

The TOASTMASTER[®]

JUNE 2004

Reach Out and Touch Someone:
Tips on recruiting members

How to Get Free Publicity

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Capitalizing on the

CORPORATE CONNECTION

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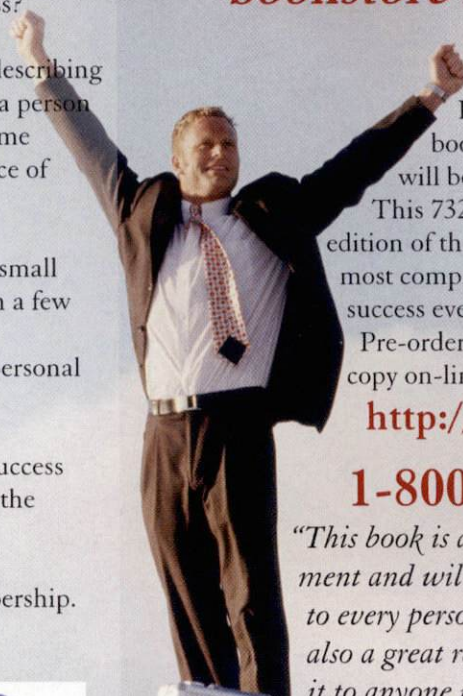
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Bo Bennett, ATM-G
Author of "Year To Success"



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- Donald Trump, Best-Selling Author and Real Estate Billionaire

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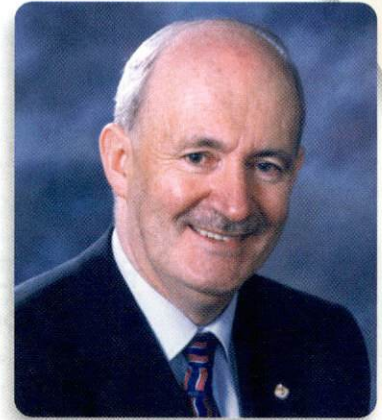
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A Killarney Reception



IT WAS THOMAS WOLFE WHO WROTE, "YOU can't go home again." By this he meant that once you leave where you grew up to live elsewhere, your home community and former neighbors will have changed in some fashion by the time you return.

Well, a few weeks ago I went to my former home town of Killarney, County Kerry, Ireland – a town of some 20,000 people. That's where I grew up, went to school and left at age 18. It was a very proud moment for me, my family, and close friends when Mayor Michael Courtney and his town councillors afforded me a civic reception at the Town Hall, located less than a hundred yards from where my late father and grandfather had eked out a living so that I could receive an education.

Following the reception, I attended the charter dinner of Killarney Toastmasters Club, chartered last December, the first in my home town. This was a wonderful occasion attended by 120 people, many of them Toastmasters from clubs 20 to 70 miles away. At the reception, I met many friends and former neighbors who had helped me in some way as a youth. This made me think of how lucky we are in Toastmasters and how similar our organization is to a community.

Maybe a friend invited you to your first meeting. After joining, you were supported by other members in your club through evaluations, mentoring or simply by being there. At some point, someone took you aside to explain the value of achieving your CTM. Then, when you achieved your goal, the whole club (or community) was proud of your achievement and celebrated with you.

You, in turn, helped others and took great satisfaction in seeing them change and grow over time.

Every one of us, whether in Toastmasters or in life generally, owe a lot to these other people who have influenced, helped and motivated us to be what we are. On that April evening in Killarney, I was finally able to thank many of the people for what they did for me. Equally satisfying was the opportunity to see the new Toastmasters club functioning as an effective unit. Its new members arranged and ran the whole event. They told me that they already have learned so much and have gained self-confidence. Of course, they have been helped along the way by other Toastmasters, just as you would have done in similar circumstances.

So what better way to make a difference in people's lives than to start a new club and be involved as a sponsor or a mentor? Everyone gains: the community, organization or corporation, the new members and, of course, most of all you! Thanks to all of you who ever helped start a Toastmasters club or mentored a club or a fellow Toastmaster. To quote Helen Keller, "When we do the best that we can, we never know what miracle is wrought in our life or in the life of another."

Ted Corcoran, DTM
 International President

FEATURES



Reach Out and Touch Someone

Toastmasters share their member-recruitment techniques.

By Paula Syptak Price, *CL*

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How to Get Free Publicity

Consider what the media wants, not what you want.

By Aliza Pilar Sherman

— and —



Want to Be on TV?

A reporter shares how to get your story in the news.

By Jeff Crilley

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Capitalizing on the Corporate Connection

A survey of success strategies from corporate clubs around the world.

By Shelia Spencer, *DTM*

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The Toastmasters Vision:

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

The Toastmasters Mission:

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

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

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

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Good Save

I was reminded by Scott Friedman's article on spontaneity (December 2003) of an incident when my former colleague, John Kennedy, was speaking several years ago. A light globe exploded above the podium as John spoke. His impulse comment was "#@%*", what was that?" But then he immediately said, "Sorry for my profanity ladies and gentlemen, but as my name is John Kennedy, I get very nervous when I hear loud noises!" It was a brilliant impromptu correction in the circumstances.

Darren McClelland, CTM • Moonee Talks Club 8635
Moonee Ponds, VIC, Australia

New Inner Peace

I just finished reading "Finding Inner Peace for Busy People" by Victor Parachin (January). He stressed the importance of patience, safety for yourself and others, being grateful for what you have, embracing the positive and focusing on four thoughts throughout your day:

- 1) May I be filled with loving kindness.
- 2) May I be well.
- 3) May I be peaceful and at ease.
- 4) May I be happy.

This article gave me a new way to deal with my day by focusing my thoughts on other people and away from myself. This article not only informed me, but it also was a wake-up call on my outlook on life and the people around me.

Donna L. Zuba, CTM • Toast of the Valley Club 9719
Lebanon, New Hampshire

Toastmasters is for Everyone

In the February issue, Steve Brandon's article "Toastmasters Reinvented" is an outstanding instrument for all clubs to use in encouraging prospective members to join.

In addition, Toastmasters training is extremely helpful in developing language skills, especially for speakers whose native language isn't English.

It is a fact that countless numbers of us in Toastmasters have profited tremendously by being

part of this admirably superior worldwide organization.

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

Worth the Trip

When I read International President Ted Corcoran's February column, "Stay The Course," I was shocked to learn that every year about 35,000 members don't renew their membership.

My husband and I travel eight hours (by bus and ferry) twice a month to attend Toastmasters meetings. I earned my CTM in February, and I am going to continue.

One important reason we stay in Toastmasters is because of the wonderful people and the new friends we've met along the way. As member of Toastmasters, we committed ourselves to excellence, and we can achieve this only if we renew our membership and stay active.

I believe in the saying of Leo C. Rosten, "I think the purpose in life is to be useful, to be responsible, to be honorable, to be compassionate. It is after all to matter, to count, to stand for something, to have made some difference that you lived at all." My husband and I strive to make a difference by striving for excellence and remaining members of Toastmasters.

Melrose "Megs" S. Lunn, CTM
Square & Compass Club 3434
Bacolod City, Philippines

In Defense of Earl Spencer

I disagree with Peter Bell's letter (March) regarding the eulogy of Princess Diana.

Earl Spencer's eulogy struck a chord with many people, as evidenced

by the spontaneous applause it received both inside and outside Westminster Abbey (and probably throughout the world).

As for Prince Charles, well, carrying on a clandestine affair while married would seem to contradict the qualities of intelligence, sensitivity and forthrightness Bell espouses on his behalf!

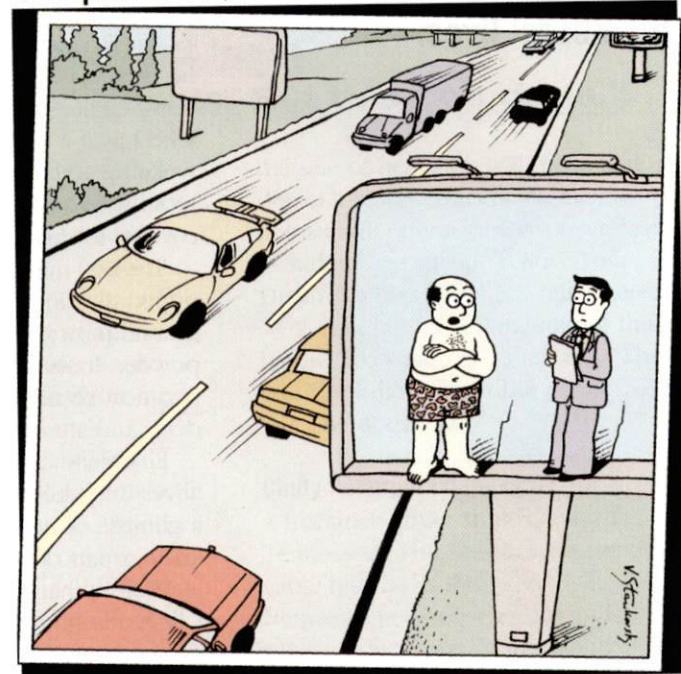
Graham End, ATM-B • Northbridge Club 9106 • Perth, WA, Australia

Let's Share the Credit

I really enjoyed Jacqueline Davidson's article, "Develop Your Best Self" (May) regarding the four distinct personality types found in Toastmasters. However, I don't believe Davidson discovered these characteristics on her own. Those four personalities were derivatives of the four temperaments described in the book *The Personality Tree* by Florence Littauer. Davidson's Star is Littauer's Sanguine, The Controller is the Melancholy, The Quiet one is the Phlegmatic, and The Talker is the Choleric. We should give credit to those who deserve the credit.

Raul de la Rosa, ATM-B • True North Club 7849 • Walnut, California

Snapshots at jasonlove.com



"This isn't what I had in mind when I said I wanted more exposure."

About Face: Carol Harper

By Cindy Chambers, DTM

This is the first in a series of “transformational” stories about how Toastmasters membership has changed members’ lives.

Life can change forever in a single split-second. Sometimes the change is the result of a conscious decision. Other times, the decision is made for us. For Toastmaster Carol Harper, both kinds of changes impacted her life forever.

The first change came unannounced on a steamy July morning 20 years ago. Carol, 29, was driving to her job as sales manager of the Capital Airport Inn in Atlanta, Georgia. Beautiful, newly married, and driving a brand-new BMW, Carol had every reason to be optimistic about the future.

Then a drunk driver barreled straight toward her at 50 miles an hour.

Carol remembers nothing of the head-on crash, or the force that smashed her face into the steering wheel as if it were a brick wall. She woke up 10 days later, in a hospital room where every mirror was carefully covered to shield her from the truth.

The 100-mile-an-hour impact had ripped the skin off her skull and ground most of her facial bones into powder. It also divided her life into two neat sections: before the accident, and after the accident.

Emergency surgery had kept her alive. But when Carol finally caught a glimpse of herself in a mirror, she knew a part of her had died.

“Before that day, I was pretty. I depended on my looks,” Carol says. “When I saw myself after the accident, I couldn’t believe it. I thought, ‘This isn’t me.’”

Six more surgeries followed, each one raising Carol’s hopes that the face she knew would be restored. “And then a doctor just sat me down and told me that with all the destruction that had gone on, this was as good as it was going to get.”

To make matters worse, the impact of the crash had also damaged her brain, leaving her with no short-term memory. Carol wasn’t Carol anymore.

Released from the hospital, she struggled to adjust to her new life. Physical therapy helped. So did counseling. “But my whole life was tumbling down,” Carol says.

First, she lost her job. “I’d always had a great memory. And handling different functions for the hotel was very memory-oriented.” Her employer couldn’t afford to keep someone who couldn’t keep a memory intact.

So Carol tried a series of less and less difficult jobs. She failed at each one before finding a menial position doing telephone work.

Then friends stopped coming to visit. “I just wasn’t a fun, happy person anymore,” she says. “When they could see the reality of this happening, they just didn’t want to deal with it.”

Finally, her husband decided he couldn’t deal with a wife who looked different and thought differently. Although they ultimately had a child together – daughter Christa, the spitting image of her mother – within four years, Carol lost her marriage too.



Not surprisingly, Carol suffered from depression so severe there were times when she wished she had died in the accident. But she also had reserves of strength and hope she didn't even know existed.

"The accident was horrible and dealing with it was horrible, but it also brought me back to my spiritual life," she says. "And I had little Christa. She was my main reason for living."

They say time heals all wounds. Carol almost agrees. "The more time passes, the longer you stay in counseling, the easier it gets," she admits. "People I met would say, 'I can't even tell you were in an accident.'"

But Carol knew.

"I was just... different," she says.

Slowly, Carol's memory improved. "I think just by forcing yourself to memorize, it gets better," she says. With her newly-restored faith, her growing daughter, and her returning memory, "I slowly got back out there."

She felt that her experience might make an interesting movie. With that in mind, Carol wrote to MGM and Warner Bros., and against all odds,

they wrote back. "They said they were interested, and they wanted me to send them a 'treatment.' I didn't even know what a 'treatment' was."

Former high-school classmate Ernest Thompson (author of *On Golden Pond*), offered to help her write one. She sent it off. Soon, the reply arrived: She needed to write a screenplay.

If Carol couldn't write a treatment, she certainly couldn't write a screenplay. "So nothing came of it," she says.

Yet she felt she had to tell her story.

Always a nervous speaker, she shuddered at the thought of getting up in front of an audience. "The few times I did speak in public – and this was before the accident – I was so nervous that my heart pounded. My voice would crack and I could barely get any words out." And that's when a friend told her about Toastmasters.

She immediately contacted a group that met nearby. The president of Toastmasters at the Square in Marietta, Georgia, called her back and said, "We'd love for you to come."

On July 25, 2002, Carol attended her first meeting. "Everyone was so friendly and made me feel comfortable and welcome. I had never been in that kind of situation before," she says. "It made me determined that I

bership there. "But I was getting so much out of it, and I enjoyed it so much. Not only did Toastmasters make me a better speaker, it really boosted my self-confidence."

So much so, in fact, that she recently had her first speaking engagement outside of Toastmasters.

"I spoke to a group of drunk drivers at a victim-impact meeting. Now I'm able to confidently tell my story. By doing so, I hope to keep some of these drunk drivers off the road." Carol also plans to speak to other victim-impact groups and Mothers Against Drunk Drivers. "I couldn't have done that without Toastmasters."

But Carol's dreams don't stop there. Last October she was talking to an agent in California about her movie idea, and he suggested she start by writing a book. She began penning *Of Face Value* in November and hopes to see it made into a feature film someday. "It's a lot of work," she admits. "But I just know this is something I'm going to do and a story that needs to be told."

She's also building a retreat on her 100 wooded acres in Rockmart, Georgia. Ultimately she plans to add cabins and a lake, and she's hoping

"The old Carol didn't have big dreams. But this one does."

was going to do something with my life and be a better person than I was before." Carol joined Toastmasters that very day.

Within two weeks, she gave her Icebreaker speech, competing against two veteran speakers. She was astounded when she won the blue ribbon.

For her second "Speak With Sincerity" speech, Carol talked about the perils of drunk driving. "And I won another ribbon! I couldn't believe it!" In fact, she would go on to win Best Speaker for nine out of her first 10 speeches.

Carol received her CTM in March, 2003, and intended to end her mem-

the sale of her book will make that dream a reality. Brushy Mountain Retreat will offer a variety of seminars, including one called "Follow Your Dream," which Carol is writing herself.

"I couldn't have done any of this before Toastmasters," she says. "The old Carol didn't have big dreams. But this one does." ■


Cindy Podurgal Chambers, DTM, is a freelance writer from Clarksville, Tennessee, who also hosts a regional cable television show. She is a frequent contributor to this and other publications. Want to share your own success story? Reach her at inkwell1956@aol.com.

Reach Out & Touch

By Paula Syptak Price, CL

This year, Toastmasters is celebrating its 80th birthday. Hallelujah, and pass the punch! It's time to reach out and invite more people to join in the fun. But what's the best way to bring in guests? Is it through a friend? A flier? The Web?

It's not one particular thing, says Jerry Weltner, DTM, of the Excel-O-Rators Club in Seattle, Washington. It's the "Seven Touches" phenomenon.



"Two minutes is all it takes to convert a guest to a member. The secret is to know the right words. Train club members with the 'Close the Sale' module from the TM Successful Club Series."

"Just like we learned in Marketing 101, it takes more than one 'touch' to get someone to react. Seeing a meeting listed in the newspaper is one touch. Hearing it from someone else is another. Making a New Year resolution might be another. While some people don't require all seven, you can't do just one thing and say it doesn't work," he emphasizes.

"Yes!" agrees Arlene Turner, a Division Governor in New Braunfels, Texas.

"I've never heard a guest say, 'I came because I saw an article about Toastmasters,' yet the article makes the name more familiar. Some techniques are for name recognition, an important part of any marketing plan."

Though all "touches" contribute, placing an ad in the newspaper is bound

Someone!

What's the best way to recruit new members? Here Toastmasters around the world share what works for them.

to reach more people than shaving those same words into your dog's fur. Let's look at some effective marketing touches, as well as what's not.

TOUCH ONE – The Press Release

Writing a press release is as easy as filling in a form that can be ordered from Toastmasters International (TI). Getting that information on the radio or in the newspaper takes more planning.

As District 55 Public Relations Officer, Atheria Scott, DTM, in San Antonio, Texas, organized a team of coordinators who compiled a list of media contacts. (This involves looking in the phone book or the Internet under “newspapers” and “radio stations,” calling each to ask if they list community activities. If so, get the name of the contact, and call that person for guidelines on submitting promotional material.)

In District 55, the coordinators serve as liaisons between clubs and the media. So instead of each club contacting the media, the club submits its press release to a coordinator, who edits it and submits it to the media.

When San Antonio's Talk of the Tower Club hosted a Table Topics dinner, two guests attended after seeing the announcement in the newspaper. “Toastmasters seeds have been sown throughout D-55,” muses Scott. “As the next team waters our seeds with more promotions, we can expect a big harvest in upcoming years!”

TOUCH TWO – “Silent Sellers”

Printed materials – the “silent sellers” – keep “talking” after you've left. “TI's brochures are excellent tools,” says Toastmasters Past International President Pauline Shirley, DTM,

“because they are tangible – something that can be shared with others.”

TI's newly-revised promotional fliers and tri-fold brochures are professionally produced and eye-catching. What's the best way to use them?

“I ask the receptionist for permission to leave Toastmasters brochures wherever I wait for an appointment,” says Arlene Turner, ATM. “I've left brochures at the

pediatrician, hair dressers, veterinarian, ophthalmologist, Laundromat – even at restaurants.”

Singapore-based Larry Welch, DTM, says, “I've used a ton of Toastmasters printed materials. For years, I sent mail-outs encouraging participation in Speechcraft for people who made inquiries about Toastmasters. I also hand the material to guests as a follow-up to verbal encouragement. I think brochures contribute credibility to an organized recruiting effort.”

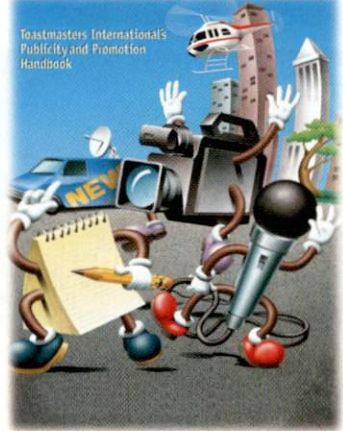
You can also create your own fliers. Just be sure to include a name with a contact number on everything you hand out or post. You may also use TI's official logo. (Get a high-resolution image at www.toastmasters.org under Member QuickLinks.)

Distinguished Toastmaster Bob Lyle of Ottawa, Ontario, Canada, suggests changing the contact information often on anything you post on the office bulletin board. “For weeks, I had seen posters promoting the Toastmasters club at my workplace,” he remembers. “On them were notes to call Bill, Tom or Susan for more information. I didn't know Bill, Tom or Susan, so I didn't call. One day, I saw a notice to call Nita for information. I did know Nita. I called and she invited me to my very first meeting. Otherwise, I might never have joined Toastmasters.”



Let the World Know

Toastmasters International's
Publicity and Promotion
Handbook



A Little Publicity Goes a Long Way

By Linda Chicoine, ATM-B

Have you and the members of your club discussed public relations as a way to improve membership? Have you contemplated the local papers and news media as a course of publicity to gain new members? I am willing to say it's a sure bet that many of you

have thought about and/or actively engaged in public relations for your club. What about the club that fears publicity? I would like to put your fears to rest. Like a good therapist, Toastmasters International will take you by the hand and lead you safely into the world of the unknown: public relations.

I considered myself a publicity-phobe for quite some time, until I searched through the Toastmasters International Web site and found a PDF link to a wonderful piece of literature known as *Let the World Know: Toastmasters International's publicity and promotion handbook*. In unbridled anticipation (and the hopes of squashing my phobia) I downloaded this manual. I had no idea how this simple act would take me on a journey of personal growth.

As I read the handbook, I discovered there are no hidden secrets to public relations, thus nothing to fear. It is an easy 5-step process:

- Plan your publicity program
- Create a media list

- Make media contacts
- Prepare publicity materials
- Follow up – the to continued success

This was simple and concise, and within no time at all I did not fear public relations, but felt I could do this. I could really do this. So I did!

I began with a publicity program. We were planning our club's 25th anniversary celebration and need to advertise the open house meeting. I created a media list of the area newspapers and local television and radio stations. I contacted each by e-mail, fax or the old-fashioned way: in person! I handed each media contact a prepared announcement for the upcoming celebration, which was easy to write since the handbook offers many sample press releases and announcements. Finally, I followed up with a brief "thank you" to the contacts who helped convey my message.

Once again, Toastmasters has shown me that personal growth comes through determination and a willingness to try. I now consider myself a reformed publicity-phobe and I feel empowered to pass on this knowledge within my club.

Let the World Know can be downloaded at www.toastmasters.org/pdfs/1140.pdf

Linda Chicoine, ATM-B, is a members of Valley-Shore Club 3940 in Madison, Connecticut.

Billboards are the biggest "posters" that face highway drivers every day. In 1997, Toastmasters clubs in Areas 19 and 20 chipped in to pay a special three-month rate for a billboard ad on Route One in New Jersey.

The ad read: "Are you afraid to speak in public? Join Toastmasters," and offered a phone number. "Quite a few guests said they came as a result of the ad," remembers District 38 Governor Elliot Dennis, ATM-B, "I think it made Toastmasters a household word."

Clear Channel Outdoor owns over 700,000 outdoor displays worldwide, it is one company to call for a price quote.

TOUCH THREE – Special Events

When it comes to special events, Bob Lyle recommends you save your money and spend your time.

"Many workplaces and community centers have 'information' days where tables or booths can be rented for free or at a low cost [for the purpose of promoting Toastmasters]," he says. "Or, perhaps, sponsor a table at a fund-raising bake sale. Along with the cookies I've baked, I've passed out hundreds of leaflets and spoken with dozens of people about the benefits of Toastmasters."

Speaking of free, Lakhi Sawlani, ATM-B, an area governor in Dubai, United Arab Emirates, freely encourages Toastmasters who work in large corporations to bring their supervisors to a meeting to hear them speak. As a result, supervisors have sent more of their staff to the club, or paid part of the staff's membership dues. Also, Sawlani says asking a corporate president to speak at a club has led that president to send more staff members to the club.

To give people a taste of Toastmasters and public speaking, conduct a six-to-eight-week introductory public speaking course called Speechcraft. Materials, including a coordinator's guide, are available from Toastmasters' World Headquarters (catalog no. 205).

Between 1993 and 2001, Larry Welch organized and helped conduct 37 Speechcraft programs. As a result, he says 480 of the participants went on to join local Toastmasters clubs.

The Youth Leadership program is similar to Speechcraft, but designed for teenagers aged 14-17.

J.K. Nair's Sharjah Club conducts Youth Leadership Programs (YLP) in various locations in the United Arab Emirates. At the final session, this ATM-B invites the

parents and staff as audience members, and later promotes the idea of joining Toastmasters to the adults.

In one instance, the staff members of one alumni association requested the YLP program for their children. After seeing the kids perform so well, they wanted to join a Speechcraft program for themselves. At the end of the program, the Speechcraft participants decided to form a club of their own, and thus the Lagoon club was born.

TOUCH FOUR – The Chase

Carol-Lee Fisher of Talk of the Tower Club in San Antonio, Texas, makes use of Toastmasters business cards by giving one and keeping one. She gives one card to the prospective guest, then keeps one with the name of the guest and his or her phone number notated on the “keep” card. Then, as time gets closer, she calls the prospective guest to remind him or her of the meeting.

What if a prospect expresses interest, but misses the meeting? Should you call them again?

“Yes,” says Welch. “I call out of concern. Was there an accident? Sometimes people don’t follow directions well and they search in vain. I can soothe that feeling of frustration, express concern, and encourage attendance at the next meeting. Follow-up communication creates a meaningful relationship.”

“Once I called a guy who didn’t show up,” remembers Elliot Dennis. “He joined, and later became the club’s president.”

Turner also follows up with a phone call. She then offers to send e-mails from the club, including Web addresses for her club, district and TI.

Pauline Shirley believes in second chances too. “Definitely contact them again, and again,” she says. Guests may be intimidated with the thought of having to speak in front of accomplished Toastmasters. “It takes courage to step over the threshold into a Toastmasters meeting.”

“In addition,” she continues, “schedules are hectic. Often they cannot come when they had originally planned. So always give them another chance.”

TOUCH FIVE – Guests Reach Out

Many people have heard the buzz about Toastmasters and are ready to make contact by first checking the Internet.

“The Web site for Northwest Toastmasters (in San Antonio, Texas) has generated most of our inquiries,” says Ben Delmonico, ATM-G. “Once we get a call or an e-mail about our club, we give just enough information to get them to the meeting.”

Weltner thinks it’s a trend. “Nowadays, when we ask guests, ‘How’d you hear about us?’ at least 80 percent say it’s because of the Web site – either ours or TI’s.”

Some people still prefer to use the phone. In the sprawling area near Washington D.C., Joyce Evans, of the Promise Speakers Club, monitors a telephone answering service, or “hotline.” Potential guests call the automated number, then leave their name, contact information, and desired location for a Toastmasters club.

“I e-mail their information to all District 27 members who have signed up for the hotline,” says this DTM. In 2003, the hotline logged 108 calls. Many clubs in the district have obtained members from this source.

TOUCH SIX – The Personal Touch

“Of course the best way to get new members is still word of mouth,” says Arlene Turner. “If I hear a friend talk about a career change, I emphasize the importance of interviewing skills and how Table Topics can help. If someone at church complains about standing up in front of a group, I explain how practicing prepared speeches at Toastmasters boosts self-confidence. If a co-worker complains about how inadequate they feel writing assessment reports, I suggest they join Toastmasters and focus on speech evaluations – it’s the perfect training tool for writing assessment reports.”

J.K. Nair keeps promotional materials in his Dubai office. “Any business associate who visits my office spends at least five minutes hearing about Toastmasters and its benefits,” says Nair. “If they show interest, I hand them a brochure and invite them to a meeting.” The result? Five new members.

Be intentional in your conversation, recommends Lyle. “Two minutes is all it takes to convert a guest to a member. The secret is to know the right words. Train club members with the ‘Close the Sale’ module from TI’s *Successful Club Series*.”

Yet Lyle thinks the most effective sales tool is a quality regular meeting. “Make every meeting a showcase for visitors,” he says. “Train members to arrive on time and well-prepared. A well-run program will sell itself.”

TOUCH SEVEN – What Doesn’t Work

“If a guest has a bad experience, Toastmasters may lose them forever,” says Weltner. What constitutes a bad experience? Pauline Shirley says it starts with a lack of interest in membership building: “Not warmly welcoming guests; giving the appearance of being exclusive; not sharing the benefits of membership; meetings that are dull, listless and run overtime.”

Of course, the guest has to show some interest too. “Nothing works when the person you’re recruiting isn’t genuinely interested,” says Welch. “They may nod their head in agreement, but there is no way they are going to return to a meeting. It isn’t in their psyche at the moment to overcome the fear and make the sacrifices necessary for this form of personal growth.”

But don’t give up. Another touch might make the difference.

Toastmasters Founder Ralph Smedley started speech groups at YMCA’s all over the U.S. that fizzled out when he moved away. Finally, on Oct 22, 1924, he started the first club that lasted. And that’s what this year’s 80th Anniversary party is about.

“The important thing is that they do come and they do join,” says Shirley, “because Toastmasters changes peoples lives.” **T**

Paula Syptak Price, CL, is a freelance writer in San Antonio, Texas, and a member of Talk of the Tower Club 4601. Contact her at psprice@ev1.net

Keep 'Em Coming Back – How One Club Does It

By Marilyn McConnell, CTM,
and Conley Giles, CTM

Question: *What do these individuals have in common: former Texas governor Ann Richards, syndicated columnist Molly Ivins, former deputy director of the CIA Admiral Bobby Inman, former U.S. Representative Barbara Jordan, and former press secretary to Lady Bird Johnson and noted author Liz Carpenter?*

Answer: *They are all recipients of the Communicator of the Year award presented to them by the Austin Toastmasters Club in Austin, Texas, at our annual Communication Achievement Awards Banquet. These individuals as well as other nationally and locally prominent individuals have honored our club by their presence at the awards banquet and have all delivered entertaining and inspiring keynote addresses in keeping with the theme of excellence in communication.*

It's often easy for a group comprised of volunteers such as a Toastmasters club to lose enthusiasm and momentum over time. But Austin Club 4256 has thrived with a stable roster of at least 30 active members for most of its 23 years of existence, and the awards banquet is one of several key activities credited by club members for helping to establish and maintain this dynamic momentum. Here are some of the ingredients we believe have contributed to the ongoing success of our club.

Set a Tone

The Austin club was founded before concepts such as "mission statements" became part of the corporate consciousness. However, co-founders David Abel and Jim Goff shared a passion for excellence and made it the mission of the Austin club to expect excellence from each member. Meetings always started on time, and each member was expected to come prepared to fill the assigned role or to find a replacement. Having an authority on parliamentary procedure, aka *Roberts Rules of Order*, kept everyone on their toes during business meetings. It was a regular occurrence to hear "point of order" from the back of the room followed by a corrective yet supportive statement. This commitment to high standards soon attracted people who wanted to be part of an organization with such a commitment to excellence.

Start a Tradition

The tradition that our club is most proud of is its annual Communication

Achievement Awards Banquet, which has been held annually since 1982. The banquet is a first-class event in both its venue and execution. The banquet chairman forms committees five months in advance of the banquet to choose a suitable location and menu, select and confirm the recipient of the Communicator of the Year award, order trophies, prepare and print the program, and handle miscellaneous logistics. In addition to honoring the distinguished guests, the occasion is a time to recognize the individual achievements of club members who won the most ribbons during the year for best speaker, evaluator, and Table Topics. There is also an award for the member voted "most improved" by the club.

Maintain the Momentum

We have added several features to our program as the needs became apparent. Some enhancements include the Web site, a video camera, expanded mentoring and special events.

- **Web Site:** Our club maintains an attractive and informative Web site (www.austintoastmasters.org) that explains the Toastmaster program. It also includes our location and meeting time, the monthly schedule, and pictures of some club members and activities. The Web site is credited by many first time visitors as the reason they chose to visit our club.

- **Video Camera:** Other than feedback from assigned evaluators and comments from fellow members, there is not a more effective way to "see our-



◀ Toastmaster Rita Gibbs introduces newspaper columnist John Kelso at the Austin Club's annual Communication Achievement Awards Banquet.

selves as others see us" than to watch ourselves in action. One of the support roles in our club is "videographer," whose job is to film all speakers who want to be filmed. The secretary keeps a supply of blank tapes on hand to sell to any speaker who forgets to bring his/her own personal tape.

■ **Mentoring:** Most new members need guidance in learning how meetings are run and what is expected of them in each role. To meet this need, some of our experienced members schedule informal classes for those wanting to learn how to achieve their public speaking and leadership goals. In addition, many members act as mentors to anyone who feels the need for individual support.

■ **Special Events:** Our frequent special events are very effective in helping to develop and maintain camaraderie and enthusiasm within our club. Member birthdays ending in

"zero" are often celebrated by putting our Toastmasters skills to work performing some usually hilarious roasts of the "lucky" member being honored. Other events that help maintain the momentum are the annual golf tournament and the "white elephant" Christmas party. And especially popular is the Post Meeting Social, which is held after every meeting at some nearby restaurant for those who want to continue discussion of the evening's events or any other topic.

The many activities sponsored by our club help maintain and build on the tradition of excellence established many years ago by Ralph Smedley, the organization's founder. The skills learned in our club are useful in the job market as well as in private life. If you want to take your club to the next level and to keep members coming back, set a tone of excellence, start some traditions, and maintain the momentum by finding ways to enhance the basic purpose of Toastmasters – the development of speaking and leadership skills. **T**

Marilyn McConnell, CTM, and **Conley Giles, CTM,** are both members of Austin Club 4256 in Austin, Texas.

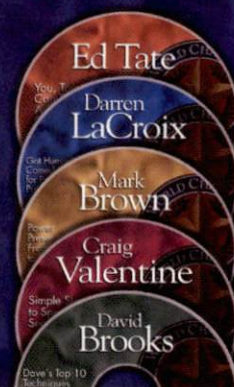
Membership Building Ideas and Resources

The Membership Building Ideas and Resources section of the Toastmasters International Web site contains a variety of items that can help a club jump-start its membership-building efforts. To access this information, go to www.toastmasters.org, find "Information for Members" and select "Membership Building Ideas & Resources" from the drop-down menu.

What can you learn from 5 Speaking World Champions?

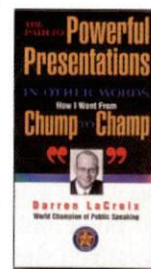
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How to Get Free Publicity

By Aliza Pilar Sherman

GETTING THE MEDIA TO PAY ATTENTION to you, your business, project or event is challenging, particularly when you want them to say positive things. None of us can control what a reporter says, much less get him to take interest in us simply because we think what we are doing is interesting.

Understanding what the media wants and how they work is the first step to getting appropriate and effective media placement in newspapers, magazines, radio, television and the Internet. So how do you go about getting the media to help you get your message out?

Why the Media?

The number one reason you should want the media to write about you is because being written about by a credible third party boosts your credibility. But before you start contacting the media, start your media strategy with identifying your goals. What are you trying to achieve? Are you introducing your company or a new product to the marketplace? Are you hoping to get people to visit your Toastmasters club, enhance your reputation in your industry, increase sales, build a brand, or drive traffic to your Web site?

Being mentioned in the media can help you achieve some or all of these goals to varying degrees. Keep your expectations realistic. Any marketing goal takes time to build and requires a mix of media, advertising and other marketing tactics. Getting the media to mention you, however, is a good start.

What Does The Media Want?

No two media outlets are alike. What is gossip to one is news to another. In the same way, no two journalists are alike. Many like e-mailed press releases while

some still prefer getting a fax or phone call. You will want to get acquainted with the media but first, identify who you are trying to reach, then determine what media they access.

Who is your audience or consumer? Do they listen to public radio on their drives to and from work or are they tuned into talk radio? Do they start their day off with the *New York Times* or their local paper? What industry trade or organization publications do they read?

Once you have identified appropriate media outlets, watch, listen, read or surf to become familiar with what they cover. For the most part, assume that reputable media outlets want either news, useful information, human interest stories or a combination of these things. Assess what kind of angles you have when telling your

“Be strategic about crafting your media message and avoid flowery marketing language.”

news story. Your local newspaper or TV news affiliate might consider the award you just received highly newsworthy; *USA Today* or CNN may not.

What the media does not want is hype or commercialism. Be strategic about crafting your media message and avoid flowery marketing language. Some journalists will tell you that they won't advertise your business and refer you to their ad sales department. Don't sell the benefits of your product or service. Instead, talk about how what you do fits into a larger trend, give statistics, facts, figures and anecdotes.

Speaking with the Media

Many companies hire PR firms or consultants to approach the media prop-

erly, relying on their experience and contacts to get to the right people. If you are doing it yourself, identify your spokesperson. If you are the spokesperson, write down your key talking points. What is the main message you want to get across? What are some quick, compelling points you can make to stimulate interest?

The most common way to reach out to the media is through a press release. After you send a release that announces and gives brief details about your news, follow up with a phone call or e-mail. There is a fine line between persistence and pest, so track the number of times you make contact without a response. After a handful of calls over a few weeks, you may want to call the media outlet to make sure you are contacting the appropriate person in the right way.

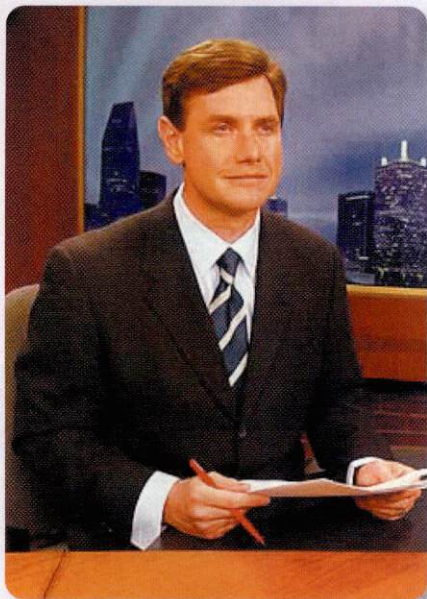
Once you get a reporter on the line,

be brief and to the point. Comment on their recent column or news segment to show that you understand and respect what they do. Offer to supply them with additional information, a product sample, photographs – whatever it takes to hook them in.

Your goal is to build a relationship. If you think “what can I do to make this reporter's job easier” instead of “what can this journalist do for me,” then you will have much greater success in getting media placement. **T**

Aliza Pilar Sherman is a marketing and Internet expert, published author and motivational speaker. Her work is featured at www.mediaegg.com.

TV reporter shares how to get your story in the news.



I DO YOU HAVE A GREAT IDEA FOR A story, but no clue how to get it in the news? Are you tired of pitching press releases the news media simply ignores?

After 20 years of beating the street as a TV reporter, I have a scoop for you: The media needs good stories. But most stories are pitched so poorly, they are lost in the blizzard of faxes that blanket every newsroom.

So, here are five steps to increase your story's chances of getting covered that even some PR pros don't know:

1 Be Unusual. The old adage about "Man bites dog" still holds true. The news doesn't cover what's normal. We cover the abnormal.

"TV reporters tell stories with pictures. If the pictures aren't there, chances are the reporters won't be either."

PR whiz Carolyn Alvey knew this when she was trying to raise money for a charity several years ago. Instead of holding a garage sale, she sent out a press release announcing a "Celebrity

Want to Be on TV?

By Jeff Crilley

Garage Sale." Everything from Bob Hope's old golf clubs to Roger Staubach's long-neglected neckties were for sale. By making an ordinary garage sale extraordinary, the media was instantly sold on the story.

2 Be Visual. TV reporters tell stories with pictures. If the pictures aren't there, chances are the reporters won't be either.

Even the most non-visual story can be made visual if you're creative. A dog biscuit business? Boring. A dog birthday party complete with doggie guests and party hats? Now you're barking up the right tree.

That's what Michelle Lamont did to boost her dog biscuit bakery. She began baking huge dog biscuit birthday cakes and inviting the media to cover the parties. She's had reporters hounding her for stories ever since.

3 Choose the Right Reporter. Perhaps the most common mistake even some PR pros make is trying to sell a good story to the wrong person. Most reporters have a specialty, like "crime" or "business."

So seek out the reporter who will have the most to benefit from your

story. Start studying the news. Before you call a TV station or try and pitch the paper, become familiar with a reporter's work. Don't try and sell an investigative story to a reporter who covers entertainment.

4 Write Like a Reporter. If I were going to send a press release to a reporter, I'd write the kind of headline that a newspaper would run. And I'd make the rest of the release so conversational that a TV anchor could read it right on the air.

Why is this so important? A major market newsroom gets hundreds of press releases every day. Often the decision on whether to cover your story is made in a matter of seconds. Many times that well-crafted sentence in the third paragraph of your press release is never read.

5 Wait For a Slow News Day. The holidays are the slowest "news times" of the year. When government offices are closed, so are most of our sources. Take advantage of it.

In fact, take out your calendar and begin circling government holidays. If the government isn't making news, we reporters are scrambling to find something to cover. Pitch even an average story on a day when the media is starving for news, and you're much more likely to get coverage.

There you go. Now you're armed with knowledge that even some well-paid public relations professions don't practice. If your idea is unique, visual, and pitched to the right person when the supply of news is running thin, you're in! **T**

Jeff Crilley is an Emmy Award-winning reporter and author of *Free Publicity—A TV Reporter Shares the Secrets for Getting Covered on the News*. It's available at bookstores everywhere or online at www.jeffcrilley.com.

A survey of success strategies from corporate clubs around the world.

How do 'closed clubs' survive and thrive in today's changing corporate landscape? I asked several Toastmasters clubs from near and far; their insights and suggestions can be applied by new and existing clubs, especially those who have committed to serving a specific group or entity.

Capitalizing on the CORPORATE CONNECTION

By Shelia Spencer, DTM

How did you start a corporate club?

A Toastmasters club usually begins as the vision of one person, often an active member who wants to share the program's benefits with friends or colleagues. In a corporate environment, it often helps to bring the proposal for a Toastmasters club "upstairs." Karen Li, who helped found the COPC Club in Beijing, China, said, "We found that securing management buy-in and using the 'top-down' approach gets people motivated and committed."

Melody Tapley chartered Parkwood Club in Atlanta, Georgia, by presenting a 30-page proposal to the company's Human Resource (HR) department. Her effort paid off; the club was introduced by management at an annual employee meeting, quickly generating the 20 charter membership applications she needed.

Some clubs prefer to be seen as a separate, autonomous entity rather than as a complement to existing corporate training programs. Word Wizards Club of San Jose, California, chose not to seek management sponsorship. Charter President Tony Mannino says, "We are a grass roots effort. Our first meeting attracted 40 people and had a lot of enthusiasm. Our officers are interested in doing what it takes to reach our goals."

How do you nurture a supportive relationship with corporate management?

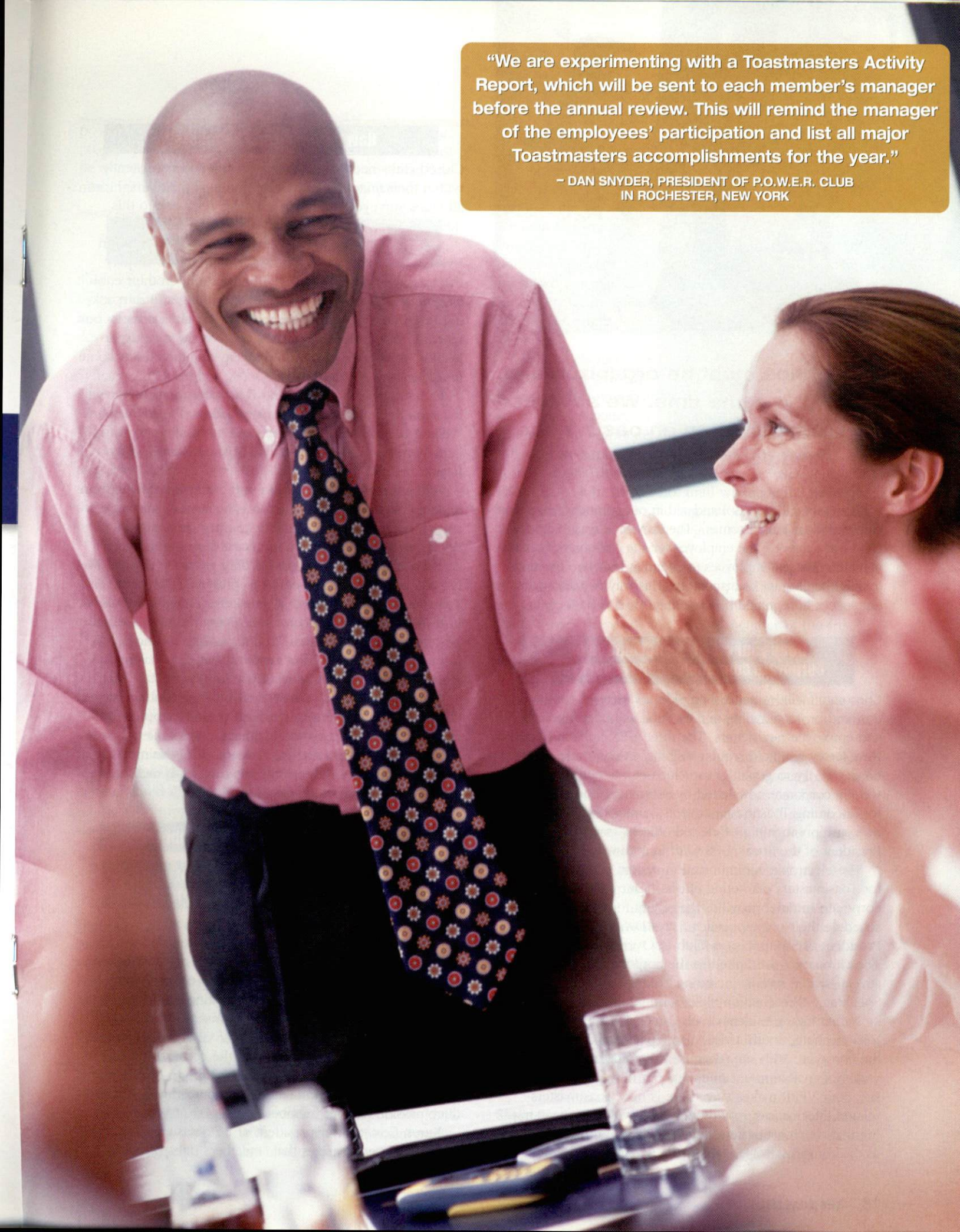
It is important to reinforce the work-related value of time spent in Toastmasters meetings, so that corporate managers

understand and support the involvement of their workers. "We are experimenting with a Toastmasters Activity Report, which will be sent to each member's manager before the annual review. This will remind the manager of the employees' participation and list all major Toastmasters accomplishments for the year," says Dan Snyder, president of the P.O.W.E.R. Club in Rochester, New York.

Establishing a positive relationship with management also creates a marketing channel for attracting enthusiastic, motivated members. "The company recognizes achievements at an annual banquet, and each member who has completed an educational level within Toastmasters is invited. Also, members who are managers within the company include Toastmasters involvement in employee appraisals," says Wendy Wright, president of the TFI Club in Thomasville, North Carolina.

Tracie Runge, president of OPPD Club in Omaha, Nebraska, has used some creative approaches to promote the value of Toastmasters training: "We regularly volunteer to participate in company events that could use our help, including the Emergency Response Organization's disaster drills, where we play media and other roles." When a variety of employee programs exist in the workplace, it is important to select and focus on those which will showcase the value of the Toastmasters communication and leadership training.

It is also important to establish a healthy balance between "corporate support" and the personal commitment of individual members. Initially, the Zachry Club of San Antonio, Texas, was permitted to award only 25 hours of training credit for completion of a CTM. "A minimum amount of

A photograph of a man and a woman in a professional setting. The man, on the left, is bald and wearing a pink button-down shirt and a dark tie with a colorful floral pattern. He is leaning forward and laughing heartily. The woman, on the right, has brown hair and is wearing a light-colored blouse. She is clapping her hands and smiling. In the foreground, there is a table with a glass of water, a bottle of water, and some papers. The background is a plain wall with a window.

“We are experimenting with a Toastmasters Activity Report, which will be sent to each member’s manager before the annual review. This will remind the manager of the employees’ participation and list all major Toastmasters accomplishments for the year.”

– DAN SNYDER, PRESIDENT OF P.O.W.E.R. CLUB
IN ROCHESTER, NEW YORK



“Meetings must be organized and fun at the same time. We advertise our meetings as an oasis in the middle of a busy week.”

continuous education is mandated in our company,” explains club president John Thomas. “The downside was, once the CTM was achieved, the employee left the club. Now, management encourages employees to attend at least two meetings. Joining the club is not mandatory. This way, we know the employees have joined because they want to be there.”

Does your club take advantage of corporate communication resources?

Corporate facilities usually provide a variety of communication and promotional resources, such as bulletin boards and employee newsletters. The three UPS clubs in northern New Jersey maintain regular visibility in corporate publications. “We try to get all of the clubs mentioned in the weekly corporate newsletter, by submitting announcements for upcoming Toastmasters events, names of contest winners, and photographs of elected officers,” says Chris Curran, President of the Speak UPS Club in Mahwah, New Jersey.

The electronic communication system is a special boon for Toastmasters marketing efforts. “Our club site on the corporate Intranet provides the ability for members to schedule their own speeches,” says Dwain Gleason, President of S'MartMasters Club in Overland Park, Kansas. The club pages are linked to the corporate directory via several search words, including “Toastmasters,” “Public Speaking,” “Presentation Skills” and “Communications.”

Narina Uys, president of 4th Dimension Club in Johannesburg, South Africa, also taps specific features on the corporate Web site. Because the company generates weekly e-mail announcements about new postings on the site, “our VPPR makes sure there is new Toastmasters-related information posted every two weeks, demonstrating that the Toastmasters club is as active and as dynamic as the company itself.”

How do you attract members?

Closed clubs need to market creatively and consistently within their finite community of potential members. From all clubs surveyed, the most common response to this question was: “Word of mouth is the best promotion.”

Erik Leaseburg, president of the Microsoft LC Club in Irving, Texas, says: “We encourage members to display their ribbons, pins, CTM/CL certificates, etc. in their cubicles, so teammates see what they are doing and start asking questions. When people walk by the glass door to our meeting room, they are curious about what is going on inside. We put a sign on the door inviting anyone to come in and join us for the fun.”

Gore-Talks Club in Newark, Delaware, rotates its meetings among various local company plants. President Alan Weikert has noticed that visitors are more likely to “drop in” when the meeting comes to their immediate work location.

While it may seem easier to start a Toastmasters club in a large company, the right effort can start and sustain a successful club, even in smaller companies. Shannon Bond, president of the Orange Toast Club in Orange, California, told me, “Our staff is only about 50 people. We use the monthly staff meetings to present CTMs or other Toastmasters awards, so that members receive recognition in front of their work peers. After every meeting, we put a poster in the kitchen area. ‘Would you like to know how to meditate? This was John’s topic at the last Toastmasters meeting. Come by to see what you’re missing.’”

Peggy Hernandez, president of the Shell Club in New Orleans, Louisiana, emphasizes the personal approach. “We greet every guest and give them a welcome package. They take with them not only a memory of the meeting, but an application and testimonials from club members about how Toastmasters has affected them.”

How do you retain current members?

Corporate changes can make membership retention especially difficult. Benefits of membership must not only be extended to new members, but sustained for those who already belong to the club.”

“All new members are assigned a mentor, and we also mentor each other for specific goals such as working on our humorous speaking skills, or effectively evaluating speeches,” says Michael D’Almeida, acting president of AxcioMasters Club in Conway, Arkansas.

Cynthia Wheeler, past president of Georgia Power Co. Club in Atlanta, Georgia, feels that the cornerstone to success includes “a strong and committed group of officers who focus on the basics. Passion in your officers will produce passion in your members.”

Karen Cox, charter president of P.D. Masters Club in El Paso, Texas, emphasizes that “members must be given

positive reinforcement, and believe that they are making progress within the Toastmasters program. Meetings must be organized and fun at the same time. We advertise our meetings as an oasis in the middle of a busy week."

What are the keys to maintaining a healthy club atmosphere?

Successful corporate clubs fulfill the Toastmasters mission by providing a mutually supportive learning environment and ensuring that every member has the opportunity to develop communication and leadership skills.

Darrell Pitt, charter president of the ASX Club in Sydney, Australia, has proof that even a new club can generate mutual support and commitment from members. "We're still a very young club, six meetings and counting. We are very conscious that everyone should be as involved as possible. If you're not giving a speech, we try to get you in for a Table Topic or a role at the next meeting. Some people have been pleasantly surprised to see that they are suddenly the chairman – and they've only been to two meetings!"

Developing and following a Club Success Plan is a great way to start. "Sticking to Toastmasters guidelines, working with the Distinguished Club Program, and attendance at district training and events really helps keep people goal-oriented and motivated," emphasizes Jane Dodge, president of Voices of the Masses Club in Bothell, Washington.

A supportive educational environment needs to be inclusive and unconditional. Every guest and every member should feel equally welcomed and encouraged. "Because of our history in South Africa, the challenge has been to get more involvement from people of all ages and races," explains S'bongiseni Vilakazi, president of the Nedcor Club of Johannesburg, South Africa. "For this, we have ensured that we keep meetings formal but lighthearted, provide support and guidance to new members and encourage them to get involved."

How to deal with corporate mergers, reorganizations and downsizing?

Corporate clubs are often affected by changes in the company. One club asked to remain anonymous, because their worksite had recently been purchased by another corporation. Management support ceased, restrictions were placed on meeting announcements and facilities access, and the 20-year-old club was forced to develop new, creative marketing approaches in response to these obstacles.

Some "closed" clubs, when facing membership challenges, decide to switch to an "open" membership policy. However, company clubs may need to restrict membership in order to retain corporate sponsorship. It's good to know there are other options. "After the initial excitement about chartering the club died down, management's involvement


was no longer a driver for membership," says Narina Uys of the 4th Dimension Club. "We changed the club constitution to include employees, spouses and ex-employees, and increased our marketing efforts to the 2,000 employees on the premises."

Physical change within a company can be just as disruptive to meetings as a policy change. "Our corporate offices were expanded from one building to several spread around the city," says Dan Snyder, president of the P.O.W.E.R. Club. "It was not until we made the decision to have all meetings in the largest location, and focus on one building, that we have begun to rebuild confidence in the club and its objectives."

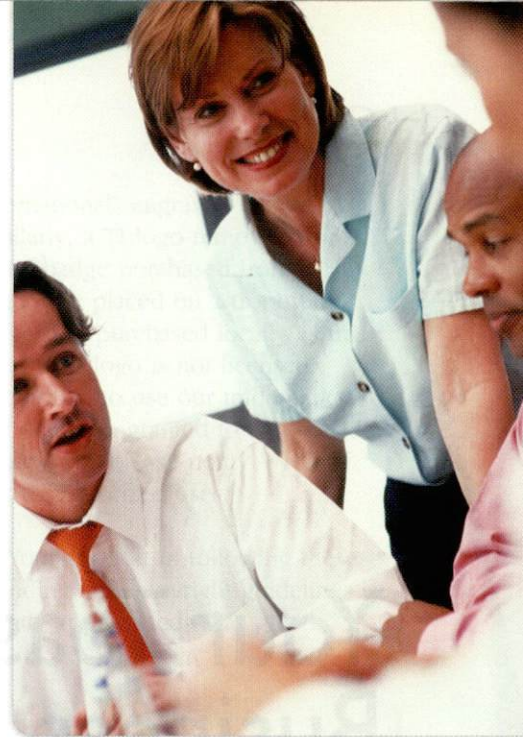
Adaptation takes many forms, so flexibility and creativity are helpful. "Work is heavy now, and some members are taking classes that conflict with meeting times," says Paula Pease, president and charter member of the Laser Systems Toastmasters Club in Apopka, Florida. She encourages overscheduled members to consider integrating manual objectives into their business presentations. "They invite another member to witness and evaluate a talk they are giving, if it meets the guidelines for a manual speech."

Other compromises include more flexibility within the meetings themselves. "Our biggest obstacle last year was when workloads forced many areas to shorten their lunch breaks," says John Potts, VPPR and charter member of Voices of Interest Club in Birmingham, Alabama. "We encouraged members to come, even if only for part of a meeting, and emphasized it's better than not attending at all."

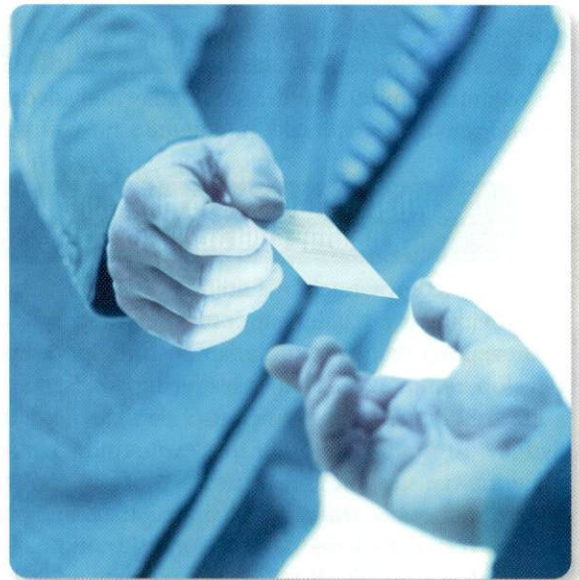
Some clubs face unexpected adversity and become even stronger as a result. "This year, our club president died in a car accident," says Kathy Brand, member of AxcioMasters Club. "We developed an award in her honor for the person who gives the most speeches in a year. This keeps people motivated and honors her memory, since this is something she promoted in our club."

For each of these clubs, success is the result of sustained, focused effort...and a game plan. Try some of these "survive and thrive" strategies in your own club! 

Shelia Spencer, DTM, is a member of Leadership Roundtable Club 1636 and works as a freelance writer in New York City. She can be reached at bocki@attglobal.net.



Your Toastmasters Business Card



It's all about brand recognition.

You may have noticed that this magazine received a face lift in January. A few nips here, a few tucks there, and viola! It looks a bit more like it "belongs" with the organization's other newly designed promotional material.

As part of Toastmasters International's ongoing effort at creating a unified and instantly recognizable "visual image" in all its printed materials, we are now asking you to help out in this effort when creating your own material, such as business cards, for your clubs and districts.

Market research conducted during the past year has indicated that Toastmasters International is not

as well-known as we sometimes assume, so maintaining control over how the organization's name and logo are used, and how printed materials look, would help build brand recognition and awareness of Toastmasters in the general public. This in turn helps you build clubs and recruit members.

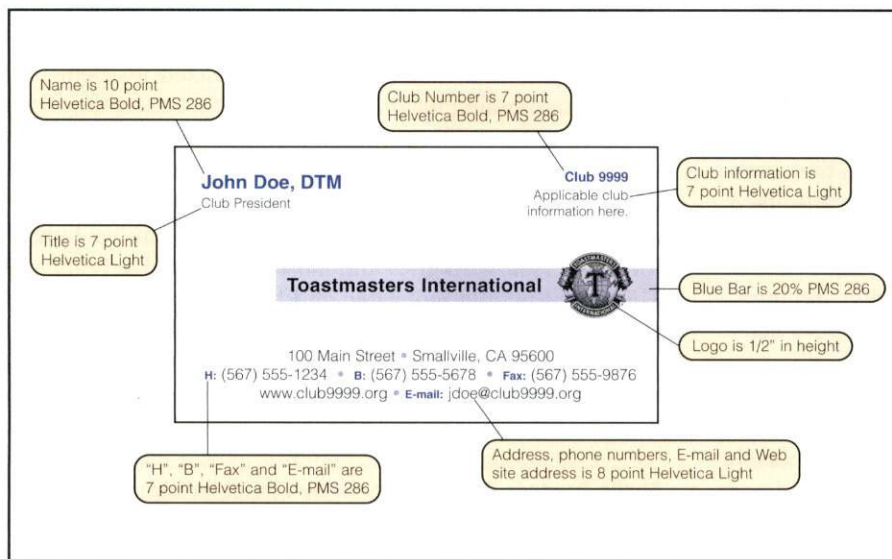
To that effect, we have created a template for your use in creating your own Toastmasters business cards and stationery. Please make sure to use only the logo provided on our Web site at www.toastmasters.org under "Member QuickLinks" as well as the business card format indicated here. This design was chosen because it is simple and matches that of our other promotional materials. It has room for you to add information unique to your club, but keep in mind that the card should offer plenty of white space so as to be easy to read and attractive.

The chosen color – blue – and font – Helvetica, or Arial (depending if you use a Mac or a PC) – are both common and in keeping with Toastmasters' overall branding guidelines.

To preserve the organization's copyright and trademarks, please be aware of the following:

Toastmasters manuals, programs, and other materials are copyrighted and may not be reproduced in any

▼ **Note: the PC font equivalent to Helvetica is Arial.**



form without advance written permission from World Headquarters. Items currently posted on the TI Web site, such as promotional brochures and forms, may be reproduced without written permission and may be posted on club Web sites (but be sure to link to the TI Web site so that the club has the most current document). However, any other items, such as the *Communication and Leadership* manual, advanced manuals, speech contest judges guides and ballots, and other contest forms and materials, in part or in their entirety, may not be

photocopied or posted on Web sites, nor may they be reprinted or excerpted in newsletters and handouts.

The names "Toastmasters" and "Toastmasters International" as well as the logo are trademarks and cannot be printed, engraved or placed on any other items (e.g. badges, trophies, plaques, certificates, coffee mugs, clothing, etc.) without advance written approval from WHQ. Any such use is a violation of trademark law and TI policy. For example, Club 9999 may not purchase trophies from a local shop and have "Toastmasters

International" engraved on them. Similarly, a TI logo removed from a name badge purchased from WHQ cannot be placed on a trophy or other item purchased locally as this use of the logo is not licensed. Permission to use our trademarks has not been granted to any outside vendors, so please notify WHQ of any unauthorized uses.

Your support in following these branding and copyright guidelines is greatly appreciated! **T**

Simple Rules for Good Business Card Etiquette

By Aleigh Acerni

I was at a networking event recently and saw something disturbing – someone had received a few business cards from fellow networkers and not so discreetly discarded them on a table in plain view.

Not being a card discarder myself, I would like to offer some general guidelines for the use and promotion of business cards. Unlike the Japanese, who have strict rules for the presentation and acceptance of "meishi," or calling cards (such as which fingers to present the card with, how long to study it, what kind of questions to ask about the card, etc.), Americans generally treat business cards as they would a phone number written on a napkin – shove it in their pockets or purses and forget about them.

Why be concerned about the presentation or maintenance of your business cards? Keep in mind your business card speaks for you when you aren't present. If you want your business card to shout, "Hey, make use of me!" then you'd better make sure it's professional looking and offered correctly.

Here are some basic business card etiquette tips from Lewena Bayer and Karen Mallet, co-founders of In Good Company, which offers private consultations, corporate training and specialty programming:

- **Keep your cards clean and up-to-date.** Don't hand out wrinkled, dirty or smudged cards. If your telephone number, e-mail address, etc. has changed, get new cards. Business cards with words scratched out give the impression of disorganization.
- **Do not offer your card unless someone has specifically asked for one** or you are engaged in a conversation about business. It is against the rules to hand out business cards as if you're dealing a game of poker. People appreciate individual attention – and that means handing out cards selectively instead of trying to pass out as many cards as you can.
- **It is impolite to ask for the card of someone higher in rank than yourself,** unless they ask for yours or a third party has introduced you to him or her. Think twice before approaching the CEO of your client's corporation and asking for his or her card. Wait to be introduced. It shows respect both for your client and the CEO.
- **When you receive someone's card, act as though you've been given a gift.** Pause a moment to actually read and study the card – comment on the design or acknowledge the person's title.
- **It is not appropriate to enclose business cards in correspondence that has personal or emotional content.** Do not enclose a business card with a condolence note. Instead, handwrite your name and a personal message.

One last piece of advice for business card bunglers: When you receive a card during a first-time meeting, keep it in front of you. That way, if you happen to forget someone's name, you can glance down at his or her card, making it easier to put a name with a face. And if you must discard a business card, do so discreetly – or wait until you get home to sift through and dispose of the ones you don't want. **T**

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Market Research Says...

You like Toastmasters. You really do! But the general public and corporate executives aren't very familiar with the organization. So let's spread the word!

As an organization, Toastmasters International exists to demonstrate the value of good communication. Not only do we teach communication skills; we want to know from our members and non-members alike how we are doing, what we can do better, and how our learn-by-doing approach is perceived by the corporate community. To that end, we regularly conduct market research that will help guide the organization's future.

During the fall of 2003, the firm Research Dimensions contacted a select group of people in the U.S. as well as internationally to determine the organization's reputation and current image. Through phone interviews, focus groups and online surveys with new members, long-term members, lapsed members and non-members – including corporate executives – they tried to determine several key objectives:

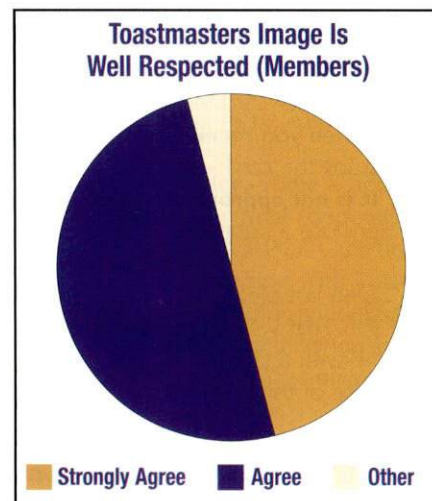
- **Corporate Branding** – How is Toastmasters International perceived by its current and former members, by the public in general and by corporate executives in particular?
- **Leadership Training** – Should TI expand its focus to include a more formalized program on leadership training? If so, how? Would an emphasis on leadership development dilute the public's perception of TI as a "public speaking organization"?

Improved leadership skills are currently thought of as a byproduct of the Toastmasters experience. By becoming better communicators and by participating in club and district leadership positions, members gain valuable leadership training. Yet, TI is primarily known for teaching public speaking skills.

- **Organizational Growth** – How can TI expand its membership and club base, especially in the corporate market? What would cause non-members to become members and former members to rejoin?

Key findings:

- **Perception of Toastmasters:** All four groups surveyed had a favorable image of the organization, indicating that Toastmasters clubs provide a friendly, supportive environment and opportunities for continuous learning.



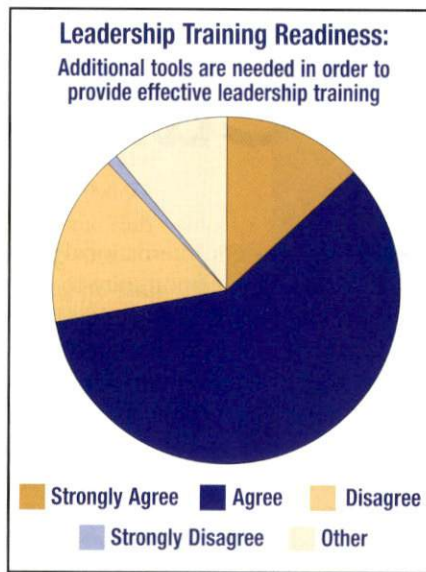
Overall, they said the organization is not perceived as old-fashioned, but that it needs to improve its promotional efforts.

- Nearly all current and lapsed members surveyed rated the program as “excellent” or “very good.”
- On a scale of 1 to 10, current and lapsed members provided a rating of 8.8 and 8.1, respectively, in terms of the ability of the program to help them achieve their objective in joining.
- 75% of current members and 66% of former members rated the Toastmasters program as “excellent” or “very good” in helping them overcome their fear of speaking in public, increasing their self-confidence and learning to listen better.

According to the research company, these are great ratings! However, the survey showed that the general public’s awareness of TI could be better. One third of non-members are “very” or “somewhat” familiar with the organization. Two in five have never heard of Toastmasters.

Three out of five human resources/training professionals said they are “very” or “somewhat” familiar with Toastmasters. One-quarter (25%) said they have never heard of the organization! Moreover, of those who had heard of Toastmasters, a full 50% were unable to identify the purpose of Toastmasters.

■ **Leadership training:** The survey results indicated that both current and lapsed members recognize the leadership skills gained from their participation in Toastmasters, but they do not see leadership development as a main strength or component of the current program; they see it as secondary to the communication aspects. Specifically, they suggested improvements in the areas of mentoring, in officer training, and in the



overall quality and usefulness of existing leadership programs.

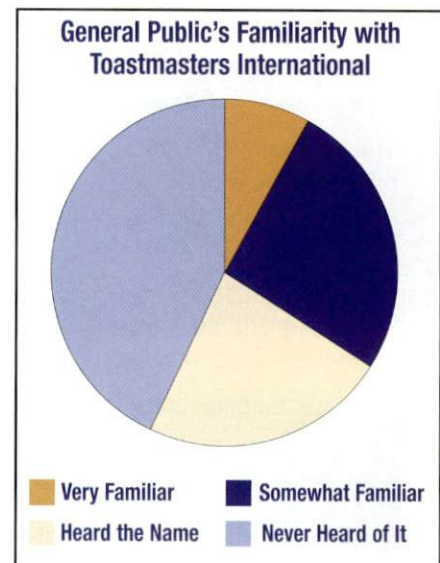
However, corporate professionals in the fields of human resources and training do not perceive Toastmasters as a credible provider of leadership training, probably in part because of their indicated lack of familiarity with the program (see below). Also, the survey found that most non-members in the general public do not associate Toastmasters with leadership training.

■ **Organizational growth:** Those who have experienced the Toastmasters program clearly like it. As many as nine out of 10 current members surveyed said they are “extremely” or “very likely” to renew their membership.

As mentioned above, many respondents simply were unaware of the Toastmasters program. Given the satisfaction of those familiar with the program, there is an opportunity to educate the public about the organization – through marketing, targeting corporate promotions or general advertising. Interest among human resource and training professionals in starting corporate Toastmasters clubs was low – less than 20%. But as many as one third of the respondents among the general public indicated interest in joining a club.

What does this tell us? In summary:

- Those who have experienced the Toastmasters program have very favorable impressions.
- Current and former members recognize the leadership skills gained from Toastmasters.
- More tools and materials are needed to strengthen TI’s leadership development program.
- While Toastmasters International enjoys a positive brand image, corporate professionals and non-members do not have a strong awareness of what Toastmasters has to offer.
- TI needs new and different approaches for marketing to corporations.
- TI needs to strengthen its club quality and officer training.



Toastmasters International appreciates the time and suggestions of all the survey participants. With valuable input and ongoing assistance from members, the organization will continue its efforts to meet the needs of a steady and growing membership. Now it’s time to focus our efforts outward: to better promote our program to the general public. The opportunity for growth is great. Let’s tell the world about Toastmasters! **T**

Officer Candidates

Here's your introduction to Toastmasters International's 2004-2005 Officer Candidates. On Friday, August 20, you'll have the opportunity to vote for the candidates of your choice while attending the International Convention in Reno, Nevada.

Candidates were nominated for the positions of President, Senior Vice President, Second Vice President, and Third Vice President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section 1, of the Bylaws of Toastmasters International.

It is the right and duty of all clubs to participate in the vote, either through their representatives at the convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate. For those attending the convention, you'll have an opportunity to meet and talk with all the International Officer and Director candidates before the election.

(Additional nominations for International Officers may be made from the floor at the Annual Business Meeting. International Director candidates will be nominated at the eight regional conferences to be held this month.)

Official Notice

The 2004 Annual Business Meeting will be held on Friday, August 20, at 8:00 a.m., during the International Convention, August 18 – 21, 2004, being held at the Reno Hilton, Reno, Nevada, USA.

Nominating Committee:

Jo Anna McWilliams, DTM, Chairman; Alfred Herzing, DTM, Co-Chairman; John Noonan, DTM; Dorothy Cottingham, DTM; Ann Hastings, DTM; Paula Tunison, DTM; Danie Hardie, DTM; Lois Harger, DTM; Bruce Frandsen, DTM; Richard Fath, DTM; James Fair, DTM; and Christine Temblique, DTM.



For President

Jon Greiner, DTM – Senior Vice President, Second Vice President, Third Vice President, International Director 1991-93, and District 54 Governor 1988-89. Mr. Greiner's home club is the Caterpillar Employees Club 79-54. As Governor of District 54, he led his district to Select Distinguished District. He has received the District Outstanding Toastmaster Award, the Outstanding Division Governor Award and won the District Evaluation Contest. He also received a Presidential Citation. Mr. Greiner is the Global Product Support Manager for Caterpillar, Global Mining Division. He has B.S. degrees in Mechanical Engineering and in Business Administration. He is a founding father and past president of the Equipment Maintenance Council and a member of the United Way, Society of Automotive Engineers, the National Mining Association, the Caterpillar Mixed Chorus, and his church choir. He and his wife, Belinda, reside in Dunlap, Illinois. They have five adult children.



For Senior Vice President

Dilip Abayasekara, DTM – Second Vice President, Third Vice President and International Director 1999-2001 and District 18 Governor 1996-97. Mr. Abayasekara's home club is the Chambersburg Area Club 1981-18. During his term

as district governor, District 18 became a President's Distinguished District. He was twice a finalist at the World Championship of Public Speaking, placing second in 1992. He is an Accredited Speaker. He has received the Excellence in Leadership; Excellence in Education and Training; District Toastmaster of the Year; Club President of the Year; and Division Governor of the Year awards. Dr. Abayasekara is a professional speaker and trainer, is President of Speaker Services Unlimited, is Special Assistant to the President of Central Pennsylvania College, and is an adjunct faculty member of Eastern University's School of Professional Studies. He has earned a B.S. degree and a Ph.D. He serves his church as a committee chairman, facilitator, and choir member. He has served on the board of directors of two churches and the YMCA. He and his wife, Sharon, reside in Camp Hill, Pennsylvania. They have two children.



For Second Vice President

Johnny Uy, DTM – Third Vice President, International Director 1999-2001 and District 75 Governor 1997-98. Mr. Uy's home club is the Taipan Club 2100-75. As governor of District 75, he led his district to

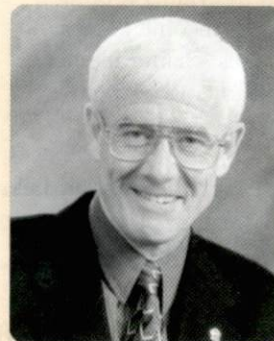
President's Distinguished District. The district received the President's Extension Award during his term as district governor. He has received the Excellence in Leadership; Excellence in Education and Training; Excellence in Marketing; Outstanding Division Governor; and District Toastmaster of the Year awards, and placed third at the 1994 Interdistrict Speech Contest. Mr. Uy is President of Pawe Group, Inc., a company with diversified business interests ranging from trading to real estate development to schools. He has a B.S. degree and continues to attend numerous seminars and special courses in management and related fields. He is a member of various business and civic organizations in the Philippines. Mr. Uy and his wife, Irene, reside in Cebu City, Philippines. They have four children.



For Third Vice President

J. André Brooks, DTM – International Director 1998-2000 and District 66 Governor 1993-94. Ms. Brooks' home club is the Roanoke Club 1011-66. As district governor of District 66, she led her district to Distinguished District. She received the Division

Governor of the Year Award; Excellence in Leadership Award; Excellence in Education and Training Award; Excellence in Marketing Award; and is a District 66 Evaluation Contest winner. Ms. Brooks is President of Brooks-Werness Associates, a management, marketing and fundraising company serving nonprofit organizations. She has MBA and BFA degrees, is a Certified Fund Raising Executive and a Professional in Human Resources. She is a member of the Association of Fundraising Professionals, the Society for Human Resources Management and the Kiwanis Club of Roanoke. Ms. Brooks and her husband, Everett Werness, DTM, reside in Roanoke, Virginia. They have two adult daughters.



For Third Vice President

Chris Ford, DTM – International Director 2000-02 and District 61 Governor 1998-99. Mr. Ford's home club is the Manotick Club 8684-61. As governor of District 61, he led his district to Select Distinguished District, and President's 20+ Award. He

received the Excellence in Education and Training Award and Excellence in Marketing Award. He was a district winner in international, table topics and evaluation contests. A retired Canadian Forces brigadier-general, he received the Order of Military Merit from the Governor-General of Canada. He has a B.A.Sc degree, and a Graduate Certificate in Conflict Resolution. Mr. Ford is President of "Generally Speaking," founder of Group Works Leadership Institute, member of the Canadian Association of Professional Speakers. Moreover, he volunteers extensively for the Canadian Diabetes Association. Mr. Ford resides in Ottawa, Ontario, Canada.

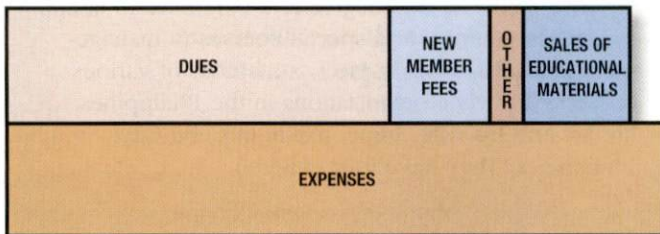
Financial Activities: Jan. – Dec. 2003

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore, Stephens, Wurth, Frazer & Torbet, LLP. The statements were prepared in conformity with generally accepted accounting principles.

The Board of Directors of Toastmasters International controls the organization's funds and, with the Executive Director, is responsible for assuring that management fulfills its fiduciary responsibility. The Bylaws of Toastmasters International require that the corporation's financial status be reported to its member clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following are the year-end financial statements. The format includes a bar graph and pie chart, which we hope will provide a clearer picture of Toastmasters International's financial activities.

Exhibit A



Revenues/Expenses

Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues renewals, new-member fees, charter fees and miscellaneous sources is insufficient to cover expenses.

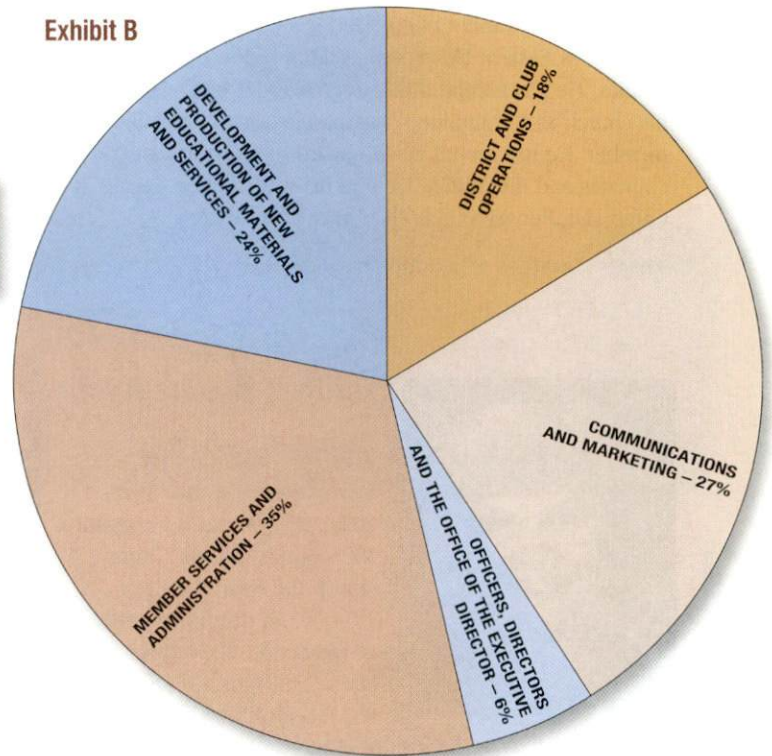
Membership Dues

Exhibit B shows how revenue is spent. The glossary below and on the next page gives an explanation of expenditures.

Glossary of Expenses:

- **OFFICERS, DIRECTORS AND THE OFFICE OF THE EXECUTIVE DIRECTOR** – Includes travel and expenses at Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board policy ensures smooth operation of the organization and ideas for new and exciting programs. District visits help in building new clubs, strengthening membership and bringing new ideas to members.
- **COMMUNICATIONS AND MARKETING** – Information systems and technology. Develops new member and new club materials. Also includes developing membership and new club building programs, promotions and awards. The costs of production and mailing *The Toastmaster* is included.

Exhibit B



- **MEMBER SERVICES AND ADMINISTRATION** – Administrative services to clubs and districts. Includes processing of dues renewals, officer lists, club and district billings, new member applications and educational awards, as well as updating member and officer information. Also includes financial reports and governing documents administration.
- **DISTRICT AND CLUB OPERATIONS** – District, division and area services and development, production, field testing and promotion of educational program materials. Includes

district operations, developing club and district administrative and training materials. Administering the Distinguished District, Division, and Area Programs. Planning and operating the Regional Conferences and the International Convention.

■ **DEVELOPMENT AND PRODUCTION OF NEW EDUCATIONAL MATERIALS AND SERVICES** – Production of materials and distribution of educational, promotional and administrative materials. The most useful, up-to-date materials are available through the Supply Catalog to help every member succeed. **T**

TI FINANCIAL STATEMENT JANUARY-DECEMBER 2003

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2003

ASSETS	
Cash and short-term investments	\$ 2,791,658
Restricted cash and short-term investments.....	\$ 890,272
Marketable securities.....	\$ 14,455,693
Accounts receivable, net of allowance for doubtful accounts of \$5,000	\$ 147,123
Inventories	\$ 893,210
Deposits, prepaid postage and other.....	\$ 371,563
Property, building and equipment, net of accumulated depreciation.....	\$ 5,106,087
TOTAL ASSETS	\$ 24,655,606
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities.....	\$ 736,692
Funds held for Toastmasters International Regions..	\$ 144,933
Total Liabilities	\$ 881,625
Net Assets:	
Unrestricted.....	\$ 8,576,451
Temporarily Restricted	\$ 15,182,511
Permanently Restricted.....	\$ 15,019
Total Net Assets	\$ 23,773,981
TOTAL LIABILITIES AND NET ASSETS	\$ 24,655,606

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2003

REVENUE:	
Membership charges:	
Member fees.....	\$ 5,061,131
New member service charges.....	\$ 1,257,460
Total membership charges	\$ 6,318,591
Sales of educational materials and supplies.....	\$ 1,909,262
Annual Convention revenues.....	\$ 395,269
Charter fees.....	\$ 90,630
Interest.....	\$ 23,358
Royalty	\$ 6,435
Magazine advertising.....	\$ 71,505
Other.....	\$ 49,474
Total revenue.....	\$ 8,864,524
EXPENSES:	
Executive Director; Officers; Board	\$ 501,972
Communications and Marketing.....	\$ 2,390,624
Member Services and Administration	\$ 2,538,449
Production	\$ 614,209
District and Club Operations.....	\$ 1,054,581
Annual Convention Expenses.....	\$ 526,243
Cost of educational materials and supplies.....	\$ 1,605,821
Magazine advertising.....	\$ 12,600
Depreciation – Technology	\$ 198,651
Depreciation – Other	\$ 366,425
Total expenses.....	\$ 9,809,575
SURPLUS (LOSS).....	\$ (945,051)

The Ralph C. Smedley Memorial Fund

This fund was established to provide financial support for Toastmasters International's educational programs.

These include the creation of new and innovative educational materials for club and member use, the development of promotional material designed to spread the word about Toastmasters, and development of new educational programs, such as the Leadership Excellence Series. It also includes market and member research.

The fund is comprised of donations from individual Toastmasters and Toastmasters clubs, interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 2003 totaled \$12,034. The fund had a balance of \$834,716 as of December 31, 2003.

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational and promotional materials, such as the videos *Meeting Excellence*, *Everyone's Talking About Toastmasters*, *Effective Evaluation*, and the High Performance Leadership Program. Our online Supply Catalog at www.toastmasters.org was also made possible by contributions to the fund. Contribute \$10 and receive a special Toastmasters International paper weight. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. Every contributor is recognized in *The Toastmaster* magazine.

Contributions are tax deductible. Your support will result in more people learning, growing and

Keep the Legacy *Alive!*

achieving through Toastmasters. Contributions should be sent to:

The Ralph C. Smedley Memorial Fund

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo CA 92690-9052, U.S.A.

Contributions may be made via check, money order, Visa, Mastercard, American Express or Discover cards. If making an honorary or memorial contribution, please indicate the name and address of any person(s) to whom acknowledgement should be sent.



Ralph C. Smedley

College Freshman and New CTM

Eighteen-year-old Toastmaster and Mercer University student Janelle Hamilton received her CTM in May. She was first introduced to Toastmasters by her mother, Dahlys, who impressed on her daughter the importance of good communication skills. Janelle participated in a Youth Leadership Program held by Genesis Club 9580-14, the club she joined right after her 18th birthday.

Since her first Toastmasters meeting, Janelle's goal has been to finish her CTM before turning 19.

"We believe she'll reach her ATM in the next year," says Janelle's proud mom and VPPR of the Genesis Club. "She's even talked about serving as an area or district officer after college." Janelle hopes to use the skills she gains through Toastmasters "to be as competitive as possible" when she graduates from Mercer University in Macon, Georgia. "I want to prove to my prospective employer that I am an articulate, effective communicator and show how that will translate into my being a dynamic representative for their company."



▲ 2003-'04 District 49 Officers LGM Terrance Roughton, Governor Mercedes Balli, Hawaii Governor Linda Lingle, and LGET Larry Lands.

Governor Lingle Visits Toastmasters

Hawaii's District 49 Fall Conference was honored with a visit from Hawaii's governor and former Toastmaster Linda Lingle. Governor Lingle spoke to members at the conference luncheon, conducted a short Q & A session and was presented with a plaque by District Governor Mercedes Balli. Governor Lingle then presented the district with a gubernatorial proclamation naming November 7 through November 22 as Toastmasters Week in Hawaii.

Have You Moved Recently?

Please help us keep costs down by notifying us of your new address at egrant@toastmasters.org!

DEADLINE: JUNE 30

An important deadline is fast approaching. June 30 marks the end of the Toastmasters year and the 2003-04 Distinguished District, Division, Area and Club programs.

Items pertaining to club charters, dues renewals, membership applications and education award applications must be postmarked on or before June 30, 2004, and received at WHQ no later than July 7, 2004. Faxed documents must be received at WHQ by 5 p.m. PT Wednesday, June 30.

WHQ now accepts dues renewals, new-member applications and education award applications through its Web site, www.toastmasters.org. Items submitted online or by e-mail must be received at WHQ on June 30, 2004, by 11:59 p.m. PT.

Although WHQ has a fax and e-mail available to receive information, it is the sender's responsibility to make sure the submission is successfully transmitted.

Please do not send duplicate copies of documents. Choose only one method of transmission.

Irish Toastmaster Breaks World Record with Some Help from His Club

Anthony Galvin, of Limerick, Ireland, broke the world record for continuous speaking when he spoke for 62 hours, 16 minutes and 47 seconds. This task began in the early hours of February 2nd and continued until after 9 p.m. the following Wednesday.

In accordance with Guinness' world record rules, someone had to supervise every moment of Anthony's attempt. So the members of Shannon Club 2989-71 rallied together and probably set a record of their own. The Shannon Club started its meeting at 7:04 a.m. on February 2nd. Minutes later, Anthony began to talk. And he kept talking – and talking – to a captive audience of at least one member of his supportive club. The club reconvened at its regular meeting time, Wednesday at 8 p.m., while Toastmaster Galvin continued speaking in the next room. During a short break, the club witnessed Anthony finished his talk at 9:24 p.m. The break ended and the Shannon Club concluded its meeting at 10:27 p.m. for a total of 63 hours and 23 minutes of meeting time.



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.

K.N. Bopanna 9015-U, Bangalore, India
 Sankaranarayanan Viswanathan, 9015-U, Bangalore, India
 R. Kent Jones 729-F, Pasadena, California
 Kelly Teenor 2565-F, Brea, California
 Albert M. Gumb 4387-F, Aliso Viejo, California
 James R. Holder 4433-F, Brea, California
 Matthew A. Stern 4637-F, Irvine, California
 Solon Goodson 9331-F, Garden Grove, California
 Oksana R. Orel 11-1, Long Beach, California
 Choon H. Mah-Meggett 141-1, Los Angeles, California
 Bob Duitsman 7781-1, Marina del Rey, California
 Aliya Nylander 2148-2, Edmonds, Washington
 Sally M. Scott 499-3, Mesa, Arizona
 Angie M. Hedding 2694-3, Tempe, Arizona
 George M. Tyler 4873-3, Phoenix, Arizona
 Jo Swaback 6993-3, Fountain Hills, Arizona
 Alvin H. Lo 2943-4, Sunnyvale, California
 Patricia R. Passon 958-6, Columbia Heights, Minnesota
 Jeannette Bauch 1554-6, Minneapolis, Minnesota
 Richard Rider 2140-6, Robbinsdale, Minnesota
 Donald Allen Ritter Jr. 5584-6, Minneapolis, Minnesota
 George Kane 8293-6, Saint Paul, Minnesota
 William F. Nelson 9393-6, Saint Paul, Minnesota
 Michelle A. McMullen 9893-6, Eagan, Minnesota
 Stephanie D. Weiss 7953-8, Fenton, Missouri
 Peter Keough 7240-10, Cleveland, Ohio
 Roger L. Reed 3293-11, Fort Wayne, Indiana
 Wilbur S. Hyde 6741-11, New Haven, Indiana
 Mari-Lou Wong-Chong 2723-13, Pittsburgh, Pennsylvania
 David Caraway 2037-14, Columbus, Georgia
 Hope M. Wright 5411-14, Atlanta, Georgia
 Dawn B. Vincent 5603-14, Atlanta, Georgia
 Octavia E. Taylor 5997-14, Atlanta, Georgia
 Cynthia B. Cannon 6488-14, Atlanta, Georgia
 Gale Kan 7106-14, Augusta, Georgia
 Mark P. Meuser 3743-15, Boise, Idaho
 Charlotte G. Howard 627-16, Oklahoma City, Oklahoma
 Janet R. DiEnna 907-16, Oklahoma City, Oklahoma
 Curtis G. Manuel 5280-18, Elkton, Maryland
 Mary Ann McCloskey 6512-18, Baltimore, Maryland
 Evelyn M. Woodward 790-21, Victoria, BC, Canada
 Chris Morris 908-21, Richmond, BC, Canada
 Roy P. Crawford 583535-23, Albuquerque, New Mexico
 Bonnie Brachle 6597-24, West Point, Nebraska
 Dede F. Rhodes 760-25, Fort Worth, Texas
 Rebecca J. Harvey 4109-25, Irving, Texas
 Lolita Y. Winters 4538-25, Dallas, Texas
 Mary Ann Hamilton 2510-26, Canon City, Colorado
 Walton E. Wells 2510-26, Canon City, Colorado
 Audrey E. Wrights 1795-27, Washington, D.C.
 Joyce Evans 3469-27, Alexandria, Virginia
 Marlene Purdy 2547-28, Bowling Green, Ohio

Gloria T. Hamilton 8163-28, Detroit, Michigan
 Karen L. Holland 8637-28, Dearborn, Michigan
 Bruce Barrow 2724-30, Crystal Lake, Illinois
 Patrick S. Murphy 5288-31, Marlboro, Massachusetts
 John J. Panesko 1290-32, Centralia, Washington
 Sue R. Bauer 3332-33, Westlake Village, California
 John J. Makowski 644417-33, Ridgecrest, California
 Rogelio Garcia Pastrana 3889-34, Col Rincon De Las Hadas, Mexico DF
 Darlene D. Lightfuss 4283-35, Milwaukee, Wisconsin
 Carolyn Weaver 77-36, Laurel, Maryland
 Mary Lou Stark 1613-36, Silver Spring, Maryland
 Mary Ledwin Bean 3739-36, Washington, D.C.
 Kimberly J. Pinter 4250-36, Washington, D.C.
 Debra G. Dusterwald 9216-36, Greenbelt, Maryland
 Frank P. Wohlfarth 1420-37, Charlotte, North Carolina
 Richard L. Kull 2946-37, Winston-Salem, North Carolina
 Carol L. Graves 2118-38, Hummelstown, Pennsylvania
 Martin E. Gunn 985-39, Sacramento, California
 Terri L. Smith 1528-39, Elk Grove, California
 Margaret Karr 5243-39, Sacramento, California
 Heather L. Miller 3483-42, Calgary, AB, Canada
 Colleen Mary Ritchie 5766-42, Calgary, AB, Canada
 Michael A. Conrad 8981-42, Calgary, AB, Canada
 David Stolze 3538-43, Cordova, Tennessee
 Irving R. Deihl 7304-43, Bella Vista, Arkansas
 Velma Irene Smothermon 1680-44, Guymon, Oklahoma
 Ruth H. Marsteller 1741-45, Lewiston, Maine
 Gerry Higgins 4402-45, Rothesay, NB, Canada
 Amelia L. Abad 602358-46, New York, New York
 John A. Curtis 1425-47, Freeport, Bahamas
 Donna J. Anderson 5701-47, North Fort Myers, Florida
 Sharon Lee Buffalo 1111-50, Texarkana, Arkansas
 Ernest C. Eberle 8603-50, Carrollton, Texas
 Cheryl Ann Moore 9019-50, Dallas, Texas
 Ong Siew Chien 220-51, Kuala Lumpur, Malaysia
 Geoff Andrew 1982-51, Kuala Lumpur, Malaysia
 Patricia Tan 4934-51, Petaling Jaya, Selangor, Malaysia
 Men Choon ting 5019-51, Kuching, Malaysia
 Jeremy Eng Chee Hiang 5514-51, Singapore
 Kim-Hock Chhoa 6622-51, Kuching, Sarawak, Malaysia
 Debbie C. Leong 9150-51, Selangor, Malaysia
 Ban Seng Chew 9167-51, Singapore
 Roland P. Cariveau 9641-52, Santa Clarita, California
 Paul C. Young 6613-53, Hartford, Connecticut
 Beverly Ann Gay 3228-54, Bloomington, Illinois
 Christopher D. Ware 5012-54, Clinton, Illinois
 Al Vasquez 9020-55, San Antonio, Texas
 Harry S. Truman 9987-55, San Antonio, Texas
 Ravi S. Upadhye 4762-57, Dublin, California
 Rick Thompson 5322-58, Spartanburg, South Carolina
 Kerry D. Taylor 7273-59, Kaiserslautern, Germany
 Brian S. Robinson 2343-60, Toronto, ON, Canada
 Stephen Douglas Fones 2729-60, London, ON, Canada
 J. Joyce Scott 4778-60, Milton, ON, Canada
 Eleanor L. Tizzard 5961-60, Brampton, ON, Canada
 Tom Matchett 7604-60, Mississauga, ON, Canada
 Simon E. Parcher 9472-61, Ottawa, ON, Canada
 Carolee M. Hinterman 8476-62, Midland, Michigan
 Luther R.B. Travis 3004-63, Kingsport, Tennessee
 Cindy L. Buckingham 5630-63, Hendersonville, Tennessee
 Rita M. Beard 5776-65, Syracuse, New York
 Tanya Walker 9041-66, Norfolk, Virginia
 Darren Yeh 587955-67, Kaohsiung, Taiwan
 Graham Pamplung 900-69, Brisbane, QLD, Australia

Raul Daniel Iglesias 7141-69, Brisbane, QLD, Australia
 Cheryl A. Keane 9265-70, Sydney, NSW, Australia
 Andrew J. Brammer 1292-71, Norwich, United Kingdom
 Brian Sewell 7365-71, London, United Kingdom
 Patrick B. Bannon 9363-71, Portlaoise, Ireland
 Andris S. Bilkens 830-73, Adelaide, SA, Australia
 Anna Footer 5029-73, Adelaide, SA, Australia
 Lisa J. Cluett 5769-73, Fremantle, WA, Australia
 Janet Leitch 8549-73, Adelaide, SA, Australia
 Bernard Morten Andersen 9106-73, Northbridge, WA, Australia
 Trevor Shaw 7217-74, East London, South Africa
 Mary Morris 3126-77, Birmingham, Alabama
 Stephen Ray Peoples 3126-77, Birmingham, Alabama
 Sonja Bell 3874-77, Birmingham, Alabama
 Mary Lou Hermes 9601-78, Plains, Montana
 Gregorio C. Leynes Jr. 287-79, Jeddah, Saudi Arabia
 Mallika Ramanathan 2913-79, Dubai, United Arab Emirates
 Alphonsus O. Okoro 3633-79, Muscat, Oman

Anniversaries

APRIL 2004

65 YEAR

Salem Club 138-7, Salem, Oregon
 Sierra Club 135-33, Fresno, California

55 YEARS

Pacific Beach Club 54-5, San Diego, California
 Hood River Club 701-7, Hood River, Oregon
 Boone Club 184-19, Boone, Iowa

50 YEARS

Duluth Club 1523-6, Duluth, Minnesota
 Personal Achievers Club 1506-12, Fontana, California
 Johnstown Club 1231-13, Johnstown, Pennsylvania
 Metro-Milestone Club 1511-36, Washington, D.C.
 Goldsboro Club 1496-37, Goldsboro, North Carolina
 Reveillers Club 985-39, Sacramento, California
 Permian Club 1509-44, Midland, Texas
 Kodak Park Club 1491-65, Rochester, New York

45 YEARS

Orbiters Club 2943-4, Sunnyvale, California
 Essayons Club 2265-7, Portland, Oregon
 Gene's Gesters Club 2984-23, Las Cruces, New Mexico
 Town and College Club 875-19, Ames, Iowa
 Capital Club 1412-19, West Des Moines, Iowa
 Pioneer Club 2932-26, Lakewood, Colorado
 Capital City Club 2953-35, Madison, Wisconsin
 VA Gaveliers Club 2920-36, Washington, D.C.
 Naples Club 2835-47, Naples, Florida
 Sudbury Club 2816-60, Sudbury, ON, Canada
 ESB Club 1747-65, Tonawanda, New York
 Dublin Club 2601-71, Dublin, Ireland

40 YEARS

Key Club 3723-15, Salt Lake City, Utah
 Coulee Commentators Club 3673-42, Lethbridge, AB, Canada
 Seminole Club 3771-47, Tallahassee, Florida

35 YEARS

Lima Club 3098-U, Lima, Peru
Eighteen 'o' Eight Club 1808-5, San Diego, California
Phillips 66 Club 3266-16, Bartlesville, Oklahoma
Waco-Early Birds Club 3546-25, Waco, Texas
Boardwalk Club 2677-38, Ocean City, New Jersey

30 YEARS

Parsons Club 2151-F, Pasadena, California
Simadan Club 2625-U, Willemstad, Netherlands Antilles
Courier Club 3476-4, Palo Alto, California
EPA Club 2775-27, Washington, D.C.
Early Bird Club 1928-22, Overland Park, Kansas
Greenville Club 2595-37, Greenville, North Carolina
Premiere Club 2738-42, Charlottetown, PE, Canada
Donoghue-Duendin Club 2166-47, Dunedin, Florida
Club Awesome Club 2445-47, Coral Spring, Florida
Hamilton Club 1977-54, Rockford, Illinois
Cambridge Club 2728-60, Cambridge, ON, Canada
Oaks Club 2141-73, Chadstone, VIC, Australia

25 YEARS

Toast O' the Town Club 3932-6, Saint Paul, Minnesota
Metro-East Club 2878-8, East St. Louis, Illinois
Simcoe Club 3339-9, Goldendale, Washington
Rise and Shine Club 3505-15, Idaho Falls, Idaho
Beacon Professional Speakers 2259-11, Indianapolis, Indiana
AM Air Toasters Club 2341-16, Tulsa, Oklahoma
Saanich Peninsula Club 1288-21, Sidney, BC, Canada
Merritt Club 3929-21, Merritt, BC, Canada
Mission Chapter Club 1433-33, Goleta, California
Sunrise Club 619-26, Fort Collins, Colorado
Tip Top/NOAA Club 632-36, Silver Spring, Maryland

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Capital City Club 661-37, Raleigh, North Carolina
Tri-County Club 870-40, West Chester, Ohio
High-Riser Club 1171-42, Calgary, AB, Canada
Sundowners Club 3826-42, Stony Plain, AB, Canada
Berkeley Communicators Club 677-57, Berkeley, California
Middy Marauders Club 3935-60, Hamilton, ON, Canada
Rivergate Club 3930-63, Hendersonville, Tennessee
280 Club 556-77, Birmingham, Alabama

20 YEARS

TBD Club 2139-2, Kent, Washington
Softalkers Club 5484-3, Phoenix, Arizona
Old Town Club 5480-7, Portland, Oregon
Tech Center Club 2188-11, Fort Wayne, Indiana
Russell Building Club 5489-14, Atlanta, Georgia
Phoenix Club 4281-16, Broken Arrow, Oklahoma
Flyers and Floaters Club 5467-16, Oklahoma City, Oklahoma
Rose State College Club 5477-16, Midwest City, Oklahoma
Richmond Club 5488-21, Richmond, BC, Canada
Loup Valley Club 5468-24, Ord, Nebraska
Currently Speaking Club 5481-26, Colorado Springs, Colorado
Skyliners Club 5490-27, Falls Church, Virginia
Voice of Franklin Club 5464-31, Franklin, Massachusetts
Evanston Club 5457-30, Evanston, Illinois
Southwood Club 5459-47, Tallahassee, Florida
Indian Point Club 5463-45, Buchanan, New York
Venice Area Club 5486-47, Venice, Florida
Conoco Phillips Club 5472-56, Houston, Texas
Confidently Speaking Club 5456-60, Mississauga, ON, Canada

Luncheon Troupers Club 5458-61, Ottawa, ON, Canada
Healthplus Club 5470-62, Flint, Michigan
AM Lockport Club 5460-65, Lockport, New York
Wine Country Club 5473-65, Bath, New York
Spring Speakers Club 5479-68, Baton Rouge, Louisiana
Weston Creek Club 5483-70, Weston, ACT, Australia
Clonmel Club 5462-71, Clonmel, Ireland
Maidenhead Speakers Club 5461-71, Maidenhead, England
Crusaders Club 5482-71, Cork, Ireland
Shepparton Club 5478-73, Shepparton, VIC, Australia

MAY 2004

60 YEARS

Progressive 264-16, Tulsa, Oklahoma

55 YEARS

Decatur Commodore 654-8, Decatur, Illinois
Metro 719-15, Salt Lake City, Utah
Dearborn Dynamic 726-28, Westland, Michigan
Port Angeles 25-32, Port Angeles, Washington
Reading Club 714-38, Reading, Pennsylvania
Shreveport 718-50/Bismarck 717-78, Bismarck, North Dakota

50 YEARS

County Employees 1166-12, San Bernardino, California
Five Seasons 1529-19, Cedar Rapids, Iowa
Mount Prospect 1500-30, Mount Prospect, Illinois
Metro-Speakers 1470-50, Addison, Texas
Spartanburg 1453-58, Spartanburg, South Carolina
Nashville 1565-63, Nashville, Tennessee
Fulton 1515-65, Fulton, New York

45 YEARS

St. Joseph 1439-22, St. Louis, Missouri
Northwestern 2946-37, Winston-Salem, North Carolina

Chinook 1448-42, Calgary, AB, Canada
Portsmouth 1094-45, Portsmouth, New Hampshire
Daybreakers 2899-50, Dallas, Texas
Southwestern 2995-56, Houston, Texas
Monday Mumbler's 2976-63, Chattanooga, Tennessee
Vital Words 2375-64, Winnipeg, MB, Canada

40 YEARS

Whitehorse 2219-U, Whitehorse, YT, Canada
Millbrae'ers 2168-4, Millbrae, California
Hillsboro 881-7, Hillsboro, Oregon
High Noon 3714-7, Salem, Oregon
Telespeakers 2328-21, Burnby, BC, Canada
DLA 3772-27, Fort Belvoir, Virginia
Peterborough TM 3427-60, Peterborough, ON, Canada
Cairns 3779-69, Cairns, QLD, Australia
Top O The Morning 3786-78, Fargo, North Dakota

35 YEARS

Great Land 3069-U, Anchorage, Alaska
Hardhats 1394-5, San Diego, California
Patent Office 2540-27, Arlington, Virginia
Kettle Moraine 2098-35, West Bend, Wisconsin
Viroqua 1559-35, Viroqua, Wisconsin
Jewel City 29 29-52, Glendale, California
New Horizon 312-60, North York, ON, Canada
Testament 2403-64, Winnipeg, MB, Canada
Sandgate 3721-69, Sandgate, QLD, Australia
Gore 1895-72, Gore, New Zealand

25 YEARS

Electric Toasters 3964-7, Portland, Oregon
Northeast 2000 2000-11, Indianapolis, Indiana
Hospitality 929-12, San Bernardino, California
Chino Valley 3957-12, Chino, California
George Sutton 3942-26, Aurora, Colorado
Southend 3961-37, Charlotte, North Carolina
BMD 3941-36, Rockville, Maryland
Princeton 3954-38, Princeton, New Jersey
City Talkers 3943-39, Stockton, California
Fluor Daniel Communicators 3950-42, Calgary, AB, Canada
St. Vincent 392-43, Little Rock, Arkansas
Speak-Easy 3948-45, Summerside, PE, Canada
Valley-Shore 3940-53, Madison, Connecticut
Downtown Speakers Connection 3953-63, Knoxville, Tennessee
Southport 3944-69, Southport, QLD, Australia
Balaclava 3952-73, Melbourne, VIC, Australia
Peninsula 3966-74, Cape Town, South Africa

20 YEARS

Beach Cities 3921-1, Manhattan Beach, California
Michiana 1309-11, Fort Wayne, Indiana
Valley 1255-12, Yucaipa, California
Positive Expressions 5501-21, Vancouver, BC, Canada
Caddo-Kiowa 2042-16, Fort Cobb, Oklahoma
Selkirk 5499-21, Trail, BC, Canada
Port Dickson 288-51, Port Dickson, Malaysia
Times Toasters 1549-52, Los Angeles, California
Rhinebeck 2623-53, Kingston, New York
Lamorinda 5500-57, Lafayette, California
Speakers For Success 2162-62, Chattanooga, Tennessee
Olean 4191-65, Olean, New York
Downtown 4350-65, Buffalo, New York
Harbour View 4480-70, Milsons Point, NSW, Australia
Newbury Speakers 2965-71, Newbury, Berkshires, England
Majura 1650-70, Canberra, ACT, Australia
Dinsdale 5493-72, Hamilton, New Zealand
Kasugai 3333-76, Kasugai City, Aichi, Japan

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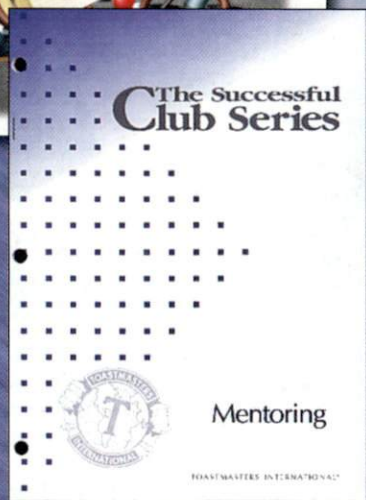
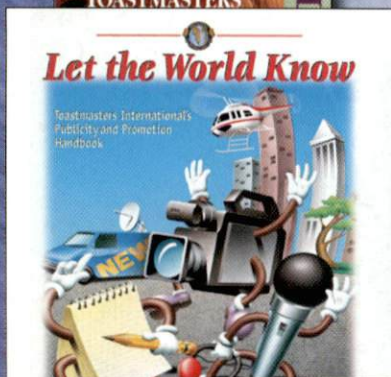
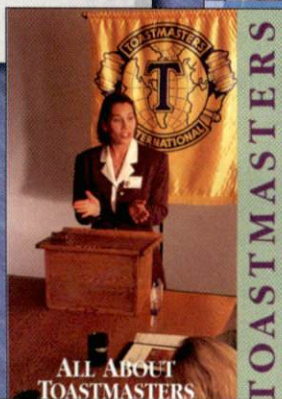
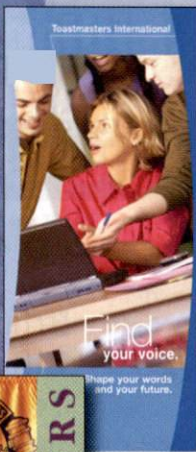
First Aid

for your

Club

Membership
Growth
Materials

All Toastmasters clubs need new members. Even though your club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment, or reach their speaking and leadership objectives. Toastmasters International has created a variety of materials to help:



- QTY** **BROCHURES & FLIERS**
- ___ 101 Confidence, The Voice of Leadership 20 free*
 - ___ 99 Find Your Voice 20 free*
 - ___ 103 Bringing Successful Communication into Your Organization 50 cents
 - ___ 124 All About Toastmasters 25 cents
 - ___ 114 Toastmasters: Because Public Speaking Skills Aren't Debatable (Pkg of 50 fliers) \$2.50
 - ___ 115 Toastmasters Can Help (Pkg of 50 fliers) \$2.50
 - ___ 116 How Confident Are You? (Pkg of 50 fliers) \$2.50
 - ___ 367 Toastmasters. It's More Than Just Talk (Five full color posters) \$4.00
 - ___ 108 From Prospect to Guest to Member 3 free*

- QTY** **SUPPORT MATERIAL**
- ___ 84 Guest Book \$8.95
 - ___ 231 Guest Invitation Cards (set of 25) \$3.50
 - ___ 348 Invitation to Membership (set of 25) \$5.25
 - ___ 400 Membership Applications (pad of 20) 1 free*
 - ___ 405 New Member Profile Sheet (set of 10) \$1.00
 - ___ 401A Membership Cards (set of 50) ... \$1.00

*Your club can order the specified number of copies free of charge every six months when placing an order. Additional copies are available for an additional charge.

- QTY** **MANUALS AND KITS**
- ___ 1158 How to Rebuild a Toastmasters Club manual \$1.00
 - ___ 1159 Membership Growth manual .. \$2.25
 - ___ 1160 Membership Building Kit \$5.00
 - ___ 1162 New Member Orientation Kit for Clubs \$5.00
 - ___ 1140 Let the World Know—Public Relations manual \$2.50
 - ___ 1150 Public Relations & Advertising Kit \$18.00

- QTY** **MEMBERSHIP CONTESTS/PROGRAMS**
- ___ 1620 Annual Membership Programs Flier 3 free*
 - ___ 1621 A Simple Membership Building Contest 3 free*
 - ___ 1622 Membership Building 101 3 free*

- QTY** **MODULES & TRAINING PROGRAMS**
- ___ 290 The Moments of Truth (club self-analysis) \$12.95
 - ___ 291 Finding New Members for Your Club (short seminar) \$4.50
 - ___ 293 Closing the Sale (short seminar) .. \$4.50
 - ___ 294 Creating the Best Club Climate (short seminar) \$4.50
 - ___ 296 Mentoring (create a mentoring program in your club) \$17.95
 - ___ 4007V Everybody's Talking about Toastmasters (promotion video) .. \$5.95

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