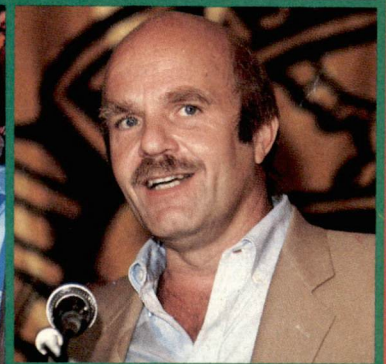
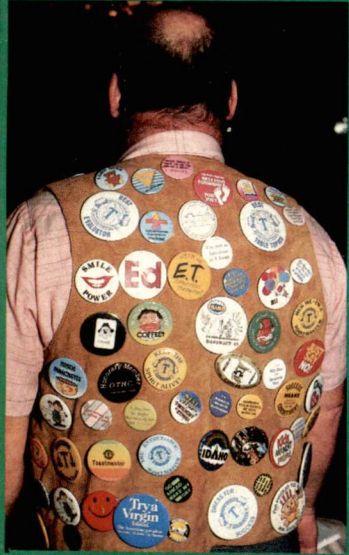


OCTOBER 1987

THE TOASTMASTER



WHQ BUILDING
25 YEARS YOUNG
See page 31

**Toastmasters Meet in Chicago for
Communication Showdown—Convention '87**

First Impressions Last

What do you remember about the first Toastmasters meeting you ever attended? Chances are, your most vivid memory is the feeling of nervousness you experienced upon entering into unfamiliar surroundings! "I hope I'm not asked to speak." "What if I don't enjoy myself?" "Will they accept me?"



Through all these uncertainties, however, we can always be secure in the knowledge that we can, indeed, achieve.

*Whatever you can do or dream,
you can begin it.
Boldness has genius, magic and
power in it.*

Begin it now. (Goethe)

However you felt during that first visit, you did eventually choose to "begin it."

Yet if we are to achieve, we need help from others. This is never more evident than in the case of the first-time visitor.

The importance of making a new guest feel welcome cannot be stressed enough. A warm and friendly greeting at the door, followed by an introduction to the other

members and officers, is a wonderful way to begin. Hand out a name badge, have the visitor sign the guest book, and be sure to provide information on Toastmasters.

Most importantly, prior to the close of the meeting, the club president should thank the guest for attending and extend an invitation to return for the next meeting. A thank-you note and written invitation may ensure the guest's return.

Once the guest becomes your newest member, your job isn't over. As soon as you submit the Form 400 Application and dues, begin preparing the new member's orientation and assign a coach/mentor. A proper induction-ceremony can make the difference between an enthusiastic new member and a 'part-time' Toastmaster.

We begin achieving in Toastmasters the minute we walk in the door. It is the desire to achieve that brings us success in Toastmasters. As you will see in this issue from the article on club and district modification, we are creating greater avenues for achieving success in Toastmasters.

Let's start at the beginning.

*Our business in life is not to get ahead of
other people, but to get ahead of ourselves.
(Maltbie Davenport Babcock)*

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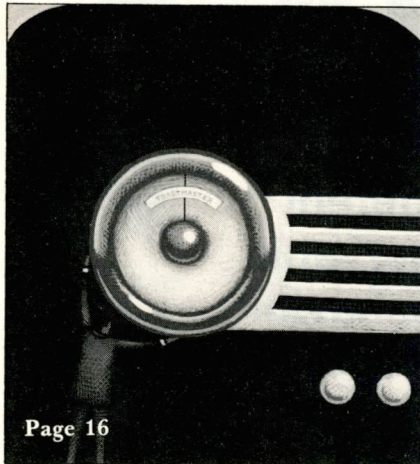
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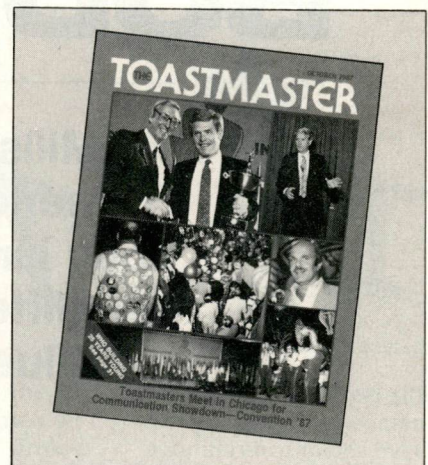
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by Allan M. Misch, DTM

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COVER

Toastmasters International enjoyed a 'win-win' outcome at the "Communication Showdown," alias the 56th Annual International Convention, held in "Your Kind of Town," Chicago, Illinois, August 25 through August 29. Catch the "Show," starting on page 8.

Cover photos by Ron Schramm. Clockwise from top left: 1987-88 President John A. Fauvel, DTM, congratulates International Speech Contest winner Harold Patterson of Club 3220-16; 1987-88 District 58 Governor H. Carrol Cash, DTM, speaks about "Things That Are Certain"; Dr. Wayne Dyer, Golden Gavel recipient, addresses the convention; strolling musicians entertain the multitude; 1986-87 President Theodore C. Wood, DTM, speaks at opening ceremonies before the many flags of Toastmasters International; a Toastmaster finds there's more than one method of communication; (center photo) delegates gather in show of support for their candidates.

Published to promote the ideals and goals of Toastmasters International, an organization devoted to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright 1987 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and circulation should be addressed to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. Non-member price: \$12.00 per year. Single copy \$1.25.



BODY POLITICS

Mills's law: Men and women in American culture speak a different body language. Corollary: Observable sex differences in nonverbal behavior influence male-female relations.

by Gwen Rubinstein

Professor Janet Mills has transformed the great urban pastime—and her great love—of people watching into a career. Primarily, she has observed, men speak a body language that is high in status, power, and dominance, while women speak a language of submission, affiliation, and passivity. These differences often create chaos in the workplace.

By realizing their differences and striving more toward blending the best of masculine and feminine traits, however, men and women can improve their organizations and themselves, Mills has contended in presentations to countless civic, professional, and business groups, including the Ohio Hospital Association, Columbus, Altrusa International, Chicago, and the Chamber of Commerce of the United States, Washington, D.C. On leave from her position as a professor of human relations at the University of Oklahoma, Norman, Mills has been a visiting professor of management at Northern Arizona University, Flagstaff, since last August.

Men and women learn their body languages unconsciously as they grow up, she says. So by the time they reach adulthood, they send and receive their signals re-



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Photos: Garfield Studios, Washington, D.C.

lately unconsciously. Only when someone breaks the unspoken rules do the differences—and the discord—rise to the surface of relationships.

Managerial and professional women face a particularly difficult struggle in their everyday communication, according to Mills. Expected to be feminine as women and powerful as managers, women simultaneously play two roles with different sets of often-contradictory rules.

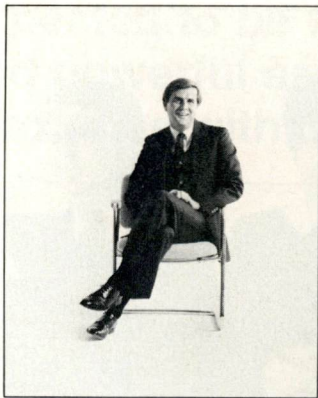
Managerial and professional men are not exempt from the confusion, Mills adds. Expected to be the dominant and powerful protectors of women, many find themselves reporting to women executives and competing with women peers—the very women they were raised to protect.

Because one picture is supposed to be worth 1,000 words, *Association Management* offers this photographic essay for your education—and amusement. **Warning:** By seeing traditional sex roles reversed in these poses, differences between men's and women's nonverbal behavior may become shockingly apparent.

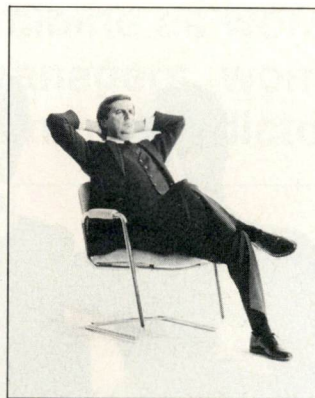
Gwen Rubinstein is a senior editor of Association Management.



Women learn to sit with legs together, crossed at the ankles or knees, toes pointed in the same direction, feet tucked under the chair, as Mills demonstrates. Women also hold their arms close to their bodies, their hands together in their lap.



What's wrong with this picture? Volunteer model William D. Coughlan, CAE, executive vice president of the American Physical Therapy Association, Alexandria, Virginia, offers a man's interpretation of how a woman sits.



In what Mills calls the "power spread," men sit with their legs in "broken four"—at a 5- to 15-degree angle and crossed ankle to knee—with their hands behind their head and their elbows away from the body.



How would you feel sitting across from this woman at a conference table, over lunch, or in your office? Notice that Mills leans back into the chair in her interpretation of this classic male pose.



In a typical office scene, ASAE Foundation Manager Eric Johnson portrays the dominant man—feet shoulder-width apart, hands in pockets, weight shifting side to side or back and forth, indirect gaze straight ahead.



In reverse, it's easy to notice how a man posing as a woman balances his weight on one hip, lowers his shoulders, and stands in a "bashful knee bend," with his hands "placed gingerly together."



In a typical scene from a convention general session (top): Between two men, a woman sits at attention, looking straight ahead, constricting her body, and yielding her space to those around her.

In a mirror pose, Mills spreads out and intrudes on the space the two men have yielded to her. Notice the men have leaned their bodies tensely to the side; she is relaxed, "laid back," and comfortable.

**Expected to be feminine as women
and powerful as managers, women
play two roles with often-contradictory rules.**



In an ordinary conversation with men or other women, whether in the workplace or somewhere else, women smile, open their eyes wide, arch their brows, lift and lower their heads, and nod more often than men.



Acting out a man's role in a one-on-one conversation, Mills sits back in her chair, sets her shoulders square, stares directly ahead, keeps her head erect, and gestures forcefully.



To pick something up from the floor "femininely," women keep their knees together, their back straight, their arms close to their body, and approach the object from the side.



To pick an object up from the floor "masculinely," men generally squat, keep their back flexible, extend their arms from their body, and approach the object from the front.



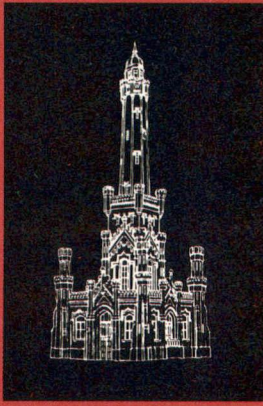
COMMUNICATION SHOWDOWN IN MY KIND OF TOWN

Toastmasters enjoyed a 'win-win' outcome at the "Communication Showdown," alias the 56th Annual International Convention, held in "Your Kind of Town," Chicago, Illinois, August 25 through August 29. Over 1600 delegates 'showed up' to make their stand for communication at the centrally located Hyatt Regency Chicago, in the heartland of the United States.

A rolling drumbeat cued the start of the "Showdown" on Wednesday, August 26. Toastmasters celebrated their diversity in the parade of flags that swept through the aisle of the Grand Ballroom with color and pageantry. An enthusiastic welcome by host District 30 Governor Bob Roman, DTM, kept the beat 'up.'

Toastmasters Spirit Soars

Theodore C. Wood, DTM, Toastmasters' 1986-87 International President, welcomed first-timers, veterans and guests to the Convention and confirmed, "We are stronger today than at any other time in the history of our organization." Our worldwide membership increased this year to over 131,000 members, the highest ever in our organization.





"While achieving 530 new clubs," President Wood reported, "we eclipsed the 6,000 mark in total clubs. As of June 30, 1987, we have 6,073 clubs." The Town Criers Club 6599-44 in Lubbock, Texas, was chartered as the 6,000th club on June 15, 1987. In recognition of this special milestone, President Wood called to the dais Immediate Past District 44 Governor Bob Barnhill, DTM, to receive a special commemorative plaque on behalf of the club.

President Wood also congratulated District 25, which set a record by forming 34 new clubs in 1986-87.

Throughout the past year, President Wood traveled 50,000 miles, visiting 11 districts.

President Wood's visits were highlighted in twelve newspaper stories. He clocked ninety-four minutes of radio time and one hundred forty minutes of television time, including two thirty minute programs, one twelve minute magazine format program and a seven minute special feature on the evening news in Dayton, Ohio.

During the year, President Wood also witnessed the growing phenomenon of 'networking' clubs [see page 16 for related article].

"Toastmasters is recognized as being one of the finest educational organiza-

tions on planet Earth," President Wood discovered throughout his visits. "I submit that we are so highly regarded because we are and have always been a people-oriented organization, which means we are a member-oriented organization.

"Our members are our greatest resource. Our members are the life blood of this great organization. Simply put, our members are our strength. Be proud of your accomplishments this past year, because I am. Because through your achievements, you showed what keeping the spirit alive really means."

To continue to flourish, Executive Director Terry McCann recommended Toastmasters keep alert to trends that affect our membership. "Segmenting markets is becoming a very important art and science," he said. "That's an opportunity for Toastmasters, because with our multisystem of Advanced Manuals, we now have the capability of serving the needs of many, many different kinds of people from many different walks of life, trying to achieve in different ways."

The trends—particularly toward lifelong learning—clearly demonstrate that the opportunity for new clubs is limitless.

Opposite page, left to right:
Down to Business—Toastmasters International Board of Directors meets Tuesday afternoon.

Keepers of the Flame—Three International Presidents join on one stage: John A. Fauvel, DTM (1987-88), Helen Blanchard, DTM (1985-86), Theodore C. Wood (1986-87).

Gateway to Great Times—The beautiful lobby of the Chicago Hyatt Regency welcomes arriving Toastmasters.

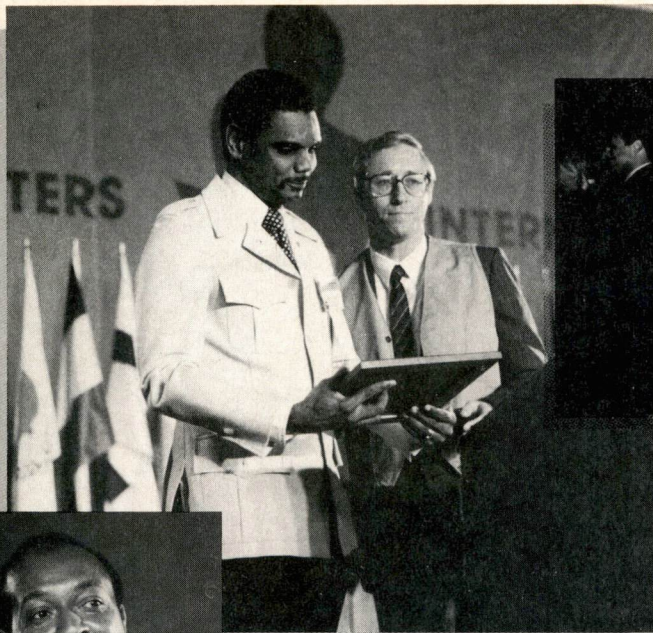
This page, left to right:
Campaign Commotion— Pre-election excitement fills the air during the Proxy Prowl.

Going for Growth—Art Fetting helps his Toastmasters audience "Bring Out the Greatness."

Sound of Hands Clapping—Enthusiastic audience applauds at one of the myriad convention events.

Uncaging the Colors—Participants prepare for the opening ceremonies Parade of Flags.

Photos by Ron Schramm



left to right:

Strong Finish—Calvin Morgan of Club 3176-53 takes second place in the International Speech Contest.

Tops on Tape—Darcy Lopes of Club 2625-U in the Netherlands Antilles receives a second-place plaque for his performance in the International Taped Speech Contest.

Ovation—An enthusiastic audience rises to its feet.

Turnabout is Fair—Toastmasters do an about-face to catch the action at one of the Convention's many exciting events.

"How do we fuel the excitement? How do we help people become the kind of persons they want to become? We have to put romance back in the club."

To respark the club flame, McCann urged Toastmasters to orient members, clarify the Toastmasters learning system, build relationships and celebrate achievements, saying, "Help the members of your club soar like the eagles."

Toastmasters Teach-In

As the Convention progressed, Toastmasters learned strategies to "soar" from topnotch speakers. These experts instructed and inspired delegates, providing educational tools to use in their clubs.

"Things shouldn't happen to us; they should happen because of us, because we planned for them," keynote speaker Joe Larson told the Convention's opening ceremonies audience.

As President of the Sparta Brush Company, Larson has been recognized internationally as an outstanding businessman and public speaker.

In his anecdotal message, Larson illustrated how "Common Sense and Plain Dealings" helped him overcome blows to both his personal and professional lives.

Seven years ago, in the space of seven months, he suffered the death of his wife of forty years, the heart attack of his "right-hand" and son, and the burning down of his factory.

Larson attributed his recovery from

this succession of disasters to the influence of "people who realize it's not what's behind us, it's not what's in front of us—it's what's inside of us that really counts. . . people who realize it's not what happens to you that's important; it's how you respond that really matters."

According to Larson, the best materials with which to build our lives are those "old-fashioned" words: "faith, loyalty and service."

He exhorted Toastmasters to "a dynamic faith in our ability to rise to the challenge," and encouraged loyalty to associations whether as employees or volunteers.

He also charged Toastmasters to an attitude of service, "considering not what I can get out of this thing, but what can I give to make the pathway of life just a little bit better for all those people who follow after us.

"You Toastmasters do that so well," he affirmed, "with your sharing, your caring, and your giving."

Toastmasters Toast Dyer

Later that day, acclaimed author, television and radio personality and psychotherapist Dr. Wayne Dyer was awarded Toastmasters' highest honor—the Golden Gavel Award.

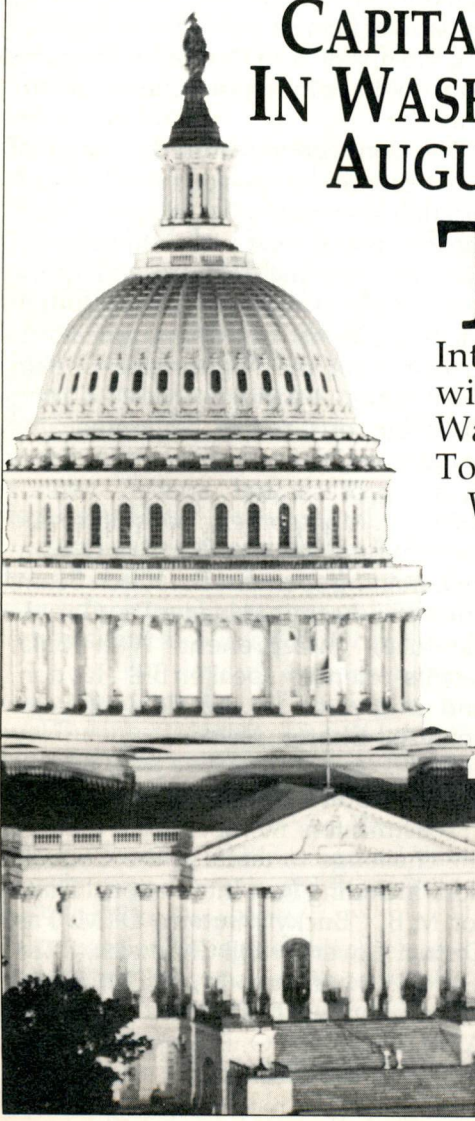
Dyer's book *Your Erroneous Zones* spent 27 months on the *New York Times* best seller list. The *New York Times* also listed *Your Erroneous Zones* as the best-selling book of the 1970s.

"You have to be willing to do what-

Continued on page 12



EXPERIENCE A CAPITAL ADVENTURE IN WASHINGTON, D.C. AUGUST 16-20, 1988



The 1988 Toastmasters International Convention will be held at the Washington Hilton and Towers in historic Washington, D.C. **Aug. 16-20, 1988.** Mark your calendar and rendezvous with history! Plan to be a part of Toastmasters' most exciting event ever.

left to right:
Just for Kicks—Conventioneers cut a rug at the Roaring 20's fun night.

Prospective Toastmaster—Past District 30 Governor Sherry Sala White, DTM, and Past District 8 Governor Gary White, DTM, show off their newest prospective member, Megan White, to Past International Director Dick Storer, ATM.

Glory Days—Already having won the Interdistrict Speech Contest, here Raymond Ng of Club 2404-69 claims third prize in the International Speech Contest.



Photo by Greg Ching, DTM



Continued from page 10

ever it takes to reach the objective you have for yourself in your life," Dyer told Toastmasters at the Golden Gavel Luncheon. "One of the great secrets of the universe is that every single obstacle you meet on your way to whatever it is you want for yourself is, for the great human being, an opportunity.

"Every time someone tells you 'no,' all that is, is an indication that you've got to look in a different direction."

Dyer related the obstacles he overcame to see *Your Erroneous Zones* at the top of the *Times'* list. The book which today has 32 million copies in print around the world started out with a total advertising budget of \$375. After resigning a full professorship at St. John's University in New York, Dyer traveled across the country at his own expense to promote the book. He started out in smaller towns with talk shows "where if you have a new avocado dip, you can get on for an hour."

Dyer credits his determination not to buy "It can't be done" to a statement by 19th century philosopher and activist Henry David Thoreau: "If you advance confidently in the direction of your own dreams, and endeavor to live the life which you have imagined, you will meet with a success unexpected in common knowledge."

"It's the battle of life to be yourself," asserted Dyer. "And every time you give in and become just like everyone else, what do you really have to offer?" "Success is something that must

choose you. You must just be the human being you know you can be," Dyer summed up. "To me, the secret not only of being an effective speaker, but also of being an effective human being the rest of your days is: There is no way to happiness; happiness is the way."

The Convention featured a variety of other prominent speakers and communication specialists who talked to Toastmasters about creativity with personal and professional resources. Experts leading educational sessions included: Vice-President of Communications Research for the Nightingale-Conant Corporation, Arnold 'Nick' Carter; President of Growth Unlimited, Art Fettig; humorist and educator Dr. Herb True; professional speech trainer Robert L. Montgomery; consultant and motivational speaker Barbara O'Connell; training specialist Dr. Karen Beam; author and seminar leader Dr. Gary L. Couture; entrepreneur Walt Sala; results-oriented speaker Bill Hayden, and innovator in the field of color analysis, Sharon Nelson.

Toastmasters Spot the Light

Toastmasters members also took up the challenge to teach at the Convention, including Past International Director M.B. "Bucky" Sutton, DTM; Past District Governor Bill Chadwick, DTM; Carl E. Huffman, Jr., DTM; Derek Johannson, DTM; Nate Lehman, ATM; Dr. Gwen O. Brown, ATM; and S.H. "Spud" Barrett.

Allan Meyer moderated a panel of

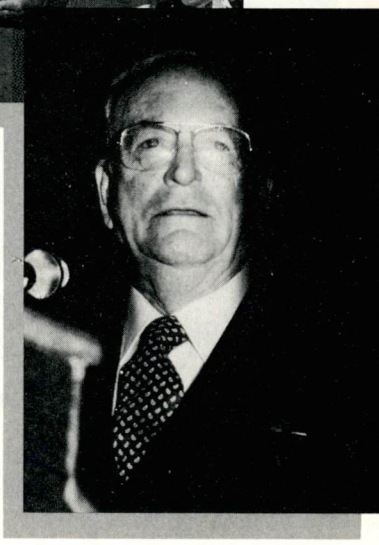
Your Kind of Town—Chicago is. Just look at it toddle.

Passing the Torch—1986-87 President Theodore C. Wood gives 1987-88 President John A. Fauvel his presidential pin.

Covering the Bases—Some Toastmasters took an interest in the competition *outside* the Hyatt Regency.

Congratulations—Newly elected third V.P. Ed Bick, DTM (back to camera) is greeted by his constituents.

Continuing Commotion—Excitement still fills the air as Proxy Prowl proceeds.



fellow Host District Toastmasters Jerry Boehm, DTM; Jim Degerstrom, DTM; Datta Manerikar, DTM; John Phillip, ATM; and Don Sampen. These panelists addressed the topic, "Innovative Programming Makes The Difference"; that is, between a good club and a great one.

Featured in Wednesday's Speakers Showcase were past International Speech Contest Champion William P. Johnson, DTM; H. Carroll Cash, DTM; John Fairman, DTM; Karen Franz, DTM; and Frank Strickon, DTM.

Excelling in competition, Raymond Ng of Centre Club 2404-69 in Brisbane, Queensland, Australia, won the ninth contestant spot in the International Speech Contest.

Tops on Their Toes

Toastmasters attending the "Show-down" challenged one another not only in educational sessions and speech contests, but also in election caucuses.

After three days of extensive campaigning, delegates at Thursday's Annual Business Meeting elected John A. Fauvel, DTM, as Toastmasters' 1987-88 International President; Tom B. Richardson, DTM, as Senior Vice-President; John F. Noonan, DTM, as Second Vice-President; and A. Edward Bick, DTM, as Third Vice-President.

Convention delegates also selected eight fellow Toastmasters to serve two-year terms on the organization's Board of Directors:

Beverly Perl Davis, DTM, of Albany, California; Lydia Boyd, DTM, of Dom-

inguez Hills, California; Scott Long, DTM, of Midland, Texas; Evan Hass, DTM, of Fargo, North Dakota; Frances Weaver, DTM, of Racine, Wisconsin; Muriel How, DTM, of Vanier, Ontario, Canada; Margaret Flory, DTM, of Morristown, New Jersey; and Ray Floyd, DTM, of Boca Raton, Florida.

In other action during the Business Meeting, delegates approved a change to the Bylaws of Toastmasters International, Article V, Section 4, Subsection (i) to delete the words "less than 10 percent nor." This change simplifies the three-year review by the Board of Directors of the undistricted Toastmasters clubs assigned to Regions for voting purposes, yet preserves the Region voting strength, limiting it to 15 percent of the total number of clubs.

Delegates also elected to change Article VII, Section 3, of the Bylaws of Toastmasters International, concerning composition of the Nominating Committee. This adjustment allows for representation from members outside the eight geographic regions in the nomination of International Officers. The Nominating Committee will now be composed of three Past Presidents, one of whom shall be appointed presiding officer, one from each geographic region and one from districts located outside the United States and Canada. None of these shall be a member of the Board of Directors, nor shall have served on the Nominating Committee during the preceding two years.

Left to right:
Golden Moment—Dr. Wayne Dyer receives the 1987 Golden Gavel Award from 1986-87 President Theodore C. Wood.

Unlocking the Fun—Keynote speaker Joe Larson opens up the festivities.

Continued on next page



Left to right:

Landmark—One of Chicago's historic buildings contributes to Chicago's distinctive skyline.

Unfurling the Flag—A Toastmaster proudly bears her banner in the opening ceremonies.

Mark of Distinction—Immediate Past District 3 Governor Judy Hancock, DTM, and her successor, Mike DiCerbo, DTM, accept the Distinguished District award from Theodore C. Wood during the Hall of Fame ceremonies.

After working nonstop for their candidates for three days, delegates partied Roaring 20s style all during Thursday's Fun Night. Pinstriped toughs and fringed flappers revived Chicago's heyday throughout an evening of high living that even rival gangs agreed on as 'the cat's pajamas.'

While they dined, mugs and molls applauded the versatile Buffalo Shufflers, starring banjo virtuoso Skip De Vol. De Vol amazed the crowd with his inventiveness and the heart-stopping speed of his playing on the classic "Flight of the Bumblebee."

Suspense dogged the divulging of the winners of the Charleston contest later in the evening. Finally 'spilling the beans,' Master of Ceremonies Lou Kiriazis, DTM, pronounced as 'Charleston Champs' the highstepping Veronica Blakely of Serho Sundowners Club 6261-47 and Michael E. Sands of Cochise Club 3183-3. Bernie Leick of Town Criers Club 1527-24 and Donna Leick of Council Bluff Communicators Club 2114-24 were judged dressed to kill as 'Flashiest Hoofers.'

Toastmasters Are Achievers

Distinguished by their elegance, Toastmasters graced the Grand Ballroom at Friday night's President's Dinner Dance to honor newly elected International Officers and Directors.

International President John A. Fauvel, DTM, inaugurated his year long term with an engaging and forth-

right address:

"My heart is full with pride...pride in being able to share this night with so many Toastmasters who along the way have given me so much encouragement, so many opportunities to expand my horizons.

"We are achievers, from the smallest job to the largest project completed. And when you are an achiever, you have a vision. And you recognize in that vision that there is a price to pay for being an achiever now and an achiever in the future.

"There is the price of vision. How can we ensure that what we consider to be the best now cannot be made better tomorrow? Simply by taking the time to read more and know more through that reading about our product, and then put it to better use.

"The price of productivity. How can we ensure that the Toastmaster of today will be our leader of tomorrow? Simply by taking the time to recognize that in every person there is a skill, a chord to be played in the tune of leadership. And by giving them that opportunity, and then by training them—and training them and training them.

"The price of durability. How can we ensure that our member of today will be our member of tomorrow? Simply by taking the time to listen a little longer to what that person asks for—then to give what that person asks for—and as

Continued on page 19

TOASTMASTERS INTERNATIONAL CASSETTES

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Joe Crabtree

TUNE IN ON YOUR TOASTMASTERS NETWORK

**A focus on business skills can be
the key to successful club building.**

by Rick Phillips, DTM

New club building is a lot like the weather. Everyone talks about it, but few do anything about it! That's all changing in District 68, as a strategy has been developed to grow clubs that have impact on the community and contribute to Toastmasters in general.

Membership is solid and waiting lists developed for two New Orleans area clubs which sprang from concept to reality in less than 60 days. Three to five similar clubs will be formed in District 68 in the upcoming year, and there's potential for many more.

What is the strategy? The clubs are based on the dual benefits of Toastmasters training and networking, or sharing business information. They are experiencing success because they are both education oriented and business based.

Each member has the opportunity to improve communications, while increasing sales revenue at the same time. Networkers Club 6392-68 and Leaders Club 1572-68 have combined the bene-

fits of our educational program with the business generation techniques of a 'tips' or 'leads' club.

Piloting the Program

The first club, Networkers, was formed out of its four founders' business relationship. A bank executive, an insurance executive, a telephone systems salesman and an office furniture salesman had been meeting regularly, sharing confidential business information.

Eventually we decided to open the 'club' up to like-minded individuals in other professional areas. Within a matter of two weeks we had 21 applicants and held our first Speechcraft.

To organize Leaders Club, Networkers' president Grant Williams, and I invited five applicants (off a waiting list for Networkers Club) to a lunch meeting. There we suggested that a second club be formed with these members as a nucleus. We submitted the application for this club to Toastmasters International within three weeks.

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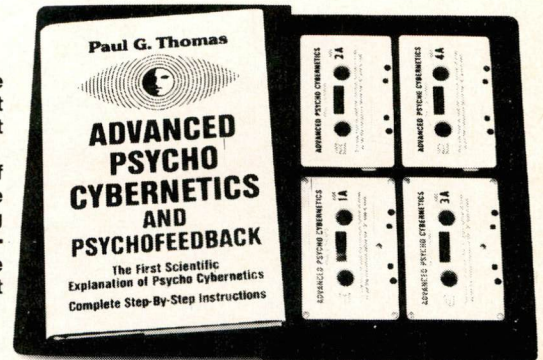
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"THIS PROGRAM IS A MUST FOR ALL WHO SERIOUSLY WANT TO ACHIEVE THEIR POTENTIAL"
HUMAN POTENTIAL MAGAZINE

PSYCHO CYBERNETICS

PSYCHO CYBERNETICS is the study, by comparison, which has been made in to the way in which computers, the brain and human mind works, and the related methods of control.

The comparative study shows that the part of our brain which functions at the unconscious level, the so-called sub-conscious, is a biocomputer, functioning by exactly the same principles as a mechanical computer. (1) By having an Input and an Output. (2) By having stored information and instructions, its program. Obviously, there is a different program in every biocomputer. But that, and only that, is what gives us our unique individuality.

PSYCHOFEEDBACK

PSYCHOFEEDBACK, a mind/brain mechanism, is man's **ONLY** means of governing and controlling his actions by **BOTH** reinserting into the biocomputer the results of past experience (as with orthodox feedback mechanisms) **AND**, **WITH THE IMAGINATION**, by inserting the results of **PRESENT** experience.

Is there a difference between biofeedback and psychofeedback? Yes, there is. Biofeedback requires the use of mechanical devices for its implementation, psychofeedback does not. It proves the overwhelming importance of imagination to our goal seeking activities.

It is **IMPOSSIBLE** to achieve **ANY** goal without using psychofeedback. From the simplest of goals such as putting one foot in front of the other to walk or lifting a glass to the mouth to drink. But because our biocomputer cannot tell the difference between a real and an imagined experience, we do not have to have had the experience to use psychofeedback.

You will prove this for yourself by using a small kit you will receive.

You have probably read many self-improvement books which say you must have

a positive attitude, you must be self-reliant, etc. What no program has done before is tell you **HOW** you can do this, with very little effort on your part, so that it happens automatically. Carrying out the simple instructions, you will discover you have a power you never thought possible. The power to have direct access to your biocomputer enabling you to be sure the best possible program is contained therein. You will release this power by learning to use another mind/brain mechanism - Reticular Activating System Control or RASCON.

You will discover why the way the right half of your brain functions is so very important to you. For the first time, the right hemisphere brain research is explained as it applies to our everyday activities.

You will discover why it is so important to establish your goals concisely. Every authority in the field of personal development stresses the importance of setting goals but none tells you why it is so. Paul Thomas **SHOWS** you why.

He teaches you to use psychofeedback and put a better program into your biocomputer in 4 easy steps. This is the purpose of the "A" sides of the cassettes. The "B" sides contain exercises which will get your right hemisphere working harmoniously with the left hemisphere.

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- ✓ How to become more diligent effortlessly.
- ✓ How to have more of a "do it now" attitude and

eliminate procrastination.

- ✓ How to become more aggressive in getting the things you want out of life,
- ✓ How to become more impatient if you have been too patient and long suffering about the condition of your life and vice-versa.
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- ✓ How to have empathy with people.
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- ✓ How to be more self-reliant.
- ✓ How to be physically relaxed and live longer in this stress inducing society we live in.
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WHATEVER IT IS YOU WANT OUT OF
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Continued from page 14

that person responds to what you have given them, to recognize them for their achievement.

"My fellow Toastmasters, we believe our product to be the best; we believe our organization to be the best, and we have no intention of not ensuring that it is not going to stay the best. And in order for us to obtain and hold that goal, I ask you all to go back to your clubs and your districts and to make an even greater investment and commitment to reading more, to training more, to caring more.

"To run with the same challenge in Toastmasters as the late President John F. Kennedy asked the people of the United States of America in his inauguration: Ask not what Toastmasters can do for you, but what you can do for Toastmasters."

Championship Showdown

Bright and early Saturday morning, Toastmasters and guests—over 1500 strong—gathered to witness nine contestants compete for the "World Championship of Public Speaking" title.

Two large screens reflected the action onstage in heroic proportions as Toastmasters history was made.

After the votes were counted, Region III contestant Harold Patterson of Penn Square Club 2106-16 in Oklahoma City, Oklahoma, emerged the victor, earning the title of "World Champion of Public Speaking." His winning speech

declared, "The Pain Passes."

Calvin Morgan of Energy Club 3176-53 in Hartford, Connecticut, who boldly took up the challenge as alternate for Region VII, captured second place for his speech, "Let Them Grow—Then Let Them Go."

Third place went to Raymond Ng of Centre Club 2404-69 in Stretton, Queensland, Australia, for his talk on "The Magic of Chiang."

The other worthy contestants who valiantly achieved the level of international competition were John Howard, Doug Cox, Don Johnson, Kathy Brown, Doug McCarthy and Kerry Poitier.

Riding the emotional tide of the contest, the crowd cheered Host District Chairmen Nath Nayak, DTM, and Lou Kiriazis, DTM, along with the many Host District volunteers who pitched in to make the "Showdown" a Toastmasters triumph. Evelyn-Jane Burgay, DTM, District 36 Governor, then invited Toastmasters to next year's convention in cosmopolitan Washington, D.C.

After glancing ahead, the group lingered over a look back at the Convention's festivities and fellowship, as the "Showdown" ended with a luminous slide show to the music of "Let It Be."

Parting "words of wisdom" were shared to the last as Toastmasters ventured out from the radiant spaciousness of the Hyatt Regency Chicago in anticipation of next year's 'capital' event in Washington, D.C.

Left to right:
Three Cheers for Convention!
 Past International Director John Slyker, DTM, demonstrates his enthusiasm; Guest speaker Nate Lehman, ATM, celebrates "New Vision"; an audience member responds with spirit.

LOOKING INTO THE FUTURE

In the recent special issue of *TIPS* (July/August 1987), which was sent to club and district officers, a detailed explanation was given on a proposed modification of club and district structure. This proposal, which is a result of years of intensive research by the Long-Range Planning Committee of Toastmasters International, and the Board of Directors, has received a very favorable response thus far from Toastmasters throughout the world. It will be voted on by all members at the International Convention in Washington, D.C., in August 1988.

For the benefit of those members who have not seen the July/August *TIPS*, we are pleased to provide a summary of the Board of Directors' proposal.

What Is the Proposal?

Under the proposed improvements, districts could add a Public Relations Officer to their district leadership team. This is a staff position, and the Officer will serve as a member of the Executive

Committee. This person may be elected or appointed, and shall be eligible for reelection or reappointment for one succeeding term only.

The titles of two of the top District Officers will also be modified to reflect the importance and significance of their roles. The Educational Lieutenant Governor would become Lieutenant Governor Education and Training, while the Administrative Lieutenant Governor would become Lieutenant Governor Marketing. The creation of more specified roles within the clubs and districts necessitates the conformity of titles for easy identification, in and out of Toastmasters.

The proposal would also alter the Division Lieutenant Governor's title to Division Governor, thus keeping it consistent with the Area Governor and District Governor.

Under the proposed club modification, the Board of Directors has approved and recommended the following club offices and titles:

- President
- Immediate Past President
- Vice-President Education
- Vice-President Membership
- Vice-President Public Relations
- Secretary
- Treasurer
- Sergeant-at-Arms

All these proposed improvements will help clarify the relationships and responsibilities of the officers, thereby providing more effective leadership. It is imperative that a rapidly growing organization such as Toastmasters International continue to provide strong leadership and effective programming. By implementing the proposed modification, we will be increasing the quality and quantity of opportunities and benefits available to the individual member.

Exactly How Will This Benefit the Members?

This proposed modification will benefit our membership in several ways. First and foremost, it will allow us to share our educational programs with as many people as possible. By offering the Toastmasters programs to increasing numbers of people through new and existing clubs, all members will benefit. The modification will help ensure that all clubs reach and maintain charter strength—twenty members. Achieving this goal translates into more effective programming for the clubs and a wider range of educational and leadership opportunities for the members.

Secondly, the improvements will help clubs and districts operate more efficiently as they increase in size. More leadership roles will be available, along with more specialized training in these roles. Now, more than ever, will Toastmasters help its members become more effective leaders at home and on the job.

Another major advantage to the proposal is responsiveness to the call for more publicity. The addition of a Public Relations Officer to the club and district will benefit members because of the internal publicity generated by this officer. Normally, the most successful clubs and districts—those that best supply the needs of their members—are the ones with an organized publicity effort.

The strongest impact this modification will have on the member is the opportunity to develop and improve leadership skills, which will prove beneficial in all aspects of life.

Will This Cost the Members Anything?

Absolutely not! Whereas all Toast-

TIMETABLE OF EVENTS

The following schedule will walk you through the steps of the modification:

August 1988:	Vote of Delegates to 57th Annual Convention, Washington, D.C.
December 1990:	Revision and Modification of Club and District Administrative and Training Materials Completed
June 1991:	Regional Conferences: <ul style="list-style-type: none">• Revised District Officer Materials Distributed• District Officers Trained in New Roles• Resolution Given to Districts for Distribution to Clubs (for Acceptance of Revised Constitution and Bylaws)
July 1991:	District Modification Becomes Effective Club Officer Material Mailed to Districts for Training
August 1991:	Follow-up Copy of Resolution Sent to Clubs
November 1991:	Deadline for Receipt of Resolutions From Clubs Election of New Club Officers
January 1992:	Club Modification Becomes Effective Club Leaders Trained by District

masters' administrative and training materials are constantly being revised, there will be no financial burden on the membership.

How Can Clubs Prepare for the Modification?

Many clubs and districts have already begun preparing by appointing public relations and/or marketing officers.

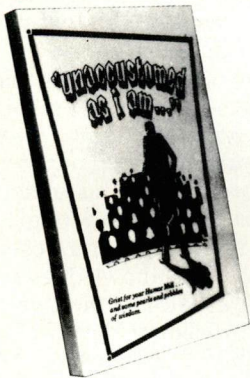
The possibilities for free publicity through the various media outlets are limitless, as are the opportunities for marketing the Toastmasters programs and bringing in new members. Toastmasters' newly revised Public Relations and Publicity Kit (Code 1141) is an excellent way to begin your marketing efforts. Consult the Supply Catalog (1205) for other pertinent materials available.

Why Is This Proposal Necessary?

Quite simply, the proposed modification will bring added benefits to your club and members. You will continue to receive the best possible programs at the lowest possible cost.

Most of all, as the organization continues to grow, you too will continue to grow—both personally and professionally.

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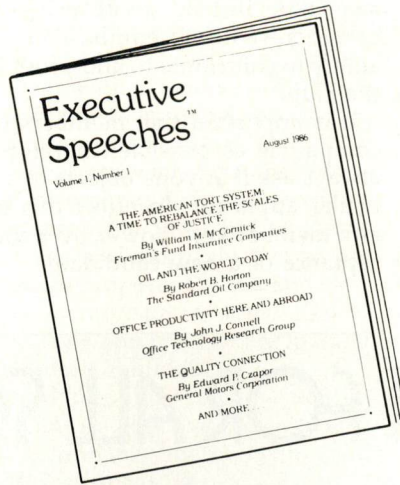
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Our strategy for establishing a successful networking club is fairly simple. We start with four or five experienced Toastmasters who are compatible and who are working in divergent fields.

The executive committee (the original four or five) meets to discuss potential members, meeting sites, days and times. Everyone within the committee recommends four to five potential members, and this first meeting is used to evaluate individuals who might be included in

the club's eventual makeup.

It's important to build a club with maximum trust and rapport. For example, guard against inviting two competitors to apply for membership at the same time; instead, invite members by category—with an emphasis on both ability to contribute to and profit from the club.

It is important that members be as compatible as possible; therefore we always ask if anyone objects to a particular applicant. In effect this gives any member veto power over the acceptance of a new candidate.

The next step for club building is to gather the group of potential members together, explain the concept for the club, and take applications. Normally, within two to three weeks during which a Speechcraft is conducted, the group is itching to get on with the next stage of the program!

Adapting the Script

From the very beginning, Grant Williams and I recognized the educational value of the Toastmasters International format. Our prime concern was developing a meeting which would integrate

A PROGRAM FOR ALL SEASONS

by Alice J. Wilber, DTM

Toastmasters International is known worldwide as an organization furthering the development of communication and leadership skills. Members practice and grow in the use of these all-important skills at club meetings where supportive people help one another overcome blunders. The notion is that Toastmasters provides a sheltered 'training ground' to help prepare you for the 'real world' outside.

However, the real world is nothing more than a group of real people carrying on the business of real living. Our clubs are made up of people engaged in daily challenges. Our members are in all walks of the business and professional world.

A Cast of Professionals

Business and professional people are urged to build a network of contacts. Why not consider Toastmasters as a source of contacts for your network?

The members of your own club know you well. They have watched you develop in your communication and leadership skills. They have been instrumental in your growth through their supportive and constructive comments. They have a personal stake in seeing you get ahead. You are their prodigy!

So, don't be afraid to ask your fellow Toastmasters for career advice, for recommendations or contacts. The chances are they will prove most willing supporters as you go about building your network.

But don't stop at your club. There's a

whole world of Toastmasters out there, waiting to help a fellow Toastmaster along the way. Try building your network by expanding your acquaintances within the Toastmasters organization. Visit other clubs, attend area and district meetings. Before long your network will expand by leaps and bounds.

Your career may cause you to travel out of town from time to time. Why not use those lonely evenings spent in your motel room instead visiting a local Toastmasters club? You'll not only spend the evening a pleasant and worthwhile way, but you'll soon have a group of new friends to add to your network. World Headquarters will be happy to provide a list of clubs in any given area.

My husband and I recently had an opportunity to visit a Toastmasters club in New Zealand. It was great to meet people halfway around the world who shared our interest in Toastmasters.

Every club has its own personality, and certainly the Advanced Club 5693-72 in Auckland was unique in some ways. Yet, in most ways, it was like being back home. The five to seven minute speeches, the evaluations and Table Topics were all familiar to us, and we felt comfortable with the program.

But most importantly, there was a warm welcome from everyone. The members went out of their way to make it a pleasant evening for us. Several even offered to entertain us during our stay.

The point of all this is that Toastmasters all over the world are our friends—part of our network. If we had been in Auckland on business, I'm sure our Toastmasters acquaintances would have done everything possible to assist us in our business contacts.

High Ratings

In our own local Toastmasters club, a visitor came to a meeting recently because he was a stranger in town and knew that he would be among friends at a Toastmasters meeting. He had come to our city on the promise of a professional appointment which, however, fell through after his arrival. Yet before he left our meeting that evening, a Toastmaster had given him a lead for a job to tide him over until he could establish himself within his profession.

Where else could a stranger meet someone so easily who'd offer immediate help? Our visitor had been a Toastmaster for many years. He had visited clubs in many parts of the world. He knew the value of a Toastmasters club as a place to meet friends, as a home away from home, and—in this instance—as a source of help.

Now, you may wonder how reliable recommendations by fellow members might be. But, remember that Toastmasters are individuals motivated toward self-improvement and leadership. Furthermore, as members give speeches they reveal their interests, their background, their knowledge and skills. Therefore, credibility rates very high in referrals by fellow Toastmasters.

So you see that Toastmasters can prove invaluable when building a network of personal or business contacts—with the highest ratings! 🎤



Alice J. Wilber, DTM, a member of *Jose Jasper Club 3668-47*, teaches at *Lee Academy in Tampa, Florida*.

communications training and business leads.

The answer we discovered was to adapt Table Topics to a Leads Session in networking clubs. Aside from that one adjustment, networking club meetings are much the same as any other Toastmasters club you might attend anywhere in the world. Each meeting has a Toastmaster, General Evaluator, Timekeeper and Grammarian, all of whom function in much the same way as in any other Toastmasters club.

Speeches given by members are business related. This accomplishes two things: First, it gives the entire group a better idea of what kind of leads the member could use; second, these speeches give members an opportunity to give group presentations.

The Leads Session features each member delivering up to three specific business leads. We've found it best to introduce each lead by stating who might benefit; for instance, "I have a copier lead for..." or "Ellen, I think this lead most applies to you..."

The General Evaluator performs that duty as in any other Toastmasters meeting, with one exception. He or she may evaluate the quality of leads.

Benefits

One unexpected benefit of evaluations

in the networking club was discovered by a new Toastmaster who pointed out, "While I am evaluating, I am forced to practice the listening skills I don't use enough on sales calls."

Another member put it this way: "If I give a poor or disorganized presentation to a customer, she may simply dismiss me with 'Thanks—we'll be in touch.' But here I can get an evaluation from another professional."

A salesperson pointed out that Toastmasters timing requirements force her to "organize my thoughts to speak more clearly and succinctly. I'm certain that customers appreciate that and view me as being more professional. I know the discipline and practice are making me feel more confident."

Networking and Toastmasters: a concept whose time has come; an idea which stimulates membership and promotes business. 🗣️



Rick Phillips, DTM, a member of *Lake-side Club 4123-68* and *Networkers Club 6392-68*, is a past Area 6 Governor. Since joining *Toastmasters*, he has begun his own business as a professional speaker and sales trainer.



MOVING?

Please give us your old address as well as your new one by attaching an address label from a recent issue of THE TOASTMASTER in the space shown.

ATTACH YOUR ADDRESS LABEL OR PRINT YOUR OLD ADDRESS HERE:

(INCLUDE CLUB AND DISTRICT NUMBER)

Name (print) _____
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Would you like a list of clubs in your new area? YES NO
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 If you are a club, area, division, or district officer, indicate complete title:

Mail to: **Toastmasters International**
 P.O. Box 10400, Santa Ana, CA 92711

Don't Miss the Boat on Club Building

Port of Call—Santa Ana, California

Every Toastmasters club strives to bring new members aboard and introduce them to our programs. Why not take that one step further and help start a new Toastmasters club in the community or business world around you?

By sponsoring a new Toastmasters club, your crew will receive the following bounty:

- Founder's Award banner patch
- Club building credit on the Club Management Plan
- Credit towards a DTM for two individual sponsors
- Pride of sharing a Toastmasters club experience.

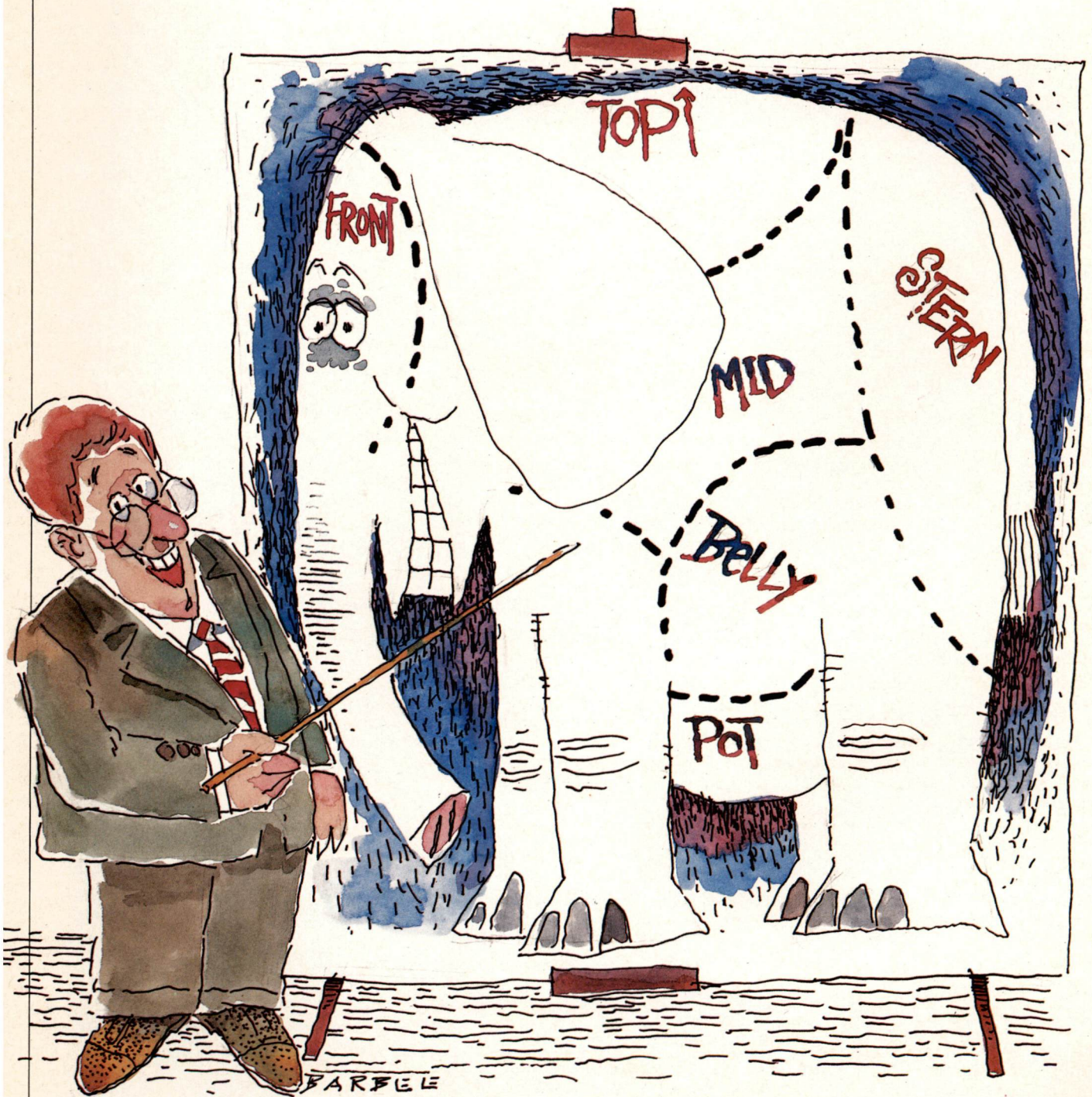
Targets for new clubs are currently docked at:

- Communities without at least one morning, noon, and evening club
- Local companies and government agencies
- Hospitals, police departments, office buildings
- Real Estate Boards, professional associations
- The opportunities are limitless!

Don't wave bon voyage to the chance to build new clubs. Be stern, ship a new club off to World Headquarters, and take your bows. Your district officers and TI Membership and Club Extension Department are ready to anchor your effort. It's smooth sailing from here. Full speed ahead.



Elephants Don't Eat Toastmasters... Toastmasters Eat Elephants



by Robert A. Cooke

It's Saturday afternoon. The Toastmaster of the Meeting telephones to remind you that you are scheduled for a speech at the meeting Wednesday night.

"What is your speech title?" he asks.

"I haven't decided," you equivocate.

"But you *are* working on your speech..."

"Of course." Meaning that you will soon start on it. Familiar?

Also familiar is the procrastination on Sunday, Monday, Tuesday and Wednesday until five o'clock; the rummaging through pockets and glove compartment on the way to the meeting for a pen and paper; and the composing of a 'speech' on a matchbook cover with a pencil stub at a stoplight.

Why don't we prepare? Why is there a cell of 'the procrastinators club' within each Toastmasters club?

Where To Start?

Perhaps we delay because we aren't sure what we're supposed to do! Toastmasters International's manuals (available from the Supply Catalog) tell us what sort of speech to prepare, what should be the purpose of that speech, and what type of speaking skills it will demonstrate.

But where do you start the seemingly elephantine task of structuring your speech? This question blocks most of us from early speech planning.

Let's look at a graph of what your 'matchbook cover' speech presumably looked like. You are probably familiar with this picture, usually called a bell curve. (See Figure 1.)

The talk probably started with an inane statement such as, "My thoughts tonight may be a little jumbled..." Now, if your logic *is* jumbled, the audience will know that without your telling them!

The high point of this speech was probably in the middle, where you may have made some meaningful statement or other, and then you tapered off with something like, "That's all I can think of to say about this right now..."

A graph of a well-planned speech, in contrast, looks roughly like an inverted bell curve. (See Figure 2.) It has several smaller curves and fluctuations, which I will explain later.

What is your goal for this speech? By goal I mean the conclusion of your speech, that demonstrates the objective of the manual assignment. As an example, let's suppose you are going to speak on a subject that many Toastmasters like to debate about. (In this

Figure 1:

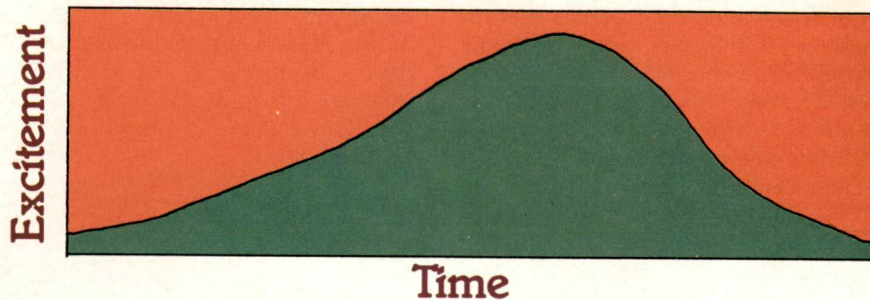


Figure 2:

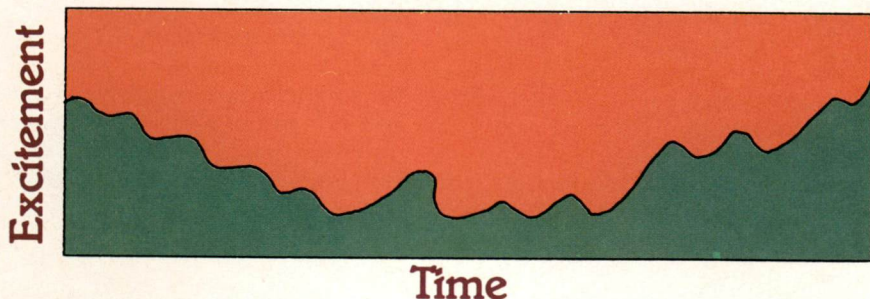
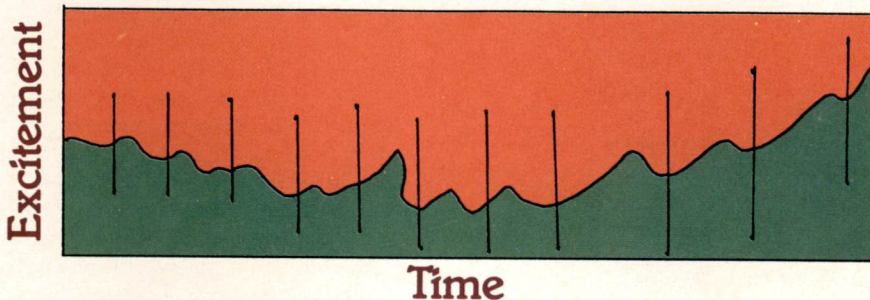


Figure 3:



article, I am not espousing one side or the other but am assuming you are, in your speech.)

You propose that Toastmasters International set up a system for certifying qualified contest judges. Your goal, then, is to convince us that only those Toastmasters who are certified judges be allowed to judge speech contests. The final words with which you leave us should motivate us to take action, change our minds, or reinforce our convictions. Your first 'forkful of elephant' should be this construction of your ending.

Now, if you're going to convince me (and countless other Toastmasters) that your conclusion is correct, you first need to convince us that we should listen to you. In other words, your second forkful is the opening, the first words you utter. For example, you might grab our attention right off by giving flagrant examples of poor judging.

If you have a shake-em-up opening

and a strong ending, the audience tends to forgive minor weak points at the middle of the speech. You can forget your mnemonics; you can even drop your notes on the floor midway through the speech—but don't let either happen during the beginning or conclusion. Therefore, go ahead and *memorize* your beginning and ending statements.

Count Those Curves

Is the middle, or body, of the speech in fact 'the middle'? It's not that simple. In this section you'll be making both minor points and major points. That is, your simple inverted bell curve will have several smaller bell curves within it. (See Figure 2.)

That certification of judges ought to reduce inept judging is a major point. A lesser point might be that formal recognition of judging ability provides an incentive for us to hone skills in that area. And a still lesser point is that the judging certificates, emblems, etc.,

would fill more pages of the Supply Catalog!

For these and other points you include in your speech, you'll probably supply some anecdotes, maybe some statistics, maybe some audience participation. You could, for example, take a sample survey of your audience.

The meeting date arrives. You speak.

You develop your points. And you will come up against the major constraint of all speeches: time. Your speaking time will always seem limited, whether you're in front of your friendly Toastmasters club or any other group. (Unless you are an old-time preacher!)

If you do run out of time during your presentation, you simply abbreviate

your conclusion—right? Wrong! (If you answered "right," go back and reread this article from the top!) Instead, cut from the *middle* of your speech.

As you construct, write, dream up, and/or outline the middle of your speech, construct it in modules. Include modules unessential to the speech. A joke, an anecdote, or a minor point can

The Formula

by Allan M. Misch, DTM

The *Naked City*, a weekly crime drama set in New York City, which many years ago passed on to television heaven, began with a narrator saying, "There are eight million stories in the naked city; this is one of them." Being a Toastmaster, you know that there are eight million Table Topics, and at the next meeting you'll probably get one of them. So, how will you respond to your topic?

Do you belong to the group of people who pray for enough words until saved by the green light? Are you among those who ramble on and on, ignoring the red light and the buzzer, to fall suddenly silent after a blow to the head with the timing device?

If you belong to either of these two groups, my formula for giving an outstanding Table Topic speech may help you.

You've probably heard the formula before; it's a simple one: **O + B + C = W**; that is, **Opening + Body + Close = Winning**, which is what you'll do if you consistently apply the formula. Here's how you do it!

Choose Your Approach

When you hear the Table Topic, pause a few seconds to relax and to formulate your approach. For example, you've just been given the topic, "I Have Climbed the Mountain." You could choose among various routes to talk about: (1) mountain climbing, (2) overcoming a seemingly insurmountable problem, or (3) setting a goal and visualize achieving it.

Once you've selected an approach, define your purpose. Will it be to entertain, inspire, motivate, inform or persuade? Just what do you want to accomplish in terms of your audience? After defining your purpose, proceed to **O**, your **Opening**.

Set the Stage

The **Opening** draws your audience's attention to your approach to the Table

Topic; it prepares your audience for the rest of your speech. In the above example, you could open your speech by recognizing your audience, smiling, and with enthusiasm saying, "Accomplishing a goal, like climbing a mountain, is made easier by visualizing the path you need to take to achieve the goal."

So you've set the stage: You've chosen the third approach listed above, defined your purpose to be inspirational, focused your audience's attention on a subject of interest to them, and demonstrated enthusiasm for the subject. Now, add the second part of the formula, **B**, the **Body**.

Make Your Point

The **Body** of your Table Topic response covers specific points to support your message. Use two or three points to make your case, or use one point with one or two illustrations.

You could say, for example, "A well-developed plan is the path you need to take to climb your mountain, to achieve your goal." Then follow through with a story about how someone, perhaps yourself, accomplished a goal by careful planning.

At this point, you're two thirds of the way through your Table Topic. You've gained your audience's attention and set the stage in your **Opening**. You've driven your point home in the **Body** of the speech.

Now put the finishing touch on the presentation and add the **C**, your **Close**, to complete the formula and give a **Winning** presentation. How do you do this? It's simple.

Tie It Together

Relate your **Close** to your **Opening**, to create a unified presentation. Restate your main point or theme. Then, restate the title of the Table Topic. Finally, end the Table Topic with an open gesture to your audience.

Taking these few steps enables you to tie the sections of your Table Topic response together and offer the whole to your audience, in the same way you offer a gift to your best friend.

Let's see how this is accomplished.

Begin by relating your **Close** to your **Opening** and restate your main point: "So, as you can see, climbing a mountain and achieving a goal both require visualizing the right path—both require a well thought out plan for success."

Finally, end by repeating the title of the Table Topic and summarizing: "Yes, 'I Have Climbed the Mountain.' I have planned a strategy to achieve CTM and I have accomplished it. Now my sights are on ATM; I have another mountain to climb. Why not walk the path with me?" Punctuate with a gracious gesture, as if presenting that gift to your audience.

Be Consistent

It's true. There are eight million stories in the naked city, and there are just as many Table Topics. Follow the basics of public speaking by consistently applying the formula:

O + B + C = W: Opening + Body + Close = Winning.

Your audience will appreciate your performance; you'll become more self-confident as a communicator; and who knows, you may walk away with more than one Table Topics trophy. 🎤



Allan M. Misch, DTM, a Toastmaster for eight years, is a member of three clubs: SSA Club 2884-18 and Woodlawn-Security Club 2929-18 in Baltimore,

Maryland, and Maryland Advanced Speakers Club 5902-18 in Ellicott City, Maryland. He's won over twenty speech, Table Topics, and evaluation contests.

Prepared For Your Next Speech?

These tools, available through the Toastmasters Supply Catalog, will help you prepare for your next speech:

"What To Talk About" (Code 16-B): Paperback book by Earl Heasley, containing 1001 speech titles and subjects, along with tips on speech preparation and delivery.

"Be Prepared To Speak" (Code 215-V [VHS], 215-B [BETA]): This professionally filmed, step-by-step video guide to public speaking shows one speaker's experience in speech preparation, research and audience analysis.

"Pointers On Speechmaking" (Code 107): Pamphlet containing tips on speech preparation and delivery.

"They're All Around Us" (Code 1616): Pamphlet containing suggestions on where to find ideas for your speeches.

Check the Supply Catalog for prices and postage/handling charges. Don't be the procrastinator in *your* club!

fit this classification.

To use the examples above, I mentioned three modules: (1) certification would reduce inept judging; (2) certification would offer members an educational challenge; and (3) certification would add to the Supply Catalog.

Now, if you have to omit module three from your speech, you won't have destroyed the logic nor diminish the effect of what you do say. Even if time constraints force you to drop module two, you still have made your main point and your speech can communicate a significant message with a strong beginning and end. This is why you segment the middle of your speech into modules. (See Figure 3.)

When you practice your speech, note the time at which you start each module on your outline. Then, in your actual presentation, if your watch tells you it's later than you'd planned for a particular module, you can drop it from the speech. You thereby have time for the impressive conclusion you laboriously prepared and memorized.

'Module-Ate' Your Time

Try to avoid speeches which don't lend themselves to this module con-

struction and selection. I remember the speech that a member of our club presented to us one Wednesday night: "How To Make a Chocolate Marble Cake."

It was more a demonstration than a speech. He came to the lectern, supplied with eggs, flour, vanilla, sugar, baking powder, a blender, flour sifter and cake pans. He had planned for one step to methodically follow another until he poured the batter into the pans. Then, because a five-minute speech wouldn't allow time for baking, he would produce an already finished cake (complete with marshmallow icing) as a close to his speech.

I suppose he was a little nervous. The first mutation of his schedule occurred when he dropped an egg on the floor. Beating the eggs went fairly smoothly after he located the loose connection in the extension cord. Combining the flour, baking powder and sugar in the flour sifter would have almost gotten him back on schedule had he not started with the sifter upside down.

So the seven minutes were up before the batter could be poured into the pans. The problem? The speech had only two modules: (1) mixing the

ingredients into a batter and (2) producing the finished product. Neither module could be dropped; they were both integral to the speech.

How could he have broken down his talk into subsidiary modules? Perhaps he could have had a bowl of batter already mixed. It could then be poured into the pans in case a snafu occurred in the egg-breaking and mixing segment of the demonstration.

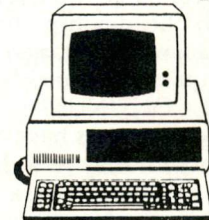
For your next speech assignment, learn from the marble cake fiasco: Follow the module plan. Make up a priority list of which modules to omit if time runs short.

Then treat each module as you would a forkful of elephant. Your first forkful is the end. The next forkful is the beginning. The rest are the points of your middle, and some are larger than others. Put all the forkfuls together, and *bon appetit!* 🍴



Robert A. Cooke is a past president of Virginia Beach Club 3267-66 in Virginia Beach, Virginia.

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See September 1986 issue of *Toastmaster Magazine* which describes the personal computer tool as it was used to make Top 10.

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LETTERS

What Else Is There?

On October 22 this year, Toastmasters International celebrates its 63rd birthday. Sixty-three years of service. World Headquarters estimates that well over one million men and women have, at one time or other, held membership in Toastmasters. How wonderful!

On April 17 of this year, I celebrated my 63rd birthday. Which makes me six months *older* than Toastmasters International!

And on April 13, I celebrated my 20th year as a Toastmaster. I never dreamed when I joined Sequoia Club 1689-4 in Mountain View, California, back in 1967, that I was starting a 20-year career!

Looking back, there are many memories, experiences and accomplishments I treasure. I want to share a few of these with you and at the same time lay a challenge at your feet, my fellow Toastmasters.

In 1970, I achieved Able Toastmaster. Two years later, in 1972, I became one of the first 115 Toastmasters worldwide to be a DTM!

In 1979, I started the manuals all over again, receiving my second ATM in 1981 and second DTM in 1982.

Then I went ahead and started again on the manuals—receiving my third ATM in 1984.

Twenty years. I've run Speechcrafts and Youth Leadership Programs, helped get a few clubs started here and there, won quite a few speech contests. WHY DO I CONTINUE?

Several Toastmasters have asked me that. (I wonder if they're trying to tell me something!) Well, there are several reasons.

For one, I figure if I keep trying, someday I'll learn to do it right!

Another reason comes from Ralph Smedley himself. In *Personally Speaking*, referring to the purpose of Toastmasters, he wrote that the ability to communicate "ought to be used by all for the good of all. It is our privilege to help bring this talent into greater usefulness, so that it may be applied to the building of a better world."

Smedley also tells us that "our members come into a club to achieve some definite purpose. That purpose may be to learn to speak in public, to overcome fear, to gain skill in conducting a meeting or to be a contest winner; or it may be any of many purposes. It is our obligation to help them. . .

"Training for this task is indispensable, and such training must proceed

from those who are experienced, to those lacking experience."

I believe that! Those of us who have learned (and are STILL learning) must help those who are less experienced. It is OUR responsibility.

I have learned much during these 20 years. It's my duty to pass on whatever I can to others.

THAT'S THE PAYOFF—THAT'S WHY WE STAY ON, TO KNOW WE'VE HELPED SOMEONE.

What else is there?

Thomas McKerlie, DTM
Professional Speaker Club 9-F
Positive Communicators Club 3708-F
Orange County, California

'Semi' Successful

In working on my 1987/88 District Management Plan while on holiday, it struck me that one of the problems with semiannual report completions is that clubs (and many district officers) do not realize why the semiannual report is so important; i.e., what are the consequences of not reporting. These include:

- Members may not receive *The Toastmaster* magazine
- Members may be penalized in contests if not current members
- ATM and DTM applicants may end up with broken membership
- Clubs lose the right to participate in Area, Divisional and District council meetings
- Clubs cannot vote in person or by proxy at the International Convention
- A club's charter is placed in jeopardy
- Districts cannot receive credit in their World Headquarters accounts for members not reported.

There are no doubt other consequences I have overlooked, as I am writing this on holiday without access to reference material. This sort of information struck me as being what is required to motivate clubs (or their officers) to comply with reporting requirements.

The point could also be made that a report should be lodged even if some members who haven't paid need to be reinstated later.

Mark von Dadelszen, DTM
District 72 Governor
Hastings Club 3473-72
Hastings, New Zealand

Thanks for 'Listening'

On behalf of the International Listening Association, I wish to take this opportunity to express our appreciation for your outstanding issue of July 1987, in which you feature "Listening" as a necessary skill in communicating effectively. The many articles contributed by a wide variety of authors (including two of our members, Dr. Steil and Mr. Montgomery) indeed show the universal application of listening skills in virtually any field of endeavor.

Your magazine has resulted in a number of direct inquiries by people expressing an interest in becoming active members of ILA. Publicity such as this can only further the cause of good listening skills. Thank you.

Richard L. Quianthy
Executive Director,
International Listening Association
Pompano Beach, Florida

Balance Your 'Quirks'

The "Test Your Quirks" multiple-choice quiz by Linda Shepherd in the April 1987 issue is a great way to rate your speaking character. However, much more can be done with the scoring system.

For example, the four answers can be ranked on a scale between most likely and least likely—giving points of 1 (most likely), $\frac{3}{4}$, $\frac{1}{2}$ and $\frac{1}{4}$ (least likely). The maximum number of points for any temperament then is 20×1 (most likely), equal to 100 percent.

Over any four questions, for example, a temperament might show 1, $\frac{3}{4}$, $\frac{1}{4}$, $\frac{3}{4}$, adding up to $2\frac{3}{4}$, which is 68.75 percent of the total possible.

On this basis I rated myself and found:

- Sanguine—12 out of possible 20, 60%
- Choleric— $16\frac{3}{4}$, 83.75%
- Melancholy—13, 65%
- Phlegmatic— $8\frac{1}{4}$, 41.25%

Percentages of course total more than 100.

This system provides a much more balanced picture among the four temperaments than merely selecting one or two as dominant.

Speakers also can be rated by their club members, for comparison.

Dick Prosser
Berkeley YMCA Club 3609-57
Berkeley, California

HALL of FAME

DTMs

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

Diana Cowles, Denny's 608-F, La Mirada, CA

Jack Terry, Westwinds 2436-F, West Covina, CA

Lewis N. Dawson, Saddleback Valley 2657-F, Mission Viejo, CA

Margaret B. Fagetti, San Carlos-Belmont 530-4, San Carlos, CA

Oliver Howell, Jet Stream 2624-4, Moffett Field NAS, CA

Julia A. Hassett, X-Y Lence 4848-4, Campbell, CA

Alfred J. Baima, Land Barons 6227-4, Daly City, CA

Donna Louise Zehring, Carlsbad-Oceanside 47-5, Carlsbad, CA

Duane J. Rivard, King of Clubs 447-6, St. Paul, MN
Maureen L. Palmer, Tic Talkers 6348-6, Plymouth, MN

Leslie Davenport, Atomic City 1760-9, Richland, WA
Robert J. Jacobson, Fairlawn 2803-10, Akron, OH

May Kathryn Long, St. Elizabeth Hospital 4564-11, Lafayette, IN

Terri J. Kanter, Westside 6092-11, Evansville, IN
Gail McWhorter, Executive 266-14 Morietta, GA

Wayne W. Warren, Utoy 810-14, Atlanta, GA

Donald Byron Short, Sooner 1615-16, Norman, OK

Roger D. Osborn, The Governors 3031-16, Oklahoma City, OK

Bobbi S. Taylor, The Governors 3031-16, Oklahoma City, OK

Allan Kaufman, SSA 2884-18, Baltimore, MD

Robert J. Allen, T.G.I.F. 4679-22, Overland Park, KS

Beth MacArthur, NPPD 1029-24, Columbus, NE

Charles A. Rush, Cowtown 4005-25, Ft. Worth, TX

Joseph D. Conklin, Park Central 4095-25, Dallas, TX

David J. Bohla, Warren 2260-28, Warren, MI

Marjorie Jaski, Skokie 1608-30 Skokie, IL

Pat Blanchard, Alpine 1837-30, Lake Zurich, IL

Charles V. Keane, Quannapowitt 849-31, Boston, MA

Daisy Monsalve, SWEC 5261-31, Boston, MA

E. Frank Poyet, Harmon-izers 1910-33, Las Vegas, NV

Melanie Dobosh, Windjammers 2628-33, Las Vegas, NV

Kevan Farrow, Simi Valley 3533-33, Simi Valley, CA

Patrick Taylor Stevens, Ventura Sunrise 5575-33, Ventura, CA

Yeichi Kuwayama, Challenger 1642-36, Arlington, VA

Ella Jean Massey, Speakeasy 3338-36, Arlington, VA

Macia Peters Sydor, Reveillers 985-39, Sacramento, CA

Clay W. Sigg, California Highway Patrol 3359-39, Sacramento, CA

Sandy W. MacLena, Seven Seas 3296-42, Saskatoon, Sask., Canada

Phyllis L. Blacksten, St. Vincent 3962-43, Little Rock, AR

Noel Andy Cole, Amarillo 211-44, Amarillo, TX

Charlsie Eubank, Lubbock 884-44, Lubbock, TX

Mary Koester, Lubbock 884-44, Lubbock, TX

Margaret E. Rhodes, Titusville 3018-47, Titusville, FL

Rosella R. Bonham, The Communicator 5899-47, Orlando, FL

Nell A. Donlin, Tennessee Valley 960-48, Huntsville, AL

Carroll W. Puckett, Montala 2482-48, Montgomery, AL

Robert W. Snyder, Communicators 4562-48, Huntsville, AL

James Fethers, Voyageurs 2638-64, Winnipeg, Man., Canada

Sammie McKenzie, GSU Baton Rouge 4897-68, Baton Rouge, LA

Margaret Ann Friesta, Gateway 3138-69, Sarina, Qld., Australia

Gavin Ross Blankey, Aurora 6127-69, Townsville, Qld., Australia

Simon Osbourne, Weston Creek 5483-70, Canberra, ACT, Australia

Martyn Fisher, Auckland

3593-72, Auckland, New Zealand

Len Jury, Auckland 3593-72, Auckland, New Zealand

ATM Silver

Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

Dávid A. Bliss, International City 1377-1, Long Beach, CA

John N. Hartquist, Jr., Redmond 2828-2, Redmond, WA

John R. Rheinberger, Stillwater 2377-6, Lake Elmo, MN

Bernard S. Kamenaar, Schaumburg Area 3241-30, Schaumburg, IL

Coni Kelsey, Puget Sound Naval Shipyard 1174-32, Bremerton, WA

Michael L. Wardinski, Mount Vernon 3336-36, Alexandria, VA

Edward E. Balduf, City of Dayton 747-40, Dayton, OH

Melvin E. Crotwell, Speakeasy 4747-44, San Angelo, TX

B.J. McKinney, Dupont Sabine River Works 2181-68, Orange, TX

Ann S. Campbell, Downtown 2455-68, Baton Rouge, LA

ATM Bronze

Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

Darold Westbrook, Hollywood & Vine 328-1, Hollywood, CA

Patricia A. Retterer, International City 1377-1, Long Beach, CA

John F. Blackstone, Heritage 3676-6, St. Paul, MN

T.K. Subramanian, Richland 406-9, Richland, WA

Marvin Gibson, Challenger 5301-16, Lexington, OK

Stephen A. Lucich, Atwater Dynamic 3131-33, Atwater, CA

Wendy Farrow, DTM, Simi Valley 3533-33, Simi Valley, CA

Ron Wityshyn, Word Runners

5847-42, Edmonton, Alta., Canada

Melvin E. Crotwell, Speakeasy 4747-44, San Angelo, TX

Thomas E. Carter, DTM, Easy Rider 109-56, Houston, TX

B.J. McKinney, DTM, Dupont Sabine River Works 2181-68, Orange, TX

ATMs

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

Evie Schild, Moving On 223-F, Westminster, CA

Henry L. Kunkel, Parkers 519-F, Irvine

Wallace D. Sikorski, High Desert 1043-F, Victorville, CA

Theodore E. Beane, Capistrano Valley 1707-F, San Juan Capistrano, CA

Paul A. McAdam, Norton Toasters 1556-F, San Bernardino, CA

Mary E. Bartlett, Blue Flame 2717-F, Costa Mesa, CA

Dorace E. Williams, Fontana 4443-F, Fontana, CA

Victor Simcik, Zweibrucken 1045-U, Zweibrucken, Germany

Philip Chen, Prestige 5808-U, Taipei, Taiwan

Irv Hershman, Associates 141-1, Los Angeles, CA

Jeffrey Ginsburg, International City 1377-1, Long Beach, CA

Betty W. Eisenzimmer, Wallingford 252-2, Seattle, WA

David J. Keen, The Red Baron 5144-2, Seattle, WA

Matthew A. Niemiec, Morning Glories 3693-3, Phoenix, AZ

Anne Wallace Peterson, Sri Organan 1435-4, Menlo Park, CA

Joel Martin Sax, Mid-Peninsula 3983-4, Palo Alto, CA

Pal D. Luthra, Electric Toasters 4200-4, Palo Alto, CA

Gerhard M. Swenson, Dynamic 457-5, San Diego, CA

Capitola McWhorter, Escondido 1546-5, Escondido, CA

George John Hartmann, 2539-5, San Diego, CA

Vera E. Mizell, Hill Talkers, 2372-5, San Diego, CA

Milton Furst, Arinc Articulators 5555-5, San Diego, CA
Gary D. Slarks, Owatonna 134-6, Owatonna, MN
Juliann Sikora, Pillsbury 1891-6, Minneapolis, MN
Stephen Ward Truso, First Family 3256-6, St. Paul, MN
Thomas F. Geiser, Cargill Trade Masters 5913-6, Minnetonka, MN
Mary Ann Moberly, Vancouver 353-7, Vancouver, WA
Arthur C. Chenoweth, SM Chanticleers 622-7 Portland, OR
Donald S. Kearton, Bootstrappers 2397-7, Salem, OR
Gloria M. Meaders, Spokane Valley 308-9, Spokane, WA
Emmarita M. Bodewes, Columbian 708-9, Coulee Dam, WA
Lori Weza, Twin Rivers 1426-9, Lewiston, ID
Teris M. Nolen, Simcoe 3339-9, Goldendale, WA
Frank Murphy, Tecumseh 485-11, Lafayette, IN
Michael D. Hogan, McKeesport 901-13, McKeesport, PA
Bryan J. Van Deun, Dukes and Dames 1299-13, State College, PA
Alfred Caudle, Athens 1779-14, Athens, GA
Tommy H. Powell, Albany 1827-14, Albany, GA
Tommy Barr, Valdosta 2906-14, Valdosta, GA
Gregory A. Batson, MINY 1012-46, New York, NY
Arnold K. Jensen, SEC Roughriders 1876-46, New York, New York
Arlene L. Hall, Sandoz 2371-46, East Hanover, NJ
Norman H. Bolin, Singer-Kearfott 2768-46, Wayne, NJ
Deanna M. Brown, Equitable 3507-46, New York, NY
Zvi Bland, Morristown 3540-46, Morristown, NJ
Albert J. Clement, Morristown 3540-46, Morristown, NJ
Margaret D'Ambrosio, Pica-tinny 3547-46, Dover, NJ
John Murphy, Midland Park 3041-46, Midland Park, NJ
Donald R. Abramson, Wood-bridge 4864-46, Iselin, NJ
Rita McCauley, Queens 5867-46, Woodhaven, NY
W.O. Jackson Jr., Arlington 892-47, Jacksonville, FL
Camille Buccola, Merritt Moonliter 1387-47, Cocoa Beach, FL
Lawrence Gordon Schear,

Harris 1423-47, Palm Bay, FL
Nancy F. Lawhon, Top o' the Rock 2155-47, Jacksonville, FL
Richard E. Gordon, III, Gainesville 3019-47, Gainesville, FL
Gerald S. Conard, A1A of South Brevard 3274-47, Indian Harbor Beach, FL
Janice Abrams, Single 3331-47, Pinellas County, FL
Howard J. M. Smith, Super-sonics 4872-47, West Palm Beach, FL
Stuart Behar, North Holly-wood 147-52, North Holly-wood, CA
Ruth Andreika Nagorka, Mohawk 1931-53, Schenec-tady, NY
Raymond F. Bell, Patroon 3863-53, Albany, NY
James L. Gosdin, Daybreak-ers 839-56, Houston, TX
Charles A. Walker, Get Up and Go 1869-56, Austin, TX
Cindy M. Templeton, Mis-souri City 2359-56, Missouri City, TX
Barbara Branton, Single 5339-57, Lafayette, CA
Louis Cousineau, Dynamique 3604-61, Laval, Que., Canada
Patricia Neiman, Main Street 1407-62, St. Joseph, MI
Willard J. Haak, Upjohn 3025-62, Kalamazoo, MI
Jane Moore, Rivergate 3930-63, Goodlettsville, TN
Ron Mactavish, Key Club 4645-64, Winnipeg, Man., Canada
Glenda Harris, Midtown 3167-66, Richmond, VA
Dawn Graham Booth, Dalby 2622-69, Dalby, Qld., Australia
Paul O'Neil, Cronulla RSL 3445-70, Cronulla, NSW, Australia
Peggy Hines, Quirindi 4531-70, Quirindi, NSW, Australia
Paul C. Murphy, Blarney 3579-71, Cork, Ireland
Martina Mannion, Waterford 3794-71, Waterford, Ireland
Andre Salembier, Mentone 1634-73, Mentone, Vic., Australia
Margaret Pieters, Midweek 4165-74, Port Elizabeth, South Africa
Colin Van Scheltema, Pre-toria 2000 4795-74, Pretoria, South Africa
Lyra Blanco Andam, Benguet Corporation 4391-75, Baquio City, Philippines

New Clubs

2933-U Taiga

Anchorage, AK—Wed., 12:05 p.m., first fl. conf. rm., 201 E. 9th Ave. (333-1914)

6682-U Hy-Flyers

Anchorage, AK—3rd Mon., 6:30 p.m.

4555-1 IDM Toast Busters

Long Beach, CA—Wed., 7 a.m., IDM Corp., 5150 E. PCH (498-0141).

6674-5 Olde Towne Criers

San Diego, CA—Thurs., 7 a.m., Ramada Inn, 2435 Jefferson St. (549-2982).

6683-7 Good Samaritan

Portland, OR—Wed., 6:45 a.m., Good Samaritan Hosp. & Med. Ctr., 1015 NW 22nd Ave. (229-7738).

3578-10 North Olmsted

North Olmsted, OH—Thurs., 7 p.m., Birch School, 24100 Palm Dr. (777-3368).

6679-13 HRS

Pittsburgh, PA—1st & 3rd Wed., 8 a.m., Health Related Services, Inc., 301 5th Ave. Bldg. (565-4110).

6688-13 Roller Toasters

Pittsburgh, PA—Mon., 7:30 a.m., Hampton Inn, 555 Turnbull Dr. (928-7288).

2267-14 Ernst & Whinney

Atlanta, GA—Wed., 8 a.m., Ernst & Whinney, 1800 Peachtree Ctr., S. Tower, 225 Peachtree St. NE (658-9400).

4710-14 Technology Park

Norcross, GA—2nd & 4th Wed., noon, Energy Planning Ctr., 45 Technology Pkwy. (995-5095).

6689-14 Georgia Baptist Medical Center

Atlanta, GA—Tues., 7:30 a.m., Georgia Baptist Med. Ctr., 300 Boulevard, NE (653-3600).

6676-21 Nite-Shifters

Victoria, BC, Canada—Thurs., 8 p.m., Sands Funeral Chapel, 1803 Quadra St. (592-7628).

6678-21 Last Retort

Whistler, BC, Canada—Alt. Tues., 7 p.m., Delta Mountain Inn.

6693-25 F.A.S. Talkers

Dallas, TX—Tues., 11:30 p.m. LTV Aircraft, 5520 S. Westmoreland (266-8028).

1953-28 Ed's of Bloomfield Bloomfield Hills, MI—1st &

3rd Tues., 5:15 p.m., Ed's Pinehurst Bldg., 1400 N. Woodward (645-4749).

6677-28 Diplomats

Plymouth, MI—Thurs., 6 p.m., Denny's Restaurant, 39550 E. Ann Arbor Rd. (455-1024).

6694-28 Gandy Gabbers

Detroit, MI—1st & 3rd Tues., 5 p.m., Brotherhood of Maintenance of Way Em-ployees, 12050 Woodward Ave. (868-0490).

6687-36 Speak-ERS

Washington, D.C.—Tues., 11:30 a.m., Economic Re-search Service, 1301 New York Ave. (786-1602).

6692-38 Silver Tongues

Cherry Hill, NJ—2nd Thurs., 7 p.m., Cherry Hill Public Library, 1100 N. Kings Hwy. (234-2507).

2672-45 Golden

Fredericton, NB, Canada—Wed., 7 p.m., Fredericton Sr. Ctr., P.O. Box 130, 112 Johnston Ave. (472-5588).

1544-46 North American Phillips Corporation

New York, NY—1st & 3rd Tues., 12:15 p.m., No. American Phillips Corp., 100 E. 42nd St. (850-5589).

6690-47 Collins

Melbourne, FL—Thurs., 3:30 p.m., Rockwell Collins, 1100 W. Hibiscus Blvd. (773-0137).

6675-56 New Achievers

Austin, TX—1st & 3rd Fri., noon, State Farm Insurance, 9001 N. IH 35 (834-5556).

6681-56 Postal Toasters

San Antonio, TX—2nd & 4th Thurs., 11:30 a.m., General Mail Facility, 10410 Perrin Beitel (657-8412).

1840-61 La Causerie

Rimouski, Que., Canada—Fri., 7 a.m., Hotel/Motel Normandie, 556 St. Germain E. (723-1292).

5513-69 Rosewood

Rosewood, Qld., Australia—2nd & 4th Wed., 7:30 p.m., Uniting Church Hall, John St. (641175).

6686-69 Bowen

Bowen, Qld., Australia—2nd & 4th Wed., 7 p.m., Queens Beach Motor Hotel, 101 Gold Links Rd. (861544).

6691-70 The Scots

Bellevue Hill, NSW, Australia—Fri., 10 a.m. Royal House, The Scots College, Victoria Rd., Bellevue Hill

6680-71 Boastful Toasters

RAF Bentwaters, Suffolk, England—Alt., Tues., noon, Officer's Open Mess (420435). **6684-73 Cranbourne**

Cranbourne, Vic., Australia—2nd & 4th Thurs., 7:30 p.m., Cranbourne High School, Stauju St. (783-4451). **6685-74 The Sages**

Johannesburg, South Africa—Triweekly Wed., 7 p.m., Johannesburg Sun Hotel, 84 Smal St., 3rd fl. (679-3145). **5280-75 Kalanbanga**
Calamba, Laguna, Philippines—Wed., 6:30 p.m., SMC Metal Closure Plant Bldg., Silangang Canlubang Industrial Park (693-6061).

Anniversaries

40 Years

Uptown 538-8, Quincy, IL

Merritt 539-57, Oakland, CA

35 Years

Northeast 1161-2, Seattle, WA
Boulevard 1144-7, Tigard, OR
Lafayette 1127-11, Lafayette, IN

Business & Professional 1169-68, New Orleans, LA

30 Years

Town & Country 2488-F, Colton, CA
Naval R&D 2539-5, San Diego, CA
Georgia-Carolina 2523-14, Augusta, GA
Beta Aloosters 2524-23, Albuquerque, NM
John Alden 2467-31, Boston, MA
HUD 1795-36, Washington, DC
Kit Carson 2299-39, Carson City, NV
Hubbard Trail 2571-54, Hoopeston, IL

25 Years

Gaslight 3523-10, Beachwood, OH
Nashua-Hudson 2440-45, Nashua-Hudson, NH
Concord West 2107-70, NSW, Australia

20 Years

Singapore 357-U, Singapore
Speakeasy 1789-6, Golden Valley, MN
Gavellers 2252-14, Milledgeville, GA
Downtown 1622-18, Baltimore, MD
Pottstown 826-38, Pottstown, PA
Ft. Meyers 1702-47, Ft. Meyers, FL
Advance 3050-69, Brisbane, Qld., Australia

15 Years

Gear Gassers 3079-28, Troy, MI

Friendly 3040-37, Greensboro, NC

Stanthorpe 1659-69, Stanthorpe, Qld., Australia
Boomerang 1791-69, Rockhampton, Qld., Australia
Canterbury-Hurlstone Park 3783-70, Hurlstone Park, NSW, Australia

10 Years

Allegheny Center 640-13, Pittsburg, PA
Border Toasters 2127-23, El Paso, TX
Motorcrest 3318-25, Addison, TX
McNamara 2104-28, Detroit, MI
Good Evening 3164-47, Hollywood, FL
Glendale Speakeasy 2692-52, Glendale, CA
Centre 2404-69, Brisbane, Qld., Australia
Aotearoa 2420-72, Auckland, NZ

UPDATE

WHQ Shines on Silver Anniversary

Your World Headquarters building has proudly stood as a symbol of Toastmasters International service for a quarter of a century. It was October 27, 1962 when 84-year-old Dr. Ralph C. Smedley, our organization's founder, received a standing ovation from a dignitary-filled crowd at the dedication. The 27,000 square foot structure marked a step up for the 80,000 member organization.

Geographically, the stately building isn't far from the site of the Santa Ana YMCA basement where Smedley Chapter Number One held its first meeting in October, 1924. Nor is it far from Toastmasters International's first office: a 12 by 16 foot room which Dr. Smedley shared with a secretary and a mimeograph machine. But in size, the current building (which measures 32,000 square feet after extensive remodeling in 1985) way outdistances those places. We owe this improvement to the perseverance of Toastmasters' pioneering members.

But this edifice stands as more than a monument to these people or the institution they founded. World Headquarters is the bustling nerve center of one of the world's greatest educational organizations. The 44-person staff is dedicated to serving over 125,000 Toast-



masters in 49 countries; this comes to about 3000 members for every employee, so you know they're dedicated.

So what's an average day like at World Headquarters? Nine hundred new member applications are processed, 1200 pieces of mail are sent out (excluding *The Toastmaster* magazine, TIPS and the District Newsletter), 100,000 sheets of printed material are produced and 10,000 booklets are manufactured.

Each week 500 supply orders and 900 new member applications are received and processed.

Monthly, over 300 Success/Leader-

ship Programs are registered, 1000 CTM, ATM and DTM awards are processed, 3500 billing statements are mailed, and another issue of *The Toastmaster* magazine is published.

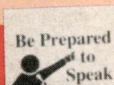
In addition, about 500 different saleable catalog items are stored in the building, and it is the site of regular meetings of the Board of Directors.

Despite the incredible amount of activity within, World Headquarters has maintained its dignified bearing through 25 years of phenomenal growth for Toastmasters International, and is expected to serve equally well for many, many more.

Build Yourself To Become A Dynamic Speaker

Become a speaker whose words are heard, understood and acted upon! Learn to share vital information effectively, motivate others to action, inspire people to great heights, and make them laugh until they cry.

Toastmasters has available an array of the most complete and dynamic audio and video cassette albums ever produced. Each combines simple yet profound tips on effective speaking that you may use in your career or on the platform. These outstanding cassette albums and video are ideal for self-development as well as entertainment! And you can listen to them and learn at your leisure—in the privacy of your own home, car or office. They're also a great addition to your Club's library.



Be Prepared
to Speak

BE PREPARED TO SPEAK (215-V, 215-B)

Team Toastmasters with the latest video technology and what do you get? A state-of-the-art, professionally-produced videotape that can help you excel as a speaker—at an unbeatable price! Our three-part video guides you step-by-step through the process of speech writing, presentation, audience analysis and the use of imaging to conquer fear. It is just under 30 minutes long, the ideal length for club meetings, corporate training sessions, or for individuals to view on their own at home. Available in VHS (215-V) and BETA (215-B) formats. Outside the United States or Canada, check for compatibility of formats.

HUMOR, SPEAKING AND YOU (252)

Laugh and learn at the same time! Learn the essence of humor, how to find humorous material and how to use humor when you speak. Then roar with laughter as you hear examples from some of the world's greatest humorists, including Mark Russell, Dr. Charles Jarvis, Bob Richards and Win Pendleton. Topics covered include "Magic Methods of Humor," "Motivate with Laughter," "Let Me Entertain You," and "Inspire with Fire." Four audio cassettes. Produced by Toastmasters International.



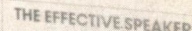
HUMOR

THE SITUATIONAL LEADER (258)

This dynamic combination of two audio cassettes and an easy-to-read book enables you to learn situational leadership concepts. This package will help you develop skills to lead people, diagnose the competency and commitment of team members, differentiate styles of influence, identify and cultivate people committed to moving our organization forward, and train and properly reward quality people.

THE EFFECTIVE SPEAKER (243)

With this excitement-packed cassette album, you'll learn time-tested techniques for effective public speaking, and you'll hear them brought to life by some of the great speakers, including John F. Kennedy, Winston Churchill, Will Rogers and Dr. Norman Vincent Peale. Included are such vital subjects as "The Power of What You Say," "Speak from the Power of Memory," and "Capture Their Hearts with Humor." Six audio cassettes. Produced by Toastmasters International.



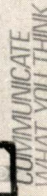
THE EFFECTIVE SPEAKER

THE COMPLEAT SPEAKER (241)

Broadcaster and motivator Earl Nightingale reveals little-known secrets of effective communication for beginning and advanced speakers. Subjects discussed include tips for writing speeches, making introductions, conducting panel discussions, and handling radio and television interviews. Six audio cassettes.

COMMUNICATE WHAT YOU THINK (240)

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WHAT YOU THINK

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