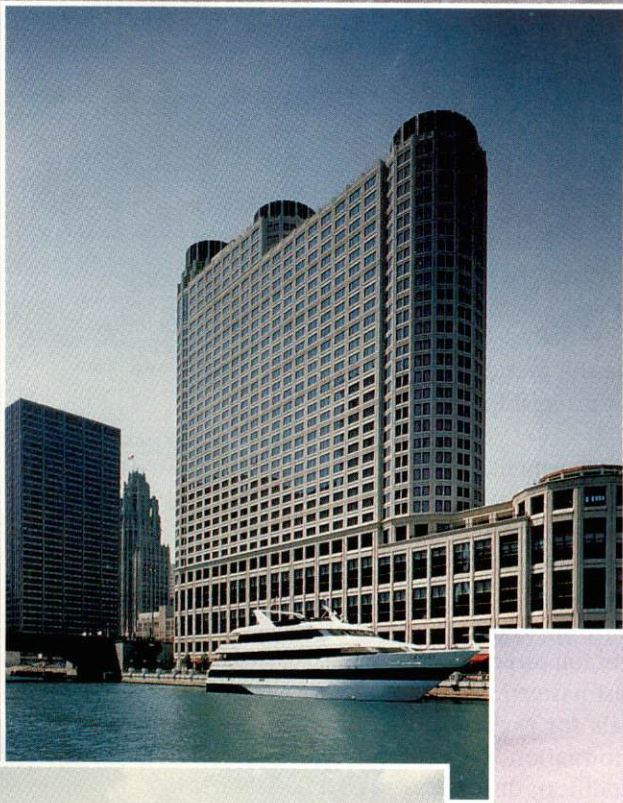


The TOASTMASTER[®]

APRIL 1999

Diamond Jubilee: Celebrating 75 Years of Success!

Don't miss Toastmasters' 68th Annual International Convention, August 18-21 at the Sheraton Chicago Hotel & Towers in Chicago, Illinois.



1999 Golden Gavel Speaker
Zig Ziglar



ALSO INSIDE:

The New Distinguished Club Program Starts July 1

See page 30.



VIEWPOINT

Accept the Challenge to Lead

Toastmasters International is a very successful organization because of the dedication, caring and commitment of its volunteer leaders. Each year more than 60,000 club officers serve in 8,600 clubs, and about 2,000 district officers help lead our 74 districts. Without members willing to say "yes" to a leadership role, our clubs and districts would not exist today.

And without them, you and I would not have experienced the benefits of the Toastmasters programs. Now it's your turn. Will you continue the proud legacy of our past leaders? Will you challenge yourself to accept a leadership opportunity this year?

What's in it for you? Leadership training and possible career advancement, for starters. Most of our members join Toastmasters to improve their communication skills and then quickly learn that leadership is also an important part of their training. Those who accept the leadership challenge not only enhance their own skills and increase their chances for career promotion, they also help others to do likewise. Many corporate and government leaders say that communication and leadership skills are the two most critical talents for career advancement. What better place to develop these skills than at Toastmasters?

Toastmasters International offers individual training manuals for each leadership position at the club and district levels. A wealth of information is available on how to effectively lead in your officer position. In addition, districts offer leadership training sessions that are specifically designed to help you learn and succeed in your new role.

Nearly two years ago, on July 1, 1997, Toastmasters International introduced two new leadership awards: the Competent Leader and Advanced Leader. These awards recognize members who accept leadership roles in their clubs and districts. More than 4,000 Competent Leader and almost 200 Advanced Leader awards have been issued, and the numbers continue to grow as more members realize the benefits of participation. I like to remind members that by completing the High Performance Leadership Program (one of the requirements for the Advanced Leader award) they'll receive feedback on their leadership efforts that will help them further enhance their skills.

The skills you develop in a leadership role are valuable to your success outside of Toastmasters, and Toastmasters International depends on strong leaders to carry its mission into the 21st century. So please consider taking on a club or district leadership position. Accept the challenge of enhancing your skills while helping current and future members to benefit from our programs. Say "yes" to a leadership opportunity this year.

Terry R. Daily

Terry R. Daily, DTM
International President

The TOASTMASTER

Publisher TERRENCE MCCANN
Editor SUZANNE FREY
Associate Editor NATALIE TRAN
Editorial Assistant MADGE HAMMOND
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS

Founder DR. RALPH C. SMEDLEY

OFFICERS

International President TERRY R. DAILY, DTM
2715 Garland Lane N.
Plymouth, MN 55447

Senior Vice President TIM KECK, DTM
2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

Second Vice President JO ANNA MC WILLIAMS, DTM
17610 Midway #134-349
Dallas, TX 75287

Third Vice President ALFRED R. HERZING, DTM
20365 Via la Vieja
Yorba Linda, CA 92887

Immediate Past President LEN JURY, DTM
Box 4407
Auckland, New Zealand

Executive Director TERRENCE J. MC CANN
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

Secretary-Treasurer MARCIE POWERS
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

DIRECTORS

ELIZABETH M. BOAZ, DTM
5025 E. 127th Way
Thornton, CO 80241

J. ANDRÉE BROOKS, DTM
7080 Hollyberry Road, SW
Roanoke, VA 24018

DWIGHT C. EDSTROM, DTM
139 Cleveland
Rapid City, SD 57701

FRANCES P. GEDRA, DTM
5215 Southampton Drive
Springfield, VA 22151

FEKRY H. ISMAIL, DTM
P.O. Box 703
Chesterfield, MO 63006-0703

KATHERINE M. MASON, DTM
1096 Prevost Court
San Jose, CA 95125

KATHY A. MC BRIDE, DTM
4024 E. 16 Avenue
Spokane, WA 99223-5253

GLEN E. MURPHY, DTM
134 Tarawera Road
Rotorua, New Zealand

SUSAN NIVEN, DTM
21080 - 20th Avenue
Langley, B.C., Canada
V2Z 2G3

FRANK PAGANO JR., DTM
6757 W. 100 N
Greenfield, IN 46140

JOY M. PIRKL, DTM
12348 Lily Street, NW
Coon Rapids, MN 55433-1796

TERRY G. SCHUTT, DTM
714 White Horse Pike, Apt. 7
Oaklyn, NJ 08107

GREGORY D. SCOTT, DTM
17130 Van Buren Blvd., #95
Riverside, CA 92504

PAULA D. TUNISON, DTM
P.O. Box 26338
Austin, TX 78755

JAMES A. VOGELE, DTM
4756 Hamilton Avenue
Cincinnati, OH 45223

BEVERLY F. WALL, DTM
3207 Shadyside NE
Grand Rapids, MI 49505

FLOY C. WESTERMEIER, DTM
1224 Gold Coast Road, #131
Papillion, NE 68046

For information on joining or building a club, call
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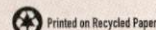
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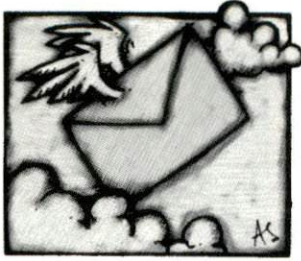
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

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.



LETTERS

POSITIVE REINFORCEMENT NEEDED

I was disappointed in the article "An Awfully Good Speech" (January). The evaluation described in this article was not anywhere close to the spirit I've heard in any evaluation at any club I've ever visited. I've always believed that Toastmasters evaluators around the world work to nourish a speaker's self-esteem and to provide positive reinforcement – not to display their clever wit at a speaker's expense.

Jim Kokocki, DTM
District 45 Governor 1998-1999
Saint John, NB, Canada

HATS OFF TO TOASTMASTERS

I passed my first public speaking test with flying colors at a retirement party. I spoke last, after a long line of very good speakers. I had prepared a few lines, but thanks to my Table Topics skills, it was my ad lib closing remarks that the guest of honor and his family enjoyed the most. Hats off to Toastmasters for giving me tools that will last a lifetime!

Helen Dea, DTM
HCFA Club 8470-18
Baltimore, Maryland

WALKING AWAY A WINNER

As the master of ceremonies announced the first-place speaker in the Regional International Speech Contest, I realized how easy it is to be a winner. The man sitting next to me heard his name, ran to the head table and claimed his well-deserved prize amid smiles and accolades.

In Toastmasters contests, only one speaker is selected to go on in competition. However, all the contestants are expected to grow in competence. Perhaps if we look for lessons to learn, we will find that not winning doesn't necessarily mean losing.

On the long drive home from

the competition, my family discussed the winning speech and reflected on the countless hours I had spent rehearsing. When I asked my children what they thought about the weekend, they answered by asking if they had to wait until they were 18 to join Toastmasters. In my opinion, that was the best testimonial the conference could possibly receive.

Participating in the International Speech Contest is a splendid experience; I recommend it to anyone desiring to improve speaking ability. It is easy to win, and you don't have to lose if you don't want to.

Alan B. Lippart, D.V.M., ATM-B
Fond du Lac Club 3577-35
Fond du Lac, Wisconsin

DISTINGUISHED VISITOR TO NEW ZEALAND

Hosting Executive Director Terrence J. McCann at our club meeting was the high point of a series of outstanding events for our club during District 72's semi-annual convention held last November in New Plymouth, New Zealand.

McCann presented the club's charter at the convention dinner, and he graciously attended the December 4 club meeting, along with Immediate Past International President Len Jury, a New Zealand native. Our club members are grateful to those distinguished guests for their support. We particularly extend sincere appreciation to Terrence McCann for the manner in which he honored our club.

Ian Mackintosh, ATM-B, President
Ngamotu Breakfast Club 8994-72
New Plymouth, New Zealand

WHAT'S IN A WORD?

"The Art of Conversation" (February) is an inspiring article no one should miss reading. Although I liked

Spar's article, part of it ruffled my feathers. She wrote, "We use too many abstractions, words such as 'honesty,' 'patriotism' and 'truth.' These have different meanings for different people."

I say that each word has a meaning that can be interpreted the same by everyone. These words are not abstract. Honesty means fairness, uprightness and virtue. Patriotism means national loyalty and allegiance. Truth means accuracy, fact and genuineness. The bottom line for all three words is "integrity." I hope we all have enough backbone to proudly use these words when speaking.

But I applaud Spar for the rest of her ideas and suggestions. In my opinion, they are marvelous.

Laurie Molsberry, ATM-B, Accredited Speaker
Paul Revere Club 602-F
Orange, California

IN TOUCH WITH COMMUNICATION

What a publication! I have quite thoroughly enjoyed *The Toastmaster* magazine. Each month I receive an overabundance of information on public speaking that I can use in my daily experiences. The skills I have learned from the magazine and the club have certainly strengthened my capabilities in the healthcare environment.

Recently, I have been unable to attend our club due to my Ph.D. pursuits at the University of Arkansas. I miss the club tremendously! Yet, *The Toastmaster* has kept me in touch with the "art of communication" literature. Thank you so much for the timely informative articles. I cannot wait to get back to the club this summer to begin working toward my ATM.

Melissa Johnson, CTM
Northwest Arkansas Club 6431-43
Springdale, Arkansas



By John Stiner, CTM

How Toastmasters saved the day in Russia.

Meeting the Tamada

A FEW MONTHS AGO I TRAVELED ON BUSINESS TO THE REPUBLIC of Daghestan in southern Russia. Daghestan is on the Caspian Sea and is directly east of Chechnya. Few Americans have ventured to this isolated and complicated

land. I had been warned about abductions, violence, disease, unsafe airplanes and the amount of vodka I would have to consume! It sounded almost as scary as Table Topics.

After more than 30 hours of continuous travel and no sleep, I arrived in the desolate plains surrounding the capital of Daghestan, Makhachkala. I was met by a small delegation, including armed bodyguards and my translator, who looked a lot like the actor Robin Williams. While in the back of a Jeep Cherokee, I asked him: "So, where are we going?"

"We are going to a birthday party for the president's son," I was told.

We traveled along the main road in a caravan of Jeep Cherokees and Mercedes Benzes at a fast clip. We wound our way through hills, past vineyards and eventually down a twisted roadway to the Caspian Sea. I could see the country house and many vehicles and bodyguards up ahead.

I was escorted to a large patio area where the party was beginning. A long table for 24 people was set with dinnerware, glasses, mounds of bread, plates of fresh vegetables and cheeses and, of course, a platoon of vodka bottles. I had no idea what was expected of me at this affair, but my anxiousness was dispelled when I was introduced to a garrulous man with a warm and welcoming countenance. I extended my hand as he was introduced at the "tamada."

"What," I asked quietly to my translator, "is a tamada?"

The "toastmaster," he proudly replied.

Well, now I knew things would go well! And they did. I told the tamada that I was also a tamada in my country. He laughed heartily and seemed genuinely pleased. We were now bonded!

He was an expert toastmaster, even though he knew nothing about Toastmasters International. The three-hour dinner was completely controlled by the tamada. He made the initial toast to the guest of honor, to

friendship, to Daghestan, to family and to the other guests. Then he allowed some time to pass before he rose and said some complimentary things about a guest, which was the signal for that individual to rise and make a toast. This pattern continued for nearly two hours, with quiet talk and eating between toasts. Toasting was the dominant form of communication.

What a great idea for a Toastmasters club meeting! Why not have a club meeting devoted to toasting? After each toast – 24 of them – we clinked glasses and threw back the shot of vodka. (Part of the trick to staying coherent was to clink one's glass hard enough for the vodka to spill!)

Eventually my turn came to make a toast. I delivered an appropriately long, sincere and colorful toast to the guest of honor, the tamada, the honored guests and the hospitality I had already been shown during the first few hours of being in this mysterious land. And I silently thanked my lucky stars that I had been educated and trained so well by my Toastmasters club. I used my toasting skills at many other dinners that week. Everyone agreed that Toastmasters had trained me well!

I returned home safe and sound – and re-energized about the value of Toastmasters training. Learning how to handle situations that require public speaking is invaluable. The formality of Toastmasters club meetings, Table Topics and, of course, the delivery of speeches makes one comfortable in other settings – even in a faraway place like Daghestan, Russia!

"I silently thanked my lucky stars that I had been educated and trained so well by my Toastmasters club."

John Stiner, CTM, is a member of Capital Toastmasters Club 876-36 in Washington, D.C.



CAN WE TALK?

By Patricia L. Fry, CTM

How some recipients of the Competent and Advanced Leadership awards have benefited from TI's leadership track.

Exploring the TI Leadership Path

Question: What's new, improved and promises to be the most effective tool in fostering communication and leadership skills?
Answer: Toastmasters International's updated educational system.

Almost two years ago the new program was launched and many of you are working diligently to achieve your Competent or Advanced Leader award. We thought you'd like to meet some members who have earned their CL, AL and DTM awards on the leadership track and find out what they think of the program, how they achieved their goals and how they are benefiting from this training.

LEADING YOUR CLUB CAN LEAD TO CAREER SUCCESS.

Jim Hammitt, DTM, of Club 6881-23 in Albuquerque, New Mexico, recently achieved Advanced Leader status. He says, "Most people join Toastmasters to improve their communication skills. I believe they also should take advantage of the opportunity for leadership training - it's invaluable for any career-oriented person. The leadership path provided by Toastmasters is a won-

derful laboratory for perfecting leadership skills."

To achieve the Competent Leader award, a member must serve at least six months as a club officer (President, Vice President Education, Vice President Membership, Vice President Public Relations, Secretary, Treasurer or Sergeant at Arms). An Advanced Leader requirement is to serve a term as a district officer (District Governor, Lt. Governor, Public Relations Officer, Secretary, Treasurer, Division Governor or Area Governor). According to Hammitt, "Being a leader in your club or district provides the ultimate in leadership training. In fact, the position of District Governor has been compared to that of being the chief executive officer of a major company."

And he credits his own professional success to the leadership program. "Being club president helped me hone the skills of running a small organization and working with other people. Toastmasters in general helped me develop the confidence needed to be a successful communicator and leader. These skills," says Hammitt, "helped me to reach and even surpass my goals

in the Air Force and provided a strong base for my civilian career as owner and operator of a portrait studio, and then later in sales where I advanced to district sales manager for a leading cookware company."

AN EFFECTIVE LEADER IS A GOOD MANAGER.

James Dwyer of Club 4875-70 in Seven Hills, NSW, Australia, feels that meeting the requirements of the leadership path has given him "better management and organizing skills." He says, "I believe that every Toastmaster can learn a lot about themselves from taking on an executive leadership role in their clubs. I recommend taking on either the President or the Vice President Education position, as these normally present the greatest challenge."

Dwyer says the biggest obstacle he faced while serving as club President and earning his Competent Leader award "was trying to remember that it is a voluntary organization and finding ways to motivate people within this system." But he acknowledges, "I believe this experience has been useful in my career as I model a more participatory management

style at work. My job now involves giving presentations for large corporate customers. The skills I have learned and continue to practice in the supportive club environment are very useful."

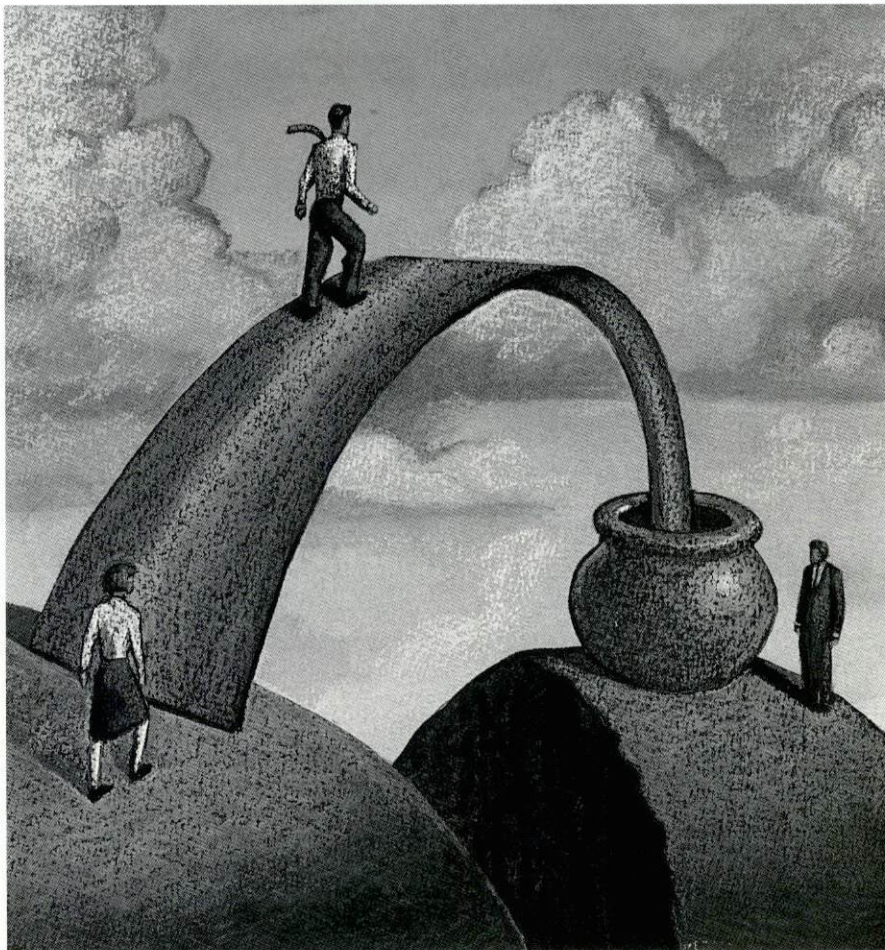
Nicholas Petti, DTM, of Club 2502-10 in Madison, Ohio, offers a different perspective: "For me, the essence of leadership is to forget yourself and concentrate on the people you're working with. I spent 17 years in the military and you get to the point where you tell people what to do and expect them to do it. When I retired and joined Toastmasters, this approach didn't work. I had to learn a new way of leadership. What I had to do was learn to lead up front, not push from the back."

LEADERS AS MENTORS

Advanced Leader Nancy Holder of Chattanooga, Tennessee, feels that her career has benefited from her Toastmasters leadership training too. A member of Club 6906-63, Holder has served as Division Governor and Area Governor. "The leadership training I've received in Toastmasters has spilled over into my everyday life, especially at work," she says. "Being a club officer has taught me the importance of teamwork. Being on the leadership path has and will continue to hone my organizing and time management skills and help me remember to delegate."

Holder considers the leadership path a natural progression. She explains: "I'd already achieved my DTM under the old educational track, so I was delighted when a new path appeared. We should never stop learning."

"Starting my Toastmaster journey was a selfish one in the beginning. I wanted to do everything for me. But somewhere along the way it became a chance to encourage others



to blossom in so many ways. I've taken on the pleasure of mentoring members in my home club – a satisfying aspect of going down the leadership path. It's exciting to see new Toastmasters discover that they will not pass out or throw up when they stand before a group and speak. It's just a joy to see the lights go on in someone's mind when they realize, 'yes, I can do that!'"


LEADERSHIP TRAINING HELPS MEMBERS EXCEL IN OTHER ENDEAVORS.

The leadership training helped Kathryn Hatlestad get a job. A member of Club 5369-6 in Bloomington, Minnesota, for four years, Hatlestad recently completed her Competent Leader award.

She credits her CTM and CL awards with helping her land a coveted job with the Minneapolis/St. Paul Metropolitan Airports Com-

mission. She currently supervises four people.

Hatlestad says, "The leadership training also has helped me in other organizations such as my church and a professional chapter for which I have been an officer off and on for some years." Being involved in the leadership program inspired her to seek new challenges outside of Toastmasters.

Hatlestad speaks for all of these leadership achievers when she says, "I strongly recommend that people take advantage of the leadership track, because team building and learning how to set and meet goals are valuable skills in the workplace." 

Patricia L. Fry, CTM. is a writer and regular contributor to this magazine. She lives in Ojai, California.

Toastmasters in Colorful Tutus

Imagine a line of 100 elephants in the desert. Which of them would reporters want to cover? If one of the elephants were wearing a pink tutu, the answer would be clear. Reporters would choose the elephant that knew its own unique personality and had a plan for letting it show.

In much the same way, your Toastmasters club can get positive publicity – the kind that can increase membership – by knowing what makes it special, and by “showing off its polka dots” under the guidelines of a good publicity plan.

Know Thyself. So what makes your club stand out? That is, what is the true color of your club’s “tutu”? To find out, get your club officers together to focus on your club’s mission, and the benefits the club provides. Answering these seven questions can help:

1. What business is Toastmasters in? The answer has something to do with helping people improve their communication skills. What special mission does your club have?
2. What are your specific products or services? Most clubs offer regular meetings, competitions and the opportunity to meet other people interested in public speaking and leadership.
3. Who are your customers?
4. What market do you target? Are your members all employees of the same company? Or are senior citizens your largest membership group?
5. What geographic area does your club dominate or want to dominate? Although Toastmasters clubs tend to be pretty local, use this question to consider potential membership groups in your area that your club may not be reaching.

A good publicity plan can help your club boost its membership.

6. Who are your competitors? Keep in mind that attending a Toastmasters meeting takes time. You are competing with potential members’ time spent on household duties and hobbies as well as with their families, religious groups and local service organizations.
7. Why do people do business with you? In this case, you’re answering the question, “What attracts people to our particular Toastmasters club?”

Hooking the Story. After your club’s executive committee has considered these questions, you’ll probably have an idea of what color your club’s “tutu” is. Now, do a reality check. Ask your members and other people within the community the same seven questions. Pay special attention if their answers are far different from those developed by your officers. Finally, summarize your efforts by asking yourself, “What has surfaced as the most interesting or unique characteristic of our club?”

As the vice president of public relations, I helped my club identify several items that made it interesting to the media. In particular, we were able to get coverage of a colorful 30-year Toastmaster. Combined with other efforts, the publicity helped the club gain several new members.

Another way to promote your club is to provide an expert from your club whom journalists can interview for an article on “speaking tips and strategies.” Such “tips” articles are very popular in today’s media. Promoting your club’s speech contests is also a good way to get noticed.

The media “hooks” you choose should stem from the color of your club’s tutu. With knowledge of what makes



your group stand out and a readiness to promote it, you can take the next steps toward getting publicity for your club: developing a media contact list and writing a good media relations plan.

Pre-Plan Process. Before developing a media plan, it's a good idea to get in tune with which media outlets might find your club interesting and identify the appropriate contact person at each location.

For most Toastmasters clubs, the best source for publicity is the local newspaper, but don't ignore radio and television stations, magazines, alumni newsletters or other community publications. Write down all the media outlets that seem to fit.

Next, collect as much information as possible about the media on your list. Double-check to confirm your information is accurate; in particular, be sure you have the

right contact person at each medium.

Knowing the right people will increase your club's chances for publicity, especially in a local market.

For example, our club's research paid off when its activities were posted on the "calendar" listings at local publications.

As you develop your list of media contacts, try to collect the following information: name of the organization; contact person and title; address, phone, fax, e-mail and Web address; and notes. The notes section of your media list should include any relevant deadlines. You don't want to send an article announcing a June event right after the editor sends the July issue to the printer!

After this study of the local media, you can write the actual media plan. Be sure to actually write it down, as this allows you to better see its strengths and weaknesses, and to better measure the success of your efforts.

Planning for Success. A good media plan includes: goals, selected media contacts, necessary resources, a time line and outcome criteria.

Goals. Be reasonable. If this is your first effort, don't shoot for the moon. Remember, every publicity campaign is a step toward stronger relationships with your media contacts. A sample goal might be: "To place an article in the media that promotes our club, using our 'funniest competition winner ever' as a hook."

Selected media contact. You may want to target specific sources on your media list. For the sample goal above, you may decide to target both the local newspaper and a regional magazine. If an audio tape of the winning speech is available, you may be more likely to interest a radio station in the story. If a videotape is available, you may pique the interest of a television station.

Necessary resources. This includes having a good public relations angle, a professionally written press release and anything else that will help sell your story. Be sure your listed contacts are available at the address and phone numbers printed on the release and be sure to follow up after the release is sent.

Time line. Again, be reasonable. Your Toastmasters club probably won't make the front page on its first effort. However, if you write down steps toward your goal and stick to your schedule, you're more likely to achieve your purpose.

When you write your media plan, you can adapt this general time line for your specific goal:

- By (date), we will have defined the specific media outlets we will pursue.
- By (date), we will have created the press release.

- By (date), we will have distributed the press release to targeted media.
- By (date), we will begin our follow up with the media and continue until (date).
- By (date), we will have evaluated our progress and determined our future public relations strategies.

Establish outcome criteria. Lastly, set the criteria by which you'll judge whether your efforts have been successful. You might consider yourself successful if your club is mentioned in one of your targeted media outlets, and your club enjoys an increase in the number of visitors.

If you feel as if the color of your club's tutu is gray, take heart. Many other clubs that thought they were wearing dull tones have used the above seven questions to discover just how colorful they really are. Once you know whether your club sports pin strips or purple, show off your true colors and boost membership through an effective media plan and local news coverage. Seeing a club energized with new members is such a rewarding experience!

Mary Maloney Cronin is a speaker and the author of *Everyone Remembers the Elephant in the Pink Tutu: How to Promote and Publicize Your Business with Impact and Style* (Career Press). She served as the vice president for public relations for the North Hills Club 2472-13 and was a member of the Three Rivers Club 4797-13, both in Pennsylvania.

Editor's Note: Consider ordering the publicity handbook, *Let the World Know* (Catalog No. 1140) from World Headquarters, as well as promotional brochures, public service announcements and other promotional materials. See your Supply Catalog or contact TI's Orders Department at (949) 858-8255 for more information.

Promote Your Club with these Products

These new promotional materials have been designed to help your club attract new members and gain publicity. All are available for a minimal charge from Toastmasters World Headquarters.

Better Communication Is One Word Away (CATALOG NO. 99)

This color brochure describes the benefits of Toastmasters training and highlights endorsements by Toastmasters and celebrities. Each club can request 10 free copies every six months when placing a supply order. *Additional copies are 20 cents each.*

Toastmasters Is the Cure (CATALOG NO. 100)

This attention-grabbing brochure describes how Toastmasters can help anyone overcome the fear of public speaking. *50 cents.*

To Be Successful It Takes Only One Word (CATALOG NO. 101)

Targeted to the on-the-go professional, this informative brochure features testimonials from Toastmasters and celebrities. Each club can request 10

free copies every six months when placing a supply order. *Additional copies are 20 cents each.*

Bringing Successful Communication Into Your Organization

(CATALOG NO. 103)

Looking for a way to build support for Toastmasters within a company or government agency? This folder contains a full description of the features and benefits of Toastmasters, a list of companies that support Toastmasters clubs, and testimonials by business celebrities. *50 cents.*

From Prospect To Guest To Member (CATALOG NO. 108)

This booklet could really be titled "How to teach any member of your club to sell the Toastmasters program." It's a how-to-journal through the new-member recruitment process. Each club can request three free copies every six months when placing a supply order. *Additional copies are 25 cents.*

All About Toastmasters (CATALOG NO. 124)

A complete description of both Toastmasters International and Toastmasters clubs: the features, benefits, history, etc. *25 cents.*

Call (949) 858-8255 to place your order, or fax your request to (949) 858-1207. **Shipping charges will be added to your invoice.**



Toastmasters International

P.O. Box 9052 • Mission Viejo, CA 92690 • (949) 858-8255



By Frank Jackson, CTM

Encourage and challenge your club's Competent Toastmasters and they may stay on to inspire new members.

The CTM-Leaving Blues

A COMMON PROBLEM FOR TOASTMASTERS CLUBS IS THAT MANY members work their way through the Communication and Leadership Program manual to gain recognition as a Competent Toastmaster – and then they leave.

To many dedicated Toastmasters, it seems incomprehensible that members would leave the organization just when they have mastered the basics of public speaking and are on the threshold of greater things. Yet, they often drop out at this point.

From an organizational point of view, the loss of Competent Toastmasters represents a huge depletion of resources. A member at the CTM level is an investment in your club. You have nurtured him through his first faltering steps of speaking, expanded his scope, given him confidence and developed his technique. Along the way, he has learned how to evaluate other speakers, run a business meeting and serve as a club officer. He has confidently taken on a variety of roles, such as timekeeper and grammarian. All of these basic skills now should be finely honed and polished, and the newly minted Competent Toastmaster ought to be alive with fresh ideas to inspire new members.

So why do so many members leave after achieving their CTM award? Some reasons are:

- Completion of the Communication and Leadership Program manual represents a finite achievement. Advancement to Advanced Toastmaster Bronze (ATM-B) may seem like starting over.
- Many join Toastmasters to become competent in public speaking, and achieving CTM status means just that. So, they reason, "Why go on?"
- Club meetings may begin to seem repetitious and boring.
- Progress through the 10 speeches required to earn the ATM-B award may seem slow.

What must we do to prevent Competent Toastmasters from leaving the organization that has given them so much? We can adopt several strategies. But the main emphasis should be placed on encouragement and challenge.

Encourage Competent Toastmasters by:

- Pairing them with expert mentors who can guide them through their first few advanced manual speeches.
- Working with them to develop a program of continued advancement with defined points of progress.
- Celebrating at the completion of each advanced manual rather than waiting until they complete the entire set of two manuals required for ATM-B recognition.

Challenge them by:

- Appointing your new CTM recipients as mentors for new members. Let them show off their newfound knowledge.
- Making sure they are involved in the club's management, even if it means persuading senior club members to take a back seat for a while.
- Organizing outside speaking opportunities for Competent Toastmasters. Urge them to use their speaking skills.

Perhaps the most important factor in retaining your Competent Toastmasters is the same as that for all members: If every meeting is enjoyable and rewarding, members will look forward to the next meeting.

For your own club's future and that of the entire Toastmasters organization, it is vital to retain your new CTM award recipients. Invest a little time in these members, and your club will reap the rewards. **T**

Frank Jackson, CTM, is a member of Whakatane Toastmasters Club 1106-72 in New Zealand.

The Dynamics of Membership

"I can't understand it. We finally recruited enough new people to bring our club membership back up, but now more members are dropping out. It's so frustrating."

"A year ago our club had 22 members. Now we're down to 13. What's going on?"

"It's like being on a roller coaster. One month we have a good-sized group; the next month we lose a few; two months after that we're back up again."

Does any of this sound familiar? Most clubs struggle with low membership from time to time. The reality is that membership in a Toastmasters club competes with a lot of other priorities, such as job/career demands, family, and personal time, including recreational interests. Some legitimate reasons for members dropping out include relocation, a new job requiring extra time at work, and loss of child-care arrangements, making it impossible to attend meetings.

However, if your club is losing members on a regular basis, it probably would be worthwhile to look at a few of the dynamics of membership – specifically why people join groups, what makes a club attractive to members, and how you can help

ensure that your members remain members.

Membership can be thought of as the relationship between a person and a group of people. A group (or club) is usually characterized in several ways:

- Membership is defined. (It is known who is and who isn't a member.)
- Members have a shared identity (Toastmasters, for example).
- Members have a shared purpose. (For Toastmasters, that purpose is to develop speaking and leadership skills.)
- Members have expectations for certain ways of behaving in various situations. (Toastmasters share expectations about club proce-

dures, including leadership policies and roles, methods of delivering feedback, time limits on speeches, and awards that can be earned.)

People usually join a particular group for one of three reasons:

- They like the group's activities.
- They like the people in the group.
- The group is a means to satisfying their needs, even though the group may not satisfy those needs directly. (For example, an entrepreneur with a small business may join a Toastmasters club primarily to make business contacts, not necessarily because he or she wishes to become a better speaker.)

Try this activity at your next club meeting. Ask several members why they joined. What was the most important factor in their decisions to join? Then ask what they like about the group now. You may find that members joined for various reasons and that their reasons for joining are different from why they continue to be members. For example, someone may have joined your club because a friend belonged but over time found the leadership track to be the main reason for continu-

ing as a member. Conversely, someone may have joined the club because of a desire to communicate better but his or her reasons for staying are camaraderie and friendships.

Knowing the reasons people join Toastmasters is important. Even more important is knowing how to keep them attracted to your club. A club member's satisfaction, the degree to which he or she feels accepted and, thus, wants to return again and again, are critical to any club's survival.

Recognizing this, one of your club's objectives should be to create "cohesiveness." The greater the club's attractiveness, the higher the cohesion and members' desire to remain a part of the group. Let's consider four major characteristics that make a club attractive:



participant in the group. Large groups offer more stimulation, and there is less likelihood of members becoming bored. Whatever size group you feel is optimal, there are two important factors to watch out for.

One is that members may be made to feel inadequate by, say, overly harsh evaluations. This can be remedied by fostering a spirit of support and by reinforcing members' positive aspects as they develop and enhance their skills.

The second potential problem is that some members may be too domineering or display other negative behavior. A situation like this needs a strong leader. Taking the offender aside and letting him or her know how the

1 Prestige – A successful club usually gains prestige, which its members share. Prestige not only encourages members to stay active in the club, it also helps attract new members. How successful is your club in achieving its goals and objectives? Are club achievements communicated and celebrated by its members? Does your club fully participate in Toastmasters area competitions, and do members attend district, regional, national and international events?

2 Climate – In examining your club's climate, you might ask:

- Is there a sense of commitment on the part of leaders?
- Do people work together toward achieving their goals?
- Is there a spirit of mission, of purpose and professionalism?

The more club members perceive other members as being committed to the club and compatible with

one another, the more attractive the group will be to them.

3 Degree of interaction among members – The degree of interaction among members contributes to a friendly climate. Does your club need to overcome a problem of close-knit cliques that ignore outsiders? Or does your club make genuine efforts to help people get to know one another? Holding a few social events during the year, perhaps a summer picnic or a holiday party, will encourage members to make friends and feel more comfortable with each other – by-products of belonging that will make your club more popular.

4 Size – Like degree of interaction, size contributes to climate. Think carefully about the optimum size for your club. In a small club, it's easier for members to get to know one another, thereby increasing the degree of interaction, and to have a sense of being a significant

behavior is affecting the others may be all that is necessary. If the behavior persists, stronger measures may be needed. In any case, don't let the situation escalate to the point where club members start dropping out.

Taking action to retain members is an important responsibility of club officers, but all club members can share in that responsibility. Commit yourself now to taking one or two steps toward building or maintaining your club's membership. Introduce yourself to someone you don't know at the next meeting; run for a club office; be a mentor to a new member.

By understanding the dynamics that affect membership and putting those dynamics to work, your club can be assured of retaining a strong, effective and healthy membership for many years. **T**

Maryjo Bartsch, M.S. is a consultant in employee and organization development in Milwaukee, Wisconsin



MEMBERSHIP BUILDING

By Betty Wund, ATM

Being involved in the formation of a new club is the ultimate way to learn and share.

New Clubs: New Challenges and Benefits

Toastmasters meetings are always filled with the unexpected. The speech topics and the challenges that a group of interested and motivated people bring to a meeting create a stimulating atmosphere. But have you taken Toastmasters one step further? Have you considered chartering a new club?

Our past International President Len Jury, DTM, said in his January 1998 Viewpoint column, "The Joy of Sharing," in this magazine that most people join Toastmasters with the attitude of "What's in it for me?" Many members drop out after achieving their goals; they don't realize that by sharing their Toastmasters skills with others, they also are learning. Being involved in the formation of a new club is the ultimate way to learn and share.

Either as a member or as a mentor of a sponsor club, you can reap more benefits from Toastmasters when you help start a new club. You benefit in at least five ways:

1 You have the opportunity to share your Toastmasters experience with a whole group of prospective Toastmasters – not just one or two.

2 You meet new people and become more confident of your Toastmasters experience.

3 You network with other Toastmasters in another venue.

4 Your club has a goal that unifies the members.

5 You develop leadership skills – you don't even have to have a CTM to do it.

My club has helped start a new club in each of the last two years. I decided to support a new club to see how it was done and to lend a hand with my experience as an ATM. Our club officers invited members to attend a new club's meeting and evaluate the members' first speeches, and to reach out and lend support to its members. Having a few beginning and advanced speakers at new club meetings sets a good example for the chartering club and creates a positive meeting atmosphere.

Seasoned Toastmasters demonstrate the potential of the Toastmasters program and encourage new

members to follow their lead. Experienced Toastmasters can offer advice on matters of meeting protocol and speech techniques. They also solve the problem of not having advanced speakers to evaluate the new club members' first speeches.

Members of the sponsor club may use the chartering club's meetings to complete their assignments when the home club's speaking schedule is overloaded. If local clubs offer non-conflicting meeting times, there is more flexibility in scheduling speeches. This gives Toastmasters a chance to network and gain experience speaking to different audiences.

I joined my club, Sleepy Hollow, during the chartering process. We were sponsored by a business-oriented, county-wide club. In our community club, we have had many Toastmasters come to visit and as a result, we have learned a lot about the history and operation of the organization.

One man, in particular, came to our meeting four years ago and joined. His first comment was that he was surprised to find women at the meeting. He had been a Toast-



master before 1973 when membership was all male. He completed the Communication and Leadership manual again before moving to Florida this year. He said that being back in Toastmasters has renewed his confidence and made his retirement years more stimulating. His Toastmasters experience and his enthusiasm for the organization is an inspiration to us all. He showed us that the atmosphere of the meeting and the people in the club were more important than collecting ribbons and pins. Florida has gained a great Toastmaster!

If you are a member of a corporate club, see if your local community can support a Toastmasters club. Community clubs have a different atmosphere because of the widespread demographics and can serve as a forum for discussing community goals or activities. The experience of helping to start a club will be good for developing your speaking and leadership skills. You might try a Speechcraft

"If you are a member of a corporate club, see if your community can support a Toastmasters club."

workshop demo meeting first to get a feel for the membership potential.

Here are some things your club would be wise to discuss before setting out to start a new club:

■ **Preparation.** New clubs must have at least 20 members. Of the 20, only three may be "dual" members. A dual member is someone who is already a member of another Toastmasters club and wishes to maintain membership in both clubs. Ask who plans to join a forming club as a dual member ahead of time. Support from Toastmasters International must be constant. At least one of the sponsors should attend every meeting. The executive committee of the forming club has to do all the administrative work, such as finding a meeting room, setting a time, collecting dues and creating club publicity. Support of the forming club should be continuous and not end at the chartering period of six months.

■ **Funds.** From experience, our club has set a few guidelines of its own. The club may collect funds for the new club. If financially able, the sponsoring club may advance money from its treasury to get materials quickly and start the new club. All educational material from sponsor clubs that can be shared should be available for the forming club. If funds are available, a special donation for materials for the new club when it charters would be nice. Local Toastmasters are the best source of support for a new club.

■ **New membership.** Getting new Toastmasters involved right away is very important.

Spontaneity is key to a successful club. Invitations to prospective members to attend social events, contests, conferences as well as new club demonstration meetings should be personal and frequent. Local Toastmasters benefit when they take the initiative.

Just as it takes a village to raise a child, it takes a group of Toastmasters to help a new club take its first steps. Building a new Toastmasters club brings the sponsor club's members together in a common goal that fulfills the Toastmasters' mission of "making effective communication a worldwide reality." **T**

Betty Wund, ATM, is a writer and photographer living in New York. She is a member of Sleepy Hollow Club 8558-46.

Your first step in building a new club is to obtain a New Club Information Kit, which contains a copy of *How to Build a Toastmasters Club: A Step-by-Step Guide*. To request a kit, call the new clubs specialists at Toastmasters International at (949) 858-8255. They can also be reached by fax at (949) 858-1207 or by e-mail at clubs@toastmasters.org.

Diamond Jubilee:

Celebrating
75 Years of
Success!

Don't miss Toastmasters' 68th Annual International
Convention, August 18-21, 1999, at the
Sheraton Chicago Hotel & Towers in Chicago, Illinois.

*C*ome and meet fellow Toastmasters in a celebration of our organization's 75th anniversary. Enjoy the best Toastmasters International has to offer! Let great speakers inspire you, fun events entertain you, and join your friends in a tribute to the vision of our Founder, Dr. Ralph Smedley. He would be proud to see you there!



CONVENTION SCHEDULE

The convention begins on Wednesday, August 18, and ends Saturday evening, August 21. Take advantage of an educational program that lets you choose from five tracks: Speaking; Personal Growth; Motivation and Leadership; Club and District Success; and Professional Speaking.

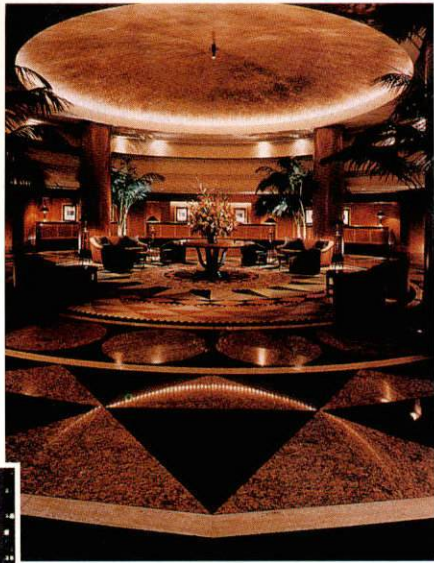
INTERDISTRICT SPEECH CONTEST — 6:30 P.M.

Arriving early? On **Tuesday, August 17**, at 6:30 p.m. be sure to attend the Interdistrict Speech Contest and watch as speakers from districts outside the United States and Canada compete for a final spot in Saturday's World Championship of Public Speaking.

Wednesday, August 18

If you're preregistered, you may pick up your ticket packet beginning at 10 a.m. If you haven't requested pre-selected seating, you may select your seats for great events such as the Golden Gavel Luncheon, the "Millennium" Fun Night, the World Championship of Public Speaking and the President's Dinner Dance. Remaining event tickets can be purchased at noon, but these are subject to availability. So preregister and buy your tickets early.

Visit the District 30 Information Desk. Our hosts will introduce you to Chicago's popular attractions. The Candidates' Corner and Credentials Desk open Wednesday afternoon.



EDUCATION BOOKSTORE

Visit the Education Bookstore beginning at 1 p.m. It's stocked with great items you can take back to your club.

BOARD OF DIRECTORS BRIEFING – 1:00 P.M.

Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International. Hear Executive Director Terry McCann report on the organization's progress.

FIRST-TIMERS RECEPTION – 4:00 P.M.

International President Terry Daily, DTM, personally welcomes you to your first International Convention. Meet other first-timers and make new friends at this informal reception.

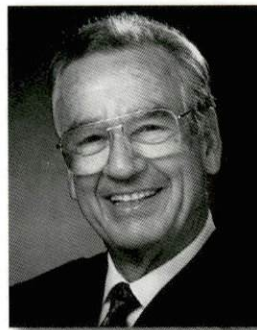
OPENING CEREMONIES – 7:00 P.M.

Featuring Bob Richards

The spectacular Parade of Flags kicks off this thrilling event at 7 p.m. Hear the report of International President Terry Daily, DTM. Let keynote speaker Bob Richards inspire you with his message, *"The Secrets of the Great Ones."*

CANDIDATES' RECEPTION

Meet this year's International Officer and Director candidates at an informal reception immediately following the Opening Ceremonies.



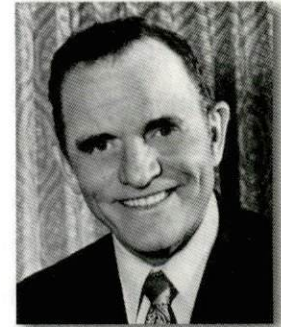
Zig Ziglar



Terry Daily, DTM



Terry McCann



Bob Richards

Thursday, August 19

EDUCATION IN THE MORNING – 8:30 A.M.

Begin your day with a lineup of seasoned speakers. Choose from five tracks: Speaking (Track #1), Personal Growth (Track #2), Motivation and Leadership (Track #3), Club and District Success (Track #4), and Professional Speaking (Track #5).



Jeffrey Dean



Terry Mayfield, ATM-B



Michael Hart



Howard Steinberg, DTM



Grace Brown, DTM



Sandra Lewis, DTM

► **"Tempted, Teased, and Tantalized by the Tiger"** (Track #1)

Jeffrey Dean

Don't let your next speech become routine. Learn new ways to perform on the platform.

► **"How to Control Your Destiny"** (Track #2)

Terry Mayfield, ATM-B

Discover how to identify your strengths and desires and achieve your goals. Use your talents to create your own destiny off the stage.

► **"Peak Performance is Child's Play"** (Track #3)

Michael Hart

Uncover some common adult dilemmas and discover some very childlike solutions. Michael shows you how to break free of the status quo.

► **"Motivating Members to CTM and Beyond"** (Track #4)

Howard Steinberg, DTM

Attention club officers! Join Past International Director Howard Steinberg, DTM, as he demonstrates how to motivate fellow club members to higher levels of achievement.

EDUCATION CONTINUES IN THE MORNING – 10:00 A.M.

► **"Writing Great Speeches"** (Track #1)

Alan Perlman, Ph.D.

This author, linguist and professional speech writer shares his expertise. Learn how to employ his top 10 tips the next time you write a speech.

► **"Dancing Around the Minefields of Professional Speaking"** (Track #5)

Arnold "Nick" Carter

To make sure you won't "bomb," you need to be armed with some defensive strategies. Learn to handle difficult audience members effectively and avert audience disasters.

► **"Dream High"** (Track #2)

D. Conway Stone, DTM

Don't let failure stop you. Conway will inspire you to never give up your dreams.

GOLDEN GAVEL LUNCHEON – NOON

Toastmasters International proudly presents **Zig Ziglar** with **The Golden Gavel**, Toastmasters' highest honor for communication excellence. Zig Ziglar is an all-American success story. For the past 29 years, he has brought inspiration to corporate, educational, and religious audiences worldwide. His formula for achieving success is simple and clear: "You can have everything in life you want if you will just help other people get what they want." Zig launched his full-time speaking career and built a multi-million dollar corporation on the same philosophy he expounds to his audiences – hard work, common sense, fairness, integrity, and commitment. Join your fellow Toastmasters in honoring Zig Ziglar.

AFTERNOON SESSIONS – 2:45 P.M.

► **"Delivering Dynamic Presentations"** (Track #1)

Ralph Hillman, Ph.D.

Stop your audience from developing stereotypical perceptions. Learn how to keep a weak voice, bad posture, or inadequate breath support from contaminating your next presentation.

► **"Shaken and Stirred"** (Track #3)

George Torok

Discover how to be more creative and stir yourself into action. Search for opportunities to apply your new-found creativity at your work, in your club, or at home.

► **"Achieving Distinguished Area, Division, and District"** (Track #4)

Grace Brown, DTM

Jack Gammon, DTM

Stan Hammer, DTM

Sandra Lewis, DTM

Richard Logan, DTM

Mike Silverman, DTM



Alan Perlman, Ph.D.



Arnold "Nick" Carter



Ralph Hillman, Ph.D.



D. Conway Stone, DTM



George Torok



Jack Gammon, DTM



Stan Hammer, DTM



Richard Logan, DTM



Mike Silverman, DTM



Barbara A. Glanz, CSP



Mark Brown, ATM



Eileen Roth

Join Past International Director Grace Brown, DTM, as she moderates a "distinguished" panel of experts who served as governors of President's, Select and Distinguished Districts. Learn from these Toastmasters as they share valuable information about what it takes to achieve area, division and district success.

CANDIDATE SHOWCASES – 5:00 P.M.

Meet your International Officer and Director candidates as they address convention delegates.

OPEN EVENING

Experience Chicago's nightlife with an evening on the town. Stop by the Host District Information Desk for some great dining and entertainment ideas.

Friday, August 20

ANNUAL BUSINESS MEETING – 8:00 A.M.

Terry Daily, DTM, Chairman

Herb Nowlin, DTM, Registered Parliamentarian

Delegates gather to elect International Officers and Directors.

CLUB LEADERSHIP LUNCHEON – 11:30 A.M.

Past International Director Joan Johanson, DTM, delivers the keynote address, "Salt in Their Oats," at this special luncheon for DTMs, 1998-1999 club officers and 1999-2000 club officers. This event celebrates the success of our 1998-1999 Distinguished clubs.

TOASTMASTERS AND GUESTS LUNCHEON – 11:30 A.M.

This popular event is open to everyone, so be sure to buy your tickets in advance. Join professional organizer Eileen Roth as she delivers her presentation, "Everything in its Place – Plan with the 3R's."



Joan Johanson, DTM



Jean Riggs, DTM



Sally Dunn, DTM



Peter Kossowan, DTM



Lilian Lau, DTM



Jock Elliott, ATM

HALL OF FAME – 1:30 P.M.

Toastmasters International's top performers are recognized for their outstanding accomplishments in 1998-1999. Bring your camera!

GENERAL SESSION – 4:15 P.M.

► "Building a CARE-ing Team – Ideas to Regenerate Spirit in your Group"

Barbara A. Glanz, CSP

Create a CARE-ing team in your club or district, or in your workplace. Turn around uncommitted and unproductive team members. Teach them to become the strongest and most productive links on your team!

"MILLENNIUM" FUN NIGHT – 7:00 P.M.

Come to the party of the millennium! Don costumes from your favorite century – B.C. or A.D. Enjoy mixed company from the stone age, atomic age, and every



age in between. Listen to the hip-hop sound and entertainment of **High Society**, and marvel at the visual comedy of illusionist **Ed Alonzo**. Friends, Romans, Toastmasters, join us for a *timely* evening of entertainment, dancing and fun.



Saturday, August 21

"THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING SPONSORED BY MBNA" – INTERNATIONAL SPEECH CONTEST – 9:00 A.M.

Witness the best in public speaking as nine finalists compete for the title "World Champion of Public Speaking." Experience the thrill and suspense when you hear the words "and the winner is..." This is a popular event, so order your tickets now!



Craig Harrison, DTM



Morgan McArthur, ATM



Ed Tate



May Craven, DTM



Tony Lipka, ATM

EDUCATION IN THE AFTERNOON – 1:30 P.M.

- ▶ **“Sixteen Seconds to Success: Riding Your Elevator Speech to the Top!” (Track #1)**

Craig Harrison, DTM

Learn to promote your club, business, service, product or philosophy in 16 seconds! Showcase confidence and cast yourself or your club in the most favorable light.

- ▶ **“‘Ate’ Ways Leaders Get Things Done” (Track #3)**

Mark Brown, ATM

1995 International Speech Contest Champion Mark Brown shows you eight easy-to-remember steps to becoming an effective leader.

- ▶ **Panel Discussion: “Building Strong Clubs” (Track #4)**

Jean Riggs, DTM

Peter Kossowan, DTM

Sally Dunn, DTM

Lilian Lau, DTM

Join Past International Director Jean Riggs, DTM, as she moderates a panel of club building experts. Find out how to make club building exciting, fun and simple.

- ▶ **“Confessions of a Hired Tongue” (Track #5)**

Morgan McArthur, ATM

1994 International Speech Contest Champion Morgan McArthur leads you down the path to professional speaking. Find out what it takes to talk for a toll.

EDUCATION CONTINUES IN THE AFTERNOON – 3:00 P.M.

- ▶ **“Let’s Get Serious About Humor” (Track #1)**

Jock Elliott, ATM

Laugh and learn. Discover the various treatments of humor and how you can use humor effectively in your next presentation.

- ▶ **“Speakers Sampler” (Track #2)**

Enjoy speakers from a cross-section of Toastmasters clubs.

May Craven, DTM

Gary A. Stewart, ATM-B

Tony Lipka, ATM

Carrie Warren, DTM

Wendy Schonwetter, ATM-B

- ▶ **“Success Skills for Leaders in the New Millennium” (Track #3)**

Ed Tate

Learn to lead and motivate any age group. Become familiar with the challenges that various generations can bring to your next leadership role.

- ▶ **“Becoming A Professional Speaker” (Track #5)**

Pauline Shirley, DTM

Tom Richardson, DTM

Morgan McArthur, ATM

George Torok

Past International President Pauline Shirley, DTM, moderates a panel of platform professionals who have launched successful speaking careers. Participate in this Q&A session and find out what it takes to jump-start your own speaking career.

PRESIDENT’S DINNER DANCE – 7:30 P.M.

Dine and dance in elegance at this extravagant closing event. Past International President **Len Jury, DTM**, is the Toastmaster for the evening and will preside over the installation of newly elected Officers and Directors.

If you’ve never been to a Toastmasters International Convention, consider coming to this one! The hotel is close to the famous “Miracle Mile” in downtown Chicago, the scheduled program promises to educate and motivate you, and Toastmasters from around the world are waiting to meet you!



Wendy Schonwetter, ATM-B



Gary A. Stewart, ATM-B



Carrie Warren, DTM



Pauline Shirley, DTM



Tom Richardson, DTM

Guaranteed Lowest Airfares to Chicago!

Get there for less! Uniglobe South Coast Travel in conjunction with American Airlines and United Airlines will provide special services and benefits to Toastmasters and guests attending the 68th Annual International Convention in Chicago, Illinois, August 18-21, 1999.

- ▶ Save 5% to 15% off published airfares on American Airlines and United Airlines (some restrictions apply; advance purchase required). Discounts are for travel between August 13-27, 1999.
- ▶ Uniglobe is offering Toastmasters special rates on car rentals, starting as low as \$33/day (U.S.) with UNLIMITED MILEAGE.
- ▶ Lowest fares are guaranteed on any airline at time of booking through Uniglobe South Coast Travel. To make reservations, call Uniglobe South Coast Travel and receive:
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www.southcoasttravel.com

Getting to Chicago

Getting to Chicago is easy. The Sheraton Chicago Hotel & Towers is located 50 minutes from Chicago O'Hare International Airport. Make your travel plans now and take advantage of travel discounts offered through Uniglobe South Coast Travel. Remember, the convention registration desk opens at 10 a.m. on Wednesday, August 18, 1999.

- ▶ **By Air** – Chicago O'Hare International Airport serves more than 15 major airlines and four commuter airlines. Airport Express provides van service from the airport

to all downtown hotels and departs from the airport every 10 minutes. One-way shuttle service through Airport Express costs \$15 per person; \$25 round-trip. Reservations are required for a return to the airport. Airport Express shuttles are conveniently located just outside the airport terminal area. A cab ride from O'Hare to downtown Chicago takes approximately 50 minutes and costs between \$23 and \$25, depending on traffic.

- ▶ **By Bus** – Greyhound bus lines provides national service to Chicago. A cab ride from the South Loop Greyhound station to the Gold Coast or Near North side area costs about \$7 to \$10 and takes approximately

10 to 15 minutes. For reservations and information, please call 1-800-231-2222.

- ▶ **By Train** – Amtrak provides rail service from the north, south, east, and west to Chicago. For reservations and information, please call 1-800-USA-RAIL.
- ▶ **By Car** – Convenient exits off Interstate 90/94 (Kennedy Expressway) provide easy access to the downtown area:

- From the East – Tollroad 90 and Interstate 94.
- From the South – Interstate 57; Interstate 65 and Interstate 55 link to 90/94 and continue to South Lake Shore Drive.
- From the West – Interstate 90 and U.S. 5 (becoming 290 as it approaches the city) link with 90/94 and continue to South Michigan Avenue.
- From the NorthWest – Interstate 94.

- ▶ **Parking** – Valet parking is available on a first-come, first served basis. Parking is available at \$26.00 per day. Other self-parking garages are located near the hotel. Please check with the hotel concierge for locations and prices.

Tax Deductible?

Did you know that U.S. Treasury regulations permit an income tax deduction for educational expense – when the education is undertaken to maintain or improve one's employment or other trade or business? Also, if you're a duly appointed, voting delegate representing your club at the convention, attend all the meetings as the delegate and report back to your club, many of the out-of-pocket expenses are deductible as charitable contributions if your club does not reimburse you and there is "no significant element of personal pleasure or recreation." Toastmasters International is recognized by the U.S. Internal Revenue Service as a tax-exempt, nonprofit educational organization. (Contributions may be deducted on U.S. Tax returns.)

PRESELECTION OF SEAT LOCATION

In an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the *Golden Gavel Luncheon, Fun Night, International Speech Contest, and President's Dinner Dance*. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention registration

forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 18, at 10:00 a.m.

Seating Preselection Procedure

1. World Headquarters will assign seating locations in the order in which it receives convention registration forms.
2. Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
3. Assignment of preselected seat locations will be at the discretion of Toastmasters International.
4. All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
5. Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
6. World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
7. **Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



**Sheraton Chicago
Hotel & Towers
Welcomes**

TOASTMASTERS INTERNATIONAL® 1999 CONVENTION AUGUST 18 - 21, 1999

MAIL THIS FORM TO:
**Sheraton Chicago
Hotel & Towers**
301 East North Water Street
Chicago, Illinois 60611
(800) 233-4100 or
(312) 329-7000 • Fax (312) 329-6929

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____
(CHECK-IN 4:00 P.M. - CHECK-OUT 12 NOON)

Method of transportation: Car Air Other

Late departures will be charged a full night's rate plus taxes.

Please Note: Special conference rates are based on reservations received by July 21, 1999, and room block availability.

Special Conference Rates (circle rate desired)			
MAIN LEVEL	CLUB LEVEL	TOWERS LEVEL	SUITES
\$131.00 single/double/ triple/quad	\$151.00 single/double \$171.00 Triple/quad	\$151.00 single/double \$171.00 Triple/quad	Phone hotel directly if suite is desired. Cost and availability varies.

Check here _____ if rollaway is needed. (no charge)

After July 21, all subsequent reservations will be subject to availability at the current hotel rack rates.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) _____ (first) _____ (initial) _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing room with: _____

Special Requests: Prefer non-smoking room Other (specify) _____

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 14.9% occupancy tax per night. DO NOT SEND CASH. Make check or money order payable to the Sheraton Chicago Hotel & Towers.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE

DATE

DON'T BE A NO-SHOW

To cancel your reservation call (800) 233-4100 or (312) 329-7000. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number.

A room confirmation will be mailed to you as soon as possible.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

68TH ANNUAL CONVENTION

AUGUST 18-21, 1999 ♦ SHERATON CHICAGO HOTEL & TOWERS, CHICAGO, ILLINOIS, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 1999-2000.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 18.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. Event tickets must be purchased separately. (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$115.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$215.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$100.00 \$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- _____ Wednesday/Thursday (August 18 & 19) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 20) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Club Leadership Luncheon, and Fun Night.) \$ _____
- _____ Saturday (August 21) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- _____ Tickets: **Interdistrict Speech Contest** (Tuesday, August 17) @ \$15.00 \$ _____
- _____ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 17) @ \$44.00 \$ _____
- _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 19) @ \$35.00 \$ _____
- _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 20) @ \$34.00 \$ _____
- _____ Tickets: **Club Leadership Luncheon** (Friday, August 20) (*Open only to DTMs, 1998-1999 and 1999-2000 Club Officers*) @ \$34.00 \$ _____
- _____ Tickets: **"Millennium" Fun Night** (Friday, August 20) @ \$51.00 \$ _____
- _____ Tickets: **International Speech Contest** (Saturday, August 21) @ \$20.00 \$ _____
- _____ Tickets: **President's Dinner Dance** (Saturday, August 21) @ \$55.00 \$ _____

Check here if you want World Headquarters to preselect your seats. If you do not check this box, you will select from remaining seats on site. (See page 22 for Seat Preselection Information.)

WHQ Use Only
 T- _____ GG
 T- _____ FN
 T- _____ SC
 T- _____ PDD

Check enclosed for \$ _____ (U.S. Dollars) payable to Toastmasters International. **Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. NO EXCEPTIONS!**

(PLEASE PRINT) Club No. _____ District _____
 Name _____
 Spouse/Guest Name _____
 Address _____ City _____
 State/Province _____ Country _____ Zip Code _____
 Daytime Telephone () _____

PAYMENT METHOD (U.S. FUNDS):
 MasterCard VISA AMEX
 Card Number _____
 Expiration Date _____
 Signature _____

If you are an incoming Club or District officer, indicate office: _____
 I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.

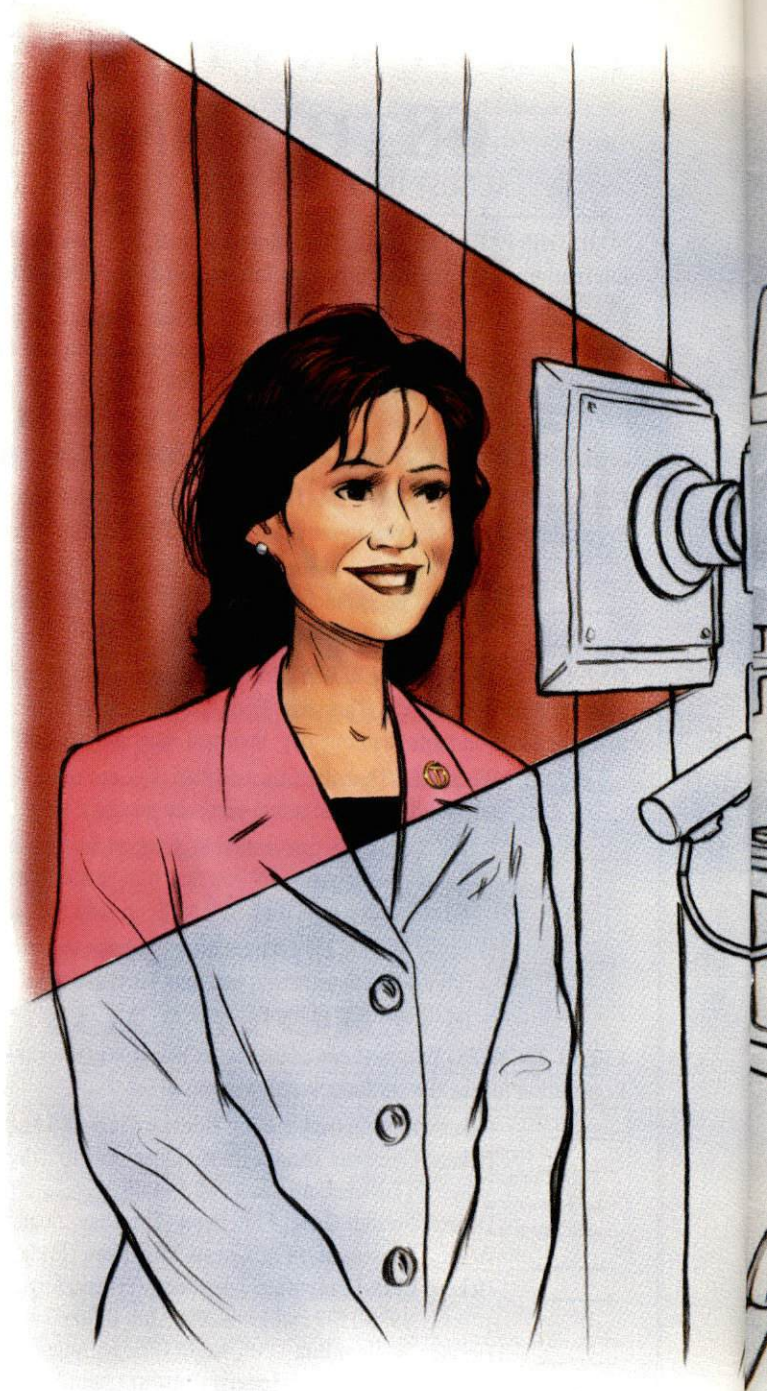
The Eye of the Camera

I *Imagine: A speaker glances at her audience but sees no one. Instead, her gaze is met by the unanimated eye of a video camera. She begins. With a dynamic voice and meaningful gestures, she strides boldly from behind the lectern. Her humor is well-rehearsed and her smile is winning. But what does the audience see?*

One of the greatest axioms of public speaking is to know your audience, but on camera, that audience may seem elusive or non-existent. For the past six years, I have produced a public access television program called *Time with Toastmasters*, using talent and crew from District 65. For eight years, the program has provided an educational forum for many Toastmasters in central New York while presenting public speaking techniques to its audience of non-Toastmasters. Through this process we have learned that there is a vast difference between speaking in front of a camera and speaking directly to a live audience. In this article, I'd like to share a few well-tested tips on how a speaker easily can make the transition to speaking on television.

UNDERSTAND PHYSICAL RESTRICTIONS

Preparation for a successful taped speech begins well before the studio engagement. If a speaker intends to transfer a speech prepared for a live audience to a studio setting, the first step is to understand the physical restric-



BY MELANIE ZIMMER ■ ILLU

tions in the new environment. For example, in the studio, the lighting and cameras are set to focus on a specific spot. Mobility is restricted and the speaker is encouraged not to use many gestures. On television, gaining proximity to your audience will do nothing to polish your image.

■ **Don't walk off camera.** To produce intimate views of the speaker and to maintain interest, tight shots are used.

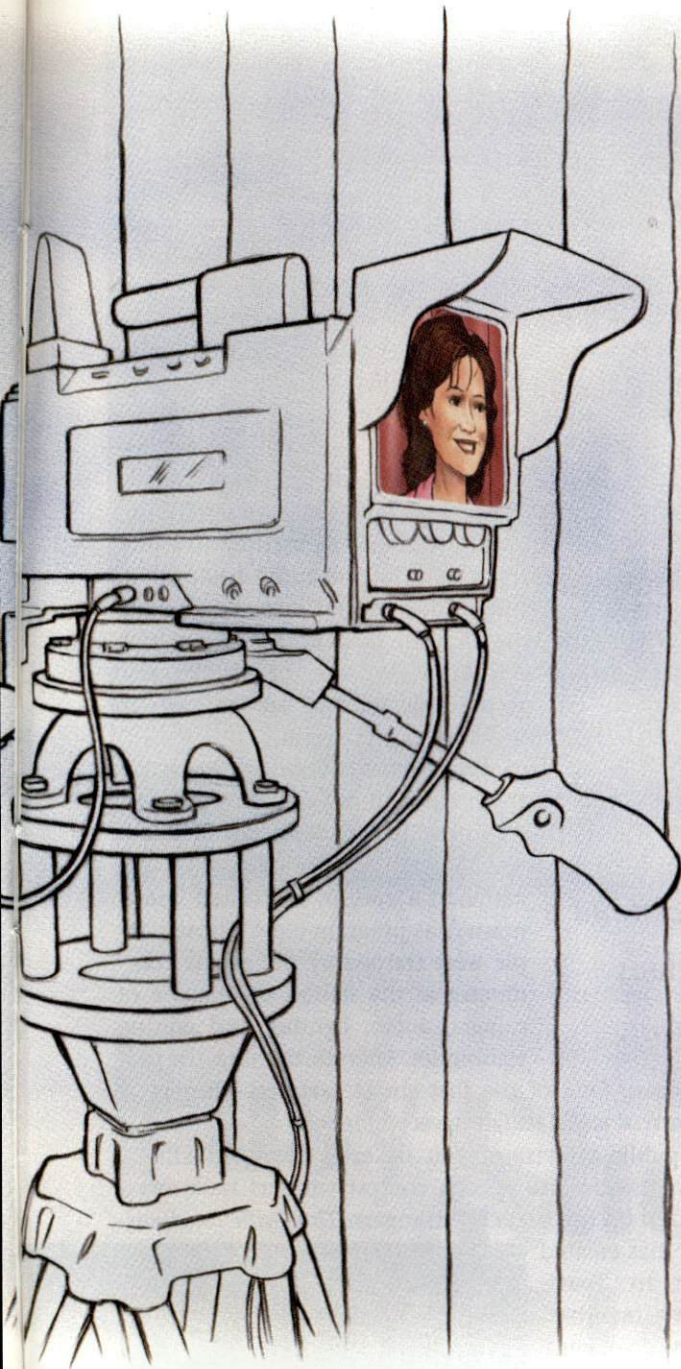


ILLUSTRATION BY MATT COLLINS

Instead of seeing the speaker's entire body, the audience will see close-up images of the speaker's face from alternating angles. When the camera shots are that close, a speaker cannot afford to walk. One step will remove the performer's image from the screen. Often, to ensure optimal lighting and to prevent the cameras from picking up shadows, a speaker may be given a masking tape "T" on the floor to straddle.

How to choreograph a speech for television and attract new members in the process.

■ **Re-create your gestures.** In normal conversation, most people gesture around waist level. But because the camera is focused at mid-chest or higher, low gestures may be lost or appear as distractions. When an audience cannot see your moving arms but only the associated bouncing of your shoulders and head, you may appear fidgety or unpolished.

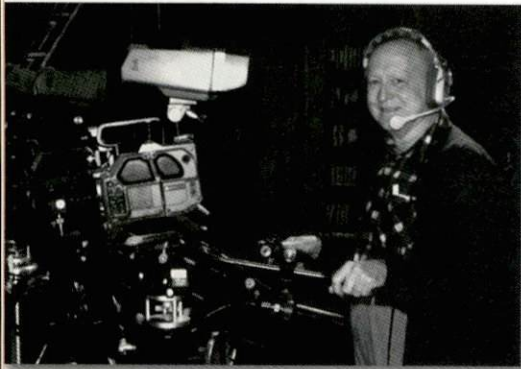
For gestures to be effective on camera, they should be made higher, perhaps at shoulder level. This is unnatural for most people and may require some practice in front of a mirror. Many speakers minimize or eliminate gestures on camera.

■ **Concentrate on facial expressions.** If your speech is emotional, you have the opportunity to maximize facial expressions. But keep them subtle; the camera will see your face far more closely than a live audience would.

■ **Dress appropriately.** Proper attire depends on the type of speech you are giving. Dungarees and a checkered shirt might work for the speaker describing his job in a factory, auto shop or farm, but for the average speaker, a suit creates the best image and offers the advantage of hiding lavalier microphone wiring in the jacket.

■ **Know where to look for your "audience."** So there you are, standing in front of the cameras with wire woven through your jacket. Where do you focus your attention? Years ago when we began taping *Time with Toastmasters*, we instructed our speakers to watch the red light mounted on top of the cameras. Whichever camera had its light illuminated was "the audience" or the camera in use. But we soon discovered a problem. This technique worked fairly well until we found a speaker so smooth he followed our directions flawlessly. Each time we switched cameras, his eyes and head followed instantaneously. No matter which camera we used, we ended up taping the identical angle without variation. Our perspective has changed significantly since those early days. Now we assign a camera as our speaker's "audience." This allows us to artistically record the speaker from a variety of angles.

■ **Use alternating camera angles.** Moving images hold the audience's attention. Perhaps that is what speakers try



to achieve when they use gestures and movement. The same concept applies to the use of camera angles. To illustrate this, try this experiment: Next time you watch your favorite television show, count the number of camera-angle changes per minute. Most images last

no more than a few seconds. When we see a live presentation, body movements capture our attention; on television, different camera angles keep us watching.

■ **Time your jokes.** Performing humor for the camera can be a harrowing experience, especially if no live audience is present. Since the timing of a humorous speech is very much tied to audience laughter, as a studio speaker you may find your timing is off. Without the sound of hearty laughter and the view of a smiling audience, some performers may lose enthusiasm. Performing humor on camera feels more like a solo rehearsal than an audience performance.

■ **Remember your audience and relax.** Speakers gain energy and enthusiasm from interacting with their audiences, and some speakers say it is the audience that makes their speeches come alive. Though all you may see is a camera, no camera is unattended. Remember, a live audience does exist, and a much larger unseen audience as well. So remember to remain enthusiastic during your performance despite the lack of audience interaction. Sometimes sharing a laugh before the show with another speaker or remembering how much your last audience enjoyed your speech will put you in the proper mood to perform with passion.

■ **Review your taped performance.** One of the joys of performing in front of a camera is the permanence of the performance. Once your speech is complete, you may view it again and again. Seeing yourself speak as others see you is a powerful instructive tool. By reviewing clips, you gain valuable insight into your use of facial expressions, vocal variety, gestures and manners. I will never forget being struck by the number of times I rotated my foot during a seated conversation. Although it was subtle, and no one had called my attention to this repetitive movement, I realized it was distracting. Reviewing video clips of the

show enabled me to polish my image by allowing me to judge for myself what I needed to improve.

So now you're ready to start your own show. How do you begin? Public access television is open to everyone. Television stations are required by the Federal Communications Commission to air public access programming. If you already have a program you wish to air, the process may be as simple as contacting your local station.

Some stations provide facilities for creating public access programming. Public access facilities vary. Some stations provide studios or equipment for you to produce your own show; others don't. In Syracuse, New York, where *Time with Toastmasters* is produced, Time Warner Cable provides technical training for crew members through classes held at the studio. The station also provides the studio, cameras, lighting and audio equipment. An editing suite for post-editing is also available. The only cost our group incurs is the price of the tape, which is \$12 for a half-hour show. We are, of course, also responsible for any set we wish to build for our program.

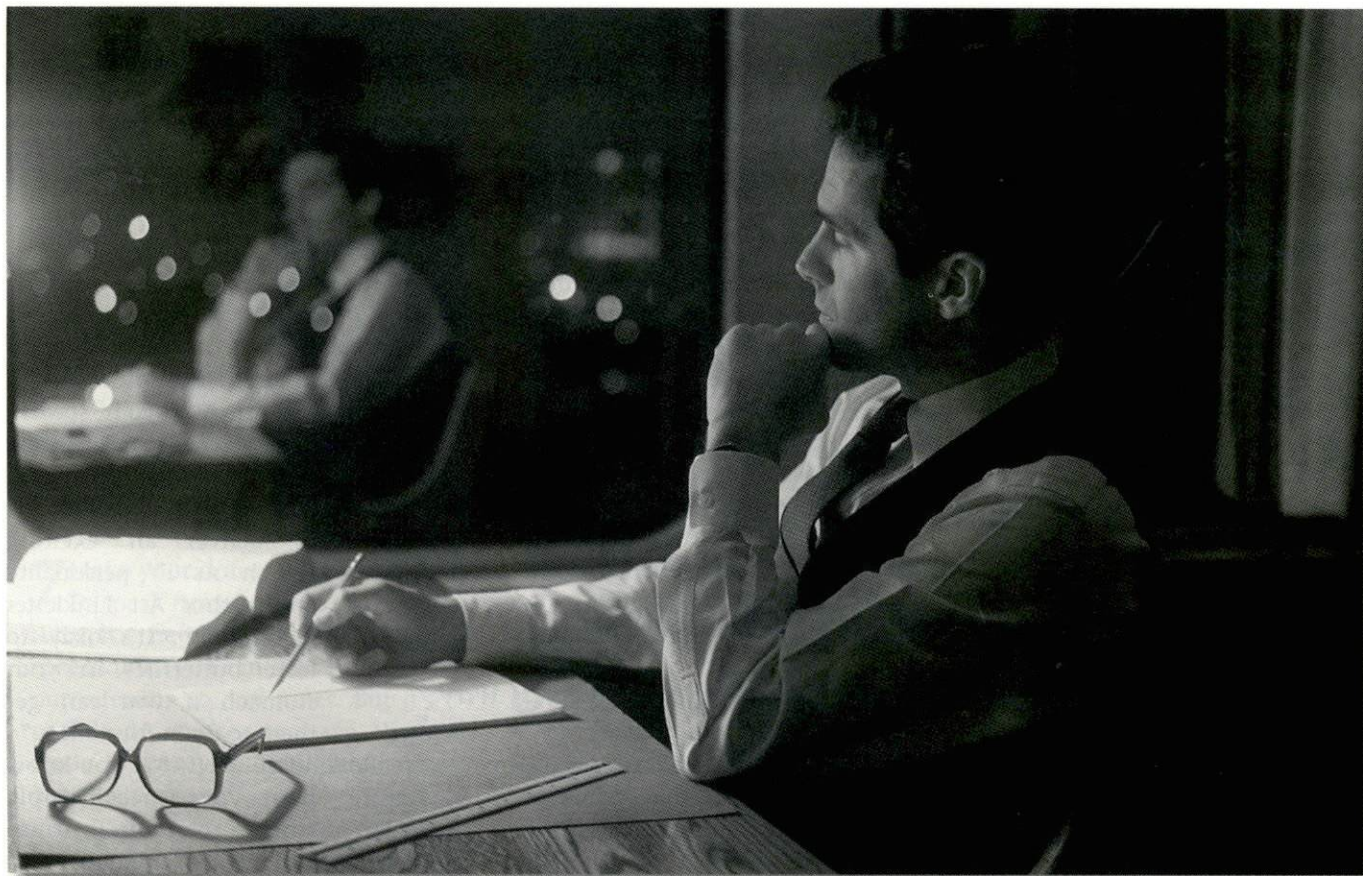
Time with Toastmasters began as the brainchild of Syracuse Toastmaster Ruth Matson. Matson's first step was to contact the station, then she gathered a core of interested Toastmasters as program crew. Those people were trained by the access coordinator at the station on the use of camera, audio, lighting and editing techniques. After the training, the program began. One of the first shows featured winners of Toastmasters' area Tall Tale speech contest.

On public television, you never know who will be watching; some area speech contest winners have been recognized on the street by strangers. *Time with Toastmasters* also has created

interest in Toastmasters membership. By displaying a contact number at the end of each show, we have received many inquiries about how to join local Toastmasters clubs. *Time with Toastmasters* airs weekly on Time Warner Cable, Wednesdays at 7 p.m. in Syracuse, New York.



Melanie Zimmer, CTM, has been a member of many Toastmasters clubs in several states, most recently the Mohawk Valley club 1271-65 in Clinton, NY.



By William Hennefrund

If you start with a definite destination in mind, it's easy to work out the best route.

Easy Shortcuts to Better Speeches

Are there any quick fixes for preparing outstanding speeches? When Abraham Lincoln spent two days (off and on) fiddling with the mere 268 words of the Gettysburg Address? When Winston Churchill claimed to have spent 40 years studying the craft of speech writing – and could labor for hours over a single phrase?

Highly-skilled, professional speechwriters take anywhere from 20 to 40 hours to write a routine business or political speech. Major addresses – say rousing calls for war on poverty or ignorance – take even longer. The process can be time consuming, but expert speechwriters also use simple shortcuts that can shave hours from your preparation – time you can use

to practice your speech. Here are eight favorite speechwriting shortcuts:

1 Work backwards. One sure way to simplify the task of speechwriting is to start at the end of the speech and work back to the opening. It's like planning a trip: If you start with a definite destination in mind, it's easy to work out the best

route. With a destination in mind, your speech will be well-organized and easy for the audience to follow, without any distracting detours.

The "destination" is the principal idea you want to leave with the audience. Kevin Mullany, a veteran speechwriter in Washington, D.C., refers to it as the "carry-away" message – the single idea that you want the audience to "carry away" from the occasion.

Summarize this message in a single, simple sentence. Examples: "Our organization badly needs an infusion of new ideas"; "The proposed regulations will prevent the industry from doing its job"; or "Young people today need our help, not our disapproval." By concentrating on the "carry-away" message, you will save time and your speech will be more focused.

2 Dig deeply. If you are lucky, you'll be speaking on a familiar subject. But quite often, you may be asked to address a topic that is new to you. In that case, thorough research is your only ticket to speaking with confidence and authority.

Research time can be reduced drastically if you use the Internet. Exceptional resources are available from commercial service providers such as America Online, CompuServe, Microsoft Network and Prodigy. The only problem is that you may be overwhelmed with information, and Internet sources are often not as reliable as say, reference literature in a library. For help on how to conduct an efficient Internet search, consult *The Writer's Guide to the Internet* by Dawn Groves (Franklin, Beedle & Associates).

Aside from electronic research, read newspapers, magazines and technical journals for any late developments. Newspapers such as the *New York Times*, the *Washington Post*, the *Los Angeles Times* and the *Wall Street Journal* will suit your purposes just fine.

3 Start with a big bang. It's worth spending at least a few hours devising an opening that will grab attention and get your speech off to a good start. Do this with a provocative quote, a startling statement, a moving story, a theoretical question, a joke or a famous reference. Whatever your choice, use it forcefully and effectively.

The opening is so important that you should memorize it. Rehearse the lines over and over again to get the right pace and inflection.

"One of the best ways to bring home the message is to reach into your bag of stories and pick one that illustrates your theme in a sharp, meaningful way."

At the same time, use the opening to establish rapport and credibility with your audience. Let them know you are one of them. Here's an example: "I'm glad to be here at your teachers' convention because I was once a teacher, and I know something about the tremendous demands being placed on you today. What I'm here to talk to you about is one of the biggest problems you face – the breakdown of ordinary good manners, the growing disrespect for authority – things we once took for granted."

4 Spice up your speech. To illustrate your point and liven your speech, use anecdotes. The more the better! You can find interesting stories in newspapers and magazines. Snip out the items that appeal to you, and file them away for use in your speeches.

Most standard collections of anecdotes have already been used in thousands of speeches. For fresher material, try browsing through some off-beat sources. Here are a few: *Felton & Fowler's Best, Worst & Most Unusual* by Bruce Felton and Mark Fowler (Galahad Books, 1994); *Steps to the Top* by Zig Ziglar (Pelican,

1985), contains more than 200 inspirational stories about ordinary persons; and *Speaker's Treasury of Anecdotes About the Famous* by James Humes (Barnes & Noble, 1985), contains little-known stories about famous people. Stories are categorized, so it's easy to locate an anecdote to illustrate a point.

5 Speak with confidence. It's natural to experience some tension at the beginning of your speech. Indeed, some veteran speakers think that unless you feel some anxiety, you won't be able to deliver an exciting speech. As TV personality and author Art Linkletter has noted, "It's okay to have butterflies in your stomach if you can get them to fly in formation."

Remind yourself that you know more about your speech topic than anyone in the room (because you have done the research), and that the audience will be looking for information only you can provide.

Some speakers find that meditating for 20 minutes before speaking is extremely beneficial. Others find that by breathing deeply, as swimmers and actors do, they can stay relatively relaxed. And some speakers practice behavior modification. They prepare emotionally by visualizing themselves as successful speakers. They relax, picture themselves standing confidently before an appreciative, approving audience. They visualize themselves delivering remarks forcefully and winning applause when they've finished. Play acting? Yes – but it works.

6 Rehearse out loud. Many novice speakers believe they can outline a speech and deliver it in front of an audience without any practice. Maybe they fear a loss of spontaneity. But there's a big difference between the written and spoken word. A speech is (or should be) more conversational than the written text. So

the only way to be sure your presentation will go smoothly is to rehearse it several times out loud.

If you have trouble pronouncing a particular word, practicing your speech aloud will help you catch the problem. A speechwriter in Washington had a politician client who had trouble pronouncing simple words such as "anecdote" and "sophistication." (The words came out as "antidote" and "sophistiscation.") It was only through practice that the client learned of these problems and was able to make changes before delivering the speeches.

7 Make your notes "noteworthy."

To speak from notes or not? As a rule, it's better to practice your speech until you can deliver it without referring to any notes. But it's useful, of course, to have them ready in case your mind suddenly goes blank.

The best way to give a "noteless" speech is to first write your speech in short paragraphs. Underline the key words in the first sentence of each paragraph. Now, as you practice giving your speech, memorize the key words. If your speech flows logically, the key words will soon come to you automatically, and you won't have to refer to notes.

On the other hand, if you do need to refer to notes, don't try to conceal the fact. Indeed, some speakers even "feature" their notes with remarks like: "I've distilled my comments on this important matter into six simple but essential points. I'll read those to you now, from my notes, and then I'll share my ideas with you on each."

8 Offer a rousing finish. Some speakers spend several hours devising a grand finale. They may use the end of the speech to outline

a plan of action, to speculate about the future, or to demonstrate the value of the speech to the listeners.

If you've followed the technique of working backwards, however, you already have your ending well in mind. The easiest and quickest way to prepare the ending is to restate the theme – your "carry-away" message.

One of the best ways to bring home the message is to reach into your bag of stories and pick one that illustrates your theme in a sharp, meaningful way. It's the story – and its "message" – that your listeners will carry home. Deliver it with enthusiasm, thank the audience for their time and attention, and walk off into the sunset. **T**

Bill Hennefrund is a speechwriter for executives of major corporations and trade associations. He resides in Woodbury, Connecticut.

Conference/Convention Calendar

1999 REGIONAL CONFERENCES

REGION I/JUNE 11-12

Sheraton Tacoma Hotel
Tacoma, Washington
Contact: Darleen Price, DTM
3832 Gay Road East
Tacoma, WA 98443

REGION II/JUNE 4-5

San Diego Marriott La Jolla
La Jolla, California
Contact: Terry Hewins, DTM
2180 Caminito Tiburon
La Jolla, CA 92037

REGION III/JUNE 11-12

Sheraton Grand Hotel at
Dallas/Ft. Worth Airport
Dallas, Texas
Contact: Brenda Waddoups, DTM
317 Carolyn Drive
Bedford, TX 76021

REGION IV/JUNE 25-26

Omaha Marriott
Omaha, Nebraska
Contact: Jean Dier, DTM
P.O. Box 94745
Lincoln, NE 68509

REGION V/JUNE 18-19

Kansas City Airport Marriott
Kansas City, Missouri
Contact: Thomas Steele, DTM
5633 Brownridge Dr.
Shawnee, KS 66218

REGION VI/JUNE 4-5

Holiday Inn Grand Island
Grand Island, New York
Contact:
Carol Ann Stafford, ATM-B
615 Laurelton Rd.
Rochester, NY 14609

REGION VII/JUNE 25-26

Radisson Hotel
Philadelphia Airport
Philadelphia, Pennsylvania
Contact: John Foster, DTM
401 Douglass Drive
Douglassville, PA 19518

REGION VIII/JUNE 18-19

Charleston Hilton
North Charleston, South Carolina
Contact:
Catherine Y. Santana, DTM
3436 Plaza Lane
North Charleston, SC 29420-8731

TOASTMASTERS INTERNATIONAL CONVENTIONS

1999 INTERNATIONAL CONVENTION

Sheraton Chicago Hotel & Towers
August 18-21, Chicago, Illinois

2000 INTERNATIONAL CONVENTION

The Fontainebleau Hilton Resort & Towers
August 23-26, Miami Beach, Florida

2001 INTERNATIONAL CONVENTION

The Anaheim Marriott
August 22-25, Anaheim, California



The new DCP is simple, involves no points
and has no membership categories.

New Distinguished Club Program Starts July 1

ASK CLUB MEMBERS WHY THEY JOINED AND 95 PERCENT OF them will tell you they did it to become better speakers. Your Toastmasters club provides the environment in which they learn speaking skills. When a club provides plenty of

speaking opportunities and helpful speech evaluations, and has enough participants to effectively conduct the program, members learn what they joined the club to learn.

The Distinguished Club Program (DCP) has been revised to help your club focus on educational achievements and membership growth. The new program begins July 1, 1999, and differs from the current program in several ways: It's simple, involves no points, and has no membership categories. Clubs are given 10 specific goals to achieve and recognition is awarded based on the number of goals reached. All clubs have the same goals, regardless of their membership size.

GOALS

These are the 10 goals your club should strive to achieve during the year:

1. Two CTMs
2. Two more CTMs
3. One ATM-B, ATM-S or ATM-G
4. One more ATM-B, ATM-S or ATM-G
5. One CL, AL or DTM
6. One more CL, AL or DTM
7. Four new members
8. Four more new members
9. Minimum of four club officers trained during each of two training periods
10. One semiannual membership report and one club officer list submitted on time.

Goals 9 and 10 each have two parts, and both parts must be reached for the club to meet the goal. For example, if four or more club officers attended training during the first training period, but fewer than four attended during the second training period, the club did not achieve Goal 9.

In addition to achieving the goals, your club must meet a membership requirement. At year-end (June 30) your club must have at least 20 members *or* a net growth of at least five new members.

RECOGNITION

Clubs that meet the membership requirement and also do the following are eligible for Toastmasters International recognition at year-end:

- | | |
|----------------------------|--------------------------------|
| Achieve five of 10 goals: | Distinguished Club |
| Achieve seven of 10 goals: | Select Distinguished Club |
| Achieve nine of 10 goals: | President's Distinguished Club |

If your club earns recognition, World Headquarters will send your president an attractive ribbon for display on the club banner and a congratulatory letter. The ribbon and letter will be included with the year-end report. Your club's officers also will be invited to attend the Club Leadership Luncheon held during the International Convention in August, where they will be recognized for the club's achievement.

Club presidents still will receive quarterly progress reports by mail. Monthly reports will be mailed to District Governors, Lt. Governors Education and Training, Lt. Governors Marketing, and Division Governors as part of the District Performance Report. Monthly updates also will be posted on the Toastmasters International Web site (www.toastmasters.org), which your club may access.

Of course, the program has rules to follow and deadlines to meet. Details are published in the *1999-2000 Distinguished Club Program/Club Success Plan* booklet (Catalog No. 1111). It will be mailed to all club presidents in late May 1999 along with the club officer manuals.

Every club should be a Distinguished Club. The Club Success Plan is the ideal tool for helping your club become Distinguished, so be sure to review the plan and program carefully when you receive it. Your club's members will benefit from your efforts!



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.

Angell Chisholm, 448-8
John Easterling Roberts Jr., 9903-8
Steve Heck, 5870-11
Al Rudolph, 7005-11
Violet Gillen, 4062-12
David Skadleland, 5572-14
Judy Laythorpe, 4598-21
Glen Scott, 9132-21
Helen L. Burkett, 1792-27
David Gahan, 2628-33
Maria Martinez-Riach, 4893-33
Frank Zak, 9847-33
Bessie B. Jones, 6687-36
William Bender, 3695-47
Kevin S. Lawrence, 2313-48
Howard L. Haring, 6457-55

Anniversaries

70 years

Santa Barbara, 5-33

60 years

Owatonna, 134-6
Salem, 138-7
Sierra, 135-33

55 years

Mount Vernon, 258-2
Coos Bay, 249-7

50 years

Pacific Beach, 54-5
Vapor Trails, 203-5
Granite City, 679-6
Hood River, 701-7
Chinook, 40-9
Boone, 184-19
Big "D," 713-50
Santa Rosa, 182-57
Capitol City, 639-62

45 years

Whidbey Island, 514-2
Elgas, 1508-5

Dan Patch, 1280-6
Duluth, 1523-6
Personal Achievers, 1506-12
Johnstown, 1231-13
Wisconsin Rapids Area, 1438-35
Metro-Milestone, 1511-36
Goldsboro, 1496-37
Reveilliers, 985-39
Permian, 1509-44
Saint John, 1479-45
White Rock, 1495-50
Hardware City, 1461-53
Kodak Park, 1491-65
Elmira-Corning, 1498-65
Tidewater, 1469-66

40 years

Overlake, 2889-2
Orbiters, 2943-4
Essayons, 2265-7
Greater Cleveland, 2825-10
Town and College, 875-19
Capital, 1412-19
Gene's Gesters, 2984-23
Pioneer, 2932-26
Capital City, 2953-35
VA Gaveliers, 2920-36
Justice, 2937-36
Goldmine, 241-37
Naples, 2835-47
Sudbury, 2816-60
ESB, 1747-65
Dublin, 2601-71

35 years

Key, 3723-15
De Witt, 3744-19
Boeing Helicopters, 3716-38
Common Sense, 3709-39
Burnt Toast, 3734-41
Coulee Commentators, 3673-42
Seminole, 3771-47
Northwest Houston, 3373-56

30 years

Lima, 3098-U
Eighteen 'o' Eight, 1808-5
NWNL 'Oquents, 3107-6
Phillips 66, 3266-16
Downtowners, 1325-19
Road Toasters, 1761-24
Waco - Early Birds, 3546-25
Boardwalk, 2677-38
Cy-Pace, 3375-38
Eye Openers, 3718-40
Lakes Region, 2559-45
"New River Phoenix," 2870-66
Ingham, 3208-69

25 years

Parsons, 2151-F
Simadan, 2625-U
Desert Voices, 441-3

Atomic, 1141-4
Courier, 3476-4
Midpark, 354-10
Henderson No. 1, 278-11
Hopeful, 1599-11
Carmel, 2182-11
Transportation, 2187-19
Tower Talkers, 392-22
Early Bird, 1928-22
Southeast Toasters, 2742-24
Buzzard Point Speakers, 259-27
Dialoguers, 1149-27
EPA, 2775-27
Washtenaw, 3054-28
Commerce, 693-36
Phenix, 1152-36
Old Georgetown Road, 1766-36
Greenville, 2595-37
Early Bird, 1061-44
Premiere, 2738-45
Donoghue - Dunedin, 2166-47
Club Awesome, 2445-47
Sundstrand Blue Blazers, 1977-54
Gaffney, 3556-58
Sheridan Park, 628-60
Cambridge, 2728-60
Embassy Diplomats, 3492-61
Hi-Noon, 653-64
Oaks, 2141-73

20 years

Successmakers, 240-2
Speaking First, 355-3
Swift Trail, 3931-3
CSC Speakeasies, 3538-5
Matchless Speakers, 3933-5
Toast of the Town, 3932-6
Metro-East, 2878-8
Simcoe, 3339-9
Beacon Professional, 2259-11
Rise and Shine, 3505-15
AM Air Toasters, 2341-16
Hon Industries, 1039-19
Saanich Peninsula, 1288-21
Walter Gage, 3169-21
Merritt, 3929-21
Leavenworth Daytime, 282-22
Meadowlark, 2210-22
Ideal, 2282-23
Sunrise, 619-26
Mount Vernon, 3336-27
Synergists, 2383-31
Speakeasies, 2992-31
Sound Barrier, 384-33
Mission Chapter, 1433-33
Tip Top, 632-36
Capital City, 661-37
Independence Square, 1524-38
Tri-County, 870-40
High-Riser, 1171-42
Sundowners, 3826-42
Rust, 556-48
Berkeley Communicators, 677-57

W.C.B., 1830-60
Midday Marauders, 3935-60
Harpeth View, 3376-63
Rivergate, 3930-63
Communicators, 1990-65
Orange, 2802-70
East Coast Bays, 2071-72
River City, 3928-72
Victorian Bnai Brith, 1593-73

Ralph C. Smedley Memorial Fund

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International Director Frances P. Gedra, DTM, in memory of Roland Dority, DTM
District 4 Toastmasters
Hospitality Toastmasters Club 683-5
Second Vice President Jo Anna McWilliams, DTM, and Bruce McWilliams, CTM
District 54, in memory of Gwen Sawyer, DTM, District 54
Governor 1996-97

Contributing Club

Voice of Motorola Toastmasters Club 2083-3, in memory of Wil Passow, ATM

Contributor

Elizabeth Sorg, in memory of Paul James Cattey
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Nicolas Waldteufel, in memory of Theodore Di Done
Liz Gay and Glad Kingdom, in memory of Rowland F. Fell, DTM
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