's Oddities. You've done your homework and thought about the time you witnessed wild pigs running through your family's camping site. You've even rehearsed a couple of times to be able to demonstrate the panic you saw on your Mom's

face as the pigs ransacked the family's cooler full of food. You're trying to avoid eye contact with the Topicsmaster, but she sees you and asks the question, "Explain why male pheasants have a ring around their neck." This type of question would normally intimidate you into embarrassed silence, but you're ready with your answer:

Why do male pheasants have a ring around their neck? That's a tough question. But when you consider Nature's Oddities, it's not the only tough question. For example, I was camping with my family at Big Bend park in Texas. We roasted marshmallows around the campfire and watched the fire burn down to embers. It was so peaceful with the glowing coals and the stars shining brightly overhead. Suddenly, we heard grunting noises near the camper. You should have seen the look on my Mom's face! She was panicked! I scrambled for the flashlight and turned it on. Wild pigs were in the cooler helping themselves to our food. My brother threw rocks at them and they scattered off into the woods. They did a job on our food, but didn't eat the pork sausage. Did they know it was Cousin Fred from Iowa? I don't know why wild pigs didn't like pork and I don't know why male pheasants have a ring around their neck. Those are just some of Nature's Oddities.

Notice that the answer has a beginning, middle and end. It actually goes somewhere, as opposed to offering random thoughts on pheasant plumage. It's a competitive Table Topics effort with just a few minutes of preparation.

Once you have assimilated these techniques, here's how to step up your game. Use everyday situations to practice telling short stories. Use your alone time to practice giving Table Topics answers. It may be a few moments while mowing the

lawn, doing the laundry or driving to work. For me, it's doing animal chores, like when I feed the sheep in the barn. On this one morning, a sitting duck sees me, stands up, quacks loudly and slowly waddles away. Here's my opportunity to describe the moment as if it were a Table Topics question on, "How do you handle office politics?":

I know when I came upon the scene, some of you eyed me with suspicion. I find that amusing, as I have been supporting your cause for a long time. Some of you even rose up and sounded the alarm through e-mails, phone calls and in those "private meetings." I'm here today to reaffirm my support for your cause. You can count on me to be here day after day after day. Don't turn your back and walk out. Sit down. I think we can work together to resolve our minor issues and we will both benefit from our mutual understanding.

Can a sitting duck help you to speak better spontaneously? Sure – if you practice telling a story! So will the tissue that you had in your pocket when you washed clothes or the person who cut in front of you on the freeway. Make use of everyday situations to practice telling a story. If you like how the story spins out the first time, practice it a few times refining the storyline. Leave out unnecessary details and put in action verbs. The action verbs allow you to add meaningful gestures. Your goal is to have the story flow through a beginning, middle and end and to last about 90 seconds.

Now you're on your way to mastering a contest-quality Table Topics answer. With a little practice, you can answer Table Topics questions like a pro! 🏆

Bob Lea, ACS, CL is a member of the Hutchinson II Toastmasters club in Hutchinson, Minnesota.

Planning TI's Future...

During its February meeting, the Board of Directors continued its focus on aspects related to the governance reshaping project. Each committee reviewed elements of the recommendations to date and identified next steps in the development process. Following is a summary of the Board's actions:

- Reviewed feedback from mid-year meetings, from districts not assigned to regions, and from many individual members regarding the Board's published minutes from the November 2007 Board meeting and the Shaping the Future of Toastmasters question-and-answer document.
- Acknowledged the need for further research and decided to bring the governance proposals to the membership for a vote at the August 2009 International Convention in Mashantucket, Connecticut.
- Reviewed the plan to extend regions worldwide and based on current membership and growth projections, recommended the creation of 14 regions worldwide, acknowledging that these boundaries are subject to review and change.
- Created master project plans for the governance reshaping project that focus on specific areas at three different levels: 1) international 2) regions and 3) districts. For a more comprehensive listing of the project plans, visit **members.toastmasters.org** and click on "Announcements."
- Focused on the continuing development of the Region Advisor con-



▲ The 2007-2008 Board of Directors met at Toastmasters World Headquarters in February and discussed the governance reshaping project.

cept and reviewed the Distinguished Club Program. Defined the qualifications for service as a Region Advisor as well as the training needs and an evaluation process.

- Validated the ongoing need to have appropriate recognition for successful clubs and within that context, reviewed the Distinguished Club Program (DCP). Asked WHQ staff to enhance promotion of the DCP and to analyze potential modifications.
- Reviewed district leader responsibilities and agreements, district leader evaluation, and the Distinguished District Program. Explored adding an evaluation component to district officer roles and recommended that WHQ staff create Advanced Leader manuals for each officer role. Asked WHQ staff to research and identify an online leadership assessment tool for determining an individual's leadership path.
- Asked World Headquarters staff to conduct research of the Distinguished District Program in areas involving Distinguished clubs, club growth, and membership growth. The pur-

pose is to better align district goals with club goals and remove the limit on the number of President's and Select Distinguished districts.

- Reviewed the first draft of Bylaws changes that would be required with the governance proposals, including transitions from the current system to the future. A major part of the governance reshaping project is to ensure that the organization's policies and procedures support and govern the organization. The Board reviewed more than 100 policies and procedures with the intention of identifying documents that need revision, those that are no longer needed, and documents that will need to be created.
- Effective July 1, 2008, the Board granted full district status to three provisional districts: 81P (Caribbean), 82P (India and Sri Lanka) and 85P (China). □

The Board will meet in August during the International Convention in Calgary, Alberta, Canada.

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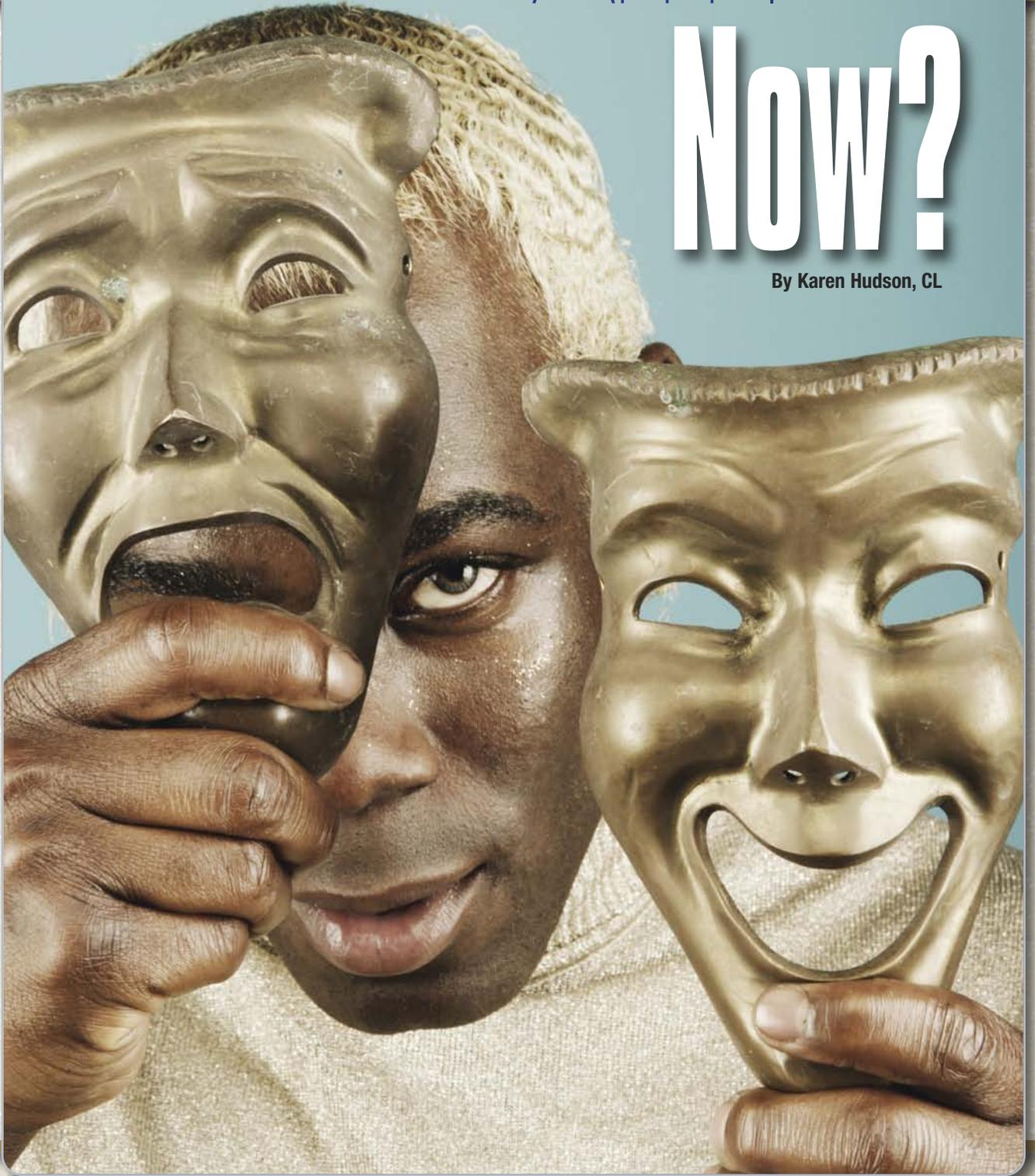
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You are
what you
wear...

Who Am I

Now?

By Karen Hudson, CL



Did you know that we're all judges? Consciously or sub-consciously we judge and categorize every person we encounter, based in great part on the clothes they are wearing.

By understanding this process of observation – and using it in reverse – I create costumes for characters in a script. The job of a costume designer is definitely part social psychologist: I watch people to evaluate how each person's clothing functions in expressing his or her individual character and how that person fits into larger society. Armed with that information, I can help actors to build characters by dressing them in ways that will lead the audience to judge them as the script designates.

The process is similar when you dress to speak before an audience.

For me, one of the most interesting parts of costuming for TV and film is the wealth of information that can be conveyed by minute detail. Changing just one item of clothing or accessories can change the character. In a class I teach on the art of creating costumes, I play a game with the students called, "Who Am I Now? What Is My Story?" For this game, I wear a black turtleneck sweater and pants, pearl stud earrings and black low-heeled shoes.

During the first half hour of the class – while introducing myself and outlining the class – I change jackets. I begin with a turquoise, cotton casual jacket with large silver buttons. The students take notes on who they think I am, including what kind of job I have, how much money I make, where I live and what car I drive.

Then I change to a more tailored red jacket and ask them to pay attention to the psychology of the color and style change. *Who Am I Now?* This has opened their eyes to the necessity of attention to detail.

Will you be speaking to inform, inspire or entertain?

How you dress will depend on the general purpose of your speech. Here are some tips to help you:

Speak to Inform

When you speak to inform, you present information or technical concepts. First impressions count. You must establish your credibility in your particular field at first glance, whether you are the CEO of a Fortune 500 company or Jack Hanna with a Lemur on *Good Morning America*. I would be confused if I saw Jack Hanna in a suit and tie talking about endangered animals in the wilderness. No doubt that's why he dresses for his pre-

sentations in clothing that highlight his expertise as a zoologist.

Your clothes speak. The goal is for the audience to understand that you are the expert and to accept your credibility. When you speak to inform, you want the audience to respect you and then take action. You are achieving an appearance of strength, power and leadership. This look helped me with my film costuming career. When I knew a day "on set" would be challenging, I dressed for power – usually in black with a sophisticated jacket and a striking accent of jewelry to draw focus to my face. In this way, I was able to do my job with less resistance from the strong personalities known to inhabit the film industry.

Speak to inspire

When you speak to inspire, you are telling a story that offers a point of view leading to change. Your goal when you dress is to break down any wall between you and the audience, while maintaining a powerful persona. You could be less formal, a little softer, and more conversational. That might run the gamut from a softened conservative look, such as a dark blue suit rather than a black suit; to the very casual fashion of Wayne Dyer, the expert in self-development; to the *out there* air of professional speaker Mikki Williams, whose style has been mentioned in this magazine.

Your clothes speak. When you speak to inspire, you want the audience to reach out to you, embrace your ideas and grow personally. Your goal is to be accessible, credible and authoritative.

More game playing. My third outfit in the "Who Am I Now? What Is My Story?" game is a moss green antique kimono. When the students complete their notes on the kimono-clad character, I add a psychic/hippy necklace and ask if the necklace changes – or confirms and clarifies – their description.

Speak to Entertain

When you speak to entertain you will be telling a story that you hope will grab the attention of the audience

Miked for Sound

If you'll be wearing a microphone, your clothing and jewelry should be chosen with care to work with the equipment.

- The microphone will be placed in an area near your neckline. There should be no fabric or jewelry that could rub or bump on the microphone when you move. The microphone will pick up the scratching sounds of hard surface silk and polyester fabrics, nylon windbreaker jackets and plastic rain gear rubbing together.
- You will need a waist band, belt or pocket to carry the sound pack.

and add enjoyment to their day. There are two ways you can dress to tell the story. The rule in both cases is that the garments must be *congruent* with the story:

You might dress to suggest the setting of your story.

Francis Hodge, Professor Emeritus of Directing, calls costumes “scenery on the move.” In a recent Toastmasters area contest, a young businessman told the story of his trip into a remote mountain area where his life was challenged. He was dressed in a suit, tie and dress shoes. He demonstrated the physical challenges and spoke of his fear. After the contest I talked with him about the idea of wearing casual clothes to better illustrate the story. Later, at the division contest, he told the same story but wore an oxford cloth, button down shirt – open at the neck with no tie. His sleeves were buttoned at the wrist. He wore tan khaki pants pressed with a crease and new hiking boots. He had taken my advice in a very interesting way. By wearing casual clothes he illustrated the setting of the story. By wearing them clean and neatly pressed he painted a picture of his day-to-day life, amplifying the fact that he had stepped out of his comfort zone and learned a life lesson. His choices told both sides of the story.

You might dress as the main character in the story.

In a screenwriting class, I learned that each character must contribute to the outcome of the story. The same holds true for the garments and accessories you use as a costume for your speech: Each item contributes directly to the telling of the story and its outcome.

How Do You Choose the Garments?

Always consider three important guidelines when choosing what to wear for a presentation:

- The clothes should not take focus from you, the speaker.
- You need to be able to perform comfortably and effectively in the costume and accessories.
- The costume should not tell more story than you have time to present.

Once you've determined that the costume is appropriate, comfortable and fits your speaking needs, you'll be ready for the next step. It's time to weigh the effects of one or more of these design elements, whether you wish to suggest a setting or take on a character role:

- **Color** – The color you use and the way you use it can create power, aggression, focus, humor, gentleness and many other emotions.
Color can create a positive or negative effect. On the TV show *Hill Street Blues*, I costumed the character of a young female drug addict. She lost her battle with drugs when she overdosed at the end of the third episode. The actress was a thin, frail-looking blonde. For her first change, I dressed her in washed-out tan, which was not her best color. To illustrate her decline I dressed her in dirty yellow and for the final episode in putrid yellow-green, each time making her appear closer to death.
- **Contrast** – Contrast in shades of light and dark as well as the contrast between patterned and solid fabrics can create sophistication, exaggerated humor or low-grade bad taste. Medium- to large-size jewelry can also create contrast. Remember, small details are often not seen from the stage. And don't forget, a speaker standing onstage, dressed completely in black, can look flat and two-dimensional – without contrast.
- **Focus** – Focus should be kept near the head and gesture area, unless otherwise required by the story, as with Dorothy's red shoes in the film *The Wizard of Oz*.
- **Line** – The hard line created by the straight skirt of a woman's business suit makes a very different statement than the soft line created by a three-tiered peasant skirt. For men, there is a vast difference between the hard line of a double-breasted suit and the soft line of a corduroy sport jacket worn open.
- **Exaggeration** – Exaggerate with caution. It can be great and it can also overwhelm the speaker's form, making him or her invisible.
- **A Delicate Balance** – Each of these elements of design offer a range of choices from simplicity to complexity. I believe a degree of simplification along with focus

should be considered even when the character is frilly, complex or exaggerated. Too many good ideas add too much!

Tips for Fine Tuning

Now that you have the basics, here's how to perfect your style.

For Women:

- If you wear a straight skirt on stage it is important, first, to check that your skirt hem is level. While checking your hem, be sure to wear the shoes you will wear with the skirt. Using a yardstick vertically from the floor to the bottom of the skirt, measure the hem length at five-inch intervals all the way around.
- Being seated on stage can cause modesty challenges. It helps if the skirt is an inch or two longer. When you are seated place one foot behind the other, hold your knees together and tilt them to the left or right. This creates a ladylike, modest appearance.
- Wearing shiny or dangling earrings may be distracting to the viewer. If you are physically animated, your speech can become a story about earrings. So limit the loops! Clanking bracelets and necklaces are distracting as well.
- Keep your hair off your face. When it falls forward, be aware that a segment of the audience cannot see your face. In the theater, this visibility is called "sight lines." Don't be disrespectful to the audience by obscuring your face.
- Cream-colored lipstick makes it difficult for the audience to see your lips. In most instances it also makes you look sick.

For Men:

- Your tie choice is an opportunity to visually enhance your power, credibility, accessibility and creativity. The wrong tie could distract the audience or confuse their perception of who you are. The second-hand store is a good place to expand your collection of ties for a very nominal cost.
- Your tie should be tied so the point rests at the bottom of your belt buckle. If you have trouble tying the tie long enough you may need *tall man* ties, which are available at most department stores, in men's clothing or the accessories department. Ask the salesperson for help choosing the correct tie length.
- When you are speaking and gesturing, your coat sleeves can appear short. If you do a lot of speaking it might be worth having one jacket or suit coat finished with the sleeves an inch longer than normal.
- The worst pant length is *too short*. In general, when you are standing, your socks should not be visible.
- Polished shoes and well-groomed nails are a plus.

As you can now see, there are many ways your clothing and jewelry choices affect your presentations. I challenge you – look in the mirror and ask yourself, "Who am I now...What is my story? Am I projecting the image of a person who is qualified to speak on this subject...Do I convey the story I want to tell?" Make educated, attentive choices. Decide to dress your part – and never be misjudged again! **T**

Karen Hudson, ATMB, CL founded the Mindful Communicators club in Woodland Hills, California. She is a retired costumer in the film and TV industry and now teaches costuming. Reach her at HUDSONKT@WVDB.ORG.



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By Birgit Starmanns

Experimenting
with creative
speaking styles.

Dare to Be Different

As a veteran of the theater, and a seasoned presenter at technical conferences, I embrace being in the spotlight. Which is why my friends still wonder about my Toastmasters membership, saying, “You don’t need it!”

My reason: Continual practice is important. Dancers and actors take classes throughout their careers to maintain their craft and learn new techniques. I had reached the point where I needed to stretch myself – get outside of my comfort zone. I was used to memorizing theater dialogue and being narrowly focused on the material I produced for conferences. My goal with Toastmasters is to experiment with different speaking styles and formats, especially impromptu speaking.

In Toastmasters, I have a safe, supportive environment where I can try out a variety of strategies and receive honest feedback. Standing before a large audience of, say, computer programmers – who often pay a hefty fee to attend conferences – is not the place to experiment.

In a theater production, actors play particular roles, and even small differences in intonation and movement can confuse fellow performers, throwing off the timing of the

entire play. Again, not the best place to experiment.

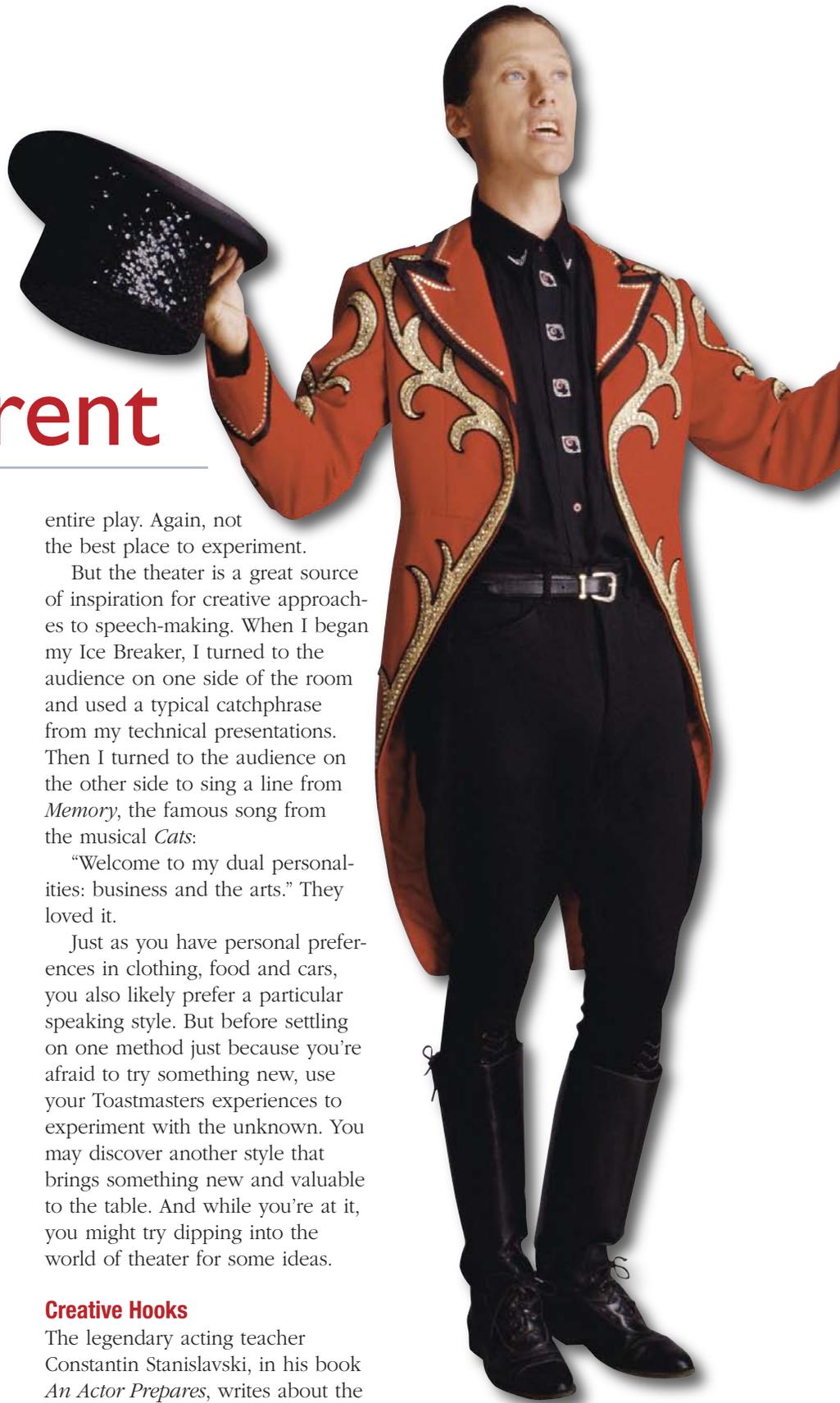
But the theater is a great source of inspiration for creative approaches to speech-making. When I began my Ice Breaker, I turned to the audience on one side of the room and used a typical catchphrase from my technical presentations. Then I turned to the audience on the other side to sing a line from *Memory*, the famous song from the musical *Cats*:

“Welcome to my dual personalities: business and the arts.” They loved it.

Just as you have personal preferences in clothing, food and cars, you also likely prefer a particular speaking style. But before settling on one method just because you’re afraid to try something new, use your Toastmasters experiences to experiment with the unknown. You may discover another style that brings something new and valuable to the table. And while you’re at it, you might try dipping into the world of theater for some ideas.

Creative Hooks

The legendary acting teacher Constantin Stanislavski, in his book *An Actor Prepares*, writes about the



importance of being convincing and emotionally truthful, allowing the audience to feel what the actors feel. If you apply that concept to speech-making, think of each speech as a performance: Your purpose may be to entertain, to convince or impart information – any of these is a performance!

If you fail to know your topic intimately, believe in it or present it in a compelling way, you won't have a successful performance or achieve your objectives.

Here are some theater techniques that can improve your creativity as a speaker:

- **Use quotes.** Presenting quotes in a speech in an unexpected way – either by adopting the voice of a character, or even breaking into song – makes them more memorable. But don't use just any quote. In a good musical, the song moves the story forward, by giving you insight into the thoughts of a character or by creating a dialogue or action scene. Think of the rumble scene in *West Side Story*, or Sandy and Danny in *Grease* finally committing to each other in a song. The quote is like a song in that way: It should serve a strong purpose or advance your ideas.

- **Play a role.** Your message can have more impact when it is told through a character. When playing a role, you need to adopt specific characteristics, and you can do that with the pitch and intensity of your voice, and a different way of walking and using hand gestures.

If you do change roles mid-speech, make sure it is obvious, using either an extensive pause or a dramatic change in personas. The president of my Toastmasters club – a man – recently gave a well-received humorous speech in which he took on the persona of a woman.

- **Use props.** In the theater, a kitchen scene typically requires a mock stove as well as pots and pans. Props can help your speeches too. But by props, I do not mean typical visual aides such as slides or maps: Sometimes pantomiming a prop – think air guitar – can serve you well.

“Whether or not you wear an elaborate costume, think about your clothing.”

To be truly creative, take it a step further. If you are speaking about your favorite recipe, bring samples to pass around. If you are speaking about tennis, bring a racquet and demonstrate some swings – just make sure you're far enough away from your audience when showing off that wicked backhand!

- **Stage your presentation.** In the theater, each motion is practiced. In *Grease*, I had to duck a flying baton, so timing was critical if I didn't want to get hit in the face. When giving your speeches, move around to different areas of the stage for emphasis. If you're presenting two sides of an argument, then don't move around arbitrarily – stay on one side of the lectern to present one side, then move to the other when delving into the opposite viewpoint. Such movement reinforces your points visually.

- **Wear costumes.** In the theater, your clothing reflects your role, whether you are a 17th century character or representing a profession such as a doctor. Whether or not you wear an elaborate costume, think about your clothing for the presentation you make: Does it really represent you, and is it appropriate to the occasion? You wouldn't wear a three-piece suit when giving a speech to miners.

- **Invite audience participation.** An easy way to do this is by simply

asking audience members to raise their hands in response to various questions. “Who has seen that film?” “Who voted in the last election?” When you're ready to tackle something a little trickier, ask comprehensive questions – those that require more than a yes-no answer.

However, be ready for the unexpected reply.

The riskiest tactic of all is pulling someone up from the audience. You can't be sure what they're going to do. However, if you want to demonstrate a simple technique, such as a tap step or a golf swing, try having someone come up and follow along with you; you're not only drawing that person closer into your talk but making the entire crowd more curious.

In his book *Acting One*, drama professor Robert Cohen emphasizes the importance of making choices. Bad choices are the safe, run-of-the-mill ones; good choices are exciting, daring and involve others.

Experimenting with my speeches allows me to find my own voice. After only three weeks as a Toastmaster, I competed in the divisional Table Topics competition. Maybe it was because I was the only competitor who paused, planning what to say next; perhaps it was because I got out from behind the lectern and walked around; or maybe it was due to the confidence I have built up by honing my acting skills. But the result was: I won!

Still, there's a time and a place for everything. I doubt that I'll sing at the next technical conference I speak at...but who knows? 

Birgit Starmanns, CC, is VPPR for SAP Toastmasters in Palo Alto, California.

Oh, Calgary!

Gateway to Opportunity



Come to Calgary, Alberta, Canada, August 13-16, 2008, and discover why Toastmasters' annual International Convention is the ultimate Toastmasters event!

If you haven't yet attended an International Convention, you don't know what you are missing. It's an important part of the Toastmasters adventure! Let this be the year when you become a first-timer. You won't be disappointed!

If you've already attended one or more International Conventions, you know what to expect: a reunion with friends and fellow Toastmasters who share a common interest in self-improvement.

Scenic Banff



Presenter Jeff Crilley shares PR secrets.



Calgary Skyline



Inside Calgary's TELUS Convention Centre awaits educational opportunities, entertainment, world class speech contests...and best of all, nearly 1,500 Toastmasters who've traveled from near and far to do what they do best: Talk! And they want to meet you!

This year, a great lineup of speakers will help you become a better speaker and leader. They will offer tips on how to make you and your club more marketable. They will teach you about humor, interpersonal relationships, conflict resolution, and how to be a better Toastmaster. And that's just some of the topics the sessions offer!

One more thing: The World Championship of Public Speaking takes place on Saturday morning August 16. This event truly is the Olympics of oratory; you won't want to miss it! Come and find out what everyone is talking about!

You will find the schedule of events on the next few pages. This is your gateway to opportunity.

Register Early!

To save money, register now! After July 21, fees will increase. Complete the convention registration forms online or mail the forms on pages 37-38 to: **Member Services, Toastmasters International, 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688.**

Convention Schedule

The convention begins Wednesday, August 13, and ends Saturday evening, August 16, featuring great speakers and fun events. Here is a schedule of the program:

Tuesday, August 12

Interdistrict Speech Contests – 7 p.m.

Watch speakers from districts outside North America compete for a final spot in Saturday's 2008 World Championship of Public Speaking. There are two concurrent contests, so be sure to mark your registration form to reflect which one you wish to attend. (See registration form on page 37.)

Wednesday, August 13

If you're pre-registered, you may pick up your ticket packet beginning at 10 a.m. World Headquarters will automatically pre-select your seats for the Golden Gavel Luncheon, the World Championship of Public Speaking and the President's Dinner Dance. Any remaining event



tickets are subject to availability. So pre-register and buy your tickets early!

After you register, be sure to visit the **District 42 Information Desk**. Its hosts will introduce you to Calgary's popular attractions. The Candidates Corner and Credentials Desk open Wednesday afternoon.

TI Bookstore – 1 p.m.

As always, the store is packed with souvenirs and helpful resources to bring back to your club.

Board of Directors Briefing – 1 p.m.

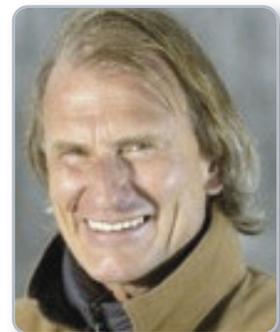
TI's Board of Directors meets twice a year. Here they'll update you on recent actions and decisions, and share the organization's strategic plan and vision for the future.

First-Timers Orientation – 4 p.m.

International President Chris Ford, DTM, welcomes you to your first International Convention. Meet other first-timers, make new friends and learn about exciting events taking place throughout the convention.

Opening Ceremonies – 7 p.m.

Featuring Laurie Skreslet
The convention opens with the traditional Parade of Flags, followed by a "state of the organization" report by International President Chris Ford. Then celebrated mountain climber Laurie Skreslet, the first Canadian to summit Mount Everest, will inspire you with his keynote message about overcoming adversity through teamwork.





Candidates' Reception

Meet this year's international officer and director candidates at an informal reception immediately following the opening ceremonies.

Thursday, August 14

Education in the Morning – 8:30 a.m.

Begin your day with a lineup of outstanding speakers. Choose from four tracks: Communication (C), Skill Building (S/B), Leadership (L), and Club and District Success (C/D).

“IMPROVING Your Confidence for an Out-of-Club Experience” (C)

David Hobson, DTM

This veteran Toastmaster, professional speaker, author and trainer will show how to bring your Toastmasters skills from the club to the world. You'll learn:

- What speaking opportunities are available beyond the Toastmasters club.
- How the Toastmasters program prepares you to speak before various audiences.
- Improv comedy techniques to boost your confidence.
- Ways to progress from good to great speaker.

“Listening, the Forgotten Skill” (L)

Frank Feldsburg, ATMB

For good communication to take place, there needs to be a sender and a receiver. This interactive session will teach you to be a better communicator, employee, speaker and leader – not by speaking, but by really listening.

You'll learn:

- The difference between listening and hearing.
- The importance of listening skills and how to improve them.
- How to encourage others by listening.
- How body language affects hearing.

“Ignite the MAGIC Within” (S/B)

Wayne Lee

All success is first created in the mind. Don't let fear stop you from giving your best performance! This session will demonstrate how hypnosis can be used to focus the mind. You'll learn to:

What the Members Say...

A survey of last year's first-timers and their convention experience

Every year, Toastmasters' International Convention hosts thousands of attendees from all over the world, with many joining in for the very first time. What's it like to be a first-timer? The *Toastmaster* asked a few members who attended the 76th annual International Convention in Phoenix last summer. This is what they said:

Ellen Cranston, CC, City Centre Toastmasters Club Prince George, BC, Canada

“I came by myself and not once during the entire convention did I feel alone, lonely or unwelcome – as a matter of fact, quite the opposite was true. I found the educational sessions to be very timely and useful and some of the tips that I learned, I have passed onto my own club.

“Nearly every speaker I listened to I found inspirational – so much so that some day, I hope to be one of those presenters. Networking with other members was truly delightful. I met people from all over the world and we shared some very special memories. I hope to meet them again in Calgary.

“There are not enough words in any language to describe the amazing sense of camaraderie that I experienced. I plan to be in Calgary for the 2008 Convention and I hope to never miss another Convention. I've turned into a Convention junkie!”

Alison Watson, DTM, Lennox Lightning Toastmasters Club Lennox Head, NSW, Australia

“What was most wonderful for me was the celebratory feel of the whole convention – colorful ceremonies reflected pride in the organization, pride in our achievements, pride and joy just for being part of Toastmasters International.”

Karen L. Twichell, ACS, Author/Speaker, Rancho Speech Masters, Rancho Santa Margarita, California

“I was astounded at the level of speakers I heard. I had so much fun! I never walked 50 feet without someone welcoming me to the event and asking if I needed anything. I attended the conference alone and truly appreciated this friendliness. I am currently applying for the Accredited



Calgary after dark

- Visualize achieving a goal – and then take action.
- Relax and reduce stress.
- Apply the Law of Attraction.
- Perform at peak ability.

“5 Sales Secrets for Club or Corporate Success” (C/D)

Dave “The Shef” Sheffield

Find out from this energetic Toastmaster, author and professional speaker how to inspire and motivate any client or team member! You’ll learn:

- The top three mistakes clubs and speakers make when setting goals.
- Three tips for creating your greatest year ever – personally and professionally.
- Easy ways to keep your sanity when growing your club or business.
- Matching the right message to the right audience.

Education continues in the morning – 10 a.m.

“Dealing With Difficult People” (C)

Jeffrey Washington

This entertaining, interactive and fun-filled presentation will teach you how to get the best from people at their worst. You’ll learn how to:

- Examine the most common reason for difficult human behavior.
- Gain empathy and understanding.
- Respond to difficult people with positive actions.
- Be assertive, not angry or aggressive.

“From Citizen to Leader: How to Channel Talents that Will Help You Change the World” (L)

Carl Duivenvoorden, DTM

In this session, you’ll find out how to make a positive and lasting difference in your community, in your family and in your club. You’ll discover:

- How little bits of leadership every day can lead to big results.
- Your hidden abilities and how to reconnect with your passions.
- What your leadership strengths are.
- How to stay charged, even in challenging times.



Speaker Program and I am planning on attending the convention in Calgary this year.”

Bay Stevens, Marketing Masters Club Albuquerque, New Mexico

“The educational sessions were superb. The presenters raised the bar for fresh ideas, audience participation and handouts.

The speech contest was dramatic, and I was happy to see that my choice of champion did win.”

Justine Bishop, Valley Toastmasters Club, Juneau, Alaska

“Attending the Toastmasters International Convention was an exciting and fun opportunity! I met lots of very nice people and was able to network as well. I even got the name of a keynote speaker for our 2008 Spring Conference in Juneau from a fellow Toastmaster who lived in Houston.

“The various educational sessions I attended were excellent and very informative.

“I found it very enjoyable to have all sorts of TI products available from Headquarters at the store they’d set up there on site. I purchased a number of things.

“Because I had had a personal crisis the day before attending this convention, I was not quite as outgoing as I normally would have been. Overall, though, despite my personal challenge(s), I was very glad to have attended.”

These experiences can be yours too! Come and discover a whole new gateway to opportunity!



“Recipes for Successful Clubs” (C/D)

Joan Binetti, DTM

Jean McAllister, DTM

Join these past governors of a President’s Distinguished District as they share how to create strong, healthy clubs through membership-building and club development. You’ll learn how to:

- Build a strong and dynamic team.
- Plan for membership growth and club success.
- Use the power of recognition.
- Create and share your vision.

“Being Engaged Doesn’t Always Lead to Marriage: Strategies of Small Talk” (S/B)

Dorothea Hendriks, DTM

Looking for ways to increase your conversational skills? This session will teach you how to connect with anyone you meet. You’ll learn how to:

- Deal with conversation stealers, bullies and naysayers.
- Identify words and phrases that express and empower.
- Engage others by using the five-prong question approach.
- Recognize and understand nonverbal clues.
- Apply key listening skills.

Golden Gavel Luncheon – Noon

Canadian journalist and media personality **Pamela Wallin** is Toastmasters’ 2008 Golden Gavel recipient.

Ms. Wallin is receiving TI’s highest honor for excellence in communication and leadership in recognition of her extraordinary career. Known as “Canada’s Barbara Walters,” she is Canada’s most accomplished interviewer and former co-anchor of the nightly national television newscast *Prime Time News*. She served a four-year term as Canada’s Consul General in New York City, is the current Chancellor of the University of Guelph in Alberta, Canada, and



was recently appointed by Prime Minister Stephen Harper to the independent Panel on Canada’s Future Role in Afghanistan. She has 13 honorary doctorates, is the author of three books and serves on the Board of Directors of many corporations, associations and foundations.

Spouse/Guest Tour Package – Day #1 Calgary City Tour – 2:15 p.m.-6:15 p.m.

Learn more about what makes Calgary such a vibrant city. This tour includes stops at one of downtown’s tallest buildings. Enjoy shopping on 17th Avenue. Visit the historic Lougheed House. Tour the estate’s formal gardens and enjoy afternoon tea. *Light refreshments are included.*

Afternoon Sessions – 2:45 p.m.

“Persuasion Dynamics: The Art and Science of Persuading Others to Your Way of Thinking” (L)

Paul Endress

This fast-paced, interactive session will incorporate television commercials to teach you how to influence decision making in both groups and individuals.

You’ll learn:

- The one reason people do things and how to adapt your presentation to match this reason.
- How to quickly eliminate objections.
- Three ways to find out what people are really thinking.
- The magic words that will help ensure that you get what you want.
- How to use “frames” to change how others view arguments and events.

“Building Bridges with Diverse Cultural Communities” (S/B)

David McLauren

Canada and the United States are the most culturally diverse nations on Earth. In this session, you’ll benefit from cutting-edge research, information and insights to help celebrate diversity. You’ll learn:

- How to build bridges with diverse cultural communities.
- How to break down barriers and build morale and respect.
- Effective cross-cultural communication techniques.
- How to be more inclusive in your presentations and communications.

“Creating Long-term Success in the Corporate Environment” (C/D)

Join panelists **Barbara Jabu**, of X-FAB in Malaysia, **Darlene Porter**, of Manitoba Public Insurance, and **Kevin Safinuk**, of Farm Credit Canada, as they

discuss tips on overcoming challenges faced by corporate clubs. This session is moderated by Past International Director **Ken Tanner, DTM**.

You'll learn how to build membership in a corporate environment despite challenges such as:

- Organizational restructuring
- Management changes
- Corporate mergers

Accredited Speaker Program – 2:45 p.m.

Watch Toastmasters give their second-level presentations for the 2008 Accredited Speaker Program. Learn by watching these talented Toastmasters talk!

Candidate Showcases – 5 p.m.

Meet and greet your international officer and director candidates.

Open Evening

Stop by the host district information desk for some great dining and entertainment ideas.

Friday, August 15

Annual Business Meeting – 8 a.m.

Chris Ford, DTM, Chairman

Herb Nowlin, DTM, Parliamentarian

Your vote counts! Elect your 2008-2009 international officers and directors.

Spouse/Guest Tour Package – Day #2

Banff Sightseeing Excursion – 10 a.m.-5:30 p.m.

Tour the charming mountain resort of Banff. Highlights include a visit to the famous Hoodoo rock formations and sights along Tunnel Mountain Drive in the scenic Bow River Valley. Take the Banff gondola to the 7,489-foot Sulphur Mountain. Enjoy lunch with unobstructed 360-



degree views of the incredible Rocky Mountains. Shopping in Banff is also included! *This tour includes lunch.*

Leadership Luncheon – 11:30 a.m.

“The Power of One! You Can, Do and Will Make a Difference!”

Bob Hooey, DTM, Accredited Speaker

When you dare follow your beliefs and take personal responsibility for your own life, you change everyone around you. That kind of personal leadership has a ripple effect that changes the world. Don't miss Bob “Idea Man” Hooey's presentation at this special luncheon in celebration of Toastmasters International's 2007-2008 distinguished leaders. Come and decide what kind of difference you want to make!



Get Fired Up! Luncheon – 11:30 a.m.

“The 10 Foundations of Motivation”

Shawn Doyle, ATMB

This author and professional speaker will engage you with real-life stories and examples of how to get motivated to reach your goals. Specifically, you'll learn:

- The importance of having a purpose.
- Why passion matters and how to tap into yours.
- The importance of non-stop learning.
- How having a mentor can change your life.
- Tips for controlling your environment.



Hall of Fame – 1:30 p.m.

Come celebrate Toastmasters International's top performers as they are recognized for their outstanding accomplishments in 2007-2008.

Open Evening

Saturday, August 16

International Speech Contest – 9 a.m.

This is the highlight of the convention and a “don't miss” event! Watch the best in public speaking as 10 finalists compete for the World Champion of Public Speaking title. This is a popular event, so order tickets now!

Members interested in attending only the International Speech Contest may purchase an individual ticket for that event. Read more on members.toastmasters.org.

General Education Session – 1:30 p.m.

“The Obvious is an Illusion: The Art and Science of Good Humor”

John Kinde, Accredited Speaker

When it comes to humor, should you be a hawk or a dove? Hint: It's not funny when you bomb. Learn from John Kinde how to see through the smoke and mirrors of humor. You'll learn how to:

- Understand misconceptions of why something is funny.
- Avoid pushing people's buttons.
- Be funny without trying too hard.
- Create fresh, original and clean humorous material.
- Understand the true gift of Toastmasters.



Education continues in the afternoon – 3 p.m.

“Public Speaking – An Emotional Approach” (C)

Vikas Jhingran

Toastmasters' 2007 World Champion of Public Speaking explores the importance of having an emotional connection with the audience. Using examples from pieces of music to parts of his speeches and stories, Vikas will demonstrate his emotional approach to writing and speaking. You will:

- Learn to dramatically increase the impact of your speech.
- Keep the emotions of your audience in mind when writing your speeches.
- Use music, movies and art as a resource for speech ideas.
- Understand the relative importance of humor, accent and other speaking tools.
- See how Vikas used this approach to win the 2007 World Championship of Public Speaking.

Register Online!

Register online at members.toastmasters.org. Receive a confirmation of your convention registration instantly!

For airline and travel information, tax deductibility and automatic seat selection, visit the Toastmasters International Web site for information and details.



“Finding Speech Topics and Preparing Painlessly” (S/B)

Dee Dees, DTM

Learn how to speak at a moment's notice and work through your communication manuals in no time. This session will teach you:

- Where to find speech topics
- The easy way to outline a speech
- Painless practice – learn by listening!
- Why 3x5 cards can be your best friend!

“Your Personal Strategic Plan” (L)

Gary Ryan Blair, “The Goals Guy”

Imagine that your life is a business. Your goal is to get the highest return possible on investment of yourself in everything you do. This session reminds you that life doesn't go according to plan if you don't have a plan. You'll learn to strategically plan how your investments are made, so you can maximize them to get what you want. This will help you:

- Provide direction, meaning and purpose for your life.
- Create a personal vision.
- Guide your career for maximum growth.
- Focus your energies on what's most important.
- Make better decisions.

“Panel Discussion: Achieving Success in the Distinguished District Program” (C/D)

Dilip Abayasekara, DTM - Moderator

Mona Cooley, DTM

Chip Larsen, DTM

Raymond Roman, DTM

Kathleen Wong, DTM

Tap into the combined leadership expertise of a panel of distinguished experts who have served as governors of President's, Select and Distinguished Districts. Learn from these Toastmasters as they share their experiences as leaders and what it takes to achieve area, division and district success.

President's Dinner Dance – 7:30 p.m.

Dine and dance in elegance at this extravagant closing event. Past International President Johnny Uy, DTM, presides over the installation of newly elected officers and directors.



77th Annual Convention August 13-16, 2008

REGISTRATION FORM

For quick, easy and instant registration confirmation, register online at: members.toastmasters.org.

(Please Print) Member No. _____ Club No. _____ District _____

Name: _____ First Name or Nickname (as you wish it to appear on your badge): _____

Addl. Registrants' Name: _____ First Name or Nickname (as you wish it to appear on your badge): _____

Address _____ Check if this is a new address

City _____ State / Province _____ Country _____ Postal / Zip _____

Daytime Telephone () _____ E-mail Address _____

This is my first TI Convention I require special assistance

1 "PRE-CONVENTION" INTERDISTRICT SPEECH CONTESTS

Note: These contests run concurrently! Immediately following the contests is a reception open only to members of districts not assigned to regions (DNAR).

Interdistrict Speech Contest A (Tuesday)

(Districts 34, 59, 69, 70, 74, 75 and 76)

_____ Member(s)/Guest @ \$40.00 = \$ _____

Interdistrict Speech Contest B (Tuesday)

(Districts 51, 67, 71, 72, 73, 79 and 80)

_____ Member(s)/Guest @ \$40.00 = \$ _____

Optional DNAR Grab 'n Go Meal

Enjoy a Grab 'n Go Meal prior to the DNAR Gathering.

Advance Grab 'n Go Meal purchase is necessary!

(Purchase of a Grab 'n Go Meal is not required to attend this event.

The DNAR gathering is open only to delegates outside U.S./Canada)

_____ Member(s)/Guest @ \$35.00 = \$ _____

For district locations please visit our Web site at members.toastmasters.org

SECTION 1 TOTAL = \$ _____

2 "FULL" CONVENTION PACKAGE... ONLY

When received on or before July 21 – \$500.00
When received after July 21 – \$550.00

A Full Convention Registration Package includes one ticket for each of the following:

- Access to all educational sessions
- Golden Gavel Luncheon (Thursday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)
- **PLEASE CHECK ONE OF THE FOLLOWING:**

- OR
- Leadership Luncheon (Friday)
 - "Get Fired Up" Luncheon (Friday)

_____ Member(s)/Guest @ \$500.00 (received on or before July 21)
\$550.00 (received after July 21) = \$ _____

SECTION 2 TOTAL = \$ _____

3 "SPOUSE/GUEST" PACKAGE... ONLY \$400.00

Spouse/Guest must be non-member. This registration includes one ticket to each of the following:

- Tour: Calgary City Tour (Thursday)
- Golden Gavel Luncheon (Thursday)
- Tour: Banff National Park Tour (lunch provided) (Friday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)

No access to any educational sessions!

_____ Spouse/Guest(s) @ \$400.00 = \$ _____

SECTION 3 TOTAL = \$ _____

4 SATURDAY PACKAGE – ONE DAY ONLY

This **includes** only a ticket to the International Speech Contest and does not allow access to the educational sessions on Saturday, August 16. You may also purchase a ticket to the President's Dinner Dance.

_____ Member(s)/Guest @ \$75.00 = \$ _____
 _____ President's Dinner Dance @ \$85.00 = \$ _____
SECTION 4 TOTAL = \$ _____

5 "A LA CARTE" REGISTRATION

In order to purchase additional event tickets, you must have purchased package 2, 3 or the "A La Carte" registration #5. A maximum of two additional tickets per event may be purchased – no exceptions! Access to all educational sessions included.

STEP 1	—	_____	Member(s)/ guest registration @ \$235.00 <small>(received on or before July 21)</small> \$285.00 <small>(received after July 21)</small>	= \$ _____
		_____	Golden Gavel Luncheon <i>(Thursday)</i> @ \$75.00	= \$ _____
		_____	"Get Fired Up" Luncheon <i>(Friday)</i> @ \$60.00	= \$ _____
STEP 2	—	_____	Leadership Luncheon <i>(Friday)</i> @ \$60.00	= \$ _____
		_____	International Speech Contest <i>(Saturday)</i> @ \$75.00	= \$ _____
		_____	President's Dinner Dance <i>(Saturday)</i> @ \$85.00	= \$ _____
			TOTAL STEP 2	= \$ _____
STEP 3	—	_____	SECTION 5 TOTAL <small>(Add Step 1 and Step 2 totals)</small>	= \$ _____

6 REGISTRATION TOTALS

SECTION 1 TOTAL	=	\$ _____
SECTION 2 TOTAL	=	\$ _____
SECTION 3 TOTAL	=	\$ _____
SECTION 4 TOTAL	=	\$ _____
SECTION 5 TOTAL	=	\$ _____
TOTAL AMOUNT DUE	=	\$ _____

7 METHOD OF PAYMENT (U.S. DOLLARS)

DEADLINE: Advance registrations must reach World Headquarters by July 21. Cancellations and refund requests will not be accepted after July 21. Cancellations will not be accepted on-site – sorry, no exceptions!

SEATING PROCEDURES: World Headquarters will select your seats for the Golden Gavel Luncheon, International Speech Contest and President's Dinner Dance. *Toastmasters who wish to sit in a group must mail their registration forms together in the same envelope or register online together.*

Check enclosed for \$ _____ (U.S. dollars) payable to Toastmasters International.

VISA
 MasterCard
 AMEX
 Discover
 Card Number _____

Expiration Date _____ Signature _____

For quick, easy and instant registration confirmation, register online at: members.toastmasters.org.

Mail or fax this form to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255

By attending this convention, attendees and speakers are hereby notified that their image or likeness in the form of live video, recorded video and still photography may be captured.

The 77th Annual International Convention

Oh, Calgary!

Gateway to Opportunity

**Beginning April 1:
Choose from
three superb
hotels in Calgary!**

*Enjoy special discounted
group rates for Toastmasters*



Hyatt Regency Calgary

\$175.00 Single/Double Occupancy

From North America: (800) 233-1234
Outside North America: (403) 717-1234
Group Reservation Code: G-TOAS

Reservations open April 1!

Headquarter Hotel



Marriott Calgary

\$184.00 Single/Double Occupancy

From North America: (888) 236-2427
Outside North America: (800) 228-9290
Group Reservation Code: TMITMI-A

Reservations open April 1!



The Fairmont Palliser

\$175.00 Single/Double Occupancy

From North America: (800) 441-1414
Outside North America: (403) 260-1230
Group Reservation Code: TMI08

Reservations open April 1!

Hotel reservations will be accepted starting April 1. The guest room rates are provided to help you plan and budget your convention experience. All rates are quoted in Canadian dollars and do not include taxes - currently at 10.09 %. **Don't delay – hotels will sell-out!** Our partner hotels will provide these **discounted group rates until July 10.** After July 10, guest rooms will be available at the regular published rates.

Reserving your room is easy! Simply choose one:

- **Starting April 1, reserve your room online at members.toastmasters.org.** The Web site offers links to special reservation pages for the partner hotels.

Or...

- **Starting April 1, call your selected hotel directly.** Telephone numbers are provided above.

Be sure to mention the group reservation code to receive the special discounted group rate available only to Toastmasters and their guests.

The Plus-15 Walkway

Quick and easy access to the TELUS Convention Centre!

The Marriott and the Hyatt Regency are connected to the Calgary TELUS Convention Centre via the Plus-15 walkway system. Both hotels are located next to the TELUS Convention Centre. The Fairmont Palliser is within easy access to the Plus-15 walkway. The Fairmont is a little farther from the TELUS Convention Centre, though all three hotels are within a five-minute walk.

Are You Competing in the Contest? Do You Want a Competitive Edge? Do You Want to **WOW** the Audience?

From the desk of World Champion, Darren LaCroix

Dear Fellow Toastmaster:

"How do I write a world-class speech?" Toastmasters from around the world ask me this question all the time because of my accomplishment. I wish there were a "secret pill" that, when swallowed, would instantly allow us to "own the stage." Ironically, that's *exactly* what I wished for when I was competing in the contests. With no luck finding such a pill, I re-committed myself to becoming a dedicated "student of public speaking."

I wish I could spend a day with you! I'd love to sit down and show you exactly what my two speaker coaches taught me. But, I can't.

If you're anything like me... I wanted to know, "How do world-class speakers approach a presentation? How do they make it look so easy? What do they do? What don't they do?" What I realized is that I needed to learn a World Champion's "perspective."

If you were sitting across from me, the first thing I'd say is "you're looking at it wrong." You're spending way too much time trying to write that "magic" speech that's a surefire winner. A "great" speech is one that's synergistic with the presenter. That the message *is* the presenter: they are **one in the same**.

The second thing I would tell you is that you're trying to persuade *before* you connect. A winning speech is one that emotionally connects with the audience. You must connect **before** you can persuade. If you want to connect, you must speak from your own experiences rather than about some "hot topic."

A comment I hear over and over again from people is, "I've got a good speech... I just need to add some humor." As fellow World Champion, Craig Valentine, would say, "You don't add humor, you uncover it!" Humor isn't something to be "added." Telling a joke unrelated to the main point doesn't make somebody a world-class speaker. The problem is not usually "lack of humor." It often lies within the *structure* and *focus* of the speech. I personally had many problems while creating my championship speech. My coach was quickly able to point them out. It was easy for him to see my problems. Why? His *perspective*. Mark Brown had been there before and had won the World Championship.

I was an experienced speaker, so I thought I knew "enough." I was comfortable, I could hold the audience's attention, and I could even make them laugh. I just needed that *secret speaker pill*.

Well, I have finally discovered the secret! The secret is *perspective*. If you want to be a world-class speaker, you need a world-class *perspective*.

I really wish I could spend a day with you. Instead, why not *two* days? Why *just me*? Why not get the perspectives of *seven* World Champions (including Mark Brown, my coach) and the eight comedians who taught me to be funny?

I created the Master Presenter Pack for **you**. It's designed so you can just pop us into your CD player, or load us into your MP3 player and take us all on a ride with you. Not quite as fast as a pill, but *much more powerful* and *longer-lasting*. **If you're serious about your speaking... invest in yourself**. Invest for your audience. Invest for your future as a speaker. You'll never look at presentations the same way again. Darrenteed!

Give us just 12 hours and we'll knock 12 years off of your learning curve. **You'll get everything we wish someone would've told us in *The Master Presenters PACK*:**

- My "speech creation process" by my coach, Mark Brown
- Ed Tate's 4 H's to great speaking — only *one* is optional!
- The 4 commonalities of ten World Champions
- How to change the pace to keep the audience involved!

What fellow Toastmasters have said:

"They are *the best, most detailed, and most easily understood* programs on public speaking that I have seen."

~ Michael Erwine, Eaton Rapids, MI

"I was able to take a good Area Contest winning speech, and turn it into a great Division Contest winning speech."

~ Mark Perew, Huntington Beach, CA

"After the contest, one of the audience came to me and said, 'I saw your improvement, and you are totally different!'"

~ Hubert, Taiwan

Stage time, Stage time, Stage time.



Darren LaCroix
2001 World Champion of Public Speaking

P.P.S. Your presentations will never be the same. Darrenteed!



P.S. Go online and get the world-class "perspective" pill!

Get the Master Presenter PACK... Order online today: www.Presentation411.com