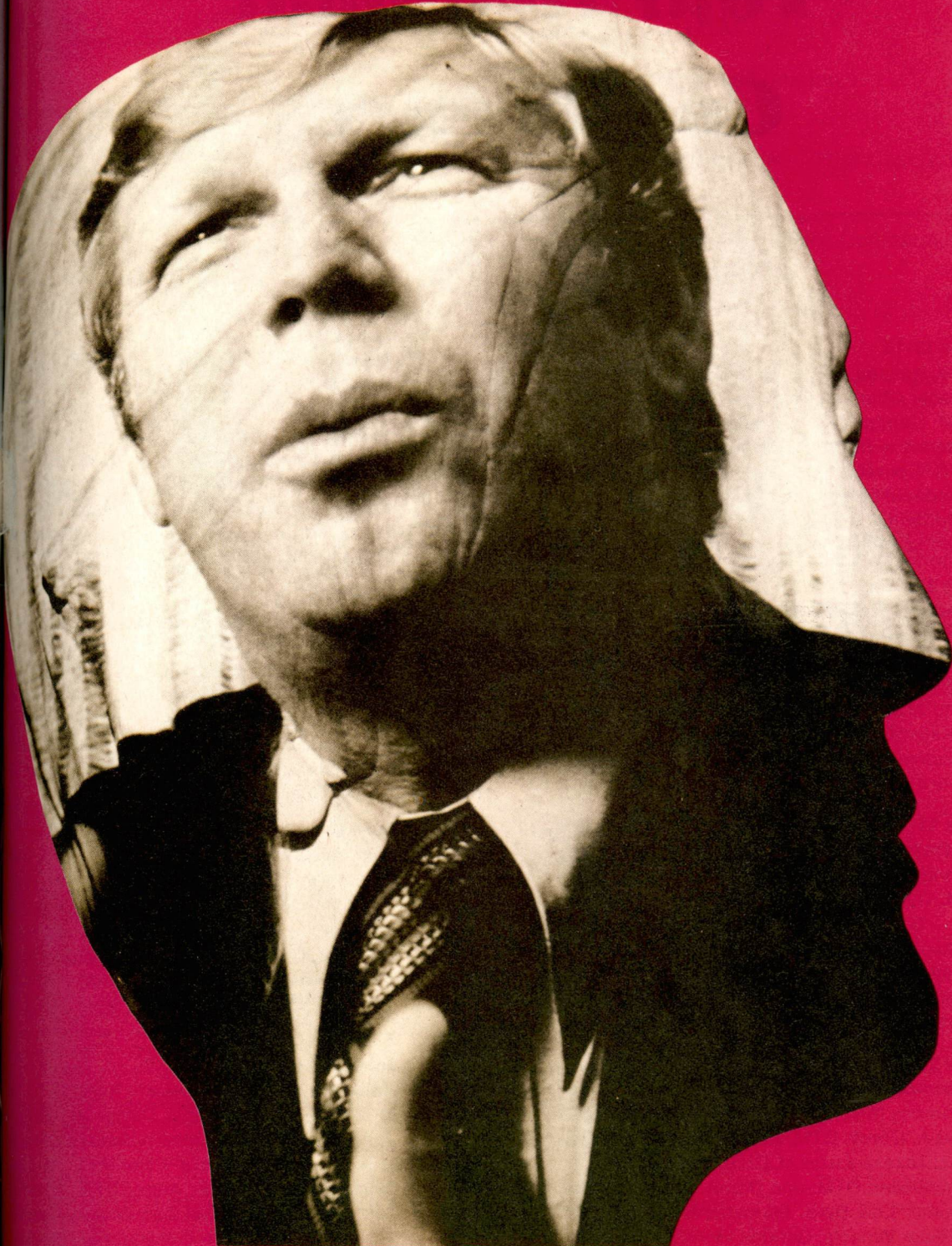


April 1975

the toastmaster



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Your Regional Conferences

1 **June 13-14**
Reno, Nevada — Holiday Inn, Downtown; International Officer Attending — George C. Scott, DTM, Senior Vice-President; International Directors — R. Bernard Searle, ATM, and Warren C. Reeves, ATM; Activator: Francis (Bud) Rebedeau; Educational Coordinator: Terrence J. McCann, Executive Director; Host District 39 Chairman: Phillip A. Cooke, DTM.

2 **June 27-28**
Honolulu, Hawaii — Sheraton Waikiki Hotel; International Officer Attending — John F. Diaz, DTM, International President; International Directors — Ted A. Olcovich, DTM, and Guy V. Ferry, DTM; Activator: Francis (Bud) Rebedeau; Educational Coordinator: Terrence J. McCann, Executive Director; Host District 49 Chairman: Howard Price.

3 **June 13-14**
Scottsdale, Arizona — Camelback Inn; International Officer Attending — Durwood E. English, DTM, Third Vice-President; International Directors — C. Thomas Kimball, ATM, and John A. Shults; Activator: Charles Mohr, DTM, Past International President; Educational Coordinator: Walter W. Marshall, Manager, Educational Department; Host District 3 Chairman: Don Olsen.

4 **June 27-28**
Edmonton, Alberta, Canada — Hotel Chateau Lacombe; International Officer Attending — David A. Corey, DTM, Past International President; International Directors — Eric K. StuhlmueLLer, DTM, and Don A. Plaskett, DTM; Activator: Lew Byrd; Educational Coordinator: J. William Venable, General Manager; Host District 42 Chairman: Frederick G. Lawson, DTM.

5 **June 20-21**
Rockford, Illinois — Henrici's Clocktower; International Officer Attending — David Corey, DTM, Past International President; International Directors — Donald Story, ATM, Norman R. Maier, ATM; Activator: Charles Mohr, DTM, Past International President; Educational Coordinator: J. William Venable, General Manager; Host District 54 Chairman: Floyd Kisner, ATM.

6 **June 6-7**
Buffalo, New York — Statler Hilton Hotel; International Officer Attending — George C. Scott, DTM, Senior Vice-President; International Directors — Hubert E. Dobson, DTM, and Philip B. Richards, DTM; Activator: Lew Byrd; Educational Coordinator: Walter W. Marshall, Manager, Educational Department; Host District 65 Chairman: Stanley Stevens.

7 **June 6-7**
Hartford, Connecticut — Hotel Sonesta; International Officer Attending — Robert W. Bley, ATM, Second Vice-President; International Directors — James G. Kalley, ATM, and Robert A. Owen, DTM; Activator: Francis (Bud) Rebedeau; Educational Coordinator: J. William Venable, General Manager; Host District Chairman: Robert Johnston.

8 **June 20-21**
Rock Hill, South Carolina — Ramada Interstate 77; International Officer Attending — John F. Diaz, DTM, International President; International Directors — Robert E. Healy, DTM, and Charles S. Allen, DTM; Activator: Lew Byrd; Educational Coordinator: Terrence J. McCann, Executive Director; Host District Chairman: Harry M. Miller.

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One of the major problems of many individuals and organizations in today's society is the inability to create, to communicate, and to portray an accurate image to the people who make up that society. This month's feature article examines the problem and discovers one of its basic causes to be a general misunderstanding of the communication principles.

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Evaluating Your Membership Goals

by **John F. Diaz, DTM**
International President



Think back to when you first became a member of Toastmasters. Chances are, you were asked to make a list of goals which you hoped to accomplish through your membership.

Perhaps your initial goal was to conquer nervousness when speaking before a group. But, then, as you gained experience, your goals changed. Maybe you wanted experience in speaking before audiences other than your own club, experience in humorous or extemporaneous speaking, or simply wanted to improve your vocabulary. Maybe you wanted to expand your leadership ability through club management or by active participation in your community.

Whatever your goals, at some point you must ask yourself how far you have come in accomplishing them. If, after this "goal evaluation," you find that you have accomplished all of your planned goals and have, indeed, exceeded some, you and your club are to be congratulated—you because of the amount of work put forth, and your club for responding to your needs. But what of the members who have evaluated their accomplishments and found that they had fallen short of some or all of their goals? Who is to blame—the member or the club?

I believe the answer to this question is that they are both to blame. Webster defines a goal as "the end towards which effort or ambition is directed." Consequently, where there is no effort or ambition on the part of the member, no worthwhile goal will be accomplished.

This part of the problem is all too evident in many of our clubs. A person may initially join Toastmasters for the communication and leadership training it offers but, after completing a few assignments in the manual, tends to relax and

forget his original goals. He is happy in coming to the meetings and doing as little as possible.

On the other hand, the overall club programming may be to blame. Perhaps very little imagination and thought is given to the weekly programming schedule, thus failing to instill any enthusiasm in the members. Maybe the club's educational vice-president pays little or no attention to the members' goals when structuring the meeting. A club meeting that is not truly exciting will not inspire effort and participation in the members.

How do we combat this serious problem? We must develop two-way communication between the members of our club and its officers. Each Toastmaster should list his goals and the educational vice-president should plan the meetings accordingly. But the process should not stop there. Goals must constantly be reviewed and revised. We are happy and successful not when we have reached our goals, but when we are working to achieve them. Each six months, the Toastmaster should again define his goals and determine if they are being met. If not, they should be incorporated with new goals the Toastmaster may have, and begin work from there.

If the individual member finds that he is not meeting his goals he has established, he should tell one of the club officers of his concern and work out the problem. He should tell the officer in what area he is weak and what kind of program he would like to see presented.

Communication between club members and their officers is a must if we are all to meet our established goals and develop into better Toastmasters and, ultimately, better human beings. □

Making the Most of Imagination

by Bob Harding
District 22

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Meetings come and go, but the format is almost always the same. The invocation is followed by the Pledge of Allegiance, then by the opening of the meeting and introduction of guests by the President. Table Topics, the Business Session, and the introduction of the Toastmaster by the President come next. Speakers speak, evaluators evaluate, prizes are awarded and everyone goes home... and apathy is the order of the day.

What is missing? Variety. Imagination. Enthusiasm. Conviction, Sincerity. Except for that, it was a good meeting.

Baloney! It was a lousy meeting and you know it. What's more, your guests know it. It was simply dull. But what can you do about it?

Allow me to describe a typical meeting of the Suburban Club 1009-22—a club that really works at innovation.

The meeting opens with an invocation. While it may be a typical prayer, a quotation from Shakespeare, an Indian prayer, or maybe just a meaningful comment from the invocator, it is usually something that may cause us to reflect on our many blessings or encourage and inspire us to do more. Remember, to invoke also means to entreat, implore, or beg—and there are many ways of doing this. Freedom of religion is one of the great cornerstones of a democracy. Don't close the door on those whose beliefs may not coincide with yours.

The Pledge of Allegiance—almost without exception—is recited just as you learned it in kindergarten. “I pledge allegiance (*PAUSE*) to the flag (*PAUSE*) of the United States of America (*PAUSE*).” The words, friends, constitute a *pledge*—a declaration of faith. Make it sound like that. “I pledge allegiance to the flag of the United States of America and to the republic for which it stands (*slight pause*). One nation under God (*slight pause*) indivisible (*slight pause*) with liberty and justice for all.” Sure, you have to push a little. Old habits aren't easily broken... but you'll be amazed at how quickly everyone gets the idea... and likes it.

After the introduction of guests, which we try to keep as light as possible, we

have a man assigned as *acquaintor*. His job is to introduce the members of the club to the guests (and to newer members). He may simply give their name, occupation, and club responsibility, or he may discuss their hobbies, interests or their background—the possibilities are limited only by the amount of effort you are willing to put into the job. One thing is for sure—you really get to know who your fellow Toastmasters are.

The sky's the limit for Table Topics. The Suburban Club recently included an exercise in dialect (an uninformed country boy getting an explanation on the subway system from a New York cabbie), and a TIMMY Awards Night (TIM—Toastmasters in Motion), with special trophies given for outstanding or disastrous talks by other Toastmasters over the past few months and an acceptance speech given by the “winner.” The trophies were customized to the speech and would have to be seen to be believed. Sure, some of the ideas are disasters—but everyone keeps trying.

The Toastmaster controls the meeting through the use of an overriding theme, such as 2001 Space Odyssey Night, with speeches geared to conditions in the year 2001 and the entire program performed aboard an imaginary spacecraft—the USS Loquacious—en route to the planet Jupiter. The meeting is embellished by a tape recording of rocket sounds, 2001 theme music, and a captain who is always getting too close to the rocket fuel.

The Evaluation format varies nightly from a panel, to one-on-one, to a courtroom scene with the prosecutor hitting the speaker's bad spots and a public defender extolling his virtues. Next week—who knows?

Every participant is encouraged to use his imagination in every way possible. It's good for the individual and it's great for the club. While Suburban doesn't claim to be the only club in our district with imagination, we're doing something different and we want to tell everyone about it. We feel that everyone has the capacity to think creatively—to innovate—and that this will do more to make your meetings come alive than anything else you can do.

Have at it! □



The American Bicentennial

Your Chance For Community Involvement

The American Bicentennial provides an excellent opportunity for all American Toastmasters, as well as Toastmasters from all over the world, to take time out to review what the United States has accomplished in its first two hundred years of existence, what the country means to you, and what you see as its future. It also provides an opportunity for you to improve your speaking and leadership skills and for your club to become recognized as a major contributor to community improvement.

Upon closer inspection of the Bicentennial's aims and programs, you will find that voluntarism plays a major role in its commemorations and observances, because this nationwide and worldwide activity will be largely composed of locally-inspired community programs—programs which have been developed through local initiative and endeavor. This is where your Toastmasters involvement becomes important.

During the Bicentennial, your membership in Toastmasters will provide you with three outstanding ways of joining this giant celebration, while furthering your own self-improvement efforts.

You will be working with the American Revolution

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Bicentennial Administration, whose basic mission is not to decide, from Washington, D. C., how this two hundredth birthday observance is to be operated, but rather "to coordinate, to facilitate and to aid in the scheduling of events, activities and projects of local, state, national and international significance . . ."

Under ARBA and Toastmasters International's guidance, you and your fellow Toastmasters from all over the United States and all over the world will be given the opportunity to speak on behalf of community projects that will be of lasting value.

In addition, as new projects are created and implemented in the local communities, you should continue to volunteer your speaking skills in order to further the development of permanent projects related to community improvement.

You should make yourself available as an active member of Bicentennial speakers bureaus and, in many cases, you will want to make the speakers bureau organization already in existence in your Toastmasters club available for use on behalf of Bicentennial projects.

Since Toastmasters International does not endorse any other organization or cause, participation in the Bicentennial speakers bureaus must be entirely voluntary. The speakers must make it clear that they speak for themselves and not for their club or Toastmasters International.

Contact Your EVP

If you are interested in participating in such a program, contact your club's educational vice-president and tell him of your intentions. He will put your name on a volunteer list and will give the list to the Bicentennial Committee in your particular area.

Once the committee is contacted and told of your group's intentions, they will be happy to provide you with the necessary information on which to base your presentations.

Besides participation in the Bicentennial programs, the celebration offers you—the Toastmaster—an excellent vehicle in which to improve your communication and leadership skills. As a member of Toastmasters, you are given the opportunity of becoming an important part of the Bicentennial's American Issues Forum, through which you will assist the ARBA in telling the Bicentennial story to people everywhere.

Continuing the strong emphasis on the American heritage and ideals, you should deliver speeches in the spirit of the Issues Forum and its monthly subjects. These subjects, which will appear monthly in *THE TOASTMASTER*, beginning with the August issue, will provide you with a ready source of subject material on which to base presentations to be made before your club or community.

Toastmasters will also be participating in the Bicentennial Youth Debates (BYD) as judges and moderators. A project of the Speech Communication Association, the Bicentennial Youth Debates is a unique nationwide program created to offer a meaningful commemoration of America's two hundredth year. The BYD project will offer every high

school and college age youth in the nation the opportunity to participate in Lincoln-Douglas debates, Extemporaneous Speaking, and Persuasive Speaking events during the 1975-76 school year.

As a Toastmaster, you have demonstrated that you are always eager to share your skills and abilities with the young people of America. Through active participation in this program, you can make a significant and permanent contribution to the young people's lives, by helping them develop their appreciation and understanding of American heritage and values. As in the past, the availability of Toastmasters for such youth programs will continue and you will become a valuable tool in enabling America's youth to explore American ideals during the Bicentennial celebration.

Make Your Arrangements Early

Your district governor has received a list of regional coordinators for the Bicentennial Youth Debates program. Contact him for information on how you and your club can participate in this program as moderators and judges. The Debates staff especially encourages Toastmasters to lend their skills for professional introductions of speakers in the program. The Debates begin this fall, in your local high schools and colleges, so arrangements must be made early for your participation.

All Bicentennial programs, be they national, international, state, or local will, for the most part, fall within three thematic areas:

Heritage '76 — This asks us to remember our basic freedoms and to discuss, in our homes, churches, schools, and communities, the basic principles of our institutions and the truths that we hold self-evident. We need to know about the contributions of the people of the United States in shaping the country, themes which tell the story of this great nation.

Festival USA — This asks us to share our cultural riches, the wealth of our folk traditions, and the spirit and joy of our hospitality with all people. We would encourage Americans, and the people throughout the world, to discover America and its Bicentennial.

Horizons '76 — Under this heading, we seek to ensure that our basic liberties are a fact of life for every American today and for generations to come. We need to involve all our citizens in the decisions for tomorrow which will affect our life, liberty, and pursuit of happiness — the quality of life for every citizen.

Whichever of these themes you work under, and whichever of the Bicentennial programs you participate in, your Toastmasters training will be a valuable asset to the success of the American Bicentennial. At the same time, your experience in the Bicentennial effort will improve your speaking and leadership skills and can have great impact in developing your club and district speakers bureaus. Your club will be an active part of the community and community leaders will recognize Toastmasters as a group who can be counted on for excellence and involvement. The Bicentennial doesn't start in 1976—it starts today. Make sure you are there, too. □

Your Public Image— A Planned Communication Campaign

A good public image is vitally important to a business and to the individuals that make up that business. But in order to convey the "right" image, a thorough understanding of the communication principles is essential.

There seem to be many words in the everyday vocabulary that, although they are claimed to be understood, are difficult to define. One of these words is *communicate*.

Most people, when they are told that they should communicate better or that business communications should be more precise, insist that they understand the problem, though they quite often have no specific understanding of the exact meaning of the word "communicate." Indeed, there are almost as many meanings for communicate as there are people who use the word. Whatever the precise meaning is, most people know what it does and, to some degree, what it does for them.

When one communicates facts, thoughts, ideas, theories, attitudes, or emotions, one simultaneously, regardless of the subject matter of the communication, tells people about himself as an individual. On a personal level, communication builds personality, but communication on an organizational level builds what is more often called the corporate image or the organizational image.

One of the problems of individuals in society today (and within this large universe falls the businessman) is the inability to create, to communicate, and to portray accurate images as individuals and contributors to society.

Changing Your Image

An individual's personality or the business's corporate image is, indeed, a function of communication. This hypothesis has been borne out in reality quite often in the last 25 years. The public concept of the banker as a miserly, grasping, plughatted old man has been set upon with vigor by the banking profession, and every effort has been taken to reconstruct and to change the image. These efforts have found some realization in the use of mass communication media: radio, television, and the press. Also, they are reflected in the changing style in American bank building. In the 1920s and the 1930s, banks were large stone mausoleums, placed firmly on rock foundations. Money was guarded within a bastion of strength and protected by large inner barricades, behind which sat the tellers. The bank of today has changed. It is often a rather luxuriously

simple building, made of brick and glass with a large amount of open space. The interior walls have come down and are represented, most often, by a simple balustrade. The bank president no longer hides in an inner sanctum, but is often found at a desk on the main floor of the bank, where he can be easily approached by any average banking customer.

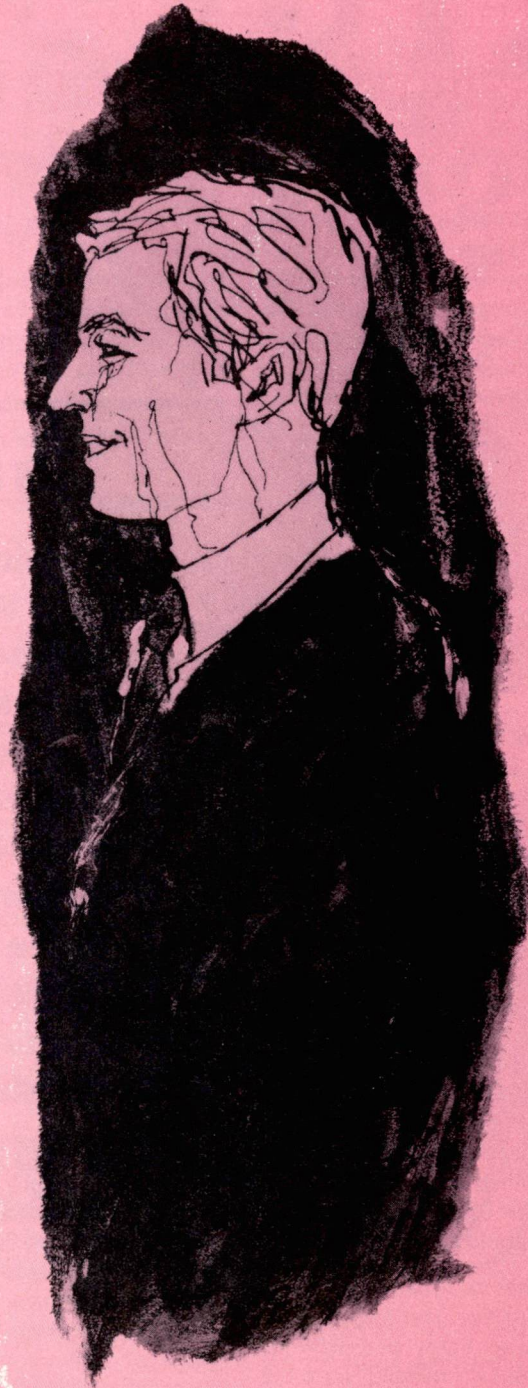
Character and Personality

In like manner, efforts have been made by American hospitals to change their image and by public utilities to wrap themselves with a personality. Creative advertising such as "Reddy Kilowatt" or "Light Bill" have helped to clothe the abstract image of an electrical power company with the warmth of a character and personality.

The impact of communication on the formulation of political images has become apparent. Certainly, there were more people who knew the face and actions of Vice-President Richard Nixon than of the Senator from Massachusetts. Yet, through the medium of the television screen and the format of the debate, many, many millions of Americans knew Senator John F. Kennedy and liked

by

Frank E. X. Dance, PhD



they saw. This, of course, was not an unplanned result on the part of the candidate and for the simultaneous watering-down of the image of his opponent. Obviously, the debates played an important role in the victory of Senator Kennedy and in his election to the Office of President of the United States of America.

One point that can be drawn from these observations is that one should exert every effort to make sure that one communicates a true and accurate image of himself and of his organization. Such an accurate portrayal of oneself or of an organization is seldom, if ever, a result of luck or of chance. Most often, it is the result of a carefully planned communication program. Almost everyone reading this article owns an automobile, but very few, if any, won them in raffles or bingo games. One has an automobile because one planned (together with the finance company) to buy an automobile. What is being suggested is this: That is successful which is planned to be successful. Very few people luck into success.

In the following paragraphs, a five-step program for planning a successful

communication campaign is presented. Although there are five steps listed, these five steps seldom, if ever, occur discretely, one after another. Rather, they overlap; sometimes one step, sometimes another, is in the dominant position. The sure statement is that all five steps must be taken into consideration and must be activated if a campaign of communication is to be successful. The program, as set forth, is as useful for personal-image projection as it is for organizational-image projection, but in these two distinct situations the program requires a different focus, since the target shifts.

Step 1. *Define your communication target in terms of your own goals and objectives.* You must specify your communication purposes in terms of the responses you want to obtain. You must recognize and formulate your specific purpose.

Know Your Target

Certainly, it is obvious that, if one does not know what target is being aimed at, it is unlikely he will ever hit it. The businessman must decide exactly what his communication goals are. Answers to questions such as whether the company is interested in increased sales or interested in building good-will initially, with increased sales as a later goal, must be formulated. The specific purposes for a communication campaign dictate different steps to be taken in order to realize them. It is at this point that it would be worthwhile to have the entire executive staff write out their individual conceptions of what the communication goals of the business should be.

Step 2. *Spend as much time as is needed in identifying the target audience.* You have to know precisely for whom the program is intended, since the target audience provides an essential guide to both the content and the method of the campaign.

In approximately 350 B.C., Aristotle commented in *The Rhetoric* that of the

three elements in a communication situation, the speaker, the speech, and the audience, the most important, by far, is the audience. The businessman should know the composition of his audience. Is the communication to be aimed solely at current customers or at future and potential customers as well? Is the communication campaign to be directed at the community at large or at specific segments of the community, such as the

“

Certainly, it is obvious that, if one does not know what target is being aimed at, it is unlikely he will ever hit it. The businessman must decide exactly what his communication goals are.

”

people in the immediate neighborhood or those who are interested in a specific type of activity?

Step 3. *Determine your medium or media of communication.* There are many different ways of communicating. Communication can be oral, in public speeches or in conversation; or it can be written, by letters, by newspapers, or by door-to-door advertisements. Communication can be direct, by letting the person

with whom one is communicating know one's exact intent; or it can be indirect, by lending as a business association or business house full support to a community drive or to a welfare fund. The determination of the media of communication should be geared somewhat by the budget of the business. At least, it is obvious that budget considerations cannot be neglected.

The Cheapest Medium

Oral communication is the cheapest of the available media. Almost any individual can find ample opportunity to appear before audiences in the local high school or to appear at a P.T.A. meeting. In almost every community, service clubs such as the Kiwanis, Optimist, Rotary, etc., are always seeking interesting and willing public speakers. The businessman should use these opportunities to carry messages to the public. Written communication becomes involved in varying degrees of expense. The use of mass communication media, such as radio, television, and the press, requires careful budget planning.

Step 4. *Tailor the communication to fit the relationship between the sender and the receiver.*

The determination of the medium or media of communication as mentioned in Step 3 is somewhat a function of the budget of the business. However, the method should also fit the type of relationship that is desired between the businessman and the target audience. The oral word carries with it all of the impetus of personality and establishes a friendly one-to-one relationship, which is most suitable for the small businessman in a modest-sized community. However, if the audience is dispersed over a large area, the written medium of communication is often not only more suitable but the only realistic medium to use. Therefore, communication, both what is said (the message itself) and how it is said (the channel that is used), should fit the relationship that exists between

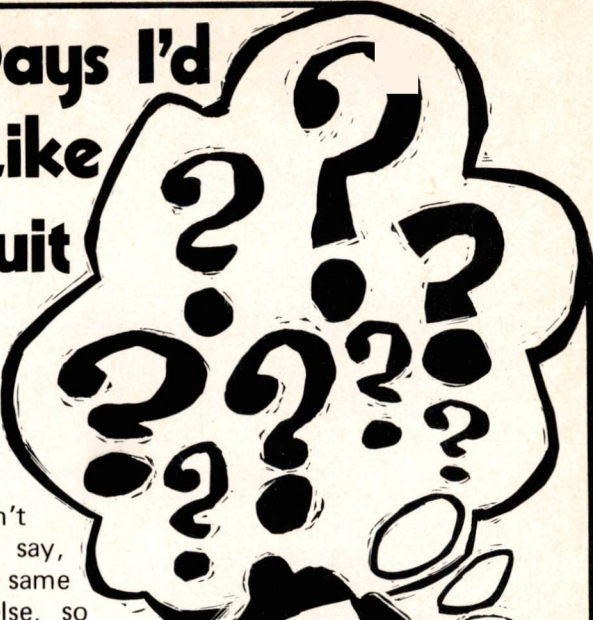
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Some Days I'd Really Like To Quit

This Job, But then what would I do ?



"Sure this job isn't the greatest," you say, "but it would be the same work somewhere else, so why change?"

Have you ever considered changing careers?

"What? After four years of college and twelve years with the company? I couldn't change now!"

Why not? Why should the decision you made as a teen-ager or as a young, inexperienced college graduate bind you to a "Life-sentence" in a job you don't really like? Your knowledge and experience are transferable — they can be the basis of success in many different businesses or professions.

Now, while you're still young enough to make a fresh start, look around at all of the wonderful alternatives that are open to you.

One of them is SMI. We're a young company that has an exciting, stimulating, and personally rewarding kind of work that may be exactly what you'd like to be doing.

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businessman and the target audience.

Step 5. *Evaluate the results.*

This, of course, is as essential a step as any of the previous four. The businessman should keep records of progress and success, to avoid future errors and also ensure future success. This is an important step and should be planned in advance; it should not be left until the other four steps have been completed. Before Step 1 is undertaken, the types of records to be kept, who will keep them, and how long they will be kept should be settled. After the five steps have been completed, one is then in a position to plan the next campaign, in the light of the results achieved and evaluated in Step 5 of the previous campaign.

Telling Your Story

It is a responsibility of the businessman to tell his story and to tell it well. It is his responsibility, obviously, to defend the capitalistic system, not by emotion, but by evidence of its successful operation. One of the greatest evidences of such a successful operation is provided by the small businessman who makes a respectable profit in a respectable fashion. Of the purposes of a planned communication campaign, one purpose is to bring to the public the image of the businessman as a true contributor to the democratic way of life. These five steps, when conscientiously planned and carried through, can contribute to this image. □

A member of Toastmasters International's Educational Advisory Committee, Dr. Frank E. X. Dance is a professor of speech communication at the University of Denver in Denver, Colorado.



the action people

Concerned Toastmasters Help the Handicapped

Building confidence and showing concern for others have always been basic to the Toastmasters program. But only when those basics are actively practiced and put to good use in the community can they be of any value to the individual members—as two District 36 clubs recently found out.

Members of the Columbian Toastmasters Club 3263-36, College Park, Maryland, recently conducted a training program for patients of the Clifford T. Perkins Mental Hospital in Jessup, Maryland. Twice a month, the Columbians held special training courses designed to help those patients with physical or mental impediments learn to communicate and to become more confident of themselves.

"The patients are taught to develop enunciatory skills, poise, and self-confidence that will help them immensely when they leave the hospital and return to society," said Bruno Zanin, president of the Columbian Toastmasters. "We are now getting started in the new training series at Perkins Hospital and are currently conducting a training session each week, utilizing two training instructors per session. In the past, we have utilized only members from our club, but this year we have added Art Barnet, a member of the Plaza Club 3776-36 in Hyattsville, Maryland.

The project, which is headed by William Krashoc and Henry Rafferty, has been of unmeasurable value to its participants.

"The communication training was a terrific boost to my morale," said a

former hospital patient and participant in the project. "When I left the hospital, I felt that I could again face society." □

We Don't Have It Listed!

A Colorado geologist recently drew a blank when he sought directions to Toastmasters International's World Headquarters from the Disneyland Hotel in Anaheim, California.

Jack Birchum, a member of a Denver Toastmasters club, had a couple of hours to kill between business appointments and wanted to browse through the international offices.

Eager to help, two girls at the hotel information desk thumbed through directories for several minutes before one of them stopped and shook her head.

"I'm sorry," she said, "but we don't seem to have that airline listed!" □

TI Honored by N.D. Indian Tribe

Every Toastmasters club is unique in its own way, but a club in North Dakota may have the distinction of being the only one chartered and operating on an Indian Reservation.

The club is the Belcourt Toastmasters Club 2453-20 in Belcourt, North Dakota, and the reservation is the Turtle Mountain Chippewa Tribe.

While the reservation is the smallest of four in North Dakota, it is the state's largest in population, housing over 8,000 residents. Consequently, more than one-third of the Belcourt Toast-

masters are enrolled members of the Turtle Mountain Chippewa Tribe.

Located in northern North Dakota, near the Canadian border, the Belcourt Toastmasters Club was recently honored by both the tribe and by the Turtle Mountain Agency for its community participation and its preoccupation with providing quality communication

In recognition of the club's fine work, Tribal Council Chairman James Henry and Agency Superintendent Frank X. Morin both signed proclamations declaring 1974 as "Toastmasters Year" on the Turtle Mountain Reservation—a unique honor for a unique club. □

Going Once... Going Twice...

If the next most eloquent thing to being a Toastmaster is being an auctioneer, Gene Olson should be beside himself. He's both.

Gene's a member of the Speakeasy Club 1789-6 in Golden Valley, Minnesota, an employee of General Mills, and is the "Idea Man" behind "Celebrity Auction," a plan to raise money for the American Cancer Society.

Gene's idea was to write letters to celebrities all over the country and invite them to send some personal items that could be auctioned off to raise money for the ACS. He got more than 40 responses, including some from such notable personalities as John Wayne, Bing Crosby, Hank Aaron, and Richard Nixon.

Gene and some of the local television personalities auctioned the items off on the Nicollet Mall in Minneapolis, Minnesota... "proving again," said Gene's district bulletin, The Big 6 Digest, "that nobody can say that Toastmasters are all talk and no auction!" □



It's All In How You Tell It!

by Leo Aikman



Displayed on a top shelf in the Aikman library is a big, handsomely bound book which carries the imprint in gold "What I Know About Telling Jokes, Vol. 1. By Leo Aikman." Between the covers the book is blank.

This was a Christmas present from Edwin R. Johnston. I dare not disparage gift or giver. The donor is now a traffic court judge. He could throw the book at me.

The title of the Johnston gift is a challenge.

Could be right now I am writing the first chapter of "Laugh With Leo or Getting the Best of Aikman."

What do I know about telling jokes?

I am still learning through a hobby which has become an avocation and which goes back to World War I. That's when I began to collect funny stories, anecdotes, puns and quips.

Repetition

The first step to telling jokes effectively is remembering them. The key is repetition. The same is true for latching on to names.

When you meet Mr. Trueblood, work his name into the conversation. "How are you, Mr. Trueblood? Are you an extrovert, Mr. Trueblood?" Say the name often and it becomes yours for keeps.

By the way, accurate repetition depends on listening carefully the first time.

When you hear a joke you wish to retain, tell it to the first person you meet, whether he wants to hear it or not. If you can, work it into the dialogue. Soon it is in your repertoire.

You may have a little trouble, as the fellow who stuttered did. He had practiced "Peter Piper picked a pack of pickled peppers," until he could manage the tongue twister without a stammer.

"Remarkable," a friend said.

"Y-y-yes," agreed the fellow who stuttered. "b-b-b-but it's awfully hard to work into a c-c-c-c-conversation."

Once you have mastered a funny joke, don't forget to whom you have told it. As a little poem says it:

*If he can remember so many jokes,
And all details that mold them,
Why can't he just as well recall
How many times he's told them?*

With a joke firmly in hand, strive to improve it as you tell it.

As with a musical composition, you



Forty-six Toastmasters and their families from Area 8, District 35, prepare to board the schooner "Flying Cloud" for a cruise of Lake Michigan.

The special activity was planned at the Spring Area Council Meeting and advertised in the individual club meetings as an alternative to the usual summer activities. The "Flying Cloud" is an exact replica of a 1700 Gold Coast two-masted schooner used 200 years ago, and provided the Area 8 Toastmasters with a fun—but pollution free—method of transportation.

develop your own arrangement. You learn the crescendos, the diminuendos, the andantes, the timing. Especially the andantes. The straight man won't laugh if you lose him on the way.

You repeat the key word or phrase.

The old lady asked the paratrooper, "Mr. Paratrooper, how many successful jumps do you have to make to graduate?"

And the paratrooper replied, "All of them lady, all of them!"

The key word is paratrooper. If the listener doesn't get it, the joke falls as flat as a jumper without a chute.

The Domino Reaction

You build a good joke better by feeding relevant funny lines, thus creating a domino reaction.

A favorite for years concerns the Georgian who lived in a town which had only three doctors—a family physician, a surgeon and an obstetrician.

Our friend developed persistent symptoms and went to the family physician, saying, "Doc, my ears ring, my head roars, my eyes feel like they're going to pop out and I can't get my breath."

The MD prescribed Hadacol. (I told you this is an old joke.) That was before Hadacol went bankrupt. I guess you know why Hadacol went bankrupt. A woman 92 years old who had been taking Hadacol died. (Pause here.) But they saved the baby.

The tonic didn't help. The man went to

the surgeon and recited his symptoms—ringing in the ears, roaring in the head, bulging of the eyes, shortness of breath.

The man skillful with scalpel said, "You need an operation."

For a while after the surgery, the patient felt better. Then he took a turn for the nurse. (W.C. Fields used that line in 1932.) The doctor asked the nurse, "Why do you both hold hands when you check his pulse?" She said, "To check his impulse."

As I said, in the hospital the fellow felt better, but when he was up and around again, the symptoms came back.

There was only one thing left to do. He went to a third doctor and told him, "My head roars, my ears ring, my eyes are about to pop out and I can't get my breath."

The third doctor said, "You have the same symptoms my patients do, but I just can't believe that's what's wrong with you."

The doctor examined the man further and said, "I hate to tell you, but you have no more than six months to live."

(A friend says his doctor gave him 90 days to live and, if he couldn't pay his bill, 90 more to recover.)

Our friend in the story was not afraid to die. He hadn't missed a civic club meeting in 27 years; he has paid the preacher.

He knew you only go around once, but in going around he felt he had missed

something. He always wanted custom made clothes, but didn't feel he could afford them. Now he decided if he had to leave this world, at least he'd leave dressed in the best.

So he went to the tailor in town and said, "Fix me up, complete wardrobe the finest in the house."

The tailor put the tape on the man's sleeves, inseam, waist. When he came to the neck, he wrote down "Size collar."

"Wait a minute!" the customer interrupted. "I don't wear a 16; I never wore anything but a 15 shirt in my life."

"I don't care what you've always worn," the tailor said. "The tape reads 16."

"I don't give a hang what the tape says," the man insisted. "You made shirts with a 15 collar."

"All right," the tailor said in resignation. "I'll make the shirts with a collar, but I tell you right now, when you put one on, your ears are going to ring, your head is going to roar and you won't be able to get your breath."

The build-up over the years has yet to fail on the laugh meter.

Keep It Clean

Let me say right here I like clean humor. "Clean" can include the subtle double entendre.

The Lady Who Reads Over My Shoulder (Ira, my wife, to those of you who don't follow my column) and I still arguing over the admissibility of a talk of the line, "The trouble in the Garden of Eden was not caused by the ripe apple on the tree, but by the grape pair on the ground."

What do you think?

I shun bathroom humor, but make an exception for Marvin Griffin's yuck about the old woman in Decatur County, Georgia, who put wall-to-wall carpet in her bathroom and said, "I like it so much I'm going to run it all the way to the house."

Speaking of talks, my rule is not to tell a joke which doesn't make a point or reinforce one.

If you would emphasize involvement you tell about the mother who asked "Junior, who gave you that black eye?"

Junior said right back, "Ma, I don't give you these, you gotta fight them."

You must work to attain the goals in things in a home or in a community.

By the way, the joke is about a senior, who

The joke depends on the listener's knowledge of the lead.

The audience who pose a tardy in g

She said because I

When I told for a joke as hard as devised that are that of

When I told Susan) was "May I hi

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by the way, see that you don't foul up a joke by having the mother ask, "Just where did you get that black eye?" The end result, laughter, usually depends on surprise. Don't clue the listener in by putting the punch line in the lead.

The artist asked the young woman who posed for him, "Why are you always busy in getting to the studio?" She said demurely, "I guess it's because I'm a late model."

Tracing the Joke

When it comes to the point of origin of a joke, tracing one to the inventor is as hard as finding the exact man who invented the first wheel. And most jokes are that old.

When The Redhead (our daughter Susan) was an early teen, she asked, "May I hit the flick?"

Her mother and I did not read her. "Oh, you know," she explained. "Go to the movie."

(In those days PG meant Popcorn Good.)

We said, "You may hit the flick as soon as you swish the dish, spread the bed and scrub the tub."

Not much of a joke, but Reader's Digest picked it up. The last time I saw it was in a youth magazine and attributed to a teen-ager in Canada.

"What is the difference between wit and humor?" you say.

As the politician puts it, I'm glad you asked me that question.

Wit is a general term. Wit can be humor—good-natured, sympathetic, funny. Or wit can be sarcastic, biting, cruel.

Madam de Stael defined wit as "knowing the resemblance of things which differ and the difference of things that are alike."

I don't know Madam de S., but her definition is in itself a witticism.

Why is a Zebra with a rash like a newspaper?

Black and white and red all over.

A harmless pun, the likeness of things which differ.

The examiner asks the Army selectee, a mountain boy, "What is the difference between a midget and a dwarf?"

"Might be a heap of difference."

"What do you mean, a heap of difference?"

"Wal, the midget might be a girl."

Funny? Perhaps. But unfair to mountaineers and little people.

Humor, jokes, do much for communication.

Arbitration parleys—between husband and wife, management and labor, nation and nation—can be stabilized and moderated by the injection of what's funny in the situation.

Entertain Your Pupils

Jokes are a medium of instruction. Early in a teaching phase, I found you can't always make a person learn, but you can entertain him. Once you get attention and an open mind, you may get the point across.

I remember well the likable lad I was forced to fail in Junior English. He wouldn't study. When he signed up for the same course the next year, I asked, "Why me, when I flunked you?"

He answered, "I thought you might have learned some new stories during the summer."

Speaking of the course, I am reminded of the habitual golfer who gave up the game after the doctor advised him he had a flicker in his ticker.

He put the heart before the course.

So you want to make up a joke all your own.

Laugh first, then think backwards.

You can start now. □

Leo Aikman is a variety-humor columnist for *The Atlanta Constitution* and *The Atlanta Journal and Constitution* magazine. A former chairman of the Georgia Press Institute, Mr. Aikman graduated from DePauw University in Greencastle, Indiana, and has a Master's degree in history from the University of Michigan.

New Club Opportunities

The advertisement pictured at the right is the second of six scheduled to appear in the *Training and Development Journal*, a magazine read by training directors and management development personnel in business, industry, government, and service organizations.

Each month, different topics of a similar nature will be highlighted, encouraging readers to write Toastmasters for more information about the organization and what it can do for them.

Show the ad to the person in your company responsible for training and personnel management and discuss the merits of a company-sponsored Toastmasters club with him, making sure to provide the promotional material necessary to fully explain what Toastmasters can mean to the development of his company's employees.

Every member who is serious in his self-improvement efforts should use this as a means of building membership and forming new clubs which will, ultimately, enrich your club variety and provide others with the same experience you have gained through your membership in Toastmasters. □



Toastmasters Tips

When You Plan A Conference

- Be clear on the exact reason for the meeting and then keep the meeting on the agenda.
- Delegate arrangement responsibilities to other qualified people, but have a complete knowledge of the program plans.
- Keep programs and meals separate so everyone can enjoy both.
- Look before you book — selecting a satisfactory meeting place will greatly contribute to your success.
- Assign to all special guests a host, who meets them upon arrival and helps them with their transportation, accommodations and program arrangements.

For your free copy of "Members, Meetings and Meals" and information on how the Toastmasters Communication and Leadership Program will help improve your employees and your organization, write Toastmasters International, 2200 N. Grand Ave., Santa Ana, CA 92711.

The Art of Conversation

by Lars Eek
District 56

It has been said that he who works with his hands is a laborer; he who works with his hands and his brain a craftsman; but he who works with both his hands and his brain, as well as his heart, is an artist.

Using this definition and applying it to Toastmasters, we can say that the laborer might be a novice and the craftsman a technically competent speaker. But what of the artist? In this context, I would call the artist a conversationalist.

While not necessarily an orator of great stature, such as Winston Churchill, a conversationalist might be a self-appointed low brow and still become a Dwight Eisenhower. By the same token, he may be an ivory tower type who occasionally descends among the common people, like a William F. Buckley.

Provide Participation

While he need not be trained in the principles of argument and debate, logic and psychology, or even the English language, a conversationalist can be anyone who can hold the attention of his listeners, by providing them with the feeling of participation.

It is as if he is talking to each member of his audience individually and he expects intermittent responses, much like a professional night club entertainer.

As Toastmasters, we know that the mechanics of formal speechmaking do not allow for interruptions. The artfulness of the speaker who is also a conversationalist lies in his ability to convey a feeling of continual dialogue, free from the appearance of trying to talk down to others and subtly implying the audience's participation on an individual plane.

The Edge of the Chair

It is clear that a conversationalist holds the audience's attention. Therefore, even if he should lack deep knowledge of his subject, he will get across the full measure of what he *does* say—and nothing is so flattering to a speaker as possessing the rapt attention of his audience. Actors, politicians, and even salesmen thrive on this confidence-inspiring, ego-building phenomenon of others being persuaded to the edge of their chairs.

Furthermore, the conversationalist is socially acceptable because he is a good listener, which allows him to learn more while at the same time becoming more versatile and adaptable—qualities which are always handy in our present day life. As a result, the conversationalist is more likely to have abandoned the fears and inhibitions that tend to slow down the enjoyment of life.

Even if he lacks formal education, the conversationalist senses no inferiority among his intellectual peers. He casts a glow that tends to cast a becoming light on others—a glow that makes them want to say "yes," even before a question is asked or implied. While some call this charm, it is a quality that sets him apart from a technically competent Toastmaster and makes him a conversationalist.

John Quincy Adams, the sixth President of the United States, considered how the orator wins "the esteem and confidence" of his audience and noted three qualities in the speaker's character that affect his success: an honest heart, a sound understanding, and a disposition characterized by benevolence, modesty and confidence. What a speaker did, he suggested, was acquaint his listeners with the fact that he possessed these admirable traits. To this day, the technically-minded students of argument refer to this as "Ethical Proof."

Pause for Response

The conversationalist generally talks in short bursts of about a minute each because he knows he'd be boring another way. The pauses between such bursts are there for the audience's response—whether it is implied or real. In Winston Churchill's case, these pauses were usually filled with laughter or applause. In our case, we may have to use a different method to ease the tension. Bob Hope, for example, looks sideways for a few seconds. Jack Benny folded his arms and stared blandly at the audience. Whatever form the pause may take, it is used to create a relaxed enthusiasm in the audience which makes them want to say "yes, I like it, I like us, I want to hear more, I want to buy."

The exhilarating effect of his audience's attention makes the conversationalist dare to say what otherwise might not have occurred to him—and say it better and more eloquently than he could have prepared for. While, to some, this may seem as genius, in reality it is just sincerity.

Here, then, is my blueprint for a conversationalist, suitable for both the lecture hall and the drawing room. Whether implied or real dialogue, there exists within all of us, an artist, a charmer, even a genius. To bring this out to a point where you believe it yourself, I recommend you pursue the art of conversation daily. □

by Barney Kingston
Club 371-30

Learn to Live With STAGE FRIGHT



Stage fright affects people in many ways. Many stage actors suffer agonies of doubt before they go on; before the lights go up they feel so tense and tight they can barely speak. Their chief fear is that they may forget their lines; this is particularly true at the show's opening and during early performances. Actors who have this problem overcome their stage fright by reciting their lines in their dressing rooms a half hour before the curtain rises. Even long-time big names in the theatre are extremely nervous before they speak their first lines each night; that's why you'll observe at most theatrical performances that the star of the show is rarely present when the curtain rises; he usually stands in the wings peering at the audience before he steps into the scene. Some stars are so nervous before a performance they take a drink or two, although some, like the late John Barrymore, overdid it; he would adlib a good part of his lines.

A Fear of Reaction

Top speakers have the same problem, to varying degrees. The plain fact is that you *must* feel a little nervous to get the old adrenalin coursing through your veins; the speaker who says he feels no nerves at all is a cinch to put you to sleep. Stage fright is simply a fear of the audience's reaction to you, personally, not what you have to say.

You want to stand up before the audience looking cool, confident, poised, warm and friendly, speaking with a voice of authority. But that demeanor has to be earned by your performance, delivery and what you have to say, and that's the

problem. Nobody can just walk out on a stage or stand before a lectern and command the audience's acceptance before he has uttered a word. That's why many speakers spend a lot of time acknowledging the Toastmaster and the dignitaries present, praise a cause sponsored by the group that hired them and tell jokes — all delaying actions. Once the speaker feels relaxed and has rapport with his audience, he starts the speech.

A Necessary Evil

If you will accept the premise that no matter how many times you speak, over any number of years, you will always feel a little nervous, suffer a bit from stage fright, and realize this is necessary to put your talk over, you have won more than half the battle. As long as you know

you're in good company and that there's nothing peculiar about these feelings *before* a talk, you should have no problem doing a good job at the lectern. But most Toastmasters are not professional speakers—people who make their living this way. That's why a lot of beginners really suffer the moment they hear those words, "And now let's welcome our speaker of the evening, Joe Smith." Poor Joe is worried about everything—how does he look, has he prepared enough, will the audience be interested in his topic, will he remember everything he wanted to say—and is wishing he wasn't on the agenda, following the best speaker in the club.

With all those doubts gnawing at Joe's thought processes, it's a sure bet his talk

will not go down in history as an unforgettable effort. While no one ever completely overcomes stage fright, there is no reason why any speaker who is willing to make the effort cannot overcome the dread of public speaking. We've all seen people standing on wobbly legs, gesturing with shaky hands, and heard them speak with more of a squeak than a voice, watching the perspiration roll down their faces. Happily, there are positive things you can do to turn stage fright into something bearable, rather than a nightmare. Let's examine a few.

Be prepared. If you are a professional speaker and you agree to give a 60-minute talk on short notice because a program chairman says, "Bill, we had Ted Ken-

nedy signed up, but I just got a call from his manager and he says Ted has the flu and can't make it Saturday night, and the fellows on the committee agreed you are the only man who can save the day," you either have an overdeveloped ego or you're simply going to give a repeat performance of something you delivered a few weeks ago. Since you have only three days to prepare your speech, it is a virtual impossibility to give a fresh talk; if you try it you're sure to flop. A 60-minute fresh talk requires at least a month to do the research, the planning, the drafting, the preparation and the practicing. You might get by, if you're good, with two weeks—but just barely. There is nothing that will give you a deeper case of stage fright than not being properly prepared.

They paid to hear you. I remember the first time I accepted an assignment to speak before a state convention. I had just finished Toastmasters' first manual (Communication and Leadership) and had won the speaker of the evening award. So I thought I was ready for the big time. I spent two months on my subject, "Market your product the direct way." I practiced the talk before a couple of friends and they gave me great encouragement with their enthusiastic applause. I was ready. A few hours before the main event, I walked into the cavernous armory where I would speak and when I saw the hundreds of chairs spread out from the podium, I got stage fright—even though I was looking at a sea of empty chairs! At that moment,

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A "How to" Feature

The Grey Cup Game

by Jack Wright, ATM
District 21

Every red-blooded Canadian football fan is aware of the Grey Cup game. It's our answer to the Super Bowl. The best pro team in the West meets their counterpart from the East in a single game, sudden death to the finish. Over the years, the Grey Cup festivities have included parties, parades, and many colorful shenanigans. Need we say more?

Toastmasters from Area 3 in District 21 recently dubbed their fall Area meeting as the Grey Cup Conference and would like to pass along the idea of using a sports theme for inter-club or area meetings. It's a natural for "armchair athletes," who might miss the meeting to stay home and watch the game on television.

The entire meeting was planned with

football in mind. Football helmets, whistles, footballs and other game equipment appeared in the meeting room, adding to the authenticity of the event.

As for the program, the Toastmaster served as the kickoff and the Table Topicmaster as the runback. After the huddle was handled by the Topics Evaluator, a speech entitled "Rookies" was given on first down, dealing with club guests and new members.

The coffee break was substituted for the traditional half-time show and, on second and third downs, the conference participants were treated to two more speeches, entitled "Carry the Ball" (program and participation) and "Pick Up Your Blocking" (benefits from Toastmasters).

The general evaluator served as referee with the evaluators acting as linemen and grammarian as end zone judge. At the end of the conference, the scoring summary was given by the area governor.

The agenda included members from all the Toastmasters clubs in the area, as well as district officers and members from adjoining areas. The ladies enjoyed swimming and the sauna before joining the Grey Cuppers for lunch and the big game. The meeting was scheduled to end prior to the start of the game and it was, naturally, completed on time.

Why not try a similar theme in your club, area, or district meeting? Go for baseball, basketball, football, and hockey—are all exciting sports that can serve as natural settings for lively Toastmaster speeches. Since all playoffs are televised for the fans' benefit (as well as for the sponsor), let's make our Toastmasters fans happy too!

Don't miss your chance to watch the game of the year AFTER the meeting of the year. □

**More "How to"
— page 28**

JOKES for SPEAKERS!

For Toastmasters, Business Executives, Club Officers,
or anyone who has to talk.

An up-to-date **monthly** joke-bulletin with approximately 100 funny and topical one-liners, zingers, and stories. Created by top Hollywood comedy writers. Provides a continuous source of professional material to humorize your speech for any audience... any occasion. Only \$60 a year. Sample issue \$5.00. Send check or money order today to:

JOKES UN-LTD.

1357 Miller Drive, Dept. O, Hollywood, Ca. 90069

Believe it or not, there is a very simple way to overcome this particular problem. The moment the Toastmaster starts to give your introduction, start breathing deeply. Inhale deeply and hold it a few seconds, then exhale slowly. Keep doing this during the one-or-two-minute introduction. Your voice will sound natural and resonant and soon you'll feel great.

Practice, Practice, Practice. Some speakers have a remarkable gift: They can write their talk a few times and, after one or two practice sessions, have it down so pat they don't have to refer to it again — even though they won't be giving the talk for a month or more. I said *some* speakers. The chances are, you're one of the other 98 out of 100 speakers, like me, who have to work at it. As a Toastmaster, I recall that early in my training it took me about a week to master a typical 5-7 minute club talk. I have discussed this with many professional speakers and they say the reason they sound so natural at the mike is because they practice the talk so many times. When I prepare for a 30- to 60-minute talk, I practice the talk at least once a day. I would recommend that you allow a week's practice for every 10-minutes of speaking; four weeks for a forty-minute talk and six weeks for a 60-minute talk. When you become a professional speaker, you can cut the practice in half. It doesn't make any difference what field of human endeavor you are

talking about — piano, baseball, cooking, anything you can think of — when you see and hear poetry in motion, you can bet the secret of success is practice, practice, practice.

Shoot for the main event. The one who looks like a million dollars in your club is going to suffer stage fright if he only occasionally ventures out to the world of public speaking. To avoid this problem, accept every speaking assignment you can handle, particularly after you've completed your first six assignments as a Toastmaster. Your Speakers Bureau has a list of places available to hear your talk. Contact the chairman and tell him what subjects you're ready to handle. Let your boss know you're ready to speak for the company. If you're good, every time you speak there will be appreciative listeners in the audience who will sign you up. The more you speak, the less stage fright you'll feel. And wouldn't that be a happy day? □

A merchandising director for *Salesman's Opportunity* magazine, Barney Kingston, ATM, is a frequent contributor to *The Toastmaster*. Mr. Kingston is a member of the Speakers Forum Club 371-30 in Chicago, Illinois.

Group Dynamics and the Toastmaster

by Sertsu G. Medhin

A member of the Blue Nile Toastmasters
Club 2192-U in Addis Ababa, Ethiopia, looks at
Group Dynamics and its effect on the
Toastmasters organization.

The formation of groups is inevitable in a society. The biological nature of man, his capacity to communicate in a common language and the nature of his human environment dictate that man can best survive in a group. It is evident that man realized early in his social development the need to form groups to carry out his common objectives. Today, one cannot think of living in isolation without risking his sanity.

The nature of groups is varied. Some groups are inclined to lead, while others are inclined to follow. Some emit positive and constructive influences, while others corrupt and pervert their members. The quality of a group can best be determined and judged through the knowledge of its members. The group cannot be better than the individuals who comprise it.

A Toastmasters club, wherever it exists, is constructive and cohesive. This is possible because the members have dedication for the welfare of the club and are committed to mobilize their good qualities to achieve the three objectives of Toastmasters — listening, thinking and speaking. The members realize that, to be able to achieve these objectives, there must be a close relationship among the members. They understand that closeness to each other will overcome the anxiety that thrives in groups whose members are wide apart in their relationships. Since there is no room for anxiety in a Toastmasters club, individual Toastmasters are encouraged to put on their best performance at every meeting. The sincerity and cordiality which permeate such meetings will transmit their influences to individual Toastmasters. What's more, a proper knowledge and understanding of the Group Dynamics that exist in a Toastmasters club meeting will enable the individual Toastmaster to modify and improve his attitudes towards his fellow human beings.

The Toastmasters group is, of course, very different from other groups. The Toastmasters group is fully democratic and individual members are not required to submit to strong authority through force or pressure. Although members are expected to have group loyalty and team spirit, individuality is never lost. In fact, it is this individuality that gives life and warmth to the club. There is full participation at every Toastmasters club and decisions at World Headquarters are based on the feelings and reactions of the over 3,000 Toastmasters clubs in the world. There is *esprit de corps* in Toastmasters clubs and, although individual interests are subordinated to the interest of the group, there is no ill feeling, because this is done in a democratic way.

The effects of Group Dynamics can be very healthy if the members making up the group have a similar orientation or line of thinking. This is very simple to achieve in Toastmasters. True enough, membership in a Toastmasters club is open, but only those interested in improving their thinking, listening and speaking abilities join the club. Each individual Toastmaster will sooner or later realize that his beliefs and perceptions concerning his membership are shared by others in the club and, as a result, he will experience a sense of identification and belonging. This will cement his relationship with members of the club and, as long as he remains a member, he will continue to exert influences on other members of the club, while at the same time receiving various types of influences from the other members. His development will, therefore, largely depend on his readiness to benefit from the Group Dynamics that exist in the club. Every Toastmaster should prepare to take full advantage of this opportunity. □

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DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award has been presented to the following:

John M. Barreto, Dunedin Club 2166-47, Dunedin, Florida; **Edward A. Basdekian**, Gainesville Club 3019, Gainesville, Florida; **Alton C. Carlson**, Sunrisers Club 2140-6, Crystal, Minnesota; **Arthur Cormier**, Embassy Diplomats Club 3492-61, Ottawa, Ont., Canada; **Perry M. Davis**, Del Ray Club 2665-11, Anderson, Indiana; **Gaylord E. Giles**, Midland Club 3257-16, Midwest City, Oklahoma; **William B. Hamilton, II**, Little Creek Club 1471-66, Norfolk, Virginia; **Virginia Beach Club 3267-66**, Virginia Beach, Virginia; **Lawrence W. Knoth, Sr.**, Anaheim Breakfast Club 3836-F, Anaheim, California; **Joseph Marandola, Jr.**, Narrators Club 1398-1, Hawthorne, California; **Lee H. Patterson**, Embassy Diplomats Club 3492-61, Ottawa, Ont., Canada; **Leon Milton Pliner**, Bayou Pierre Club 2485-35, Shreveport, Louisiana; **Larry T. Povroznik**, Sunrisers Club 2140-6,

Towners Club 747-40, Dayton, Ohio; **Lafayette Barr**, Park Central Club 3527-3, Phoenix, Arizona; **Ken Black**, Voice of Motorola Club 2083-3, Scottsdale, Arizona; **Donald E. Bloomfield**, Temple City Club 554-F, Temple City, California; **Harry Brandon**, Webster Groves Club 461-8, St. Louis, Missouri; **Raymond E. Brooks**, Crownmasters Club 1133-4, San Francisco, California; **Kenneth L. Buxton**, Cameback Club 1631-3, Phoenix, Arizona; **Norm Camp**, Saturday Morning Club 2840-47, Jacksonville, Florida; **Charles R. Cather**, Greater Fairmont Club 2773-13, Fairmont, West Virginia; **James F. Celano**, Region Seven Clubway Club 3618-F, San Bernardino, California; **Glen G. Chaney**, Meadville Club 1206-13, Meadville, Pennsylvania; **William H. M. Cheng**, Tainan Club 3102-U, Tainan, Taiwan; **O. Melville Clark**, Tempe Club 1715-3, Tempe, Arizona; **Lyndon F. Clements**, Eastside Club 1076-72, Hamilton, New Zealand; **Don M. Coley**, Forsyth Club 1278-47, Winston Salem, North Carolina; **R. Bruce Cooper**, Alcoa Club 1092-13, Pittsburgh, Pennsylvania; **Darrell F. Cox**, Eureka

hall of fame

Crystal, Minnesota; **Tom E. Schmid**, Cosmopolitan Club 315-6, Minneapolis, Minnesota; **Larry C. Selby**, Edmond Club 170-16, Edmond, Oklahoma; **Gregory Tall**, Cronulla Club 3034-70, Cronulla, N.S.W., Australia; **A. R. Toyer**, Miranda R.S.L. Club 2505-70, Sydney, N.S.W., Australia; **Frank F. Woodburn**, Topeka Club 361-22, Topeka, Kansas; and **Thomas P. Young**, Convair Club 3745-5, San Diego, California.

ABLE TOASTMASTERS (ATM)

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

Carroll H. Abbey, Greater Des Moines Club 3049-19, Des Moines, Iowa; **Dr. Henry M. Asin**, Uptown Club 627-16, Oklahoma City, Oklahoma; **Duffy Atkinson**, TM Breakfast Club 2387-F, Covina, California; **E. E. Balduf**, Down

Club 2704-57, Eureka, California; **Donald L. Coy**, Fundmasters Club 3120-4, San Francisco, California; **Orvid R. Cutler, Jr.**, Hercules Incorporate Club 1252-15, Magna, Utah; **Richard H. Dale**, White Sands Missile Club 3422-23, White Sands Missile Range, New Mexico; **George R. Darnell**, Helmsmen Club 2522-57, Vallejo, California; **Jack A. DeWulf**, Atlantic Club 3082-19, Atlantic, Iowa; **Gene Dickerson**, Park Central Club 3527-3, Phoenix, Arizona; **James E. Dinsmore**, Paul Revere Club 602-F, Tustin, California; **James A. Dorshaw**, Wissahickon Club 1856-38, Ambler, Pennsylvania; **John H. Dunn**, Mixedmasters Club 3686 F, Downey, California; **Robert H. Eddy**, Bryan Club 2268-28, Bryan, Ohio; **Ronald W. Fandrlick**, Fox Valley Club 3399-54, Geneva, Illinois; **Harleigh E. Fatzinger**, Arsenal Club 2264-38, Philadelphia, Pennsylvania; **M. L. Feldman, Jr.**, J.S.C.

(please turn to next page)

Club 3116-56, Houston, Texas; **Lew E. Fiero**, Hiawatha Valley Club 205-6, Red Wing, Minnesota; **Joseph C. Fisher, Jr.**, Midpark Club 354-10, Middleburg Heights, Ohio; **Paul J. Flanagan**, 49ers Club 1230-39, Sacramento, California; **Gerald L. Floyd**, Conoco Nooners Club 806-16, Ponca City, Oklahoma; **Anthony G. Fonseca**, Conoco Nooners Club 806-16, Ponca City, Oklahoma; **Tracy T. Franz**, Cosmopolitans Club 2655-46, Whippany, New Jersey; **Marshall Giller**, Delaware County Club 3204-38, Springfield, Pennsylvania; **Robert G. Glenn**, Town & College Club 875-19, Ames, Iowa; **Donald D. Goertz**, Professional Mens Club 624-5, San Diego, California; **Walter F. Gold**, Pottstown Club 826-38, Pottstown, Pennsylvania; **Cecil W. Goldsmith**, Bryan Club 2268-28, Bryan, Ohio; **Robert W. Graf**, Hillcrest Club 460-F, Fullerton, California; **William Hagis**, Frederick Club 1082-18, Frederick, Maryland; **Frederick C. Hallberg**, Monument Club 898-36, Washington, D.C.; **Paul N. Hansen**, Uni Royal Club 2510-35, Eau Claire, Wisconsin; **Jim H. Harrell**, Aerospace Club 3368-14, Robins AFB, Georgia; **Ellis W. Hauser**, Tifton Club 1434-14, Tifton, Georgia; **Robert F. Hauth**, Capitol Club 422-32, Olympia, Washington; **Robert E. Hellwig**, Tifton Club 1434-14, Tifton, Georgia; **Fred Hertlein, III**, Pearl Harbor Club 123-49, Honolulu, Hawaii; **James O. Holloway**, Monday Mumbler Club 2976-63, Chattanooga, Tennessee; **Lance G. Hooks**, Potomac Club 827-36, Washington, D.C.; **James G. Hutcherson**, Needles Club 3917-33, Needles, California; **V. Albert Janoska, Jr.**, Helmsmen Club 3764-47, Orlando, Florida; **Alva W. Johnson**, Tifton Club 1434-14, Tifton, Georgia; **William E. Johnson**, D.C., Lakers Club 388-6, Minneapolis, Minnesota; **Robert E. Johnston**, Travelers Club 1389-53, Hartford, Connecticut; **James C. Jones, Jr.**, Downtown Club 297-47, Jacksonville, Florida; **John P. Jorgensen**, First Wisconsin Club 228-35, Eau Claire, Wisconsin; **Robert A. Kane**, Bergen Club 2581-46, Hackensack, New Jersey; **Robert C. Kany**, Calliope Club 2821-47, Orlando, Florida; **Arthur V. Kerk**, Sacramento Club 1145-39, Sacramento, California; **Morris A. Kaplan**, Park Central Club 3527-3, Phoenix, Arizona; **Robert J. Key**, Natural Gasers Club 1875-44, Amarillo, Texas; **William B. Kerr**, William E. Borah Club 2701-15, Idaho Falls, Idaho; **Jennings B. Klug**, Magic City Club 585-20, Minot, North Dakota; **Frank Knowlton**, Santa Monica Club 21-1, Santa Monica, California; **Thomas L. Lane**, Petaluma Club 732-57, Petaluma, California; **Manning J. Levine**, Gaveliers Club 1277-52, La Canada, California; **Randall E. Mack**, KPAA Film City Club 2647-65, Rochester, New York; **William M. Maguire**, Aerospace Club 2753-8, St. Louis, Missouri; **Thomas A. Malin, Jr.**, Hercules Incorporated Club 1252-15, Magna, Utah; **Bernard P. Matthews**, Monroeville Club 2954-13, Monroeville, Pennsylvania; **Donald F. Matthews**, Boeing Sweptwing Club 52-2, Renton, Washington; **Jimmie L. Mattox**, Argonaut Club 3709-39, McClellan AFB, Sacramento, California; **Bert McCoy**, Emerald Club 3892-7, Eugene, Oregon; **James C. McCulloch**, State College Club 1219-13, State College, Pennsylvania; **Thomas F. McDugald**, Brookwood Club 1859-14, Atlanta, Georgia; **George Meranshian**, Arsenal Club 2264-38, Philadelphia, Pennsylvania; **Earl C. Mershon**, Early Words Club 3657-7, Longview,

Washington; **Sidney Mibus**, Lutheran Brotherhood Club 1767-6, Minneapolis, Minnesota; **Jess C. Mitchell**, Thunderbird Club 1566-16, Tulsa, Oklahoma; **Paul M. Moll**, Green Bay Club 1350-35, Green Bay, Wisconsin; **Alpheus S. Moseley**, Goldsboro Club 1496-37, Goldsboro, North Carolina; **Geoffrey R. Moss**, Wellington Club 1046-72, Wellington, New Zealand; **Lloyd Newhouse**, Beacon Club 2421-40, Dayton, Ohio; **James S. Ockley**, Shaganappi Club, 3205-42, Calgary, Alta., Canada; **Oksent M. Ousdarian**, Victory Club 221-6, St. Paul, Minnesota; **Dennis E. Parra**, Elgas Club 1508-5, San Diego, California; **H. Robert Parsons**, Beaver Valley Club 752-13, Beaver, Pennsylvania; **James Partington, Jr.**, Saturday Morning Club 2035-37, Charlotte, North Carolina; **Donald M. Patterson**, King Mountain Club 2958-63, Elizabethton, Tennessee; **Konrad Peters**, Sodak Club 224-41, Sioux Falls, South Dakota; **Chamni Pimphisan**, Laemthong Club 1635-U, Bangkok, Thailand; **Oscar Plouffe**, Foresters Club 2511-42, Edmonton, Alta., Canada; **George Poletti**, Midland Club 1532-3, Marlboro, Massachusetts; **Dean R. Roberts**, Billings Club 319-17, Billings, Montana; **Keith Robinson**, First Wisconsin Club 228-35, Eau Claire, Wisconsin; **Walter E. Russe**, Auburn Morning Club 329-32, Auburn, Washington; **M. Sands**, Milwaukee Club 656-7, Milwaukee, Oregon; **Jack M. Sanhein**, USNAD Club, Crane, Indiana; **John E. Sarsone**, Tun Tavern Club 2325-38, Philadelphia, Pennsylvania; **Eino Setala**, Salem Club 138-7, Salem, Oregon; **James R. Sevcik**, Salem Club 138-7, Salem, Oregon; **Carl Shaw**, Greenway Club 2280-56, Houston, Texas; **Charles J. Smith**, Sunshine City Club 3524-47, St. Petersburg, Florida; **Cecil D. Smith**, Gates Club 3413-26, Denver, Colorado; **Herschel L. Smith, Jr.**, NPL Forum Club 3614-3, Washington, D.C.; **Arthur W. Solda**, Los Gallos De La Bar Club 3400-4, Sunnyvale, California; **Richard Sudman**, Wadsworth Club 1970-10, Wadsworth, Ohio; **Gregory T. Cronulla**, Cronulla Club 3034-70, Cronulla, N.S.W., Australia; **Ed S. Tankins**, Johnsville Club 2437-38, Warminster, Pennsylvania; **William A. Taylor**, Cable Car Club 1243-4, San Francisco, California; **Joseph G. Ting**, Pali Club 3699-4, Honolulu, Hawaii; **Edward S. Tochterman, Sr.**, Towson Club 2707-18, Towson, Maryland; **Dennis Tyler**, Oxford Speakers Club 3297-71, Oxford, England; **George A. Williams**, Ft. Myers Club 1702-147, Fort Myers, Florida; **William A. Vollmer**, Helena Jaycee Club 2067-17, Helena, Montana; **Robert D. Walker**, Ogden Club 140-15, Ogden, Utah; **John E. Watson**, Liberal Club 2229-22, Liberal, Kansas; **John P. Weaver**, Early Bird Club 2534-23, Albuquerque, New Mexico; **James F. Weller**, Lake Greenwood Club 1521-11, Crane, Indiana; **Jack F. White**, ISHI Club 3339, Chico, California; **Robert O. Wildish**, Oshkosh Club 1483-35, Oshkosh, Wisconsin; **Jack O. Wolfe**, First Wisconsin Club 228-35, Eau Claire, Wisconsin; **Robert Wolf**, Escondido Club 1546-5, Escondido, California; **Vincent Wortkoetter**, Bryan Club 2268-28, Bryan, Ohio; **Chester Wright**, Palmetto Club 2070-58, Greenville, South Carolina; **Rollie E. Yatchkoske**, Cosmopolitan Club 515-6, Minneapolis, Minnesota; **Edward L. Zelgert**, Tartan Club 1518, St. Paul, Minnesota; **Frell C. Zink**, McMinnville Club 52, McMinnville, Oregon; **Martin Zuehlke**, Shaganappi Club 3205-42, Calgary, Alta., Canada.

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JULIAN IRA CRISTOL CLUB 2583-1

Many of us have great difficulty keep-
ing the fundamentals of parliamentary
procedure straight in our heads. There
are many books on the subject, and
many little parliamentary devices to
help us remember, but wouldn't it be nice
if there were some easy rules memorized that
would get us through the majority of meet-
ings we attend? The solution is to learn
the "Power of Eight."

The basics of parliamentary procedure
can be reduced to three sets of eight
steps each. By remembering these three
sets of eight," you will have ready
reference to the sequence of the meeting
agenda, the procedure for voting, and
motions that are not debatable.

The first set of points outlines the
meeting agenda or "order of business."
Usually, there are eight steps involved,
which comprise the *first* sequence of the
"Power of Eight." These basic items

- Call to order
- Reading of the minutes

3. Report of standing committees
4. Report of special committees
5. Unfinished business
6. New business
7. Program
8. Adjournment.

Awareness of this logical sequence
enables you, as chairman, to prepare
your agenda properly. All the essential
aspects of a well-organized meeting are
thoroughly covered. Furthermore, if you
have a prepared agenda, sometimes
known as the "orders of the day," you
will find it much easier to keep the meet-
ing progressing in an organized manner.

Be Yourself

Always be aware of the purposes,
functions, and policies of your organi-
zation and conduct the meetings accord-
ingly. When calling the meeting to order,
be yourself. There is no one type of per-
sonality that could possibly be identified
as the ideal, so don't try to emulate
someone else. Undoubtedly, you're the
right person for the assignment or you
wouldn't have been chosen to serve.
Being yourself will take you a big step
towards being a good presiding officer. If
you are just you, you'll be at ease, and
your group will sense it and go along
with you.

Incorporate within your demeanor
two important traits, namely, an easy
smile and the willingness to say "thank
you" and mean it. Don't take yourself
too seriously. As chairman, picture your-
self as the minor official at a bullfight
who opens and closes the gates to let
the bull in and out of the ring.

The Second Power

Now that you have established the
meeting order, it is important that you
have an awareness of the *second* "power
of eight." This aspect of a meeting con-
cerns itself with the parliamentary pro-
cedure for the orderly transaction of
business. Again, we find that there are
eight steps involved, and these are—

1. Member rises and seeks recognition
2. Chair recognizes the member
3. Member states his motion
4. Another member seconds motion
5. Chair states the motion
6. Organization discusses the motion
7. Vote is taken
8. Chair states the result of the vote.

Glancing over these various compo-
nents, one might possibly question two of
them as to the why and wherefore. With
respect to one of these, No. 5, it is quite
possible that the maker of the motion
may be a soft-spoken individual seated

THE POWER OF EIGHT

near the front of the room. When he states his proposal, only those individuals within range of his voice can hear the motion. It is the responsibility of the chairman, either by projecting his voice to the rear of the room or through a public address system, to make known to all members of the organization the motion that is about to be discussed. This encourages and facilitates sensible debate.

Regarding Step No. 8, until the chair announces the result of the vote which has been taken, a member is entitled to change his vote from affirmative to negative, or vice versa. (This is possible only in those instances where a vote is not cast by secret ballot. In voting by secret ballot, the chair should, before declaring the "polls closed," inquire of the membership, "Have all members who desire to vote cast their ballots?")

Changing Your Vote

Why would someone want to change his vote? It may be advantageous for a member to vote with the prevailing side if a "motion to reconsider" is to be made. Parliamentary procedure requires that an individual must have cast his vote with the decisive group on a vote (either affirmative or negative, as the case may be) to legally move "reconsideration of the motion."

Returning to the matter of the "chair

states the results of the vote," this is a necessary adjunct to the well-being of the organization. Everyone present should be aware of the result of the voting. The possibility of a call for "division of the house" (to verify the accuracy of a voice vote) is contingent upon the announcement of the vote result by the chairman. This is but another means of protecting the rights of the members.

The Third Power

Secure in the knowledge of the first two degrees of the "power of eight," we now find ourselves on the threshold of the *third* "power of eight." The proper approach to securing additional knowledge of the third degree requires your reviewing the matter of privileged and subsidiary motions, namely—

Privileged

- 1. Fix the time to adjourn
- 2. Adjourn
- 3. Recess
- 4. Question of Privilege
- 5. Call for Orders of the Day

Subsidiary

- 6. Lay on the Table
- 7. Previous Question (close debate)
- 8. Limit or extend debate.
- (9. Postpone to a definite time
- 10. Refer
- 11. Amend
- 12. Postpone indefinitely.)

Of these 12 motions that take precedence

over the main motion (considered as Step 13), the first eight are non-debatable, our third "power of eight." As chairman of a meeting, you must encounter members who desire to engage in a discussion of these restricted motions. Your knowledge that they are undebatable enhances your control of meeting.

An interesting sidelight on Privileged Motion No. 2, "Adjourn," is the quick session held by the United States Senate which adjourned in six seconds in 1904. Before quitting the previous Tuesday afternoon Memorial Day, the legislators had agreed formally that no speechmaking or other business would be in order on Friday's session. Senator Carl Hayden, president pro-tempore, reeled off his only words permissible—"Under the order of Tuesday last, the Senate will adjourn until Tuesday next" — and banged the gavel.

Your Role as Chairman

Comprehension of the relative simple aspects of the "three-fold power of eight," within the concept of the conduct of a meeting, will greatly facilitate your role as an efficient chairman. Therefore, keep in mind these logical factors, each of which comprise eight points:

- 1. "Order of Business"
- 2. "Motion Procedure"
- 3. "Non-Debatable Motions"

Collecting information to enhance your knowledge of parliamentary procedure is not easy. However, it can be rewarding, with which I leave you. succinctly stated in the memoirs of William Blackstone: "I will not say the law will admit of no rival, but I say that it is a jealous mistress, and requires a long and constant courtship. It is not to be won by trifling favors, but by lavish homage." □

A former governor of District of Columbia, Julian Ira Cristol holds a Vocational Teacher Certificate in the State of Texas and taught public speaking at the Ft. Worth Adult Evening School for five years. He is a member of the Culver City Club 2583-1 in Culver City, California, and a member of the American Institute of Parliamentarians.

THE POWER OF EIGHT

(Keep this for handy reference.)

ORDER OF BUSINESS

- 1. Call to order
- 2. Reading of the minutes
- 3. Report of standing committees
- 4. Report of special committees
- 5. Unfinished business
- 6. New business
- 7. Program
- 8. Adjournment

MOTION PROCEDURE

- 1. Member rises and seeks recognition
- 2. Chair recognizes the member
- 3. Member states his motion
- 4. Another member seconds motion
- 5. Chair states the motion
- 6. Organization discusses the motion
- 7. Vote is taken
- 8. Chair states the result of the vote.

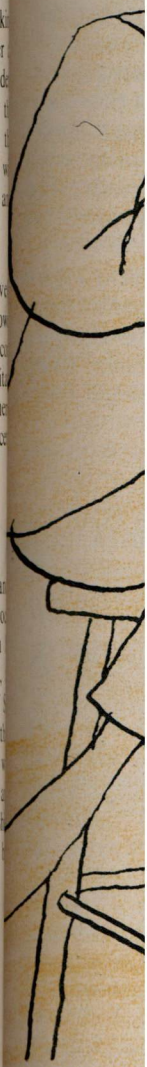
NON-DEBATABLE MOTIONS

(Privileged)

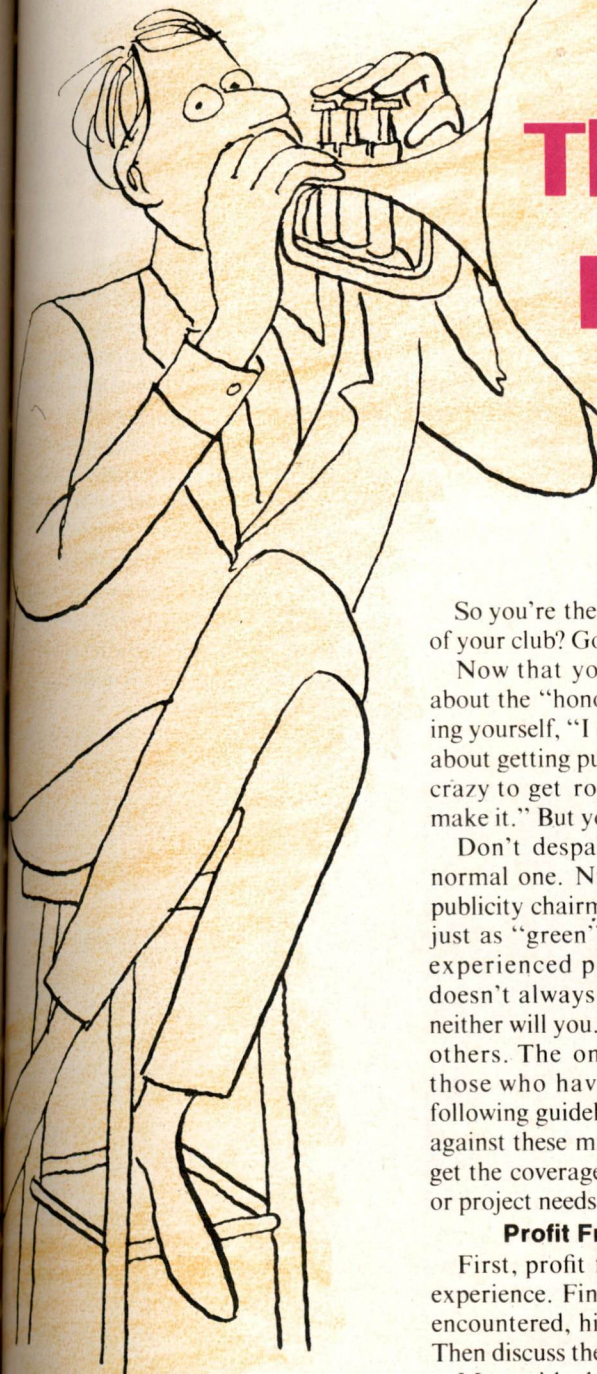
- 1. Fix the time to adjourn
- 2. Adjourn
- 3. Recess
- 4. Question of Privilege
- 5. Call for Orders of the Day

(Subsidiary)

- 6. Lay on the Table
- 7. Previous Question (close debate)
- 8. Limit or extend debate.
- (9. Postpone to a definite time
- 10. Refer
- 11. Amend
- 12. Postpone indefinitely.)



Blow your horn loud, often and long...



THE IMPORTANCE OF BEING IMMODEST

So you're the new publicity chairman of your club? Good luck.

Now that you've had time to think about the "honor," you're probably telling yourself, "I don't know the first thing about getting publicity. I must have been crazy to get roped into this. I'll never make it." But you will.

Don't despair; your reaction is the normal one. Ninety-nine percent of all publicity chairmen panic at first and are just as "green" as you; even the most experienced public relations person doesn't always bat a thousand... and neither will you. But some do better than others. The ones who do profit from those who have made mistakes. The following guidelines will help you guard against these mistakes and will help you get the coverage that your club program or project needs to be truly successful.

Profit From Experience

First, profit from your predecessor's experience. Find out what problems he encountered, his successes and failures. Then discuss the hows and whys of both.

Meet with the club president and the program chairman. Set up a time table of meetings, special events, outside speakers. Know the name of the person to whom publicity releases should be sent: the city editor, or the club or proj-

ects editor. Find out about photographic requirements and deadlines. To help the newspaper give complete coverage to your activities, inform them well in advance of what is to take place and when. Maybe the event is an opportunity for just a news picture, but remember that one good picture can sometimes tell more than 1000 words can.

Provide the Right Information

Anticipate the reporter's needs. Give him relevant facts about your organization, the reason for the event, a list of officers and important guests or speakers (complete with first names and middle initials), a brief biography of the speakers, and the number of people expected. If possible, provide advance copies of programs and speeches.

Limited staff and time make it impossible for newspapers to cover all activities. Remember, editors consider the number of readers who will be interested in your story. Releases should be timely, factual, concise and of broad general interest.

A few easy, fundamental rules for writing publicity releases are: Name, address and telephone number of the publicity chairman should be included in the upper left corner of the first page. The release date should be included in the upper

by ANN RAGNI

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right-hand corner. Preferably, copy should be typewritten on one side of the paper and double-spaced. Use wide margins. Leave half a page of white space at top of story for editor's use. Send an original . . . never a carbon copy. If releases are handwritten, they MUST be legible. Nothing turns off an editor quicker than trying to decipher a story.

You have a better chance of your stories being used if they are written so that they require a minimum of rewriting. Releases regarding activities should be written as objective news stories. Keep stories short, short, short. Attempting to tell too much is as unwelcome as not telling enough.

Summarize the Facts

The lead or opening paragraph should summarize essential facts. This is important in newspaper writing. It should include answers to questions: Who? What? Where? When? and sometimes How? and Why?

The paragraphs that follow the opening should give details and information in order of importance and interest. Accuracy is a MUST. Spell names correctly and completely. We all know that names

make news, especially local names, but remember that there is no substitute for subject matter. If you have what you think is a good story and cannot write it in time, telephone the newspaper with the facts of the story. If you familiarize yourself with the newspaper organization, you will know to whom the information should be given.

Build the Event

Use all legitimate devices you have to develop better newspaper publicity . . . such as building up an event. If a group is sponsoring a campaign or fund-raising drive, promoting a town hall meeting with prominent speakers, or beginning a study-action program on local jails, don't write all the facts in one story. Instead, build up the event by sending a number of stories, each with a new feature containing additional information.

Note: If this is done too far in advance of the event, editors and readers may lose interest. A good rule to remember is that publicity releases for most events should be sent at least two weeks before event; year-round projects should be publicized throughout the year.

Do not overlook human interest and other feature stories. There is a greater

impact if you can take one specific individual and develop your story around what your club has done to help him and, through him, the community at large.

Human interest stories are more difficult to write than straight accounts of activities. So, if you feel that you can't handle it, give all the pertinent information to your newspaper and let a staff reporter write the story. It's a good idea to give exclusive feature stories to the reporters who have done an especially good job of regular coverage.

The Interview

Interviews are good publicity features. Try to set up interviews with the newspapers when you have a prominent guest. An interview with the club's program chairman is another good idea. Generally, such feature stories identify your club and have greater readership than many of the regular news stories on the same subject.

And, above all, remember . . . don't have to spend days writing a story for a publicity release. Try the short approach. Send out many releases. Keep them short, short, short and vary them as much as possible.

Many radio and TV stations will cover local community service events. Announcements generally are brief, but that is necessary is the where, what, when and how. Radio and TV releases should be sent a week to 10 days in advance of the event.

And, if at first you don't succeed, try shorter stories. Remember, your tenure as publicity chairman can't last forever, but it may seem to . . . because the really good publicity chairman usually is asked to serve a second year or third year. . . . □



Mike Leiter, ATM (far right) is congratulated by Barbara Hannan, director of group relations for the Multiple Sclerosis Society (far left), and M.S. Executive Director Sylvia Lawry, on his speech made before the Group Relations Workshop at their recent national conference.

In that speech, Leiter, District 54's Area 4 Governor, revealed a successful joint venture underway between Toastmasters Area 4 Speakers Bureau and the McLean County Chapter of the Multiple Sclerosis Society. During the last 18 months, the Area 4 Speakers Bureaus, which Mike coordinates, has provided educational programs to several hundred people and has helped convey the M.S. story through speaking engagements with varied organizations.

When asked what is necessary for a successful joint venture, Mike, a member of the State Farm Windjammer's Club 995-54 in Bloomington, Illinois, said, "Circumstances are right when two organizations have complimentary needs and enter into a union hoping to gain a desired result—like the hopes held by the Multiple Sclerosis Society, which has a worthwhile story to tell, and Toastmasters, who are always looking for worthwhile material and an opportunity to practice their speaking skills."

As Volunteer Projects Editor for Philadelphia *Inquirer*, Ann Ragn reports regularly on organizations and volunteer programs through her columns, "Voluntarism" and "You Help." She was recently honored by the City of Philadelphia for her "sensitive and conscientious reporting" by the City of Philadelphia during the Salute to Women in Communications Week.

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New clubs

12 SEATTLE A.I.B. CLUB

Seattle, Washington — Wed., 7:00 a.m., Seattle First National Bank Cafeteria, 101 - 4th Ave. (447-5720). Sponsored by Downtowners Club 2713.

13 EARLY WORDS CLUB

Phoenix, Arizona — Mon., 7:00 a.m., Amsterdam House Restaurant, 4747 N. Central Ave. (272-6601). Sponsored by Roundup Club 1839.

15-5 BURT F. RAYNES CLUB

Julia Vista, Calif. — Wed., 4:40 p.m., Executive Dining Room, Rohr Industries (65-7111).

15-8 WEST COUNTY CLUB

Bellevue, Missouri — Mon., 7:00 p.m., Jefferson Savings & Loan, 355 Manchester Rd. (527-7090). Sponsored by Webster Groves Club 461.

14-11 SPIRIT OF '76 CLUB

Fort Wayne, Indiana — Mon., 11:15 a.m., International Harvester Co., 3301 Wayne Ave. Sponsored by Talkstar Club 428.

17-16 KERR-McGEE NO. 1 TOASTMASTERS CLUB

Oklahoma City, Oklahoma — Mon., 11:50 a.m., McGee Tower, Room 1701, Kerr-McGee Center (236-1313). Sponsored by Capital City Club 3813.

17-21 RICH-DEL CLUB

Richmond, B.C., Canada — Wed., 11:30 a.m., Richmond Inn, 755 Westminster Highway (277-7148).

19-22 LITWIN CLUB

Wichita, Kansas — Tues., 12:00 noon, Conference Room of The Litwin Corp., 220 E. William (265-0731). Sponsored by Beechmasters Club 1279.

19-24 TWILIGHT CLUB

Omaha, Nebraska — Tues., 7:30 p.m., Omaha Post Office, 1124 Pacific (331-257). Sponsored by Council Bluffs Club 2114.

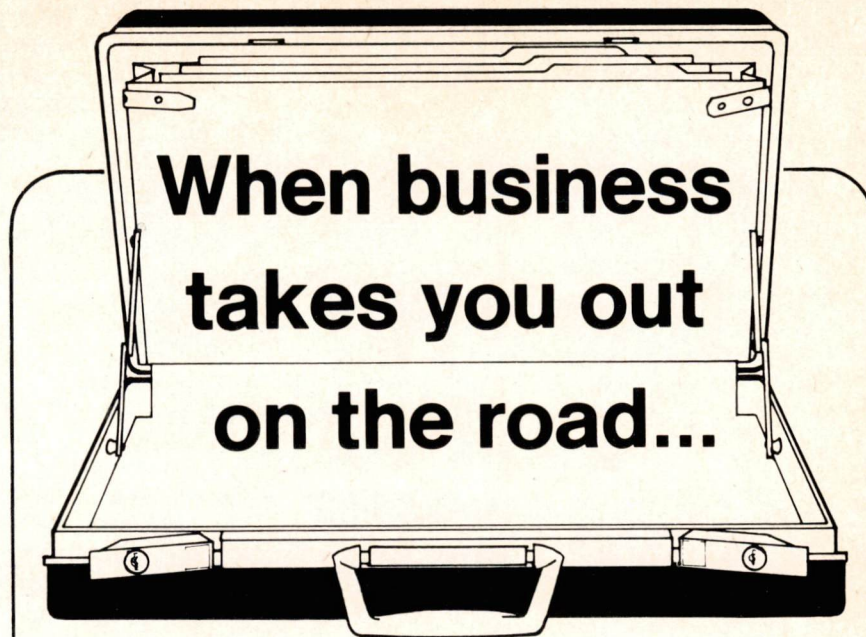
19-33 PACEMAKERS

Tehachapi, Calif. — Thurs., 7:00 p.m., California Correctional Institution (822-4402). Sponsored by Southern Valley Club 2752.

19-33 XEROX CLUB

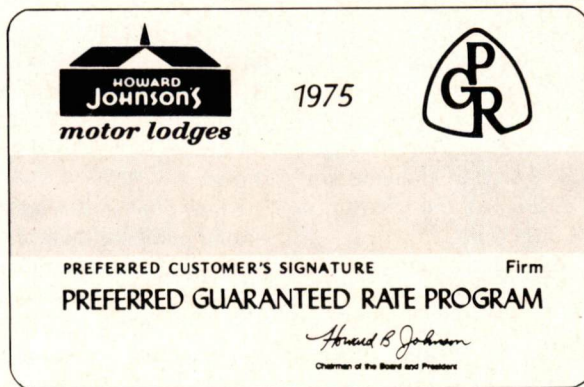
Fresno, Calif. — Mon., 7:30 p.m., Xerox Fresno Office, 1630 W. Shaw, Suite 106 (226-6161). Sponsored by Fresno Jaycee Club 1850.

(please turn to page 29)



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Let Your Audience Work For You

by Lloyd G. Cooper, EdD
Club 2894-23

When you have an audience, either for forty-five minutes or for a long seminar, you have to make them work for you if you want your presentation to really come across. But, before you stand up on that platform or put on that seminar production, you should begin planning ways of working your audience into the act. In whatever type of presentation you plan, the element of audience identification and participation should be an essential ingredient.

Every professional presentation actually begins to take shape a long time before it ever appears on the platform, because it takes time to build up a background, to take a topic and make it come alive. Your material must be studied to the point that it comes to you almost automatically and the backlog of anecdotes and one-liners used to highlight key points must be developed and tried until you know which ones work.

Every good speaker must know how to adapt his material to his audience. Instead of some ancient humor about a farmer, the professional speaker, if he's working with a group of lawyers, has a half-dozen good items related to law which can be tied into his presentation. The audience doesn't see it, but this week's presentation seems to be specially prepared for lawyers when, in fact, it is a strong, well-developed general program, supported by appropriate audience identifiers. Anecdotes and stories which lead into key points can often be altered slightly by changing the occupations or backgrounds of the characters. It's

amazing how an audience responds to a story about one of their professional kin, yet shows lukewarm interest in the same story about another professional group — unless, of course, the group is a friendly competitor, like doctors and lawyers.

Audience identification is basic to all types of presentations. Involvement and participation are sometimes a little difficult to work in, but have tremendous results. Audience involvement can mean anything from individual activity in a workshop program to a more frequent, vicarious participation produced by the words and actions of the speaker. For example, I've seen some very effective programs where the speaker breaks out of the lecture routine and steps off the podium into the audience. You see this device used frequently on television talk shows.

Many convention speakers also utilize similar audience involvement activities in their presentations. "Joe Southern," a well-known convention personality, takes to the podium. His warm-up includes some up-beat and humorous comments about his days on the farm. His audience, a group of dairy farmers, have no idea that Joe never spent a day outside of New York City before he was twenty-one. But Joe has made some friends and can now tell a few jokes on himself and cows and farming and farm prices without alienating anyone, because he's been there.

When it comes to Home, Mother, and Apple Pie, there's no one on the circuit that's Joe's equal. When he talks about

Abraham Lincoln, you feel like old Abe is somewhere in the audience. When he steps off the podium to compare milking techniques with members of his audience he not only gets a laugh or two, he also creates a spirit of camaraderie which carries over into the rest of his presentation. "Joe Southern" is a pro. He knows what works and that is the reason he uses audience involvement when he is on the platform.

Audience involvement comes in two forms. The first is the subtle, person-to-person sense of communion that most speakers try to weave into their presentations. The more kinship the audience feels with the speaker, the greater the impact and the more effective the speech.

The second form is a "hands up," participatory type of involvement. With a large group, the speaker or seminar leader has, at least, a few people in the audience doing something with him — for him. If it is a small group, there may be something for everyone to do. Whether the presentation is made in a lecture hall full of people or in a small study group, the principle of audience participation still pays off. A "seventh inning stretch" in the middle of a long program, where the speaker leaves the lectern to mingle with the audience, have a little friendly chat with one or two people, or tell an anecdote or two about certain members of the group, will serve as a bridge between the speaker and his audience.

There are innumerable devices a speaker can use to generate audience involvement. A little experimentation added to the anticipation of what your audience might relate to can add considerably to the vitality and spice of your next presentation. □

Did you like this month's "how to" features? Were some of the ideas you had already thought of? If so, would you like to share some of your ideas with other Toastmasters? You don't have to write like Hemingway. Just tell us what your club has done, or write a page or two outlining some principles you've learned through actual working experience. We'll do the editing and polishing, and, before you know it, you'll be thousands of appreciative Toastmasters learning from you. Sound exciting? Send your letter to the "How to" editor, c/o THE TOASTMASTER. We'll do the rest. □

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more new clubs

1031-33 ATWATER DYNAMIC CLUB

Atwater, Calif. — Mon., 7:00 a.m., J's Coffee Shop, 1490 Sycamore (358-0331). Sponsored by Turlock Club 3498.

1008-35 ARTHUR YOUNG & COMPANY CLUB

Milwaukee, Wisconsin — Tues., 11:45 a.m., Nino's Restaurant, W. Michigan St. (273-3340). Sponsored by Milwaukee Road Shops Club 945.

1030-36 BERHCERC CLUB

Fort Belvoir, Virginia — Wed., 11:30 a.m., Kingman Building, Hearing Room (325-1776). Sponsored by Castle Club 3056.

1079-36 AMISTAD CLUB

Washington, D.C. — Fri., 12:00 noon, Department of Interior, Cafeteria Luncheon, 18th & "E" St. (386-6557). Sponsored by Interior Club 3157; Justice Club 2937; and The Washingtonians Club 1006.

1031-39 CALIFORNIA HIGHWAY PATROL CLUB

Sacramento, Calif. — Tues., 12:00 noon,

CHP Headquarters, 2611 26th Street (933-6687). Sponsored by 49'ers Club 1230.

2730-42 ROCKY MOUNTAIN CLUB

Calgary, Alta., Canada — Wed., 4:10 p.m., Rocky Mountain Plaza, 615 - 2nd St., S.E. (268-5001). Sponsored by Foot-hills Club 3073.

2371-46 SANDOZ CLUB

East Hanover, New Jersey — Mon., 4:30 p.m., Sandoz Inc., Cafeteria Bldg., 501, Rt. 10 (386-7806). Sponsored by Cosmopolitan's Club 2655; Gaveliers Club 2311; and Clifton Club 2664.

2458-47 GREATER JACKSONVILLE CLUB

Jacksonville, Florida — Sat., 10:00 a.m., Dutch Pantry Restaurant, I-95 & University (771-4259). Sponsored by Saturday Morning Club 2840.

2867-47 HOSPITAL CLUB

Winter Park, Florida — Wed., 8:00 a.m., Winter Park Memorial Hospital, 200 N. Lakemore (646-7016). Sponsored by Pathfinders Club 2271.

2714-53 NAVPRO CLUB

East Hartford, Conn. — Thur., 11:30 a.m., Triple A Restaurant, Main Street (565-3407). Sponsored by Charter Oak Club 931.

551-56 BAY AREA CLUB

Dickinson, Texas — Thur., 6:30 a.m., Citizens State Bank Community Room (337-1516).

2002-64 NOTRE DAME CLUB

Notre Dame de Lourdes, Man., Canada — Thur., 6:00 p.m., Notre Dame Curling Club (248-2372).

2054-70 DRUMMOYNE RUGBY CLUB

Drummoyne, N.S.W., Australia — Tues., 6:45 p.m., Drummoyne Rugby Union Club, 169 Victoria Rd. (Sydney 81.2314). Sponsored by Sydney Journalists Club 413.

3579-71 BLARNEY CLUB

Cork City, Republic of Ireland — Tues., 8:00 p.m., Imperial Hotel, South Mall (021-31419). Sponsored by Cork Club 1868.

1413-U BEDFORDVIEW CLUB

Bedfordview, Transvaal, South Africa — Mon., 7:30 p.m., Bowling Pavilion, VanBuren Rd. (616.4870). Sponsored by Pelindaba Club 2444.

3459-U IZMIR CLUB

Izmir, Turkey — Wed., 5:30 p.m., Kordon Hotel, Gold Room.

anniversaries

45 YEARS

San Diego Club 7-5
San Diego, California

40 YEARS

Portland Club 31-7
Portland, Oregon

35 YEARS

Fort Wayne Club 159-11
Fort Wayne, Indiana
Twin Falls Club 149-15
Twin Falls, Idaho
Tulsa Club 148-16
Tulsa, Oklahoma

30 YEARS

University Club 304-2
Seattle, Washington
Renton Club 306-2
Renton, Washington
Spokane Valley Club 308-9
Spokane, Washington
Alexander H. Stephens Club 298-14
Atlanta, Georgia
Wichita Falls Club 305-25
Wichita Falls, Texas

25 YEARS

Arrowhead Club 788-F
San Bernardino, California
Lakewood Club 815-F
Lakewood, California
Ranier District Club 494-2
Seattle, Washington
Boeing Club 791-2
Seattle, Washington
WAC Tuesday Club 813-2
Seattle, Washington
Federal Club 832-2
Seattle, Washington
Broadway Club 789-7
Portland, Oregon
I. B. Perrine Club 793-15
Twin Falls, Idaho
Algoma Club 779-19
Algoma, Iowa
Springfield Club 527-22
Springfield, Missouri
Espanola Valley Club 799-23
Espanola, New Mexico
Pueblo Club 795-26
Pueblo, Colorado

Cheyenne Club 798-26
Cheyenne, Wyoming
Modesto Club 609-33
Modesto, California
Cherry Point Club 296-37
Cherry Point, North Carolina
Cambridge Club 785-40
Cambridge, Ohio
Woodfords Club 816-45
Portland, Maine
Harvey Spaulding YMCA Club 781-62
Saginaw, Michigan
Jackson Club 807-62
Jackson, Michigan
Portsmouth Club 771-66
Portsmouth, Virginia
20 YEARS
Reddys Club 1820-3
Phoenix, Arizona
Sequoia Club 1689-4
Los Altos, California

(please turn to next page)

more anniversaries

Padres Club 1742-5
San Diego, California
Itasca Club 1745-6
Grand Rapids, Michigan
Cedar Hills Club 751-7
Beaverton, Oregon
Atomic City Club 1760-9
Richland, Washington
Niles Club 1709-11
Niles, Michigan
Owensboro Club 1730-11
Owensboro, Kentucky
Baltimore Club 1457-18
Baltimore, Maryland
Victoria Beaver Club 790-21
Victoria, B.C., Canada
Royal Club 1639-22
Kansas City, Missouri
Arlington Club 1728-25
Arlington, Texas
Thunderbird Club 1731-26
Denver, Colorado
Maumee Valley Club 1637-28
Toledo, Ohio
Playground Club 1797-29
Fort Walton Beach, Florida
Daniel Wright Club 1605-30
Libertyville, Illinois
Park Forest Club 1717-30
Park Forest, Illinois
Alexandria Club 1748-36
Alexandria, Virginia
Forum Club 1735-39
Sacramento, California
Sunrises Club 1188-41
Huron, South Dakota
Coral Gables Club 1695-47
Coral Gables, Florida
Tampa Club 1810-47
Tampa, Florida
Essayons Club 988-52
Los Angeles, California
Mainline Club 1446-54
Joliet, Illinois
Farmers Insurance Club 1703-54
Aurora, Illinois
Rockford Club 1752-54
Rockford, Illinois
Tamalpais Club 1755-57
San Rafael, California
Magellan Club 1843-U
Guam Mariana, Iceland

15 YEARS

Culver City Club 2583-1
Culver City, California
Burien Breakfast Club 2543-2
Burien, Washington
Circle Cee Club 1036-3
Phoenix, Arizona
Fundmasters Club 3120-4
San Francisco, California
Lakehead Club 2003-6
Ft. William & Port Arthur, Canada
Cape Girardeau Club 2072-8
Cape Girardeau, Missouri
Aerospace Club 2753-8
St. Louis, Missouri
Pointers Club 3113-18
Baltimore, Maryland
Perry Point Club 3132-18
Perry Point VA. Hospital, Maryland
Greater Des Moines Club 3049-19
Des Moines, Iowa
Atlantic Club 3082-19
Atlantic, Iowa
Bellringers Club 3134-22
Kansas City, Missouri
Noonday Club 3109-23
Roswell, New Mexico
Lexington Club 3024-24
Lexington, Nebraska
Daylighters Club 1956-25
Wichita Falls, Texas
Ridglea Club 3067-25
Fort Worth, Texas
Burlington Club 2587-35
Burlington, Wisconsin
Agriculture Research Club 3039-36
Beltsville, Maryland
Missilemasters Club 3114-36
Dahlgren, Virginia
State Farm Club 2926-38
Springfield, Pennsylvania
Foothills Club 3073-42
Calgary, Alta., Canada
Vanderbilt Club 3061-46
New York, New York
Clearwater Club 3087-47
Clearwater, Florida
Reddy Talkers Club 1987-48
Birmingham, Alabama
Groton Club 3007-53
Groton, Connecticut
JSC Club 3116-56
Houston, Texas
Fremont Club 3137-57
Fremont, California
Burlington Club 3074-60
Burlington, Ont., Canada
Mount Royal Club 2827-61
Mount Royal, Quebec, Canada

West Knoxville Club 3117-63
Knoxville, Tennessee

10 YEARS

Anaheim Breakfast Club 3836-F
Anaheim, California
Boeing Sweptwing Club 52-2
Renton, Washington
Monoway Club 2372-2
Seattle, Washington
Hiawatha Valley Club 205-6
Red Wing, Minnesota
Ore-Ators Club 3877-7
Portland, Oregon
Newport Club 3880-7
Newport, Oregon
MMC Club 697-11
Ft. Wayne, Indiana
Ontario Club 3876-15
Ontario, Oregon
Kritikos Club 1686-18
Ft. Geo. Meade, Maryland
Susquehanna Club 3898-18
Aberdeen, Maryland
Dawn Yawn Club 3218-26
Lakewood, Colorado
Mitre/ESD Club 2779-31
Bedford, Massachusetts
Sunrise Club 3883-33
Las Vegas, Nevada
Harnischeeger Club 3895-35
Milwaukee, Wisconsin
ARA East Wynd Club 1288-38
Wyndmoor, Pennsylvania
Aerospace Club 3516-39
McClellan AFB, California
Tuesday Nooners Club 3868-42
Calgary, Alta., Canada
Lift Off Club 3869-47
Cape Canaveral, Florida
SCGF Club 3884-52
Los Angeles, California
Northern Connecticut Club 3591-53
Windsor, Connecticut
Patroon Club 3863-53
Albany, New York
Trinity Club 3902-53
Springfield, Massachusetts
Management Club 1973-56
Kelly AFB, Texas
Levis Club 3859-61
Levis, Que., Canada
Nashville Federal Club 3834-63
Nashville, Tennessee
Voyageurs Club 2638-64
Winnipeg, Man., Canada
Jacaranda Club 3857-69
Grafton, N.S.W., Australia

your 1974-75 district governors

- F. Arthur W. Hofner, ATM, 1281 Mauna Loa Rd., Tustin, Calif. 92680
- 1. George Kuehne, DTM, 351 E. 231st St., Carson, Calif. 90745
- 2. Jack D. Howard, DTM, 1811 N.W. 198th St., Seattle, Wash. 98177
- 3. Milt Laffen, ATM, 8521 E. Desert Cove, Scottsdale, Ariz. 85254
- 4. Philip E. Lellman, 1188 Elmsford Dr., Cupertino, Calif. 95014
- 5. Norman L. Hartell, ATM, 8672 Harjoan Ave., San Diego, Calif. 92123
- 6. Ewald E. Koepsell, DTM, 2335 - 16th Ave., N.W., Rochester, Minn. 55901
- 7. Donald J. Wessels, ATM, 101 S.E. 205th Pl., Troutdale, Ore. 97060
- 8. Tom Dillon, ATM, 835 Madison Ave., Edwardsville, Ill. 62025
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- 10. Robert Beavers, ATM, 4852 Scenic Dr., Ravenna, Ohio 44266
- 11. Floyd O. Kreider, ATM, 2504 Oakwood Ave., Muncie, Ind. 47304
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- 15. Rulon M. Wood, DTM, 1911 South 2500 East, Salt Lake City, Utah 84108
- 16. Larry Selby, DTM, 5421 N.W. 65th St., Oklahoma City, Okla. 73132
- 17. John E. Grauman, DTM, 3436 Timberline Dr., Billings, Mont. 59102
- 18. John J. McWilliams, ATM, 412 Dewey Dr., Annapolis, Md. 21401
- 19. C. Eugene Stewart, ATM, 1303 Monona St., Boone, Iowa 50036
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- 21. S. H. (Clair) Farris, 1051 Beverley Pl., Victoria, B.C., Canada
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- 29. Kenneth W. Smith, 146 Live Oak Lane, Milton, Fla. 32570
- 30. W. S. (Bill) Downing, 6950 North Olcott Ave., Chicago, Ill. 60631
- 31. George Mullin, ATM, 100 Aberdeen St., Lowell, Mass. 01851
- 32. Rolland E. Jones, 1002 Parkwood Dr., Port Orchard, Wash. 98366
- 33. James W. Eggenberger, ATM, 225 Ibsen Pl., Oxnard, Calif. 93030
- 35. Earl Moss, ATM, 1111 Marshall Ave., South Milwaukee, Wisc. 53172
- 36. John F. Belin, DTM, 4313 Haverford Dr., Rockville, Md. 20853
- 37. James D. McCauley, ATM, P.O. Box 351, Burlington, No. Car. 27215
- 38. Alfred T. Rehm, Jr., DTM, P.O. Box 15306, Philadelphia, Penn. 19111
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- 41. Dr. George McDonald, Box 297, Luverne, Minn. 56156
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- 43. Edward J. Lott, ATM, 62 Weber St., Jackson, Tenn. 38301
- 44. Robert E. Dowden, ATM, 4017 E. 30th St., Odessa, Tex. 79762
- 45. George D. Fullerton, ATM, 7 Lorraine St., Dartmouth, N.S., Canada B3A 2B9
- 46. Leroy F. Schellhardt, ATM, 64 Amelia Ave., Livingston, N.J. 07039
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- 48. Charles Bendall, ATM, 12010 Chickamauga Trail, S.E., Huntsville, Ala. 35803
- 49. John Zaulig, ATM, 850 - 19th Ave., Honolulu, Hawaii 96816
- 52. Ed Morris, ATM, 5130 Finehill Ave., La Crescenta, Calif. 91214
- 53. Richard A. Hazel, 2 Ivy Court, Elnora, New York 12065
- 54. Ronald W. Fandrick, 807 S. 4th St., St. Charles, Ill. 60174
- 56. Joe Robinson, 530 Seaway Dr., Seabrook, Tex. 77586
- 57. Charles Butler, ATM, 3260 Park Lane, Lafayette, Calif. 94549
- 58. George McCarthy, 3525 Greenway Dr., Columbia, So. Car. 29206
- 60. Terry R. Sweeney, 3251 Mainsail Cr., Mississauga, Ont., Canada
- 61. Arthur Cormier, DTM, 70 McEwen Ave., Apt. 302, Ottawa, Ont., Canada
- 62. Raymond F. Trappen, 233 Academy, Portland, Mich. 48875
- 63. Loyle P. Shaw, 2924 McCampbell Rd., Nashville, Tenn. 37214
- 64. James W. Tomko, DTM, STE. 202 - 411 Cumberland Ave., Winnipeg, Man., Canada
- 65. William E. Jones, Jr., 93 Lettington Ave., Rochester, N.Y. 14624
- 66. Darrell E. Rolison, ATM, 1411 Crestview Dr., Blacksburg, Va. 24060
- 68. Westmoreland Harris, 321 E. Livingston Pl., Metairie, La. 70005
- 69. Peter McCarthy, 21 Devona St., Aspley, 4034, Qld., Australia
- 70. George Bondzio, 30 Valaud Cres., Highfields 2289, N.S.W., Australia
- 71. Michael H. Murdoch, Twintrees, Water Lane, Ardley, Nr. Bicester, Oxon OX6 9NX, England
- 72. Clive Pryme, ATM, P.O. Box 622, New Plymouth, New Zealand

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City _____

State/Province _____ Zip Code _____

If you are a club, area, division, or district officer, indicate complete title: _____

RECOGNITION PROCEDURES

1. In order for the sponsoring Toastmaster to receive credit, his name must appear on the application (No. 400) of the member he is claiming. The new member must join in calendar year 1975. December new membership applications must reach TI World Headquarters by January 8, 1976, and credit must be claimed by the Sharing Membership Opportunities sponsor by January 31, 1976.
2. Recognition is based upon the number of new members who pay the member service fee, charter members, and reinstated members. Transfers are not included.
3. The sponsoring Toastmaster submits his five members for a Sharing Membership Opportunities Gift Certificate by using the sponsor certificate form below. (This form will be reprinted periodically in the magazine and TIPS.)
4. Sharing Membership Opportunities Gift Certificate applications will be processed by World Headquarters and the certificate forwarded within 30 days.
5. For each Sharing Membership Opportunities Gift Certificate issued, the sponsoring Toastmaster's name will be entered into a drawing to be held at the conclusion of the program.
6. The Toastmaster may redeem the Sharing Membership Opportunities Gift Certificate any time during 1975, and through June 30, 1976. It will be honored only in payment (up to \$5.00) of the order submitted with it. No credits or rebates will be given.
7. Clubs, areas, and districts will receive recognition in the Hall of Fame and through credit in the Distinguished Club Plan and the Distinguished District Program. In addition, a \$50 Toastmasters International Gift Certificate will be awarded to the district with the largest percentage net membership gain. To qualify, the district must reach its membership goal.



TOASTMASTER HAS SPONSORED MEMBERS INDICATED: (PLEASE PRINT)

COMPLETE & MAIL TO WHQ

TOASTMASTER	NAME: _____		
	ADDRESS: _____		
	ZIP: _____		
	CLUB: _____ DISTRICT: _____		
NEW MEMBERS	_____	CLUB NO.	_____
	_____		_____
	_____		_____
	_____		_____
	_____		_____

DATE _____

SIGNATURE: _____