

# The TOASTMASTER

JANUARY 2004

**Interview**  
**Small Talk**  
**Makes a Big**  
**Impression**

**Finding**  
**Inner Peace**  
**For Busy**  
**People**

# GOT GOALS?

The Key to Personal Success

**Making**  
**Peace:**  
**Negotiating**  
**Club Conflicts**





# Good Enough Never Is

■ **DEBBI FIELDS ROSE**, FOUNDER OF MRS. Field's Cookies and Toastmasters International's 2003 Golden Gavel recipient, has a simple recipe and motto for success – "Good enough never is."

Let's apply that idea to Toastmasters. As a club member, is good enough really good enough? Are you giving the extra time and effort to improve yourself and others? Are you doing your best to improve your communication and leadership skills? Have you finished your CTM, ATM, CL, AL, DTM? Only 18,000 CTMs were registered last year – out of nearly 200,000 members! Was good enough good enough?

Almost 4,000 clubs achieved a Distinguished (or better) award last year. Almost 6,000 clubs didn't. The Distinguished Club Program measures the yearly activity in each club in education, growth and member retention, training and general administration. Doing the right things equals high achievement. Furthermore, and most important of all, it measures whether or not the members are receiving value for their time and money. Which category does your club belong in? Was good enough good enough?

And what about the districts? Forty-five districts out of 77 were Distinguished or better last year – was your district one of them? Your district's achievements are the aggregate of all the members' and clubs' achievements measured from July 1 to June 30. The district is you! Was good enough good enough?

And how did I and your Board of Directors perform? Did we apply ourselves thoroughly? Did we make the right decisions? Was good enough good enough for us as well?

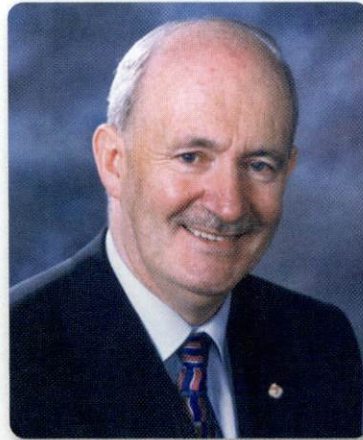
These questions are meant to be rhetorical and designed to stimulate a personal review of our Toastmasters involvement and activities. By the time you read this, the beginning of the year 2004 will have come and gone. But is it not too late to make further resolutions:

- Let's resolve for ourselves, our clubs and our districts that good enough will never be.
- Let's start a new educational program or finish one we've already begun before June 30.
- Let's find out what our clubs need to do to achieve Distinguished status by June 30, and let's offer to help them achieve this goal.
- Let's do everything we can to help our district become Distinguished.

If we each do our share to help ourselves achieve our full potential, and help others achieve theirs, we can realize our dreams – just like Debbi Fields Rose did.



Ted Corcoran, DTM  
International President



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THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles. THE TOASTMASTER magazine does not endorse or guarantee the products it advertises.

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 Printed on Recycled Paper



## ARTICLES & DEPARTMENTS

- 2 Viewpoint: Good Enough Never Is**  
*By International President Ted Corcoran, DTM*
  
- 4 Letters to the Editor**
  
- 5 My Turn: Distinguished is a Journey**  
*By Frances M. May, CL*
  
- 6 Do You Belong to the Ideal Club?**  
Complete this questionnaire to find out!
  
- 12 Got Goals?**  
What do you want to have, to do, to be?  
*By Don Caruth, Ph.D.*
  
- 15 Lessons Learned: Positioning Yourself as an Expert**  
*By Aliza Pilar Sherman*
  
- 19 Between the Lines: Review of Zig: The Autobiography of Zig Ziglar**  
*By Larry Welch, DTM*
  
- 20 Making Peace: Negotiating Club Conflicts**  
Focus on the goals of the club and determine the shortest path to reach them.  
*By Julie Bawden Davis*
  
- 23 Can We Talk? My Campaign for City Council**  
*By Jim Franklin, ATM-S*
  
- 28 My 15 Minutes of Fame**  
A brush with celebrity calls for punting.  
*By Ben Justesen, CTM*
  
- 30 Hall of Fame**

## FEATURES

### Interview Small Talk Makes a Big Impression

Remember to see the interviewer as a person, not just a company representative.

*By Sinara O'Donnell, ATM-B*

PAGE 8



### Finding Inner Peace For Busy People

Remind yourself that there is more to life than work, achievements and getting ahead.

*By Victor Parachin*

PAGE 16



### One Speaker at a Time

How Dick Henning built the award-winning Foothill College Celebrity Speakers Forum.

*By Sally Richards*

PAGE 24



#### *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.



## The "Right" Definition

In the October issue, Catherine Phillips' letter takes issue with John C. Maxwell's use of the word "politics."

My dictionary defines "politics" as meaning many things, the last of which is "factional scheming for power and status within a group." I think that's what Dr. Maxwell was referring to. I'm sure he didn't mean to avoid government or political life. Dr. Maxwell probably should have said to stay away from "scheming for power and status."

Bill Bramer • Daytona Beach Club 1134 • Daytona Beach, Florida

## Spell Check

I found the article "Words and People" by Richard Lederer in the November issue quite informative and entertaining. However, one word was spelled wrong. The correct spelling of the 45-letter word for black lung disease is *pneumonoultramicroscopicsilicovolcanokoniosis* – Dr. Lederer's spelling left out 4 letters.

Ben Schwalb • Meadeators Club 1746 • Fort Meade, Maryland

## Unlocking Happiness

The October and November issues of *The Toastmaster* magazine were both so inspirational and informative, it's hard to pinpoint the best article. However, Fran Capo's October article, "Have Faith in Your Abilities" and Victor Parachin's article, "Leadership from A to Z" in November offered so many words of wisdom, I read them over and over again. Toastmasters is the key that unlocks our aspirations for a successful career and a lifetime of contentment and happiness. Congratulations on publishing such an outstanding magazine!

Helen Dea, DTM • CMS Club 8470 • Baltimore, Maryland

## Leaders Wanted

I read with interest November's leadership-focused issue. I recently ran a division speech contest, and was dismayed that several folks in leadership positions didn't step up to the plate

and help out. I found that my leadership "role" was reduced to pleading, begging and even suggesting that we cancel the contest. This was probably my worst Toastmasters experience.

I want to remind people that leadership shows itself by example, by mentoring and helping where needed. Just because you've obtained a leadership title does not make you a leader. Running contests, leadership institutes and conferences take a tremendous amount of work and effort, generally expended by a handful of dedicated souls. Next time you are asked to help with an event, ask yourself if you are one of the dedicated or just boosting your ego with a prestigious title. And then enthusiastically offer to help where needed!

Susan Grattino, CL • Toast of the Town Club 7897 • Denver, Colorado

## Cultural Bias

September's article "Parlez-vous Red, White and Blue" by Deborah Anderson was neither funny nor helpful. We recently have seen several articles in *The Toastmaster* with the theme "Blame Americans first in the cultural game."

I am sure that someone in the U.S. can write an article about "silly things people from other countries say when they show up in the U.S.," but what purpose would it serve for Toastmasters in other countries? Should we ridicule them too?

Lisa Huffman • EDS Premier Presenters Club 8110 • Frisco, Texas

## It Isn't Always Fear

Janet Kontz wrote a helpful article (October) that addressed the issue of fear, particularly irrational fears or phobias. However, I am concerned about her lack of distinction between fear and chronic depression. This mental illness affects approximately 10 percent of the population, no doubt including many Toastmasters. Additionally, 25 percent of us will suffer from far more than "the blues" at some point in our lives, and med-

ical evidence is accumulating on the effect this has on our health.

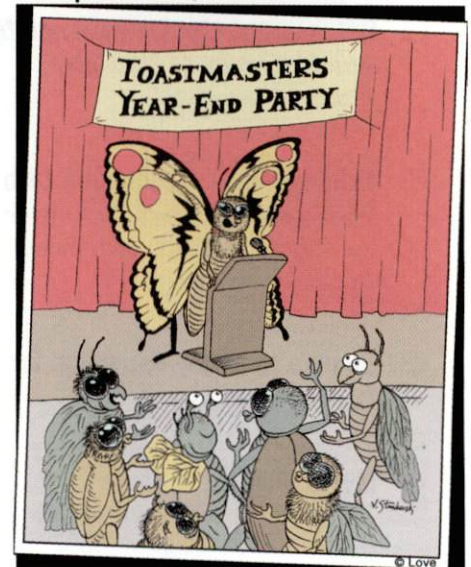
There is a great diversity of mental health problems, and to suggest that depression can be overcome simply by banishing "negative thoughts" is an oversimplification. I also take exception to Janet's quote that *The Toastmaster* used as its heading: Life's circumstances most definitely contribute to depression. I'm sure medical experts would disagree with the trivialization of this problem.

For me, Toastmasters has long been a positive influence. It has helped to increase my confidence and to greatly reduce my fear of speaking. It may even have reduced my depression by helping me feel in greater control of my life.

Some years ago, another writer in this publication suggested that those who suffer from depression should avoid meetings, so as not to "drag them down." On the contrary – they should insist on showing up, and to speak about the issue to the unaffected!

Ivan Stephen, CL • Garden City Club 1102 • St. Catharines, ON, Canada

## Snapshots at [jasonlove.com](http://jasonlove.com)



"I like to think that I've made some progress this year. After all, when I walked into this place, I was just a worm."



Get on the  
path to success.

## Distinguished is a Journey...

I READ A QUOTE SOMEWHERE THAT said, "Life is a journey, not a destination." Hmm. If this is so, and I believe it is, can't we apply this saying another way? For Toastmasters' purposes, we should think, "Becoming Distinguished is a journey, not a destination." In fact, I've come to believe that Distinguished (and beyond) is what all Toastmasters should strive for. So, let's explore this thought. We'll start with you, the member.

You *can* be a Distinguished Toastmaster (DTM)! Really! Until I took a few minutes to understand the qualifications for Toastmasters International's highest individual designation, I believed it was out of my reach. Even if I could achieve it, too much effort would be required. Wrong! What I discovered was that all the requirements, except one, could be

**"Becoming Distinguished is  
a journey, not a destination."**

completed within my home club. The one requirement that is completed outside the club is district leadership. I don't want to make this article into a detailed "how to," but I do want to pique your curiosity and plant the seed that you too, can be recognized as a DTM. For the "how to," go to the following link where TI has explained it well: [www.toastmasters.org/education.asp](http://www.toastmasters.org/education.asp).

Your club should earn Distinguished recognition from TI yearly. Actually, I don't believe the previous sentence is correct at all. I believe the proper way to say it is, "Any club that I'm a member of *must* strive toward the designation of President's Distinguished to earn my continued

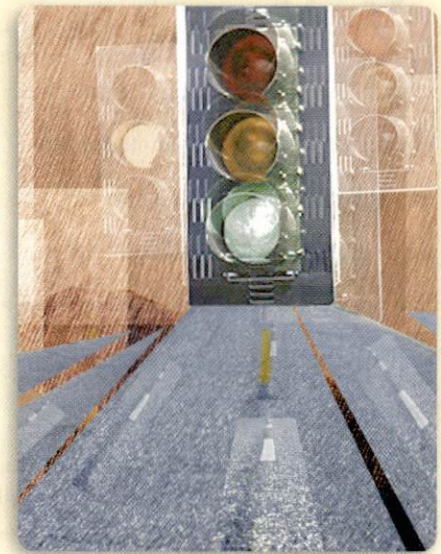
support." The Distinguished Club Program (DCP) was developed by TI as a measurement of how clubs are doing toward meeting their mission statement. I believe in the Toastmasters program and know from personal experience that it works.

Therefore, I want clubs that I invest my resources in to work toward being outstanding. In Toastmasters, such a club holds the designation of President's Distinguished. For information on the DCP program and how your club is doing, visit [www.toastmasters.org/creports.asp](http://www.toastmasters.org/creports.asp).

Your district should earn Distinguished recognition from TI yearly. Additionally, the district must always work toward being named one of the top 12 districts in TI. So why should this matter to me and you? Well, if I'm striving to be Distinguished, and my club is working toward President's

Distinguished, shouldn't our district make a commitment to also distinguish itself? Of course.

Here is the really cool fact: If our members and clubs are working toward, and achieving, Distinguished status, the district will automatically be Distinguished. A Distinguished District is just a larger measure of how the district is doing in fulfilling its mission statement. The mission statement is what we say we'll do to meet the needs of the members. Our district officers take their oath of office seriously and sincerely believe in the district's mission statement. If you are the type who likes to know



how your district is doing toward meeting its vision of being a President's Distinguished District, you'll love the following Web site: [www.toastmasters.org/dperform.asp](http://www.toastmasters.org/dperform.asp).

There are two other components in TI's distinguished program: Distinguished Area Governors and Distinguished Division Governors. Both governors depend on the members and clubs in their respective Area and Division to distinguish themselves. The clubs and members hold the key to their success. There is one other thing they do once they are Distinguished to earn President's Distinguished – new-club development.

Every officer in Toastmasters, from the international officers and directors through to the club officers, is a server-leader. None is paid. All serve because they believe in the value of the Toastmasters program for the individual – we, the member. Only when we succeed, do they succeed.

In Toastmasters we learn to think creatively, to listen attentively and to speak confidently.

Isn't Toastmasters a program we should share with family, friends and colleagues? **T**

**Frances M. May, CL**, is a member of Speaking Out at the Y Club in Spartanburg, South Carolina.



We all have ideas on what we could consider to be the ideal club. Most members might agree that enjoyable meetings, unlimited learning opportunities and a sense of belonging are what they look for in that "perfect" club. Well, they're right.

This checklist offers you the chance to measure your club against the "ideal."

### Club Meetings

- |  | YES                      | NO                       |
|--|--------------------------|--------------------------|
| 1. Do club meetings start and end on time?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Does the club president follow the pre-printed agenda?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Does every member wear a name badge and membership pin?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Are all members greeted at the door and made to feel welcome?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Are all guests greeted at the door and introduced to others?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Is there a friendly atmosphere during the meeting?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Is the meeting environment comfortable, pleasant and enjoyable?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Is your club meeting place easy to find, with signs posted?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Is the cost of meals reasonable?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Is the Toastmasters International Supply Catalog displayed at every meeting?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Is the business meeting conducted quickly and efficiently?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Are programs interesting and varied?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Are speakers, evaluators and other meeting participants reminded of their responsibilities well in advance of the meeting? | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Are speeches well-prepared and based on manual projects?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Are evaluations helpful and constructive?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Is everyone given an opportunity to participate in the program?  | <input type="checkbox"/> | <input type="checkbox"/> |

# Do You Belong to the Ideal Club?

Complete this questionnaire, then give it to your club president. The president will discuss the answers with the club's executive committee, who should work on implementing any necessary changes.

Your answers, and the change that your club may make thereafter, will put you well on the way toward becoming an ideal club!

- |  |                          |                          |
|--|--------------------------|--------------------------|
| 17. Are your officers effective in their roles as leaders?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Do officers report on the club's progress in the Distinguished Club Program? | <input type="checkbox"/> | <input type="checkbox"/> |

#### SUGGESTIONS FOR IMPROVEMENT:

### Membership

- |   | YES                      | NO                       |
|---|--------------------------|--------------------------|
| 19. Does your club set a membership goal for the year?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Does your club regularly have membership drives?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Does your club participate in Toastmasters' membership building programs?                                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Are guests introduced during the club meeting?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. After the meeting, are guests invited to join the club?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. Are new members oriented to the Toastmasters program immediately after joining?                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. Are new members reported immediately to World Headquarters so that they may receive their membership materials? | <input type="checkbox"/> | <input type="checkbox"/> |
| 26. Are new members assigned a mentor?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 27. Are new members scheduled to speak soon after joining?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 28. Are new members formally inducted and given a membership certificate, pin and name badge?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 29. Is your club free of an absentee problem?   | <input type="checkbox"/> | <input type="checkbox"/> |





- 30. Does a member contact those who miss more than one meeting and encourage them to attend regularly?
- 31. Are all members assigned to a club committee?
- 32. Is your club free of members who disrupt meetings and have a negative influence on meetings and members?
- 33. Are members recognized during meetings for their accomplishments and contributions?

**SUGGESTIONS FOR IMPROVEMENT:**

**Educational Activities**

**YES NO**

- 34. Does your club provide opportunities for speaking outside the club?
- 35. Does your club regularly conduct programs from *The Better Speaker Series*, *The Successful Club Series* and *The Leadership Excellence Series*?
- 36. Are members encouraged to visit other Toastmasters clubs?
- 37. Does your club participate in area, division and district speech contests?
- 38. Does your club encourage members to attend area, division district, regional and international functions?
- 39. Do you know the value of and requirements for the various educational awards?
- 40. Does your club display a Member Program Progress Chart (Catalog No. 227) for tracking members' manual completions?

**SUGGESTIONS FOR IMPROVEMENT:**

**General**

**YES NO**

- 41. Do you have a club newsletter or Web site?
- 42. Do you have a formal and impressive installation for club officers?
- 43. Are you encouraged to attend your club's executive committee meetings?

**Complete this questionnaire, then give it to your club president.**

- 44. Are you familiar with the proxy your club receives each March, which entitles it to votes at the Regional Conference and International Convention?
- 45. Does the club treasurer begin collecting October and April dues early and give members plenty of reminders about the due dates?
- 46. Do your officers thoroughly understand their responsibilities and carry them out?
- 47. Are members encouraged to assume leadership roles in the club?

**SUGGESTIONS FOR IMPROVEMENT:**







Remember to see the interviewer as a person, not just a company representative.

# Interview Small Talk Makes a Big Impression

*"Oh, I notice you went to Whittier College. So did I."*

*"You were at Disney for two years? I worked for Disney too."*

*"Toastmasters? I'm in Toastmasters too."*

All of the above are opening gambits I've used while interviewing job candidates. They often were greeted with an "uh huh" while the interviewee waited for a "real" question.

As an executive recruiter, I always tried to engage candidates in a conversation to make interviews more comfortable. Over the years, I noticed that most interviewees were so focused on the task of selling themselves in an interview they forgot they were dealing with a person. They couldn't put themselves in the shoes of the interviewer.

This lack of imagination is also evident at meetings and conferences where the "me-focused" push their own networking needs and fail to ask about the other person.

While interviewing and job networking during an economic downturn, it's important to stand out, not as

just a good potential employee, but as a team player. There are four areas that are often forgotten in the heat of the interview:

**1 Empathy.** Recruiters review literally thousands of resumes and may interview a hundred candidates in a week. Sometimes, their meetings become rote. Luckily, some interviewers try to make the situation more fun by introducing interesting conversational topics. If you're fortunate enough to receive a conversational bone such as "I'm a Toastmaster too," jump on it!

Most job seekers go to as many meetings as they can in search of job opportunities. As the recipient of piranha-like questioning about jobs at my past employers, I've felt like screaming. There is a fine line between assertiveness



## Questions to Ask an Interviewer:

- How long have you been with the company?
- What changes have you seen since you joined?
- What is your management style?
- How do you motivate others?
- What do you see in the future for this industry?

Note: All of these questions will illicit a personal response from the interviewer. They are specific vs. general.

and desperation. Consider how your listener hears you. When making contacts while networking, think of long-term benefits, not short-term results.

**2 Common courtesy.** I remember being startled when an interviewee once leaned over and said, "It must be hard to interview people all day and have me come in at 4 p.m." He was right. I was blurry with exhaustion, but his comment made me realize why I'd gotten into recruiting in the first place – the people.

This gentleman, and that's truly the word for him, asked how long I'd worked for the company, how I got into recruiting and why I stayed in it. In an hour-long meeting, we spent about five minutes on me. I realized later that he'd also picked up a lot of information about his audience and my company along the way.

As an interviewer, I've often felt dehumanized by candidates. It seemed as though they viewed me merely as a conduit to the company. I usually remembered in a positive way those candidates who asked how long I had been with the company and where I felt the company was

# Small Talk Leads To Big Gains

There is a direct correlation between your skill as a conversationalist and your ability to interview for a job. As Toastmasters, we have tools that can put us ahead of the pack in these competitive times!

Remember your first club meeting. You were nervous. You didn't know anybody. You didn't know what to expect. Sounds a little like a job interview, doesn't it? What helped you relax and turn the negative churning into excitement? Small talk! One of the Toastmasters (or more) probably came up to you and involved you in a conversation. He or she asked questions about your decision to come to a meeting and your background.

The member tried to pull information out of you to hook onto something he or she could relate to. "My son also goes to George Washington Elementary!" "I used to work for ABC Company!" By the time you had a few of these conversations, you were relaxed and probably receptive to joining the club! As you became a seasoned Toastmaster, you became a seasoned conversationalist yourself.

Connect the dots between Toastmasters' small talk and job interview skills:

■ **Remember that you are a Toastmaster and more experienced than the average job applicant.** This is

your time to shine, to show an interest in the interviewer and to use small talk to your advantage. You have an edge over the competition as you use gracious conversation to make the interview go smoothly.

■ **Use small talk as a tool.** Marlene Cain, ATM-B, a member of Simispeak Professional Club in Simi Valley, California, is the principal of Marcain Communication. As a career consultant, she advises: "The smart job seeker uses small talk as a tool. The purpose is to uncover something that you have in common which will help establish rapport. Now, you are no longer a stranger, you are an acquaintance. It is much easier to hire an acquaintance than a stranger."

■ **Look for physical clues and verbal cues.** As you look around the interviewer's office, note diplomas, pictures and awards. All of these might be clues to helping you enhance the meeting. "I notice you graduated from UCLA. My brother graduated from there, too!" Verbal cues are even easier for the Toastmaster. If the interviewer says, in passing, "When I moved here from Florida, I..." you have an opening! "I lived in Florida for a year. Where did you live?"

■ **Get the person talking.** Isn't that the purpose of Toastmasters? Ray Cech, president of Dunhill Executive



going, and responded to my conversational overtures. I could “see” them on board, working.

**3 It's an interview, not an interrogation.** There's nothing more frustrating for a recruiter than to be faced with a candidate who answers as though he or she is being interrogated by the FBI. “Yes” and “no” aren't satisfactory answers.

As a professional speaker, I use a technique called “the string of pearls.” Basically, it means connecting one thought to another. You may want to try this technique during interviews. Here's an example of how you would converse:

- **Interviewer:** So that's the history of the company. We're expanding in the next few years, but you can see where we've come from.”
- **Candidate:** “That's very interesting. I'd read about the company on the Web, but you've put its history in perspective for me. How long have you been here?”
- **Interviewer:** “I've been here about two years.”
- **Candidate:** “Oh. What changes have you seen since you came on board?”

**4 Interest.** Let's face it, some interviewers are terrible. As a job hunter, I've had my share. One interviewer said to me, “I can't get a handle on you.” Another said he'd been told to interview me, and so he “might as well.”

Even seasoned recruiters can question by rote, especially if they're getting little response. Some of the best interviewees are those who show more than a passing interest in the company, the job and their future. These job seekers show that they're looking at the big picture, not just a mirror. They'll often say things like:

“May I follow up on that question a little to clarify?”

“I have a few questions about the job; when would it be appropriate for me to ask them?”

“I have over 10 years in succession planning with high-level executives. What level would I be working with in this job?” This question has the added advantage of helping the interviewer visualize you in the job.

Most of all, remember to see the interviewer as a person, not just a company representative. It *isn't* just about you. **T**

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Search of Los Angeles, says preparation is key. We all know that we should do company research. Cech suggests going beyond the basic facts to what he calls “incidentals.” Throughout the interview, you should look for openers. You might, for example, ask about a charity the company sponsors or the interviewer's take on something you read about the industry in the paper. Talking to the receptionist or secretary will also give you clues about the company and, hopefully, the hiring official. You might ask how long

they have been with the company and how they like it.

■ **Step into the shoes of the interviewer.** When I worked as a recruiter, I found myself often bored after interviewing job candidates. The same questions over and over. The same answers. The applicants who stood out were those who involved me as a *person*. They might have asked a question about my opinion or use something I said as a hook for making a comment.

Your understanding of your “audience” and use of empathy will make the interviewer feel like a person and help humanize *you* in a competitive situation.

Turning an interview into a conversation using small talk should be easy for a Toastmaster. As Marlene Cain says, “If you look at the agenda of a typical Toastmasters meeting, most of the speaking opportunities are impromptu.” Every week provides interview preparation for a Toastmaster! **T**

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# Got Goals?

## The Key to Personal Success

While most successful businesses practice goal-setting, surveys indicate that fewer than five percent of all professionals and executives set specific goals for themselves. So while they know that goal-setting is a powerful process that gives direction and force to institutional efforts, business people themselves don't realize that goals can lead to greater accomplishments in life.

What are goals? Goals are ends toward which effort is directed. They are desires to be fulfilled, attainments to be reached. Personal goals may be classified under three broad headings: **To Have**, **To Do** and **To Be**.

**To Have** goals are concerned with the material aspects of life, such as money and possessions. **To Do** goals center around experiencing activities and events that provide satisfaction. Performing a certain job, getting elected president of a community-service organization, teaching handicapped children or climbing a mountain are examples of these kinds of goals. **To Be** goals involve feelings of self-fulfillment and the knowledge that you have reached and expressed your highest potential.

If you are not now working to reach goals that you have set for yourself, you are probably drifting toward goals that someone else – possibly

chance – has determined for you.

Other reasons for striving toward fulfilling goals include:

- To give direction to your life and assure yourself that you are going where you want to go.
- To harness your energy toward accomplishing things that are important to you.
- To provide a means for measuring your progress on life's journey.
- To put day-to-day problems in proper perspective.

In short, goal-setting is the means that allows you to make efficient use of your time, talents, energy and opportunities. It consists of (1) Self-Analysis, (2) Conceptualization, (3) Action, (4) Evaluation and Control, and (5) Re-planning. Let's look at each of these steps in more detail:

### Self-Analysis

A logical starting point in personal goal-setting is to take a good, hard look at yourself, beginning with your *attitude*.

Is your attitude all that it should be? Are you a helpful, friendly, agreeable, enthusiastic, cheerful, cooperative, flexible and gracious person?

David J. Schwartz, writing in *The Magic of Thinking Big*, tells the story of a one-armed golfer who consis-

By Don Caruth, Ph.D.

What do  
you want  
to have,  
to do,  
to be?







tently hit the ball down the middle of the fairway. When asked if he found playing golf with one arm to be a great handicap, this golfer replied, "I've found that one arm and the right attitude beats two arms and the wrong attitude every time." One arm and the right attitude! Get your attitude right and you can enjoy life with enthusiasm.

A second item in your self-analysis should be an examination of your *self-image*. A poor self-image develops from real or imagined failure. It manifests itself in thoughts such as: "I'd like to be sales manager, but I don't have the track record for it." "I'd like to embark on a new career, but I'm too old." Or, "I'd like to do something really significant, but I'm not talented enough."

If it's not now what it should be, you will have to alter your self-image. How? By doing these things:

- **Forget the past and all its discouragements.** The past is simply history.
- **Feel important.** Remember, the person who thinks he or she is inferior is in fact inferior, regardless of his or her qualifications.
- **Look important.** The way you dress and move tell other people how you feel about yourself. Always put your best foot forward.
- **Take pride in whatever you do.**
- **Never sell yourself short.** You are a unique individual with special talents. There has never been another person like you and there never will be!

A third element of your self-analysis is a review of your *performance*. What kinds of jobs have you held? What were your main functions? What kinds of things made you feel especially good about each of these jobs? What prevented you from using your talents to their fullest? What skills have you acquired that could



# C + B + A = Success

**C**onceive. Visualize, conceptualize and conceive whatever you want in life. This is the starting point.

**B**elieve. Believe that it is possible for you to reach your goals. Shallow beliefs will not work. You need an all-consuming "will not fail" kind of belief.

**A**ct. Work! Make it happen! Put all your efforts and energies into your actions.

be transferred to other jobs? Answers to these questions will help pinpoint your areas of job interest and ability.

## Conceptualization

Now that you've analyzed your attitude, self-image and performance, you are ready to begin determining your personal goals. The first task in conceptualization is *ideation*, the process of enumerating as many personal goals as you can. Let your imagination take over. What do I want to have, to do, to be? Don't rule out any goal because it is far-fetched. Don't eliminate any desire as just wishful thinking; don't dismiss any ambition because you don't have the necessary background.

Think about general goals and jot down items as they occur to you. They will come randomly. Some may be worthwhile ambitions, others may be inconsequential. Don't worry about it at this point.

Once you have identified all of the things you would like to have, do and be in your life, you are ready to begin *goal specification*. This entails writing detailed statements of your goals, identifying amounts, specifying time periods and stipulating deadlines. As you write specific goals down on paper, you will begin to differentiate between wishful thinking and genuine desire, and some of the goals you have previously created will fall by the wayside. This is quite natural. Writing goals down on paper does two things: It helps to clarify them in

your mind and it deepens your commitment to their accomplishment.

The final task in the conceptualization of your goals is to *establish priorities*. List your goals in rank order from the most important to the least important. You will want

**“Don't eliminate any desire as just wishful thinking; don't dismiss any ambition because you don't have the necessary background.”**

to focus your energies and efforts on goals at the top of your list.

## Action

Thinking by itself will never make you successful. You must take action. So at this stage, it is time to go to work! But even action, if it is to be effective, must be taken systematically. What is required?

**1 You must unequivocally believe in your goals and your ability to reach them.** You must be consumed by a burning desire to gain the targets you have set for yourself.

**2 Preparation is essential.** If you lack the necessary background or experience to realize your goals immediately, you must take steps to acquire these things. But don't use lack of preparation as an excuse for quitting. Do something about acquiring the necessary skills and knowledge.

**3 Identify any obstacles that stand in your way.** You may find many obstacles on your path to goal achievement. With determination and persistence, they can all be overcome.

**4 Develop and implement your plan for action.** Write out all the detailed steps necessary to take you to your goals. Your plan is a step-by-step program consisting of sub-goals and timetables.

## Evaluation and Control

Once you've developed and implemented your personal action plan, you are on your way toward reaching your goals. To make sure that you stay on course and make the kind of progress you need to make,

you must evaluate your efforts periodically. If you are not moving as rapidly as you would like to move, you need to take action to speed up your progress. If you have strayed off course, you need to take whatever action is required to get yourself back on track. In a nutshell, this is what evaluation and control is all about.

## Re-planning

Goal-setting cannot be a one-time activity if it is to be effective. As you achieve some of your personal goals, it will be necessary to set new ones. In effect, re-planning takes you back through the entire process of goal setting.

Success? It's relative and very personal. Essentially, success means achieving whatever you want or deem important; it means reaching your personal goals however you define them. ■

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# Positioning Yourself as an Expert

↑ CLEAR COMMUNICATION IS KEY TO getting your message across to others, but why should people listen, particularly if they don't know who you are? Positioning yourself as an expert is a marketing tactic used by business people, authors, public speakers and anyone else who wants to be heard and viewed as credible.

Whether you are looking to be a speaker at an event, get hired as a consultant or be quoted by the media, you have a better shot at a positive response when you tout yourself as an expert.

**“Taking a broad topic and honing it to something very specific, interesting or unusual increases your chances of getting called, quoted or hired.”**

## To Be an Expert

The first step in positioning yourself as an expert is to ask yourself, “What am I good at? What do I have an expertise in? What am I qualified to talk about with authority?” You may be surprised at how your experiences can be translated into credible expertise. Be honest with yourself and with others, because as quickly as you build a reputation as an expert, you can lose that position even faster if you cannot deliver.

In my case, I learned about the Internet in the late '80s and about the Web in 1994. Because I had been online for several years before most people even had a modem in their computer, I decided that I could honestly position myself as an Internet expert.

My next step was to provide some of my knowledge to others in the form of an Internet marketing column that I wrote for a local neighborhood

newspaper. In lieu of payment, I opted for a short credit line at the end of each column that promoted me as an Internet consultant and expert. The columns not only led to a high-paying client, they also offered excellent material for my media kit.

If you aren't a writer but have expertise in some area, you can hire a writer to develop several articles that you can submit to relevant publications including industry trade magazines, organization newsletters or even content Web sites. If you have expertise to share, there are

many publications seeking informative content at a low cost. Your goal is to get a credit line that positions you as an expert.

## Tools For Experts

Creating and distributing a media kit is your next step to positioning yourself as an expert. The most common format for a media kit is a folder with two pockets inside where you include important information, such as:

**1 Your Biography (bio)** - A one-page description about your education and work background directly related to your areas of expertise.

**2 Talking Points** - A one-page list of topics you can speak about authoritatively.

**3 Testimonials** - If you have clients you consult, ask them for positive quotes about your work. If you have

spoken successfully to various groups, ask the organizers to say something about the quality of your presentation.

**4 Media Clips** - If you have been quoted by the press or published articles related to your expertise, include copies and highlight where you were quoted or your byline. If you are just starting out, include copies of the text of several articles that you – or a hired writer – have composed.

**5 8x10 Publicity Photo** - A publicity photo is typically a black and white headshot (from the chest up), but it can be an action shot or an image of you in a relevant setting, such as in a corral with horses if you are a horse expert or in a factory assembly line if you are an expert on production efficiency.

## Find Your Niche

When I began pitching myself as an Internet expert, I was one of many. When I narrowed my focus to pitch myself as an Internet expert focused on women and girls online, I suddenly was in demand. Taking a broad topic and honing it to something very specific, interesting or unusual increases your chances of getting called, quoted or hired.

Being an expert requires maintenance. You need to keep up with the industry, trends and competitors. But once you are an established expert in an area, you can continue to leverage that position in all of your professional endeavors. **T**

**Aliza Pilar Sherman** is a marketing and Internet expert, published author and motivational speaker. Her work is featured at [www.mediaegg.com](http://www.mediaegg.com).



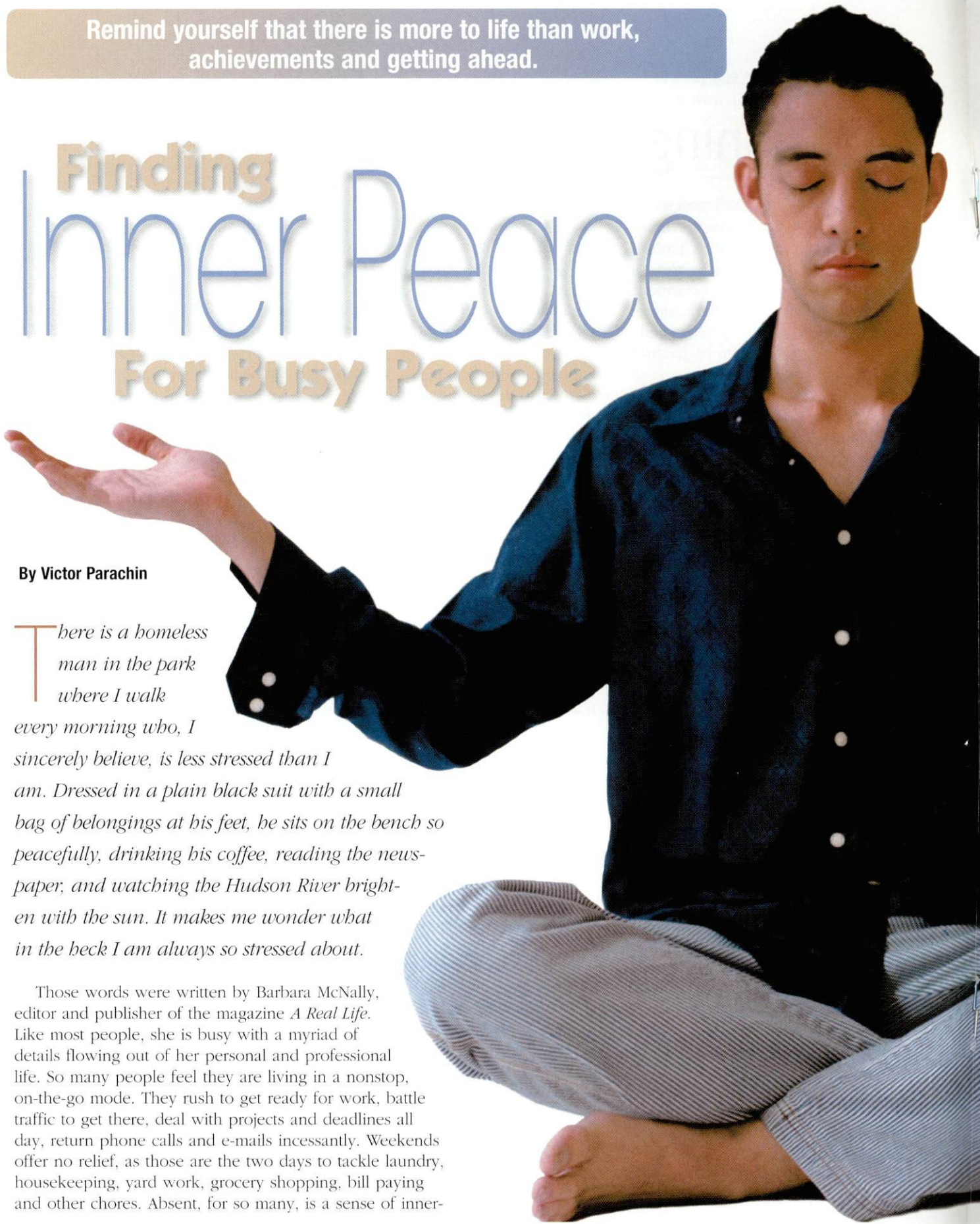
Remind yourself that there is more to life than work, achievements and getting ahead.

# Finding Inner Peace For Busy People

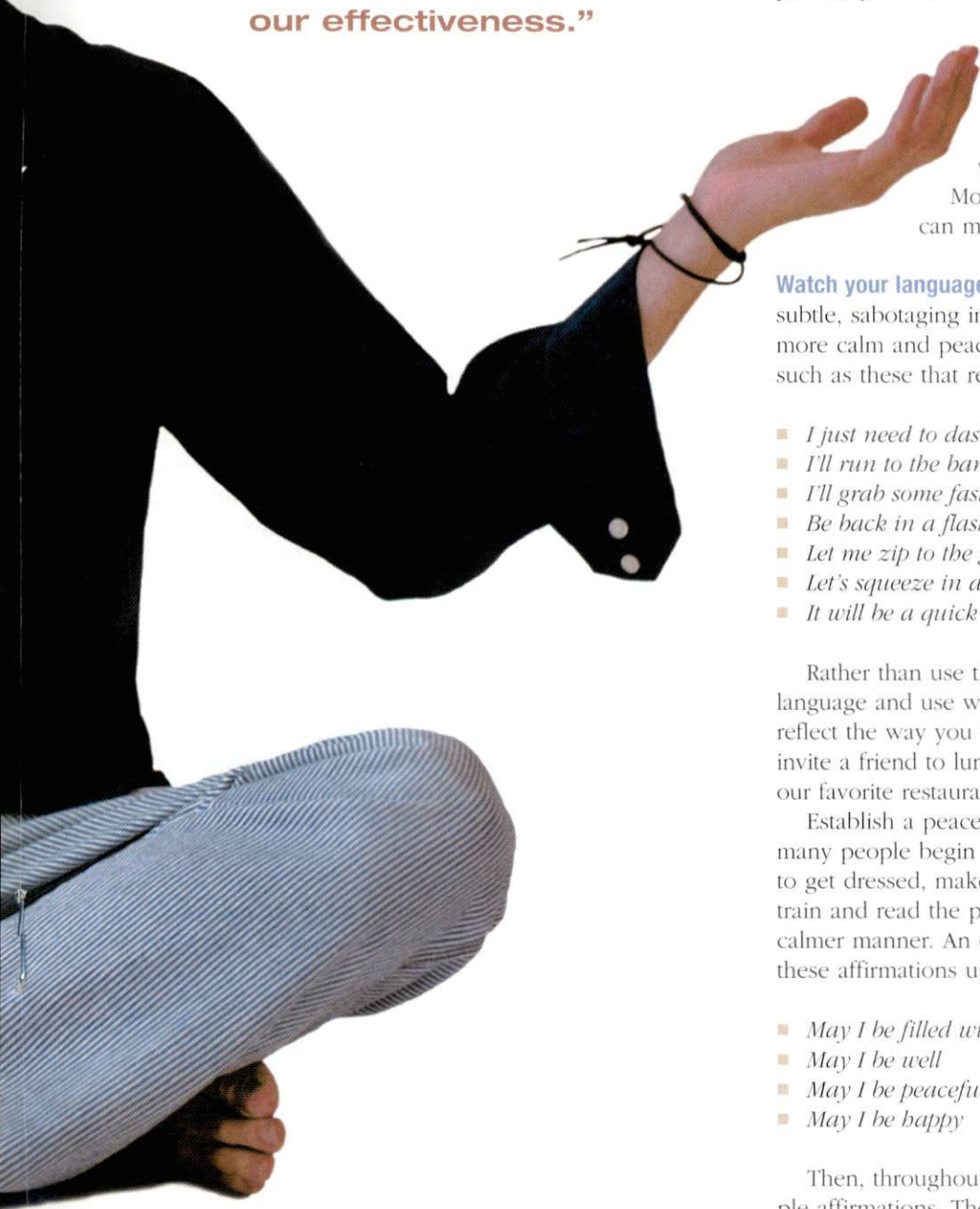
By Victor Parachin

*There is a homeless man in the park where I walk every morning who, I sincerely believe, is less stressed than I am. Dressed in a plain black suit with a small bag of belongings at his feet, he sits on the bench so peacefully, drinking his coffee, reading the newspaper, and watching the Hudson River brighten with the sun. It makes me wonder what in the heck I am always so stressed about.*

Those words were written by Barbara McNally, editor and publisher of the magazine *A Real Life*. Like most people, she is busy with a myriad of details flowing out of her personal and professional life. So many people feel they are living in a nonstop, on-the-go mode. They rush to get ready for work, battle traffic to get there, deal with projects and deadlines all day, return phone calls and e-mails incessantly. Weekends offer no relief, as those are the two days to tackle laundry, housekeeping, yard work, grocery shopping, bill paying and other chores. Absent, for so many, is a sense of inner-







**“It’s a myth to believe that working long hours at a frantic pace makes you productive. Overwork and stress cause everything from a lack of creativity to stress-related illnesses that diminish our effectiveness.”**

peace. Here are some simple strategies for reducing stress and cultivating peace of mind.

**Practice Patience.** Today’s society undermines the practicing of patience. Just around the corner from my home I can: have my film developed in less than an hour; have my oil changed in 10 minutes; receive a loan, via telephone, in five minutes; purchase donuts that will be freshly baked as I am making the payment. As a result of these super-speedy services, the spirit of patience is eroded. Consequently, impatience is at an all-time high, producing unnecessary stress, frustration and irritation. Work to reverse this trend by practicing patience. Psychologist and author Joan Borysenko, Ph.D., offers this advice for developing inner peace: “Practice patience. When you are patient, you allow life to unfold at its own pace. You don’t get angry when a car cuts you off or you are stuck in a line. When I get impatient, I think of my friend James, who remained calm even when he knew he was dying. How would James respond? I ask myself. Most of us know a James after whom we can model ourselves.”

**Watch your language.** Words are powerful and can have a subtle, sabotaging impact on your desire to experience a more calm and peaceful daily life. Beware of statements such as these that reinforce a hectic, stressful lifestyle:

- *I just need to dash to the store.*
- *I’ll run to the bank.*
- *I’ll grab some fast food tonight.*
- *Be back in a flash.*
- *Let me zip to the grocery store.*
- *Let’s squeeze in a quick lunch.*
- *It will be a quick stop.*

Rather than use those kinds of statements, review your language and use words and sentences that accurately reflect the way you want to live. The next time, why not invite a friend to lunch saying, “Let’s casually stroll down to our favorite restaurant and enjoy a long, leisurely lunch.”

Establish a peaceful wake-up call. Upon rising, too many people begin the day with a frantic pace. “I’ve got to get dressed, make lunches, grab a coffee, catch the train and read the paper.” Why not begin the day in a calmer manner. An excellent way to do that is by offering these affirmations upon rising: Today...

- *May I be filled with loving kindness*
- *May I be well*
- *May I be peaceful and at ease*
- *May I be happy*

Then, throughout the day, continue to repeat those simple affirmations. They will reinforce a calmer disposition



and, in the process, make you even more efficient in the discharge of your daily responsibilities.

**Maintain Balance in Living.** Remind yourself there is more to life than work, achieving and getting ahead. Be certain you have balance in your life between labor and leisure, work and play. U.S. Secretary of State Colin Powell is a good example of someone who has had an eminently successful career, yet knows how to maintain balance in his life. Powell once told a group of newly appointed U.S. ambassadors to take their jobs seriously – but still have great fun. “The two are not mutually exclusive,” he advised.

Powell demonstrated this in 1990 when he and Soviet General Mikhail Moiseyev were making a ceremonial tour of a U.S. warship. They saw a sack of potatoes and some potato peelers in the galley. Powell and Moiseyev laughingly decided to see who could peel a potato faster. Moiseyev won! More recently, when Powell gave one of his first major speeches to State Department personnel, he outlined this work ethic: “Do your work, then go home to your families. Unless the mission demands it, I have no intention of being here on Saturday and Sunday.”

Live your day the sacred way. Dr. Harvey Cox is a well-known Christian theologian and professor at Harvard Divinity School. His wife is Jewish. Dr. Cox explains how the two faiths – his Christianity and her Judaism – flow creatively in their home, offering frequent daily reminders to pause, reflect, be grateful and experience peaceful moments throughout the day. Says Cox:

*“I strongly believe that one should have a personal spiritual discipline – whatever it might be – and regularly practice it. Since our house is a Jewish and Christian home, we have a lot of visual things around, and while I did not like such things in earlier years, now I like it that we have an icon of the Theotokos, the mother of God, in our dining room. My wife is a professor of Russian history and she picked this up one time. When I am going through the dining room, which is also where our son does his homework, I stop and say a short prayer.*

*We also have mezuzahs (small Jewish prayer scrolls) on all our doors. When I go in or out of a room, I touch the mezuzah and thank God for my home, my family and my neighborhood. I have a little visual symbol in my office too. I touch it and thank God for another day of work. These visual reminders of the spiritual dimension of life have become more important to me as I have gotten older. I think we all need them.”*

**Practice Self-Care at Work.** “Whether you’re starting a new job, running your own business or working for a company already, you have a choice about how you work,” says Cheryl Richardson, author of *Life Makeovers*. “You can make self-care a priority and be more productive and

effective, or you can continue to believe that 60-hour work weeks and a frenetic pace equal greater success.... It’s a myth to believe that working long hours at a frantic pace makes you productive. Overwork and stress cause everything from a lack of creativity to stress-related illnesses that diminish our effectiveness. Taking care of yourself makes good business sense.” Richardson suggests adopting these types of “self-care rules” for the workplace:

- Taking lunch every day while doing something unrelated to work, such as taking a walk, listening to a relaxation tape or writing in a journal.
- Working regular hours by arriving and leaving at the same time daily.
- Cease taking on more than you can handle. When asked to take on an additional project, check to be certain it can be completed without sacrificing self-care.

**Avoid Being a Fault Finder.** “Lack of peace is born in a blaming mind-set,” observes Scott Shaw, author of *About Peace*. “You can find enormous false contentment and satisfaction in this belief system, which gives you the ability to shift blame from yourself to others. The cure is simple – take one small positive step away from this misleading, self-destructive mindset. Let go of the blaming. Let go of the negative thoughts. Embrace the positive. And, you will be amazed at the amount of peace you will encounter.” See the blessings, not just the burdens. It’s all too easy to focus on one’s hurts, tragedies, injustices and mistakes. An important process of cultivating inner peace lies in the ability to see your life in its entirety.

In addition to the wounds and slights that come your way, try to focus also on all that is positive, nourishing, life-enhancing. Train yourself to mentally register good moments, joys, pleasures and victories – large and small – that flow into your life on a daily basis. One woman engages in a ‘count my blessings exercise,’ especially when she has had a stressful and challenging day. “On days like those, my custom is to spend a few minutes writing down five things I can be grateful for that day. Here’s what I wrote after one particularly harsh day: 1) my husband surprised me by filling my car with gas; 2) A co-worker, whom I barely knew, brought me some beautiful roses she clipped from her garden; 3) a troubled tooth did not require a root canal; 4) a school progress report indicated my son’s D grade in biology was now a solid C and on the way to becoming a B; 5) my home, though modest, is a source of great joy and comfort.”

There is great wisdom in that woman’s blessings exercise. The ability to be grateful on a daily basis can lighten life’s burdens, bring joy to the soul, soothe a frantic spirit and deliver peace where once there was stress. **T**

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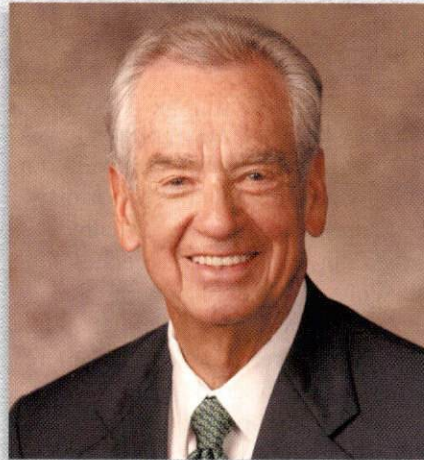
## The Book Review

# Zig: The Autobiography of Zig Ziglar

IN LISTENING TO ZIG ZIGLAR'S acceptance speech at the 1999 International Convention in Chicago, Illinois, I looked around at those in the audience. Ziglar had just been presented Toastmasters International's highest accolade, the Golden Gavel Award, and the audience was rapt at his grace, humor and glib street smarts. He was at his best, as he is on every occasion. When he speaks, people laugh and get lumps in their throats; they remember his message and often respond by altering their lives. That's the power of a great speaker; that's why Zig Ziglar earned the Golden Gavel Award.

There are many formulas we can follow to achieve personal success. Zig Ziglar's formula is built around learning from mistakes, learning to listen, appreciating life's gifts and accepting spirituality. In his book, *Zig: The Autobiography of Zig Ziglar*, published in 2000 by Doubleday, he recounts his personal growth from sales failure to sales superman in several different companies, the risks of changing careers, and his meteoric journey in becoming a world-famous motivational speaker and trainer.

*Zig* is an important memoir for people eager to learn and grow. His example of using bad judgments and bad luck as lessons in life is instructive in turning personal liabilities into assets. Ziglar was one of 12 children raised by his mother, Lila Ziglar, in Yazoo City, Mississippi; his father died when he was five years old. Ziglar refers to his mother as "a remarkable woman;" this is an understatement. Although family fortunes were meager, she raised her kids with uncommon decency, respect and a focus on hard work – all core values associated with personal success.



Zig Ziglar spoke to Toastmasters in 1999.

In describing his life, Ziglar is refreshingly candid. Now married to Jean Abernathy for nearly 60 years, Zig describes an early experience: "As a young married man I made some incredible misjudgments that

were basically self-centered and derived from erroneous ideas common among males... My selfishness and immaturity along with a complete lack of empathy made for a miserable evening." In addition to exposing these weaknesses, he also had to cope with the dangers of overconfidence.

Ziglar's life hasn't differed from many others' in that he has often taken three steps forward and dropped two steps back. Where he has shined is in his persistence in not giving in to discouragement. His turning point came after reading Dr. Norman Vincent Peale's book *The Power of Positive Thinking*. In describing a revelation, Ziglar

writes, "His book taught me that though I am not always responsible for what happens to me, I am responsible for how I handle what happens to me. Immediately my attitude changed for the better."


One of the most extraordinary aspects of his appreciation for what others have given him is the Wall of Gratitude on display at his corporate headquarters. There are 26 pictures of people who shaped his beliefs, values and choices over the years. They include his mother, wife, spiritual benefactors, friends and mentors in business and in life. All of these personalities and the lessons they taught are succinctly blended into *Zig* as a mixture of ups and downs that define his life.

Ziglar's autobiography validated for me that life's most successful people possess a humanity that we can emulate as we persist in our struggles,

**"I am not always responsible for what happens to me; I am responsible for how I handle what happens to me."**

- Zig Ziglar

gracefully accept our losses, appreciate the winnings, love life and help others. Zig Ziglar is a model of what can become of our own lives.

The book has 239 pages and is available from Internet booksellers in hardback at less than \$20, or through special order at popular bookstores. 

**Larry Welch** is a DTM with Toastmasters in Washington, D.C., and Singapore. He is author of *Mary Virginia, A Father's Story*; and writes his own motivational e-newsletter, *On the run...in Singapore*. He can be reached at [lnwelch@aol.com](mailto:lnwelch@aol.com).



# Making Peace: Negotiating Club Conflicts

By Julie Bawden Davis

**It's not about winning; it's about focusing on the goals of the club and determining the best and shortest path to reach them.**

It may be insidious. A fellow Toastmaster yawns excessively during your presentations. Or it may be more noticeable: He actually walks out during your speeches.

While it's nice to think of your club as one big happy family, and you may be generally content, there will be some discord.

"Conflict happens," says Stewart Levine, author of *The Book of Agreement: 10 Essential Elements for Getting the Results You Want*. "The worst part of conflict is how much time it wastes. It can lead to a loss in productivity for all club members."

Club leaders need to know how to minimize conflicts, be it between them and members regarding their leadership directives, or between other Toastmasters. The trouble is, when faced with conflict, most leaders and members don't know what to do. If any action is taken, it's usually fight or flight.

"Conflict creates so much trouble because most people are stuck with the notion of winning or losing," says Levine ([www.resolutionworks.org](http://www.resolutionworks.org)). "Even the term *negotiating* becomes adversarial. People don't see that reaching an agreement actually represents building a bridge to the future. It's not about winning; it's about focusing on the goals of the club and determining the best and shortest path to reach them."

Conflict also stems from the fact that many of us haven't learned to create effective agreements, yet we live by agreements every day.

"Agreements run across our entire life," says Levine. "We have agreements with our children, significant others, bosses, co-workers and fellow Toastmasters. Sometimes those agreements are spoken and sometimes they are unspoken. Conflict is often due to an incomplete agreement."

Levine suggests avoiding conflict by periodically reviewing the club's overall purpose and making sure it pleases everyone. Using Toastmasters' governing documents, spell out the mission and vision of the club. What's the big picture? If members could wave a magic wand and achieve desired results, what would those results look like?

## A Toastmaster's Promise

Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members, and to the organization as a whole.

### A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise...

- To attend club meetings regularly;
- To prepare all of my speeches to the best of my ability, basing them on projects in the Communication and Leadership Program manual or the Advanced Communication and Leadership Program manuals;
- To prepare for and fulfill meeting assignments;
- To provide fellow members with helpful, constructive evaluations;
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow;
- To serve my club as an officer when called upon to do so;
- To treat my fellow club members and our guests with respect and courtesy;
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers;
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.



It's also important to identify specific roles for all Toastmasters and review the Toastmasters Promise, (see sidebar, previous page ensuring that everyone completely understands it.

### The Power of the Positive

The most effective interpersonal tool we have to influence the behavior of others is positive reinforcement, says Aubrey C. Daniels, author of *Other People's Habits: How to Use Positive Reinforcement to Bring out the Best in People Around You* (McGraw-Hill, 2000).

"Successfully using positive reinforcement improves morale, productivity and member performance," says Daniels. "People want to cooperate when they're asked to do so in a positive manner."

When faced with club conflict,

Daniels says the secret is to change how members are relating to one another, and in order to do that, someone must pinpoint the problem.

"Each member should be very concrete about what it is another member is doing that bothers him or her," says Daniels. "The member should use specific descriptions of behaviors, including mannerisms. For instance, a member can say, 'Whenever I give a speech, he smirks and whispers to other members.'"

Next, the offended member should describe concrete alternative

behaviors that would resolve the problem. For example, he or she may request that the other member refrain from talking to others during a speech.

The final step of the process is for the aggrieved member to acknowledge when the other member is using the new behaviors. Such positive reinforcement leads to continued progress, says Daniels.

The next time there's conflict between club members, review the club's purpose and the suggestions on the following page, to try to solve it. **T**





# Common Club Conflicts and Solutions

**C**onflict is unpleasant, but it's common in any club, says mediator, consultant and trainer Stewart Levine, author of many books on conflict resolution, including *Getting to Resolution: Turning Conflict into Collaboration*. Here are some common club conflicts along with Levine's suggested solutions.

**Problem: A member bothers other members by repeatedly giving speeches on topics that are inappropriate or in poor taste, such as sales pitches for products the member sells or speeches concerning religion or sex.**

#### **Solution:**

- Look to rules and regulations in the Toastmasters' governing documents. Explain what's considered inappropriate for a speech and let members know that those topics are not acceptable.
- Point out to the offending member that the purpose of Toastmasters is to improve members' speaking skills, and that includes giving speeches the audience wants to hear. Offensive speeches miss their mark and alienate the audience.
- Have those who've been offended by a member's speeches provide specific feedback from the perspective of "I messages." For instance, "When you spoke, I felt embarrassed and uncomfortable. I wished I hadn't brought a guest." Telling someone how you personally felt about his speech gives the speaker a sense of the impact his behavior has on others, says Levine. "For many, such feedback is a wake-up call – they often have no idea how people are responding to their message."

**Problem: A long-time, elderly club member – one of the club's founders – gives harsh evaluations that have left some new members in tears and have driven other members away from the club.**

#### **Solution:**

- Look to Toastmasters' manuals and material on proper evaluation technique and share these guidelines and methods with the entire club. Remind everyone that the purpose of the club is to help each other become better speakers – not hinder the process.
- Give the offending club member specific information on how his or her evaluations and behavior impact speakers

and how he or she can improve. Make sure to comment on the member's behavior, not the person.

- When you give evaluations, model the sort of feedback you yourself would like to get.

**Problem: A club Vice President Education (VPE) has a personality conflict with another member and deliberately does not schedule that member for meeting roles.**

#### **Solution:**

- Look to the club's bylaws and officer manuals to specify each member's role. Inform the VPE of his or her obligations regarding scheduling members for meeting roles.
- If the club president feels that those rules aren't clear enough, club officers may add clarifications to the rules and present them to the club for approval.
- Have a third party, such as the president, mediate or facilitate the personality conflict between the club VPE and the member. The facilitator must get each person to talk specifically about the problem and help both parties reach an understanding and resolution.

**Problem: A member repeatedly disrupts club meetings with inappropriate comments and behavior, such as making jokes during someone's speech and walking around the room.**

#### **Solution:**

- Call a meeting with the disrupting member and those who have complained. Hold the gathering on neutral ground, such as a restaurant, when emotions have cooled.
- Matter-of-factly, the president should inform the member that his behavior has been negatively impacting the club and that the club meeting must be run in a manner that benefits everyone.
- Next, let members who have been offended by the person's behavior talk about their reactions using "I messages," such as: "When you walk around the room and I'm speaking, I feel totally disrespected and discounted, or I get angry and distracted." "People tend to be unaware of how their behavior negatively affects others," says Levine. "Most people are genuinely surprised and willing to change their actions."
- For the small population who do not agree and continue to disrupt club events; you have no choice but to follow Toastmasters procedures and vote them out. **T**

**Julie Bawden Davis** is a California freelance writer whose work appears in a variety of regional and national publications.



**Speak up and  
do something!**

# My Campaign for City Council

AFTER YEARS OF SITTING AROUND complaining about how things were being run by our mayor and city council, I decided to do something about it. I decided to run for a seat on the Palm Springs City Council. It didn't take me long to realize how useful the communication skills I have learned from Toastmasters would be.

One of the hardest things in a political campaign is to ask for money, but without money you have no hope of winning. It wasn't until later in the campaign that I realized how using my speaking skills could not only get votes, but also bring in money. I had a number of people tell me that after meeting me, they didn't think I could win, but after listening to me speak, they changed their minds and were ready to donate and give me their vote.

During the campaign, various organizations sponsored candidate forums, and this is where Table Topics-training paid off. At one of the televised forums, I was asked, "What do you think about zero-based bud-

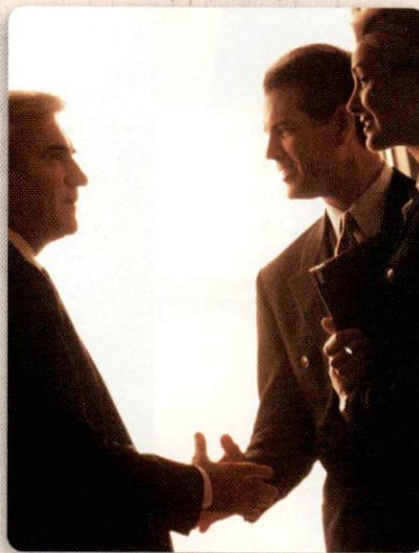
geting?" I said, "I thought that was something my wife did every month and did a darn good job of it." This brought a laugh and gave me time to think of a way to change the subject, as I had no clue what zero-based budgeting was.

**"I realized how using my speaking skills could not only get votes, but also bring in money."**

geting?" I said, "I thought that was something my wife did every month and did a darn good job of it." This brought a laugh and gave me time to think of a way to change the subject, as I had no clue what zero-based budgeting was.

One of the keys to effective campaigning is having a prepared "stump" speech that doesn't sound like a prepared speech. I visited a number of clubs during the summer to practice my speech and receive a variety of evaluations. By the time the campaign began, I was comfortable enough with my speech to be able to adjust it

for any occasion. One such occasion arose at our weekly office meeting, when the manager announced that a candidate for the city council would be speaking to our group. After the other candidate spoke, or rather mumbled and ah'd through a speech, he then asked me if I wanted to respond. Because I was new in the office, most people didn't



know me. You could hear a pin drop as I stood up and launched into my speech. When I finished, the shocked audience rose to their feet and gave me a thundering ovation! Even the manager couldn't help himself and shouted that I had his vote! I felt sorry for the candidate who had come in to try to win some votes, but now at least everyone in the office knew my name.

In local politics, winning isn't necessarily everything. As a real estate agent, name recognition and contacts are what drives my business. Therefore having my name in the newspa-

per, being interviewed on TV or radio and listed in the sample ballot can be very beneficial to my professional. While campaigning door-to-door, I met a number of people I hadn't known before, and I learned about the concerns in various neighborhoods – all information I can use in my business.

Toastmasters gave me the opportunity to broaden my horizons and be a part of the community that I thought wasn't possible. You too can use your learning experiences to make a difference in your local community, county or state. During your state's and country's elections, take a close look at the candidates and how they attempt to get their messages across. Even attending a few local city council meetings will open your eyes to how people in positions that affect your daily life have a hard time communicating. This inability to communicate leads to confusion, distrust and eventually ineffective government. Use your skills as a Toastmaster to make your community a better place to live.

It turned out to be a close race in 2003, but I didn't win. A number of people have asked me to stay involved and run again, which I am planning to do. One local group even asked me to be its spokesperson. I believe in its cause and am more than happy to help.

After analyzing my campaign for a seat on the city council, I realized that I didn't win for one reason and one reason only: I simply didn't get enough votes! ■

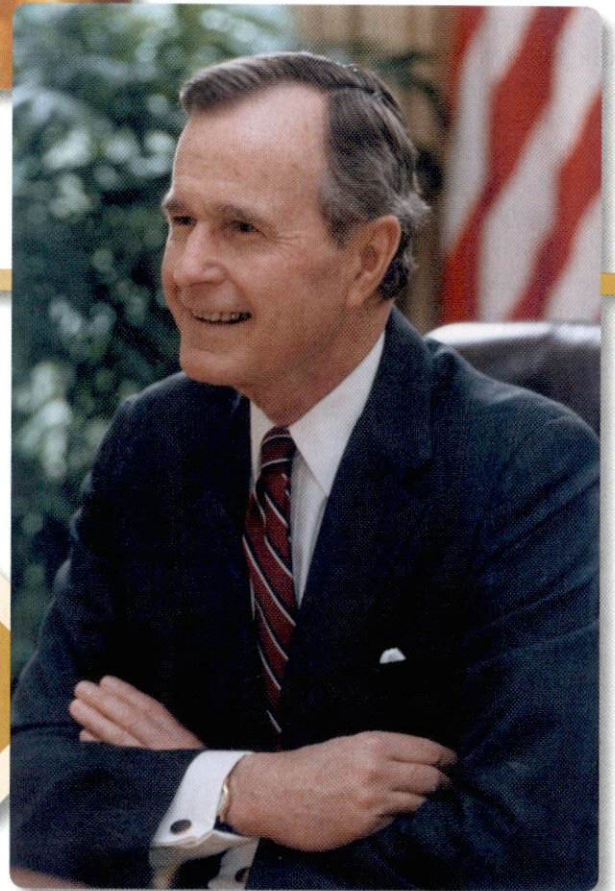
**Jim Franklin, ATM-S**, is a member of Palm Spring Communicators Club 8396 in Palm Springs, California. He currently spends his days as a real estate agent for Tarbell Realtors. Contact him at [franklin@tarbell.com](mailto:franklin@tarbell.com).





By Sally Richards

Building an award-winning speaker's forum from the ground up.



# One Speaker



**R**onald Reagan, Cary Grant, Margaret Thatcher, Colin Powell, Benjamin Netanyahu, Sidney Poitier, Joe Montana and Queen Noor of Jordan may not have much in common – anything obvious, that is. But they are all celebrities who've appeared on Richard "Dick" Henning's Foothill College Celebrity Forum speakers series.

Henning wins friends, influences people and holds tight to the reins of the program he founded in 1968 on the Foothill College campus in Los Altos Hills, California. Henning, then Director of Student Activities, was challenged by liberal-minded students who didn't want the community college to lump the cost of student ID cards into enrollment fees. His job was to convince students that the card was worth well in excess of the \$20 they were paying. Henning found and implemented the perfect solution: a school-sponsored concert series and a speaker's series.

The concert series included such greats as Big Brother & the Holding Company with Janis Joplin (four weeks before she died), The 5th Dimension, B. B. King, Taj Mahal, Joan Baez, The Doubie Brothers and the Grateful Dead – bands that drew capacity student crowds. The first speakers series, which featured Louis Leakey, Dick Gregory, Indira Gandhi, Pearl S. Buck and Alistair Cooke, also drew a capacity crowd of 1,500, but only about 50 students attended. The highly-educated, affluent and inquisitive residents around the campus, which is three miles from Stanford University, were happy to pay the \$2 entrance fee. With a flat speaker's fee of \$600, the program was an immediate financial success.

Soon the single speakers series turned into two and the concert series was phased out. In the fall of 2004, a third series will be added at the Flint Center for the Performing Arts on the De Anza College campus. The 2,500-seat auditorium sells out quickly and Henning has a three-year wait-list for new subscribers.

The Celebrity Forum, now in its 36th year, is a highly-prized speaking engagement – every former U.S. president since Nixon (he wouldn't take an honorarium, or questions)

◀ **Celebrity Forum speakers have included many former U.S. Presidents, including Ronald Reagan, Jimmy Carter and George Bush.**

has spoken to Henning's audience, and the list of the 250+ speaker alumni reads like Who's Who of the 20th and 21st centuries. Forum speakers have included Larry King, Mario Cuomo, Bill Moyers, Dick Cheney, George Bush, Carl Reiner, Madeleine Albright, Jane Goodall, Maya Angelou, Rudy Giuliani, Tom Friedman, Garrison Keillor, Jane Pauley, David McCullough, Ken Burns, Gregory Peck, Lauren Bacall, Bishop Desmond Tutu, Prime Ministers Benazir Bhutto, John Major and Helmut Schmitt.

With an annual budget exceeding \$2 million for the three series, Henning can shop internationally for speakers. He says things were easier a few years ago, before celebrity fees increased exponentially. Back then, speakers only wanted sold-out, educated audiences, which he provided. But today, he says, "Big-name speakers want both big money and the full audience; their egos are involved." He recalls the day former Communist leader Mikhail Gorbachev came to speak. "You should have seen the way he pocketed that check; he's now a bigger capitalist than Milton Friedman," Henning says with a laugh.

What is it about Henning that makes him attract big-name celebrities? Characteristically, Henning eschews credit, attributing his success to the educated and affluent local audience, the high quality of the venue, and the dynamism of California's Silicon Valley. "All I have to do is put a glass of water on the rostrum and pay the big bucks," he says. Yet many speak highly of Henning's attention to detail, his humble charm and his sense of humor.

In addition to finding the high-profile celebrities, Henning occasionally signs up the rare speaker, such as Beck Weathers, the mountaineer who lost his nose and hand in an accident on Mt. Everest.

Henning acknowledges that he needs enormous tenacity to do his job. Sometimes he simply doesn't take no for an answer, going so far as to work with nervous celebrities to develop a less threatening format, or an approach to speaking in front of a crowd that will seem less like public speech and more like a public chat.

For example, Henning pursued Cary Grant for nine years until, one day, he received a telephone call from Grant in response to his many letters. Grant said he appreciated being invited, but the answer was "no." Grant said he would be too nervous to give a speech; Henning, not wanting to miss out on having a film-industry legend appear on his stage, suggested a Q&A format preceded by film clips of his famous movies. Grant didn't consent to appear until the following year; Henning believes this was because he wanted to show his young wife, Barbara, and daughter, Jennifer, that he could, at age 78, still command the adulation of thousands.

Grant answered questions for two hours, one of the Forum's longest and most popular programs. When a member of the audience asked him why he finally agreed to appear on the stage again, he answered, "To build my confidence."

# at a Time



Still charming and handsome, Grant was the epitome of sophistication. Henning had him back two years later, and Grant went on to do 34 more similar types of programs before his death. Henning says, "We became good friends, traveled together, talked often on the telephone and kept in constant contact. Cary Grant became my best sales agent; he contacted friends, such as Lucille Ball, Carl Reiner and Gregory Peck, and convinced them to appear in the series."



**Richard Henning and former British Prime Minister Margaret Thatcher.**

Once an audience member wrote to Henning objecting to his scheduling former President Bill Clinton. Henning's response? "We may lose a couple of subscribers over this, but my feeling is that anyone who will take questions is welcome to speak. Clinton is going to impress a lot of people who think they are unimpressionable. The exchange of opinions is what is important. The Celebrity Forum is a market-place for the exchange of ideas, and those ideas are not always to everyone's liking." All speakers must answer questions from the audience for 30 minutes. Henning feels this not only gives the audience an opportunity to challenge the speakers' remarks, it also provides immediate feedback to the speaker as to whether he or she got points across or left out valuable material.

So who makes it onto Henning's list and why? Henning jokes that his definition of a celebrity is "anyone who can sell tickets to the Forum." He describes his job as similar to making a mosaic, assembling a cross-section of people from politics, the arts and public life. Most importantly, he needs big names to sell those 7,500 tickets. "My ego is so tied up in this; I feel an enormous pressure to have an excellent lineup each year." Does mingling with queens, prime ministers, Nobel Peace Prize winners and former U.S. presidents sometimes make Henning want to pinch himself? "Sure," he says, "all the time. But I keep telling myself, 'I'm from Taft' [a small town in Southern California]."

Not every program was a success. "In some cases I wished I had done better homework. Several actors who

I was sure would give a performance did not. In fact, over the years I have received more negative comments about movie stars than any other profession. I assume that is because they are used to being able to stop anything they do: retakes; several of them walked off the rostrum, made a humorous remark and then read directly from their notes. There is nothing more offensive to an audience than reading to them unless it is a famous author interpreting his own work."

Because of the reputation he has for enjoying and the ability to pay large fees, Henning can be selective, but it is sometimes difficult for him to find the right person with a big reputation who is a good public speaker. Recently, modern technology has helped, offering new views of speakers' performances on the Web, CD's and videos that allow

Henning to evaluate potential guests. Several times Henning has made suggestions to newly hired speakers usually about small things having to do with the proper use of the microphone, speaking with more enthusiasm, shortening answers to questions, but sometimes the speech needs to be overhauled. Two well-known celebrities relied on Henning to rewrite their speeches completely, for which they were extremely grateful. One important thing Henning has learned about celebrities is that they have the same foibles everyone else does. He says, "Our society tends to hero-worship entertainers, actors, politicians, writers, Nobel Prize winners without really knowing them; it is normal; it's human nature, but in doing so, we demean ourselves."

**"The way we speak in public is a snapshot that reflects our personality; we want that image to be sharply focused."**

Although he admits to some apprehension when first meeting a celebrity, he doesn't get intimidated. "Every time I meet a celebrity, the notion gets reinforced that famous people are just like most of my friends.... It's just that their timing and luck were better."

White-haired and smartly dressed, Henning has the calm composure of a diplomat, the quick intellect of a professor and a penchant for humor like that of his regular guest satirist, Mark Russell.

He personally introduces all his speakers; he has not missed introducing one in 36 years. He prepares a well-



lished perfor- rehearsed introduction, usually with a bit of humor, and  
the years, w gives the speaker a grand entrance, then leaves to take his  
comments place in the audience. It's in those first few minutes that  
other profes- Henning is most nervous – not knowing what to expect,  
e they are but hoping for the best.

"I'm a little tense during the speaker's first 10 to 20  
minutes. That's when you know whether you have a suc-  
cess or failure. A success is short-lived, but my friends in  
the audience rarely let me forget a miserable experience,  
of which I have had very few.

"I always have apprehension when first meeting a  
celebrity and then elation when the speech goes well,  
which it almost always does. These emotions never wear  
off no matter how long I have been doing this. The stand-  
ing ovation is a reward for both the speaker and me... The  
audience loved the speaker and that  
validates my selection. If the talk  
does not go well, I don't feel well for  
three or four days."

When asked what makes a suc-  
cessful speaker, Henning has a vari-  
ety of answers. "Margaret Thatcher,  
whom we've had three times, uses  
no notes. She goes around the  
world's 'hot spots' and tells the audi-  
ence what she would do to solve the  
current conflict. Immediately, she has  
the attention of the audience, and  
her material is not only compelling  
and fresh, it is unique; it is Margaret  
Thatcher!

"The talk doesn't have to be given  
in the present. Doris Kearns  
Goodwin, Ken Burns and David  
McCullough are three of the most  
engaging speakers, and they talk  
about U.S. history; while they may talk about events we  
already know, they add their own flavor, details, descrip-  
tions and humor. Every member of the audience leaving  
the theater feels smarter than when he or she came in."

Henning, a former Foothill College professor of speech,  
says, "Successful speakers use variety in their talks: anec-  
dotes, short stories, humorous references, quotes of  
famous people, philosophical viewpoints, emotional  
appeals, patriotic conclusions, etc. The audience wants to  
be informed, but they also want to be kept interested,  
entertained and, at the minimum, kept awake. Because of  
the Internet, using canned jokes is dangerous and can be a  
disaster if the people in the audience have just heard it.  
Some jokes stick around forever, but the speaker is always  
taking a risk if he or she uses humor just to get a laugh.  
The joke must tie into the talk and should be structured so  
if there is no laughter, the speaker is able to blend it into  
the theme of what he is saying."

Henning used to tell his speech students to write the  
conclusion first. He recalls the evening Harry Belafonte's  
lecture dragged on and on. "He just couldn't stop; he did  
not have a conclusion of any sort ... he missed several  
good opportunities to sit down; people started to walk  
out, but he was oblivious to them. The next morning, I  
received a handwritten fax: It read, "Daylight come an' I  
wanna go home."

As all Toastmasters know, the main rule in public  
speaking is "know your audience." Henning says, "While I  
rarely dictate the topic to a speaker, I do the best job I  
can in describing the demographics of my audience. It is  
comprised of middle-aged to older men and women who  
are highly-educated, well-read, inquisitive and astute.  
When I told this to Henry Kissinger, he said, 'What are  
you trying to do,  
intimidate me?'"

Henning contin-  
ues, "Telling the  
speaker the exact  
timing of the pro-  
gram is essential. I  
always adhere  
exactly to the  
established hour-  
and-a-half schedule.  
Without fail, I begin  
every program  
exactly on time; the  
members of the  
audience have  
learned to be in  
their seats early."

Henning, who  
had a triple major  
of English, speech

and drama, was an experienced speaker by the time he left  
high school, but he realizes that many young people these  
days don't get the chance to build their speaking abilities.  
"One's ability to speak well in public is vital to success. I  
am a perfect example of that. I would not have been hired  
by the 20-person committee at Foothill College in 1966 had  
it not been for my numerous speaking appearances in the  
community at local clubs and organizations.

"Public speaking is something you do all of your life.  
To be able to speak with eloquence and style leaves an  
indelible impression; it makes you appear to be more  
intelligent than you are. The way we speak in public is a  
snapshot that reflects our personality; we want that image  
to be sharply focused." **T**

**Sally Richards** is an author and freelance journalist who  
writes and shoots photographs for publications worldwide.  
Visit her Web site at [www.sallyrichards.com](http://www.sallyrichards.com).



**Henning with talk show host Larry King. He says, "The  
Celebrity Forum is a market-pace for the exchange of ideas,  
and those ideas are not always to everyone's liking."**





By Ben Justesen, CTM

# My 15 Minutes of Fame

A brush with celebrity calls for punting.

*In case you're ever asked to address an unfamiliar crowd – especially one with potential celebrities in it – remember a few common-sense rules. I call them the five P's: Prepare. Plan.*

*Ponder. Pray – and, if necessary, Punt. Maybe I should explain...*

■ **Prepare for the Unexpected:** I really didn't expect to meet Oprah Winfrey over Labor Day. I did expect to meet Stedman Graham, her significant other, who'd invited me to address a crowd of 100th anniversary homecoming participants in his hometown of Whitesboro, New Jersey. Oprah had attended many of these festivals – and had spoken one year – but she wasn't expected in 2001.

So why was I there? I'd just published a biography of George Henry

White, the first African American Congressman of the 20th century, who founded Whitesboro as an industrial colony for black settlers from the South. Every year, the Concerned Citizens of Whitesboro (CCW) throws this festival to raise awareness of town problems, raise money for solutions and bring the faithful out for a good, clean three-day block party.

Stedman – a low-key, regular guy – called me himself in June to ask if I'd speak, saying he wanted to sell copies

of my book at the festival. I agreed – after all, I *had* joined Toastmasters six months earlier for this very purpose, to polish my skills for public presentations. It didn't take long for friends to find out. I warned everyone that the prospect of Oprah turning up was slim – and that I was there to speak about the book, not to brush elbows with America's most popular television host. (Nevermind that a favorable review by Oprah often brings fame and fortune to authors on her show.) My sister-in-law, Anne Thomas, insisted on driving down from Queens, New York – just to see me speak, of course.

■ **Plan a Strategy:** So my wife, Margaret, and I took the ferry from



◀ **Talk-show host Oprah Winfrey wows the crowd at Whitesboro's annual homecoming, as she prepares to introduce the author (center), seated next to program emcee Shirley "Becky" Wilson. Photo by JoAnn Thomas.**

Lewes, Delaware, to Cape May City, where the CCW put us up. On Friday, I had a book signing and slide presentation at the county library in the Cape May Court House; my speech in Whitesboro was slated for Saturday afternoon. I packed the car. I packed two speeches. I packed slides. I just forgot to pack a strategy; I was winging that.

Anne and my niece Jo-Ann arrived early Friday. I went out to lunch with them but refused to eat – bad luck just before a speech. The waitress spilled tea all over the table – but missed me. No one told the library I was bringing slides – ouch! But they had a projector. Was it working? Yes! I was dodging bullets like a champ...

The crowd was small at first until Stedman came in. He's had two *New York Times* bestsellers, so he's used to this. I'm not. Stedman is also at least 6 inches taller than my 6'1". I felt uncharacteristically short.

The slide presentation went fine, after we finally got the projector going. Stedman was honestly curious about the book, and kept asking questions. He already knew quite a bit about George White, to whom he is, in fact, distantly related. My 30-minute presentation turned into an hour, plus the book signing.

■ **Ponder the Possibilities:** We left and went out to dinner. I tried hard not to think about the next day. I love speaking in public – like many former diplomats, I'm a born ham – but I try my best to stay busy with anything else beforehand. The next morning came. I wasn't worried about what I would say, just whether I'd trip on the way up to the mike. I should have worried more.

Of course we got lost on the way, resulting in a 30-minute side trip through Wildwood, New Jersey. Still, we got there on time. The ceremony took forever! I sat on the stage watching the crowd. Margaret was taking pictures. Anne was taking pictures. Jo-

Ann was taking pictures. I was sweating, but not from heat or humidity. I was the only guy in a crowd of 300 wearing a coat and tie, outside, under a big tent.

I heard a buzz start through the crowd, just before 1 o'clock. Way over in front of the Martin Luther King Community Center was Oprah Winfrey. I recognized her a block away. She sat down in the front row and smiled at Stedman on the stage. I tried not to stare. Margaret decided to warn me not to mention Oprah when I spoke; she whispered that Oprah didn't need any more attention than she'd get normally.

The ceremony went on and on. Finally, Stedman got up to introduce me, or so I thought. But instead he introduced "someone who was on her way to California, but I convinced her to come here instead... who needs no introduction, so I'll just say... Oprah!"

■ **Pray just like you did as a kid:** After all, I'd always known it could happen. All I could do now was cross my fingers and hope the Big Guy had a little pity on me. Oprah bounded up to the stage and shook all our hands, looked me straight in the eye, smiled and said "Hello, Benjamin."

She proceeded to tell a couple of cute stories, one about the tabloids and then one about how Stedman came home from work one day, months ago, and said "Honey, you're not going to believe what I did today."

"No. What?"

"You're simply not going to believe who I talked to today."

"No. Who?"

"I talked to the man who wrote the book on George Henry White!"

"That's it? You're right. I don't believe it."

And that brought down the house. She had actually read the book – "Stedman made me" – and thought it was good. (Honest!) And then she

turned the lectern back over to Stedman, who introduced me.

■ **If Necessary, Punt:** I'm not even sure how I got up to the microphone. I was still stuck on "the man who wrote the book." My hands were full. I couldn't even shake Stedman's hand. But at least I didn't trip.

I gave my speech. I had my notes, but I'm not sure I used them. It was a blur. It ran longer than the 15-18 minutes I'd planned. I don't know how many Toastmasters were in the audience. I kept trying to look at anybody but Oprah. She'd heard most of what I had to say already.

I finished. Stedman got up and hugged me. I sat down, but somebody motioned me off the stage. It was Dr. Odessa Spaulding, a relative of George White's, with whom I'd been exchanging letters for years but never met. I'd thought she couldn't make it, but daughter Pepper Bates brought her to town.

So I had my 15 minutes of fame – or rather 30 minutes, as my wife pointed out. Suddenly the speeches were over and I was swallowed up in a crowd of fans with books, and that's the last I saw of Oprah Winfrey or Stedman. Well, almost...

■ **Don't Forget to Take a Picture:**

I saw the *Atlantic City Press* newspaper the next day, and there in a big full-color photo on the local front page was Oprah! And off to her left side, slightly smaller, but still taller, was Stedman. And way back, to Oprah's right, was the tiny, disembodied, gray-haired head of a certain writer – Scandinavian nose and all – bent over talking to someone.

So there we were, in the same picture, if not exactly as in real life: Oprah, Stedman and me. Not bad for a small-town boy from the South. In fact, close to picture-perfect... **T**

**Ben Justesen, CTM**, published his first book, *George Henry White: An Even Chance in the Race of Life*, in February 2001 (LSU Press). He is a member of the Dupont Speaks! Club in Washington, D.C.



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

## DTM

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

Jean C. Andresen 115-F, Sierra Madre, California  
 Zeny B. Burian 2234-F, Irvine, California  
 Cynthia L. Trinidad 2740-F, Irvine, California  
 Marvin K. Grudem 3425-F, Yorba Linda, California  
 Charlene G. Liebelt 5410-F, Costa Mesa, California  
 Kathy F. Corrigan, 7097-F, Irvine, California  
 Laurie S. Bluestein 8951-F, Fountain Valley, California  
 Sandy Dunning, 11-1, Long Beach, California  
 Elaine Chandler 3666-2, Burién, Washington  
 Linda S. Kenney 2994-4, Sunnyvale, California  
 Peter Kim Ng 3295-4, San Francisco, California  
 Gail Rosenthal 4224-4, Campbell, California  
 Rose Renwick 4368-4, Redwood City, California  
 Arun R. Prasad 5610-4, San Francisco, California  
 Arlando F. Ledbetter 7-5, San Diego, California  
 Linda A. Goepfing 560-6, St. Paul, Minnesota  
 Allan Bernard 4216-6, Minneapolis, Minnesota  
 Theo W. Black 8081-6, Plymouth, Minnesota  
 Mary L. Brunette 605-7, Lake Oswego, Oregon  
 Frank E. Hupp 2265-7, Portland, Oregon  
 Susan Lannis Hurlbut 3697-7, Milwaukie, Oregon  
 Gary Anthony Schmidt 3697-7, Milwaukie, Oregon  
 Linda Coy Rutledge 8427-7, Tigard, Oregon  
 Bonnie Mae MacCarthy 2917-10, Brook Park, Ohio  
 John R. Luther II 133-11, Indianapolis, Indiana  
 Sharon S. Brooks 6039-11, Fort Wayne, Indiana  
 Robert A. Benson 1462-13, Bridgeville, Pennsylvania  
 William P. Mueller 2472-13, Pittsburgh, Pennsylvania  
 Jack E. Boal 266-14, Marietta, Georgia  
 Lois V. Searles 2823-14, Atlanta, Georgia  
 Howard R. Lincoln 4846-15, Hill AFB, Utah  
 Douglas J. Strand 3898-18, Aberdeen Proving Ground, Maryland

Janet Clark 7703-22, Overland Park, Kansas  
 Maureen A. McDonald 1728-25, Arlington, Texas  
 Jodi Lee Ryan 7407-25, Arlington, Texas  
 Hubert F. Johnson 375-26, Fort Collins, Colorado  
 Brenda N. Caine 6347-26, Scottsbluff, Nebraska  
 Amy Ryan 5734-27, Alexandria, Virginia  
 W. Jim Trest 1535-28, Farmington, Michigan  
 Carolyn A. Arthur 128-30, Argonne, Illinois  
 David E. Marshall 1625-31, Foxboro, Massachusetts  
 Kimball R. Gross 5574-31, Worcester, Massachusetts  
 Suezey L. Proctor 9455-32, University Place, Washington  
 Twila R. Stout 4295-33, Modesto, California  
 Lisa-Ann Andrews 918-37, Greensboro, North Carolina  
 Joseph E. Hill 962-37, Kinston, North Carolina  
 Marian Wise Boswell 2435-38, York, Pennsylvania  
 David E. Philpot 2695-39, Rancho Cordova, California  
 Derek V. Roysdon 4896-39, Elk Grove, California  
 Daniel R. Benson 6065-39, Citrus Heights, California  
 Patricia E. Kile 9010-39, Sacramento, California  
 Steven J. Choby 2005-40, South Charleston, West Virginia  
 Ray Kramer 5136-40, Celina, Ohio  
 Larry M. Verbitsky 284-42, Edmonton, AB, Canada  
 Sharon Mckendrick 1171-42, Calgary, AB, Canada  
 Belinda N. Houston 5632-43, Tupelo, Mississippi  
 John B. Eichler 5666-43, Little Rock, Arkansas  
 Donna L. Doyon 816-45, Portland, Maine  
 Anna Battle 4609-46, New York, New York  
 Vijay U. Nair 4864-46, Iselin, New Jersey  
 Joan Maurizio 9679-46, Staten Island, New York  
 Richard Jay Oliner 1978-47, Boca Raton, Florida  
 Linda-Anne Glickman 6962-47, Miami Beach, Florida  
 Flo Johnsen 1416-49, Honolulu, Hawaii  
 Angela M. Finn 8569-50, Richardson, Texas  
 Michele L. Wegmann 8569-50, Richardson, Texas  
 Sheree Tsai 9161-50, Dallas, Texas  
 Jack Moore 588536-50, Dallas, Texas  
 James Lim Keng Pong 5514-51, Singapore  
 Joseph Chung Chiang Hon 6793-51, Mongkok, Hong Kong  
 Mui Len Lim 7671-51, Kota Kinabalu, Sabah, Malaysia  
 Wardiman I. Djojonegoro 8039-51, Jakarta, Indonesia  
 Michael Yuen 8766-51, Singapore  
 Lim Gina Sui Pheng 9004-51, Petaling, Jaya Selangor, Malaysia  
 Michael J. Rodrigues 9104-51, Singapore

Norma J. Vescovo 8-52, Glendale, California  
 Peter Geissler 1549-52, Los Angeles, California  
 George W. Alger 2374-52, Hollywood, California  
 Sandra Sharp 3381-54, Bloomington, Illinois  
 Albert R. Gallatin 2207-55, San Antonio, Texas  
 David C. Owen 6379-55, Austin, Texas  
 Timothy R. Yee 2473-57, Walnut Creek, California  
 Melissa Dawn Rudley 3972-57, Concord, California  
 David L. Eslinger 8788-58, Charleston, South Carolina  
 Jacqueline Monroy 1788-59, Rota Naval Base, Spain  
 Elizabeth Nostedt 6073-59 Gothenburg, Sweden  
 Odile Petillot 8018-59, Paris, France  
 Frederick C. Vaughn 2728-60, Cambridge, ON, Canada  
 Doreen A. McRitchie 3322-60, Burlington, ON, Canada  
 Barbara L. Calloway 5961-60, Brampton, ON, Canada  
 Helene Chateaneuf 1838-61, Quebec, Canada  
 Phil J. Nguyen 1935-61, Ottawa, ON, Canada  
 Danyele Lalumiere 8779-61, Bromont, QC, Canada  
 Harry R. Crockner 9870-62, Alpena, Michigan  
 Gerald W. Dyck 3005-64, Brandon, MB, Canada  
 Harry E. Carlson 5460-65, Lockport, New York  
 William Y. Henderson 562-66, Lynchburg, Virginia  
 Jeffrey F. Strassel 5926-68, Lafayette, Louisiana  
 Theoric Givens 9892-68, Angola, Louisiana  
 Annette Fenton 267-72, Waitakere City, New Zealand  
 Sean Joyce 5628-72, Christchurch, New Zealand  
 John Turner 9865-72, Lincoln, New Zealand  
 Johnny Lee 1324-74, Johannesburg, South Africa  
 Roseanne Schudar 759-78, Moorhead, North Dakota  
 Malini Sahni 6664-79, Abu Dhabi, United Arab Emirates

## Anniversaries

DECEMBER 2003

### 55 YEARS

Twin Rivers 667-42, Calgary, AB, Canada

### 50 YEARS

Camrose 1432-42, Camrose, AB, Canada  
 Twin City 1410-62 St. Joseph, Michigan  
 Cook Plant 1407-62, Mainstreet, Michigan  
 Fremont 1402-28, Fremont, Ohio

## TECHNOLOGY UPDATE

This year, various new services will be added to the TT Web site. You'll be able to track your progress in Toastmasters online – as well as check your club and district's points progress in the Distinguished programs.

You'll soon be able to:

- Pay dues renewals and receive immediate confirmation of renewal status and credit card payment.
  - Be sure to ask the bank if your club's account is entitled to a debit card.
  - If debit cards are used, funds will come directly from your club's account, making club accounting more clear.
- Add new members.

- Submit and update your club's officer list.
- Update your personal profile, including your address.
- View your personal educational accomplishments.
- Update your club's meeting time and location.
- Submit educational award applications online.

We will notify you via *The Toastmaster*, *TIPS* and the *District Newsletter* as these services become available.

TT's new computer system has provided the foundation for implementing these types of services. We appreciate your patience during this transition and look forward to providing you with the benefits of this investment in our organization's future.



Richmond 1397-66, Richmond, Virginia  
Columbia 1393-58, Columbia, South Carolina  
Anthony Wayne 1380-28, Toledo, Ohio

#### 45 YEARS

Northwest 2855-30, Elk Grove, Illinois

#### 40 YEARS

Eloquentia 3679-61, Montreal, QC, Canada  
Hamilton 1893-72, Hamilton, New Zealand

#### 35 YEARS

Stag 2908-53, Hartford, Connecticut  
Lakewood 1497-1, Lakewood, California

#### 30 YEARS

Frankston 1851-73, Frankston, VIC, Australia

#### 25 YEARS

Brookings 3712-78, Brookings, South Dakota  
Redeemer Speechmasters 3630-36, Washington, D.C.  
Inquiring Minds 1561-78, Sioux Falls, South Dakota

#### 20 YEARS

Limerick 5342-71, Limerick, Ireland  
Speakeasy 5340-53, Northampton, Massachusetts  
Single 5339-57, Lafayette, California  
Voices of American Express Financial Advisors 5338-6,  
Minneapolis, Minnesota  
Johnston 4605-19, Johnston, Iowa  
Comox Valley 3984-21, Courtenay, BC, Canada  
Craig County Communicators 3239-16, Vinita, Oklahoma  
Denton 3055-25, Denton, Texas  
Mainstream 2480-37, Kernersville, North Carolina  
Parsons Brinckerhoff 2223-46, New York, New York  
Reserve Comment 1842-14, Atlanta, Georgia  
Inter-City 1522-64, Winnipeg, MB, Canada

### JANUARY 2004

#### 60 YEARS

Zanesville Club 257-40, Zanesville, Ohio

#### 55 YEARS

Lilac City 687-65, Webster, New York  
Hospitality 683-5, La Mesa, California  
Evergreen 678-7, Vancouver, Washington

Turning Wheel 676-28, Warren, Michigan  
Quincy 675-31, Quincy, Massachusetts

#### 50 YEARS

Graybar 1436-46, New York, New York  
Empire Statesmen 1427-65, Syracuse, New York  
Queen City 1420-37, Charlotte, North Carolina  
Brunswick-Golden Isles 1411-14, Brunswick, Georgia  
Green Bay 1350-35, Green Bay, Wisconsin  
Dubuque 1337-19, Dubuque, Iowa

#### 45 YEARS

Central West Virginia 2885-13, Shinnston, West Virginia  
Mercury 2864-37, Winston-Salem, North Carolina  
Xenia 2838-40, Xenia, Ohio  
Greater Flint 2826-62, Flint, Michigan  
Harris 1423-47, Melbourne, Florida

#### 40 YEARS

Ala Moana 3701-49, Honolulu, Hawaii  
Kalispell TMC 3147-78, Kalispell, Montana

#### 35 YEARS

Atlanta Federal Center 2261-14, Atlanta, Georgia  
Bankoh 2074-49, Honolulu, Hawaii  
Amazimtoti 1812-74, Amazimtoti, South Africa  
First Bahamas Branch 1600-47, Nassau, Bahamas  
Peter Kossowan's Communicators 1084-42, Edmonton,  
AB, Canada

#### 30 YEARS

TM Club of Davao 3854-75, Davao City, Philippines  
Kitowin 2928-42, Red Deer, AB, Canada  
Speakeasy 2218-24, Hasting, Nebraska  
Daybreakers 839-56, Houston, Texas  
Kohoutek 611-27, Washington, D.C.  
Golden Gavel 438-42, Calgary, AB, Canada

#### 25 YEARS

Riverbluffers 2426-6, Inver Grove Heights, Minnesota  
Steinbeck 1939-4, Salinas, California  
Metro Manila 1119-75, Quezon City, Philippines  
Minnesota Mutual Life 560-6, St. Paul, Minnesota

#### 20 YEARS

McGee Avenue 5359-57, Berkeley, California  
P.W.D. Speakeasies 5357-24, Omaha, Nebraska  
Supper 5353-33, Modesto, California  
Roadrunners 5349-26, Denver, Colorado  
Stayton 5347-7, Stayton, Oregon

## Smedley Fund

### Associate

District 65 Toastmasters, Daniel Weselak, Shirley Malone, Rosemarie Eskes, Deborah Dickinson, Richard Czarniecki, Bernice Czarniecki, Alan Turof, Susan Turof, International Director Cynthia Pavella, John Sleeth, Nancy Sleeth, Debra Cleveland, Laurie Hultbert, Joe Cole, Lois Cole, Marian Lamana, DeWitt Henricks, Michael Slyck, Barrier Breakers Club, Ithaca Area Toastmasters, Morning Knights Club, and Illustrious Articulators Club, in memory of Pat Panfile, DTM, International President 1980-81  
Miriam Clevenger, Frances Gantz, Bert Beaty, Phyllis Harbin, Toni Mast, Sharon Brooks, Anthony Wayne Club 521, in memory of Floyd O. Swathwood, DTM, International Director 1978-80  
International Director Cindy Pavella, DTM, Past International Director Bruce Frandsen, DTM, Past International Director Beverly Wall, DTM, and Swat Team Club 5358-62  
In memory of John Hutchins, DTM, District 54 Governor 1992-93  
Past International Director Frank Hirt and Pat Hirt, in memory of J. Meryle Jackamo, CTM

### Contributor

Past International President Theodore C. Wood, DTM, and Inez Wood, in memory of Patrick Panfile, DTM, International President 1980-81, and Floyd O. Swathwood, DTM, International Director 1978-80  
Tucson Twosomes Club 9620, in memory of Barbara Crowe, DTM and Ken Hansen, ATM  
Dorris Young, in memory of Floyd O. Swathwood, DTM, International Director 1978-80  
Thomas N. Epps Sr.

### Contributing Club

Deloitte and Touche Articulators Data Club 432-63  
Hog Heaven Club 7285-9, in memory of David A. Talbot

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**Ray Pelletier  
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Dr. Gary Smalley  
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