

# TOASTMASTER®

April 2009

## Everyone is Talking

About the  
International  
Convention!

August 12-15, 2009



**Lessons  
from the  
Ancient Greeks**

**Special Issue:  
Persuasive Speaking**

**Disarm Them  
With Debate Skills**





## The Courage to Conquer Change

✦ Change is not always easy to accept. I was recently reminded of that first-hand. As we do following every February Board Meeting, my husband and I went to Disneyland. Going there is routine for us. We have a set way we do things – where we eat, what rides we ride and

when. We've always done it that way.

This year, though I didn't understand why at first, things were different. It started when Bob suggested we take the camera. We never bring the camera! It continued throughout the morning as we (very innocently, I thought) kept running into friends at the park. As we did, they would join us. Then came a point where our routine was interrupted. Some of the people wanted to eat; this was not part of the plan at that moment. I acquiesced and "led" them to where our routine would normally take us for lunch. I turned around to find no one was following.

That frustrated me. I tried again to get everyone into the restaurant. It wasn't working. Finally, one person put his hands on my shoulders, sat me down and told me not to move. I was resistant, but lost the argument. Was I ever glad. It was finally revealed to me that my sweet husband was throwing me a *surprise birthday party!* It was wonderful! It was also very eye-opening. Lesson learned: Even though I thought I knew what was best, I had to admit I didn't.

Over the years, Toastmasters has faced some big changes: expanding outside North America, admitting women, changes in the education and recognition systems, just to name a few. Each of those changes was met with resistance by some people. Yet I believe we would all agree they were the right changes at the right time.

Today Toastmasters is facing another change – the biggest we have seen in decades. This change will allow us to adapt to the growth of our organization, prepare for future growth and enable us to provide the best possible service to every member.

This issue of the magazine includes detailed information on page 5 about Proposal A, Global Representation and Support, which will be brought before the members at the Annual Business Meeting this August in Mashantucket, Connecticut. We believe this change is the best course of action to move our organization into the future. I urge each of you to read the information carefully.

*Every club* has a voice in this matter. If you have questions, please ask them! Club presidents, please make sure your club discusses these changes and send in your proxy so your voice will be heard! And remember, as resistant to change as some of us may be, change can be a great thing! So read, ask questions and when the time comes, I ask you to vote YES to Proposal A. I encourage you to have ***The Courage to Conquer Change!***

*Jana Barnhill*

Jana Barnhill, DTM, Accredited Speaker  
International President

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The TOASTMASTER Magazine (ISSN 00408265) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to The TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$27 semi annual dues.

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

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### The Toastmasters Vision:

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

### The Toastmasters Mission:

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

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

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

## FEATURES

### The Equation for Persuasion

Learn the habits of great persuasive speakers.

*By John Coleman*

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### Disarm Them With Debate Skills

Learn to sell your ideas by using complete arguments.

*By Dave Zielinski*

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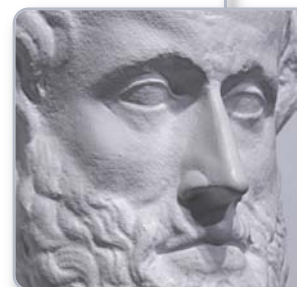


### Lessons from the Ancient Greeks

Aristotle's advice on speech-making is still relevant today.

*By Robert Oliver*

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### Come to the 2009 International Convention!

Program details for the August 12-15, 2009, Convention in Mashantucket, Connecticut.

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Do you have something to say? Write it in 200 words or less, sign it with your name, address and club affiliation and send it to [letters@toastmasters.org](mailto:letters@toastmasters.org).

### “Bravina” Ad Sends Wrong Message

How I love to receive the *Toastmaster* every month! It provides a rich variety of informative and entertaining articles designed to inspire each one of us to continue developing communication and leadership skills. I was, however, very disappointed when I noticed in the February issue the advertisement for “Bravina” – the “speech pill...that will provide you with the control and confidence you need for public speaking.” I am amazed this type of advertisement would take place in our magazine! More importantly, how will this advertisement be perceived by an entire world audience? What is the underlying message?

In my opinion, the ad lacks integrity and respect for [all] Toastmasters, who dedicate their time and efforts to genuine progress in public speaking. Medication is not the key to success in oral communication. Success is the result of consistent efforts in the preparation, practice and presentation of the diverse speaking assignments in the Toastmasters program. That is how we develop self-confidence.

Kathy Stewart • Western Gourmet Toastmasters  
Parramatta, New South Wales, Australia

### More Speech Pill Complaints

For a number of years, in speaking with prospective new Toastmasters, I would state, “There is no pill to make you a better speaker. That only comes from the practice and experience you can get in a Toastmasters club.” So imagine my disgust when in the February issue of the *Toastmaster* I found a full-page color advertisement for a “natural” supplement that promises to help you overcome the anxiety of public speaking! My first thought was that this was some kind of joke, and try

as I might, I just didn’t get it. I am appalled that our organization would accept this ad. The fact that this issue also had an article about protecting the Toastmasters brand is especially ironic.

Not only is this ad in direct conflict with our mission, but it strikes me as ethically unacceptable. First, this product has not been evaluated by the FDA or any other authoritative agency. Second, the photograph accompanying the ad shows a young boy overcome with anxiety. This implies that we should consider administering an untested supplement to a youngster.

I understand that, as a nonprofit organization, we need advertising revenues to finance the printing and distribution of the magazine. However, we need to exercise sound judgment when considering what is acceptable.

Joe Zafian, DTM • Central Connecticut Advanced Toastmasters  
Berlin, Connecticut

**Editor’s Note:** The *Toastmaster* received many letters critical of the Bravina “speech pill” advertisement. As a result, this company is no longer advertising in the magazine.

### Lifting Spirits with a Life Lesson

Ever since I became a Toastmaster last year through our newly formed GSK club in Moratuwa, Sri Lanka, I’ve enjoyed reading the articles in the *Toastmaster*. The article by Fran Capo (“Humor Can Help You Through”) in the January issue was really interesting, useful and, most importantly, inspiring.

My sincere appreciation and cheers go out to this outstanding person for sharing her life experience; I’m sure her story has lifted the spirits of many Toastmasters around the world. Within the space of four pages, she successfully

delivered a rare and unique life lesson. Thanks, Fran, and thanks, Toastmasters, for presenting such valuable messages through the monthly magazine.

Wazir Sourjah • GSK Toastmasters club • Moratuwa, Sri Lanka

### The Prose and Cons

Whenever there is a disagreement about the meaning of a word, always consult an unabridged dictionary. If Keith Hart (“Letters” page, February) did that, he would have seen that his use of the word “prosaic” was correct, after all. Sure, the first meaning is indeed “lacking in wit or imagination,” but the second meaning is “of or having the character or form of prose rather than poetry.”

Donald A. Windsor • Preferred Club • New Berlin, New York

### The Benefits of Toastmasters Training

I’ve been a Toastmaster for more than 20 years and I read the *Toastmaster* from cover to cover. Many thanks to Jeffrey Anderson and Renee Lam for each of their contributions to the “Letters” page in the January issue; they provided reminders of how Toastmasters training has paid off in daily life. Also, many thanks to Fran Capo, whose article in that same issue, “Humor Can Help You Through,” was so logical and uplifting.

Teresa J. Allen, ATM • Southwest Speakers club • Houston, Texas

### Basically...

Within the next 24 hours, take note of how many people use the word “basically” as a filler in their conversation. Note how the word is used and you will realize it’s just another form of the word “ah” or an unnecessary conversation filler. It’s the same with the word “etcetera.” Notice how some folks use “etcetera, etcetera, etcetera” to end their sentences.

Bowman Olds, ATMB • SOS Toastmasters • McLean, Virginia

# Global Representation & Support

In August 2009, every Toastmasters club in the world will be asked to vote on a very important set of governance changes that would take effect in 2010. If passed, these changes will improve the way Toastmasters is structured on a global scale, ultimately enhancing service to the member.

## Toastmasters is Global. Toastmasters is You.

The heart of the Toastmasters world is the club, and the lifeblood of each club is the satisfaction of its members. But how does each member relate to Toastmasters International on a global scale?

The answer lies in the structure of Toastmasters, and all the various ways we provide support and service to the member.

The purpose of the governance proposal is to improve the organization's structure, with the aim of achieving the following two goals:

- A more fair and equitable system of global representation.
- Improved service and support for every member, regardless of where he or she may live in the world.

## Global Representation.

Toastmasters International has grown into every part of the world, but the way we currently operate does not adequately accommodate and support this growth.

The proposed solution is:

- 14 regions spanning the entire globe.
- One board member from each region.
- One region advisor per region.

## Local Support.

Member satisfaction is the key to our ongoing success. By regionalizing the Toastmasters world, we ensure that every member gets the support he or she needs to succeed.

Through the enhanced training of our leaders, we enable improved

support to our clubs. As the club is strengthened, the member experience is enriched. As the member experience is enriched, each Toastmaster is better able to achieve his or her personal and professional goals. This is the heart of the Toastmasters program.


**More effective leaders = enhanced club support = an enriched member experience.**



## Small Impact. Big Effect.

These improvements (summarized in the table below) will not change the way your Toastmasters club operates, but they will improve the quality of service your club receives. This will result in a more enriched experience for you, the member.

## The Future is Yours.

When it is time to vote, mark "YES" on your ballot. In doing so, you stand for a global organization that is committed to making a difference by representing, supporting and ensuring success for every Toastmaster in the world. 

## Toastmasters is Global. Toastmasters is You.

Proposed Plan	Status Quo	Benefits of Change
Global representation with 14 regions/directors*	8 regions plus districts not assigned to a region, 18 directors	Equal support and service for all Toastmasters clubs worldwide
14 region advisors marketing	No region advisors	District-level marketing and leadership support
International Leadership Committee*	International Nominating Committee	Improved system for identifying volunteer leaders
Year-round training opportunities for district leaders (e-learning and face-to-face)	Two district leader training opportunities: mid-year and regional conferences	More leaders trained; flexible, convenient, enhanced and consistent training
Move regional business and speech contests to International Convention	Regional conferences	More efficient use of funds and time

\* Indicates an issue included in the proposal to be voted on by the membership.

**Note:** For more information on any of these issues, visit [www.toastmasters.org/future](http://www.toastmasters.org/future).

*“Homelessness is not hopelessness and disability is not inability.”*

**A club provides skills, confidence for men in an Atlanta shelter.**

# Giving Hope to the Homeless

When Jeannine Jean-Pierre discovered she had a Toastmasters club composed of homeless men in her Atlanta, Georgia, territory, the new area governor at first didn't know what to do. “I had misconceptions about the club members, and I was reluctant to visit,” she says. “When I got there and heard their stories, though, I realized I had misjudged them and they were just people who have a lot to offer but ended up homeless because of circumstances. I've learned a great deal from them.”

The members of Clifton Toastmasters meet at a men's homeless shelter in Atlanta where many members are residents. The club was chartered in November 2007 by Meredith Turner, a longtime Toastmaster who initially visited the homeless facility as a volunteer. “I got a really good feeling from the men at the shelter and thought starting a club would be good for their self-esteem and could help them in the world,” says Turner.

Clifton Sanctuary Ministries operates the shelter out of a church. Providing year-round overnight and transitional housing, it cares for 30 men a day and has served more than 9,000 since opening its doors in 1979. Residents have a wide variety of problems, from heart conditions to diabetes to substance abuse and HIV/AIDS. Alice Jenkins, executive director of Clifton Sanctuary, is thrilled with the addition of the Toastmasters club, saying its effectiveness has exceeded her expectations. “Initially, the men's self-esteem is very low,”

she says. “But when they stand up during their Ice Breaker and their denials become truths as they admit to problems – such as being addicted to drugs – the walls they've been hiding behind start to break down. Learning to speak makes them feel better about themselves and gives them the courage to go out and interview for jobs and advocate for themselves.”

Turner says she has also been positively affected by the Toastmasters club. “When you hear the men's heartbreaking stories, it makes you realize that we all have troubles and things we feel shameful about.”

The club's current president, Prince Davies-Venn, is a chaplain and case manager at Clifton Sanctuary. He has seen dramatic transformations in club members. “They come to see that homelessness is not hopelessness and disability is not inability,” he says. “Those involved with Toastmasters often find jobs more quickly than other residents; the club's supportive atmosphere gives them enthusiasm and the energy necessary to do what needs to be done.”

Members of the Clifton club have inspiring stories to share. Here are some examples:

## Kevin Stewart

People always commended Kevin Stewart for being a talker, but it wasn't until he joined Toastmasters that he started organizing his thoughts in a meaningful way. A photographer who was once a paraplegic, Stewart found himself homeless and seeking shelter at Clifton.

“For several years I had relied on the gratuity of others, and I finally decided it was time to grow up and learn to take care of myself,” he says. “During my stay at the Sanctuary, I did a lot of soul-searching and Toastmasters was a vital part of my self-discovery. I had an ‘Aha’ moment during my Ice Breaker, when I realized it was time to come clean and confess my sins. Opening myself up was worth it; members applauded and acknowledged hearing me.” In fact, his audience heard him so well, he won a recent club contest.

## Keith Pinder

Keith Pinder says he was at the lowest point of his life when he walked into one of the first Toastmasters meetings held at Clifton.

“The club allowed me to keep my head up and my mind off my troubles and focus on something greater than myself,” says the former Baltimore resident, who left that city and moved to Atlanta to get away from negative circumstances. Though the move proved to be the best decision he ever made, he did end up homeless for a time.

While at the Sanctuary, he joined Toastmasters to improve his communication skills. “When you speak and people say you did a good job, that boosts your self-esteem and gives you fuel to do something better,” he says. “I've learned to channel my energy and thoughts into something productive.” As a result of the contacts he made in Toastmasters, Pinder found work and is now opening his own staffing business with his wife,



▲ The members of Clifton Toastmasters meet at a men's homeless shelter in Atlanta, Georgia.

Nadira Adama, whom he married last April. "I have work, a nice house, a great wife and a beautiful baby son, and that was all made possible by the confidence I gained through Toastmasters."

### Marvin Perkins Jr.

When Marvin Perkins Jr. went to his first Toastmasters meeting at Clifton Sanctuary, he didn't expect it to awaken the poet in him. The former Brooklyn, New York, resident, who has long battled drug and alcohol addiction, had been clean and sober for two years when he arrived in Atlanta, but then he relapsed and continued on a downward spiral that would cost him everything.

"By the time I finally woke up, I had lost my family, my job and my self-respect, and I needed a way to recover from that," he says. "I was devastated when I walked into the Toastmasters meeting, but I soon gained direction, inspiration and motivation."

Perkins often writes poetry and songs, which he finds therapeutic. One of his poems, "Sometimes I Cry," was published in the *Atlanta Journal-Constitution* newspaper and

chronicles his struggle with addiction and the damage it caused him and his loved ones. Today, he has a job and continues to attend Toastmasters meetings. "Club members always support each other, and that makes a big difference," Perkins says.

### Greg Ellis

Greg Ellis never imagined that he'd be using the skills he learned in Toastmasters so soon after joining. "I liked the club the first time I attended, but I didn't see how it was going to help me. Then I got a job as a tutor and they asked me to do what amounted to an Ice Breaker," he says.

Ellis, who moved to Georgia from South Carolina, originally worked as a forklift operator until he lost his job because of a company relocation. He then attended school to be a dialysis technician, but found that he didn't like working with blood. "I tried to find another job, but couldn't and eventually ended up on the street," he says.

When seeking work while at the Sanctuary, he fell and broke his wrist, which turned out to be a

blessing in disguise. "The only job I could find with a broken wrist was as a tutor, and it turns out I love the work," he says. "Just as Toastmasters has done for me, I try to give the kids the gift of self-esteem. Many of them also don't have a father [Ellis was raised by his grandmother], and they often look up to me for direction. I enjoy reminding them of the positives in life and encouraging them to express themselves and be the best they can be."

### Edward Underwood

Edward Underwood came full circle when he arrived at Clifton Sanctuary. He and his mother attended church there when Underwood was a child and lived down the street in low-income housing. "I used to play basketball in the Sanctuary's parking lot and rake leaves to earn money for school clothes," says Underwood, who has fond memories of those days, before he got involved with drugs and alcohol.

After battling a 23-year addiction and separating from his wife, he found Clifton Sanctuary and was attending Toastmasters a week later. "Seeing what the program has to offer was exciting to me because I've always thought that I'd like to go into ministry," says Underwood, whose parents also battled addiction after the death of his brother. "My Ice Breaker went well and brought up a lot of emotions that made me realize that I have a lot to share. Toastmasters has really inspired me and increased my desire to make a difference."

For more information about the Clifton Sanctuary shelter, visit [www.cliftonsanctuary.com](http://www.cliftonsanctuary.com).

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# THE EQUATION FOR PERSUASION

Learn the habits of great persuasive speakers.

By John Coleman

**T**he Greek philosopher Aristotle believed that one of the keys to human excellence is habituation – if you force yourself to do something the right way long enough, it becomes second nature. Today, this is not a novel concept.

Habituation works. Business aficionado and self-help guru Stephen R. Covey made a small fortune with his how-to manual *The Seven Habits of Highly Effective People*. My high school basketball coach improved our fast breaks by making us run monotonous half-hour lay-up drills. And Toastmasters is founded on the premise that there is nothing more powerful than real-world experience, constructive criticism and practice.

As a public speaker, I learned the benefits of habituation through four years of competition on the Berry College Speech Team. I've seen those benefits carry forward through my work in management consulting and my time as a graduate student at Harvard University. And I believe that finding the right strategies and making them habits is the first step to rhetorical success.

What follows are seven basic persuasive speech strategies that I've accumulated through nearly a decade of public speaking and writing about communication. A few of these strategies will help you structure your speeches, some will serve you in developing your content, and one is an overarching concept designed

to aid your identification with audiences. They apply specifically to the art of persuasion; once internalized, they can make you a more consistent and effective persuasive speaker.

## **Problem, Cause, Solution**

**The Structure of Persuasion:** There is no universal order to persuasive speech, but certain structural elements are almost always necessary – elements that prove even more essential when formulating a speech quickly or with little prior speaking experience. Almost any persuasive speech needs a problem, cause and solution.

## **Isolate the Problem(s)**

If you are to persuade an audience, your first task is to demonstrate, beyond the shadow of a doubt, that a verifiable problem exists. As George Rodman and Ronald B. Adler note in their seminal text *Understanding Human Communication*, “If your listeners don't recognize the problem, they won't find your arguments for a solution very important.”

You can establish an effective problem in a few basic steps: **Isolate it**, limit its **scope**, underline its **urgency** or **severity**, and sell its **significance**.

- **Isolate the problem and limit its scope.** Set boundaries. For example, it would be hard to address the topic of

**“Solutions are best served hot – get the audience to act as soon as possible.”**

worldwide economic recession in a 10- 15-minute speech. But limiting the scope of the problem to something like “recent layoffs in the state of Georgia” could make it both manageable and actionable.

- **Underline the problem’s urgency or severity.** At any given moment there are millions of problems in the world. Why is yours important enough for the audience to act on? Use examples and statistical evidence to show the recent escalation of the problem or, as with rising unemployment, its severity.

- **Show why *your* problem is significant to *your* audience.** As Rodman and Adler note, “It’s not enough to prove that a problem exists. Your next challenge is to show your listeners that it affects them in some way.” How might the recession affect your audience? Is it happening in their communities? Could it impact their sisters, friends or children? Who is your audience, and why should they care?

### Identify the Cause(s)

Next, identify the problem’s causes. People love to affix blame, and whether a cause is human, circumstantial or environmental, it must be clearly identified, logically connected to the problem, argued with sensitivity and delivered with passion.

- **Limit your causes and logically connect them to the problem.** When I delivered a speech on human trafficking several years ago, the causes of trafficking were numerous, ranging from poor legal systems to organized crime. But amidst a sea of obvious and not-so-obvious reasons for the atrocities, I had to establish the primary driving forces and – through logic and reliable evidence – link them to the problems I described. This rhetorical “connective tissue” is important. If the audience doesn’t buy the connection between problem and cause, it is less likely to act.

- **Argue the causes with sensitivity.** The chances are strong that all or part of your audience, through negli-

gence or some action, is at least a small part of the causes you are describing. As a consultant, I sometimes had to confront very able and intelligent people and inform them that their business problems were, at least partially, a result of their own actions. This is never an easy task, but it’s easier when you find common ground. Most people

share the same basic goals: to live comfortably, help others, love, protect their families, adhere to a certain moral code and succeed at their jobs. Find this

common ground and communicate the ways in which you can collectively reach those goals.

- **Keep the causes compelling.** While it’s easy to exude energy when describing the horrors of a problem or the actionable ways in which your audience can confront them, many speakers let the “causes” portion of a speech slip into a dry rhythm. Don’t let that happen. Personalize the causes. Never let that portion lag in enthusiasm or style.

### Formulate Workable Solutions

Once you have clearly presented the problem, and persuaded the audience of its causes, you must formulate solutions that are actionable, personal and immediate.

- **Make your solutions actionable.** There are a lot of problems – hurricanes, volcanoes, halitosis – but not all of them can be solved. Select topics that can be addressed by your audience and then get creative. Find solutions to your problem that will work and will allow your audience to act with a reasonable chance of success.

- **Make solutions personal.** Anyone can write her local government representative, but few people do. Anyone can sign a petition, but admonishing an audience member to do so rarely moves her to more substantive action. For your solutions to work, audience members must feel as if they are helping “hands-on” and that their actions will have a direct and lasting effect. As Carson-Newman College professor Chip Hall says, “If a speaker doesn’t show the audience how they can make a difference, there may be little point in their hearing the speech.”

- **Give your solutions immediacy.** If your audience needs to mail in money, bring the stamped and addressed envelopes with you. If they need to read further information, distribute pamphlets. Solutions are best served hot – get the audience to act as soon as possible.

## Logos, Pathos and Ethos

**The Content of Persuasion:** Next, fill this structure with compelling content. More than two thousand years ago, Aristotle outlined three essential components of effective persuasion in his book *On Rhetoric: logos, pathos and ethos*. These concepts are as fresh as the day they were written. Use them well, and you'll win your listener's hearts and minds.

### Speak with Logic (Logos)

Primary to Aristotle's framework is logic (*logos*). He wrote, "Persuasion occurs through the arguments when we show the truth or apparent truth from whatever is persuasive in each case." And his appeal to *logos* can be achieved in at least two ways: linear reasoning and fact-based thinking:

- **Linear reasoning.** While this reasoning can take many forms, it is often easiest and most effective to lay out a number of independent pieces of the problem and then link those pieces to their respective causes and solutions. Think of this as a series of five or six parallel chains holding your speech in the air. If one of the chains breaks (is unpersuasive to a given listener), the other

four may still hold and inspire action. In building the chains, however, each must link through the entire speech – problem to cause, cause to solution, and solution back to problem.

- **Fact-based thinking.** Mix individual stories with statistics, and incorporate hard, verifiable facts. One of the best ways to ensure that your thinking and your speech are based in fact is to cite credible sources for your assertions, particularly assertions that may be unfamiliar to the listener. Using sources effectively can buffer your fact base and cement your credibility. Do your research, and the effort will shine through.

### Speak to the Heart (Pathos)

Complement this logic with an appeal to the emotions, or *pathos*. Fair and effective use of emotional appeal is often the difference between a compelling speech and a forgettable one. It prepares listeners to accept your message and compels them to act.

Structurally, *pathos* and *logos* work in tandem. It is often advisable to start a speech with a funny or heart-

*(Continued on page 26)*

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## The Equation for Persuasion

(Continued from page 11)

warming story and then follow with logic and fact; the same structure is useful throughout the speech. Long stretches of emotional material drain and desensitize listeners. Likewise, endless chains of logic may bore them or exhaust their mental capacities. Interspersing the two creates balance, touching listeners' hearts and engaging their minds.

In coordinating these appeals, however, conscientious speakers must refrain from manipulation or attempts to obscure rather than complement logic. As Chip Hall says, "While it's morally wrong to *manipulate* the emotions of your audience, making them *feel*, in a responsible way, can open their eyes to the plight of those affected by your speech topic." Never blind your listeners with emotion – use pathos to open their eyes.

Finally, remember that emotion works both ways – just as you can inspire empathy for a problem or victim you can also evoke anger toward the cause of that problem. There is room for both when the rhetoric is handled carefully and responsibly. If someone or something deserves blame, there is nothing wrong with pointing that out. But handle accusatory rhetoric with caution – the last thing you want is to arouse negativity where it isn't needed or useful.

### Speak from Authority (Ethos)

Finally, the capstone of Aristotle's rhetorical triad is the appeal of credibility, or *ethos*. You can create this appeal in three primary ways: using **external sources**, relying on your own **history** and **character**, and showing **passion**.

1. You can **generate authority quickly and effectively through the use of credible external sources** – the same sources used to build a fact base and satisfy the appeal to logic. Cite organizations or individuals that carry intellectual weight, and rely on the statistics and stories of those with a history of neutrality and accuracy.
2. **Generate authority through your own experience and character.** "Since rhetoric is concerned with making a judgment," wrote Aristotle, "it is necessary not only to look to the argument, that it may be demonstrative and persuasive, but also [for the speaker] to construct a view of himself as a certain kind of person." If you are an expert, let your reputation precede you. If you are a generally honest and fair person, your reliability may be the only credibility you need. Work hard to build a solid reputation and it will enhance your performance at the podium.

3. You have to **care about your topic** if you want your audience to do so. In the words of two-time U.S. national persuasion finalist Alex Brown, "Speaking with passion is most important. You may have a well researched, intelligently crafted script, but the audience must see that your words come from your heart or true persuasion is all but impossible." When you believe, others will follow.

### Identification

**The Art of Persuasion:** Incorporating the above strategies into a persuasive speech can help you cover the basics, but even with all the right structure and content it is easy to lose an audience's support or attention. That's why it's important to view persuasion not only as "persuasion" (talking *to* your audience) but as "identification" (talking *with* them or as one of them). This is where persuasive speech transitions from exercise to art.

In 1950, theorist Kenneth Burke formalized his conception of identification in the book *A Rhetoric of Motives*. He noted that in order to persuade an audience, you have to overcome the natural human divisions that separate you from the audience members and find common ground.

You must build a community with your audience – conquering divisions – before you can persuade them. This can be accomplished in many ways – the effective use of pathos, body language, and carefully crafted credibility, among others – but it will flow naturally when you learn to focus on becoming part of the unique community in the room.

### Adding It All Up

If you want to persuade your audience to do something, give your arguments structure and enhance that structure with logic, emotion and credibility. Then bring it to the next level by identifying with your audience members and inviting them to join you in action.

When I entered college I knew next to nothing about effective persuasive speech. But by habituating myself to the fundamental strategies of persuasion, I was able to guide my thoughts, train my mind, and structure my communication in a way that made them more consistent and effective. Try these concepts and you will also become a more persuasive speaker. Don't be overwhelmed. Get the basics right, practice frequently, and everything else will follow. ■

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**John Coleman** is a former U.S. national speech champion, a graduate student at Harvard University and the co-author of *How to Argue Like Jesus: Learning Persuasion from History's Greatest Communicator* (<http://arguelikejesus.com>).

By Frank King and Jan McInnis

**When someone tries to ruin your performance, react with composure and quick wits.**

## How to Handle a Heckler

So you want to speak in front of millions of people...but for crying out loud, you don't want them to speak back to *you*! Being heckled, or treated rudely by audience members, is a top fear of any comedian or speaker. What if they say something I can't handle? What if they take center stage away from me? What if they make me look foolish? So many worries. And rightfully so, when many speakers can still remember that video of actor Michael Richards (Kramer from the U.S. TV show *Seinfeld*) at a Los Angeles comedy club attempting to handle a heckler – but instead, having a meltdown and torching his career. And by “meltdown” we mean Richards went from telling jokes to using racial epithets faster than you can say “self-destruct.” It went sort of like this: set up, HECKLE, punch line, HECKLE... XXXXX?#\$\$%&^%\$.

The good news is you probably won't ever have anyone heckling you the way Richards did. But if you ever speak outside of the supportive environment of a Toastmasters club, you can count on some “interruptions” in your perfectly practiced program. Jan and I both do corporate comedy and we've certainly experienced our share. Someone will push a 6-foot-high,

cascading chocolate-fondue fountain into the room during your speech (happened to Jan), or the company president's table will be the loudest table in the room (happened to both of us). If you lose your cool, you lose. Here's how to win.

First off, when something happens that isn't in your “script,” don't respond with what amounts to a comedic nuclear strike... namely, by exploding on the audience. You do have to acknowledge the unexpected, otherwise you'll lose half the group to wondering, “Does she know that an elephant just walked into the room?” But you can do it tactfully.

Whether you need to quiet down a group, or respond to an outright heckle, start with gentle ribbing and escalate only as necessary. For example, Jay Leno has a favorite, gentle line he uses with hecklers: “I'm sorry, sir, but we couldn't afford a microphone for everybody.” If the heckler persists, ratchet it up a notch. “Hey, do I come down to McDonald's and knock the French fries out of *your* hand when you're trying to make a living?” And if he keeps going, hit him harder. “Sir, have you ever seen an idiot wrapped in plastic? Well, pull out your driver's license.” And so forth.



Develop your own strategies and “lines” in advance. A couple of techniques for handling difficult interruptions include:

- **Stop talking.** When the loud talkers realize they're the only ones talking, they'll (usually) shut up.

- **Make a connection between the person and her profession.** When we're scheduled to do a corporate performance, Jan and I always research the group in advance, which is a life-saver. Last year Jan had to stop a show in front of 2,000 nurses in order to get a woman to stop videotaping her; when Jan did so, there was dead silence. Luckily, Jan had done her homework and knew there was tension between doctors and nurses. She looked at the crowd and quipped, “I don't know how you discipline a nurse. Call her bad names, like doctor?” It got a *huge* laugh and the audience moved on. Had Jan lost her temper, it would've been a long 60 minutes.

So use what you know about the audience. If, for example, you're speaking to lawyers and

you know that lawyers bill in 12-minute increments, then when you're interrupted, you can say something like, "Thanks, sir, let me finish this thought and in 12 minutes I'll work on your case."

- **If a person shouts something, thank that person and deem him or her your "speech writer,"** "comedy helper" or some other funny designation. During a joke in which Jan made fun of a particular company, a woman shouted at her, "Hey, that's true, I know people at that company." Jan called the woman her "research assistant." It got a good laugh and she moved on.

- **Hand over the microphone.** We've both had to deal with people who insist on talking on their cell phone during our presentations. Just walk up behind them, lean over and listen

to their call. The group will laugh, and the person usually gets the message.

- **Get their attention/have some fun.**

Jan once had to perform at a corporate show where the sound was bad (even after the sound check sounded fine), and a group of loud, drunken men were in the back having their own discussion. They didn't care if she stopped talking – it seemed they preferred it – and Jan really didn't want to give them more attention by talking to them. It got so bad, she just wanted to quit. But instead she decided to have some fun. What did she have to lose? So she dragged a chair to the middle of the room, where the sound was better, and delivered her act there. Being right in the middle of the audience got everyone's attention, and she finished strong. The meet-

ing planner couldn't complain that Jan hadn't tried *everything* to get the audience on her side.

Which brings us to another point: Handling hecklers is an exercise in group dynamics and you must get the audience on your side. At the beginning of the show, it's you (the speaker) and them (the audience). And when a heckler fires his first round, he's still one of them. If the situation is handled properly, then by the last round with the heckler, it's us (you and the audience) against the heckler.

### Playing Right Into Your Hands

It should be said that people who loudly interrupt you can sometimes give a boost to your performance. Frank was working on a cruise boat, halfway between San Diego

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## If You Lose Your Cool, You Lose

Here's how to win:

- **Know your purpose.** Back when we worked comedy clubs, our purpose was to put the heckler down at any expense so that we were the funniest people in the room. But at corporate events, that annoying person shouting something could just be the CEO. You don't necessarily want to chastise him... just quiet him down so others can listen. Tailor your comebacks accordingly.
- **Respond only if everyone in the audience heard the heckler.** Many times it's just one annoying person sitting at the foot of the stage making comments to you. If you start even gentle ribbing, you'll come across as the bad guy.
- **Go after someone in his group.** Use peer pressure by focusing attention to someone in his group, for example, his wife. The wife, who does not want to be in the spotlight, will get him to shut up. Don't be mean (see below)... just give the person some unwanted attention ("Hey, are you really married to this guy?" "What made you want to date this guy? His non-stop talking?").
- **Don't try to be funny, witty, or get the best of him.** That's where most speakers and comics mess up because they're trying to come up with something on the spot that's hilarious. Instead look at him/her and make a statement about what comes to mind. Is he wearing a weird shirt? Does she have a bad hairdo? Is there a 12-pack of empty beer cans on the table? Then make a quick connection... "I can't see you to respond because your orange shirt is blinding me"... Just pointing stuff out will make it funny.
- **Don't lose your temper.** It is very hard to get back to your speech when you're the one who melted down. Don't take it personally; just handle it and move on.
- **Don't be afraid.** Fear fuels hecklers. Instead pretend it's a conversation with your friends.
- **Be extra careful of women hecklers.** There is a double standard. People have to be really, really annoyed with the woman before you can even start gentle ribbing.
- **Have a "safe" word.** If you really think you'll get heckled, then pick a word ahead of time that signals the meeting planner that you're done with this person and the meeting planner must intervene immediately. Many moons ago, the standard was for the comic in the club to order a "gin & tonic" and the heckler would then go bye-bye.
- **If all else fails, stop the speech,** alert the meeting planner that you will not continue until the heckler is either quiet or gone. If nothing is done, take your self-respect and boogie.

## How to Handle a Heckler

(Continued from page 13)

and Hawaii, and during a question-and-answer period, a darling little old lady yelled out, "Are you going with us all the way to Hawaii?" Frank did a slow take, turning and looking out the window at nothing but water for as far as the eye could see, did a slow turn back and said to the old gal, "Lord, I hope so." It killed.

At which point an experienced comic knows the best thing to do is end on a high note. Pointing at the woman, Frank said, "Thank *you* very much; that's my time."

Frank also did something else. He noticed that the woman had realized what a silly question it was, and was so embarrassed that she had her hands over her face. So he rushed over and gave her a hug, and while still having his arm around her shoulders, turned to the crowd, pointed at the woman and said, "Another round of applause for

my assistant." If you have had some fun with someone, try to acknowledge them when you're done, so they feel good about the interaction.

And, of course, one last note: If you don't have the chops to handle a heckler, don't. Just keep going. Stand and deliver. We've both done shows (especially in the beginning of our careers) where we were the only person paying attention. Frank's buddy Steve Kelley was once doing standup, opening for a headbanger band called Bad English, and all through the opening minutes of Steve's set the audience was chanting, "Bad English! Bad English! Bad English!"

After several minutes of that, Steve made the call to give up the money. He stopped talking, which actually got their attention and shut them up for a moment. At which point he said, "Bad English? Okay, you win: 'Ain't.'" Exit stage left, with his self-respect intact.

Those of us who make our living in the speaking business real-

ize that a live speech is, well, live. Which means you can't control all the variables ahead of time or do a re-take. You have to go with the flow and handle things as they happen. Responding quickly and appropriately are the keys to your success. ■

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**Frank King** is a Certified Speaking Professional with the National Speakers Association (NSA) who has been performing corporate comedy for 22 years full time. Reach him at [frank@whitecollarcomedy.com](mailto:frank@whitecollarcomedy.com).

**Jan McInnis** is a corporate comedian and comedy writer. Her jokes have been featured on *The Tonight Show*. Reach her at [Jan@TheWorkLady.com](mailto:Jan@TheWorkLady.com).

**Editor's Note:** Frank and Jan will speak at this year's Toastmasters International Convention on August 13, about the subject of using appropriate humor. See program details on pages 30-36.

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# Disarm Them With Debate Skills

By Dave Zielinski



**M**et Smith. He's in a high-level meeting trying to convince his fellow executives that more of the company's money should be put into research and development. The tough economic times won't last forever, argues Smith, who is vice president of product development, and by investing now, when competitors are retrenching, the company will be well-positioned with innovative new products when the market rebounds.

But Miller, his counterpart in the finance department who has a history of friction with Smith, is having none of it. Revenues are down, expenses are up, and it's simply not the right time for additional R&D spending. Miller says the company needs to hunker down, cut prices on existing products and ride out the recessionary storm.

Then, to Miller's surprise, Smith does something out of character: He agrees with much of what Miller is saying. It is essential to be cautious given the current climate, Smith says... which is why he is suggesting lower-cost, targeted investments in product improvements and spinoffs. Miller feels his jaw start to unclench and his pulse rate return to normal. Maybe the two adversaries can find some common ground.





Smith has employed a little-used tactic from the world of debate, one where competitors regularly try to best each other through the use of reasoned discourse. The approach is known as *strategic agreement*: One side agrees with select points the other has made in order to appear more reasonable and logical. It was a tactic used with success by President Barack Obama in his election debates with John McCain, when Obama the candidate looked to find common ground with his opponent on topics such as climate change and immigration. McCain, on the other hand, rarely acknowledged any policy agreement, which communication experts believe probably cost him points with voters seeking a steady, pragmatic hand at the helm.

At first glance, it may seem that formal debate tactics have little relevance to our workaday speaking lives.

Debate, after all, pits competitors head to head, has a defined scoring system and often relies on arcane research – conditions usually not present in our work or personal lives. But in a world where dogmatic assertions and loud invective too often pass for rational argument, many believe borrowing practices and habits from traditional debate can help us become more credible and persuasive in impromptu speaking situations.

Whether it's negotiating a raise, agitating for a bigger budget or trying to close a sales deal, the skills honed in debate can improve outcomes in many communication scenarios. Those include listening acumen, note taking, using credible research, crafting quick responses and presenting coherent arguments.

So for Toastmasters clubs, it would be worthwhile to mix some formal debates into the meeting schedule.

# Beware the Logical Fallacy

By Dave Zielinski

One of the most common missteps in persuasive speaking is using *logical fallacies*. Simply put, these are arguments lacking in sound logic. Plenty of arguments that are fallacious or otherwise flawed are in fact widely accepted, say debate experts Kate Shuster and John Meany in their book *On That Point: An Introduction to Parliamentary Debate* (published by the International Debate Education Association). For example, the fallacy known as *slippery slope*, described below, appears repeatedly in public policy speeches.

Here are a few of the most common logical fallacies that Shuster and Meany suggest steering clear of during your next trip to the podium:

- **Slippery slope.** This argument contends that events will set off an uncontrollable chain reaction when there is no real reason to expect that reaction will occur. Example: “If we start regulating carbon dioxide, the next thing you know the Proposition Team will be telling you what to eat for breakfast.”
- **False dichotomy.** This fallacy occurs when an argument presents two alternatives and suggests that it is impossible to do both, or that there are no other options – e.g., “It’s either free school lunches or nuclear war”; “Either you let me go to the concert or my life will be ruined.”
- **Appeal to ignorance.** When an argument has not been disproved, it does not therefore follow that it is true. Yet the appeal to ignorance works a surprisingly large amount of the time, say Shuster and Meany, particularly in conspiracy theories. “No one has yet proven that aliens have not landed on Earth, therefore our theory about ongoing colonization should be taken seriously.”
- **Appeal to emotions.** Speakers routinely try to play on the emotions of the crowd instead of making real arguments. “I know this national missile defense plan has its detractors, but won’t someone please think of the children?”
- **Red herring.** An old standby, the red herring is an attempt by the arguer to divert attention to another issue and then draw a conclusion based on that diversion. “The candidate has a weak stand on education: Just look at what she says about foreign policy.”

Staging such activities can be an interesting and entertaining departure from regular Toastmasters club programming – a variation with some important side benefits.

## Debate and the Real World

Debate tactics that can be particularly potent in the workplace include the aforementioned practice of strategic agreement.

“People tend to think of debate or persuasive speaking like [they do] boxing, where the job is to knock the other person down,” says Kate Shuster, a former college debate champion. “But it’s more useful to think about it in terms of judo, where you try to use the other person’s strengths against them. People who are really effective at persuasion tend to agree as much as possible with the other side.”

Agreeing with components of the other side’s argument can make you seem more congenial and more willing to engage, she says, and can lead to more fruitful negotiation or compromise. “Too many people are afraid to agree in any fashion with the other side for fear of appearing weak, but by doing so they paint themselves into a corner,” says Shuster, executive director of a

debate outreach program for middle-school students run by Claremont McKenna College in Claremont, California.

Shuster says another fundamental debate tactic that can improve workplace influence is what’s called *argument anticipation*: “You start by thinking about what type of objections will be made to whatever you are presenting, then design your arguments specifically around rejoining or answering those objections.”

Many of us also downplay the importance of challenging the other side in discussions or arguments, she adds. In formal debate, no matter how poorly one side develops its argument, it is presumed to have won if that argument goes unchallenged.

“I tell my debate students it’s like playing ping-pong,” Shuster says. “You can choose not to hit the ball back, but you do so at your own peril.”

## We Need More Logic, Less Insults

These days, rational argument supported by credible research is an endangered species, too often trumped by inflammatory rhetoric and baseless assertions reflected in reality TV shows and political campaigns. What’s needed, many debate experts believe, is to lift a page from

Barack Obama's successful presidential campaign: more cool logic and sound reasoning, less partisan bickering.

In his best-selling book *A Rulebook For Arguments* (Hackett Publishing Company), author Anthony Weston lays out 45 specific suggestions or "rules" for injecting more logic into today's argumentative discourse. In speaking about the all-important choice of language, Weston, a professor of philosophy at Elon University in North Carolina, says that prejudicial or loaded language "preaches only to the converted, but careful presentation of the facts can itself convert." He later adds, "It's not a mistake to have strong views. The mistake is to have nothing else."

Nick Morgan, the president of Public Words, a Boston-based speech coaching firm, believes the research skills honed in formal debate can serve us well regardless of the speaking situation, as long as the research is judiciously used and doesn't cross the line into a "data dump." "Debate, as it's formally practiced, has a fetish for fact, for the kind of research that goes a step beyond what your opponent does," Morgan notes, "and that can aid you in many situations in your work or personal lives."

Morgan encourages his clients to use a common debate tactic when they're in situations that require influence skills: If someone challenges a suggestion or assertion a client makes in a meeting, he tells them to "give a strong headline and then three supporting arguments for your point."

David Greenberg, a speech coach with Simple Speaking Inc. in Atlanta, Georgia, agrees that it's vital to hammer home that "big message" in such situations, but says it's equally important to be selective in the use of supporting data or examples. It's not unusual for clients

he coaches to want to shoehorn too many points or statistics into their presentations.

"It's far more effective if you do justice to fewer points rather than an injustice to many," Greenberg says, adding that that usually requires leaving some compelling points or research on the cutting room floor.

Weston concurs, stressing in his book that "one argument well-developed is better than three only sketched."

### Revisiting the Building Blocks

It may seem elementary, Shuster says, but it's important to use complete arguments when we're selling our ideas or pushing certain positions. As she teaches her debate students, full arguments include:

- An **assertion**, which is the major point of your argument.
- **Reasoning**, or the "because" component of your argument – where you explain why you believe your position is right.
- **Evidence**, offered in support of reasoning.

Too often even seasoned communicators will make an assertion, but then fall short on reasoning or evidence. In that sense, Shuster believes, many of us can benefit from a return to the fundamentals.

"We tend to think the main point – the assertion – is the whole argument," Shuster says. "But that is only one piece of it. Anyone trying to persuade needs to come to the table armed with all of the essentials of debate." ■

**Dave Zielinski** is a freelance writer who divides his time between Wisconsin and South Carolina.

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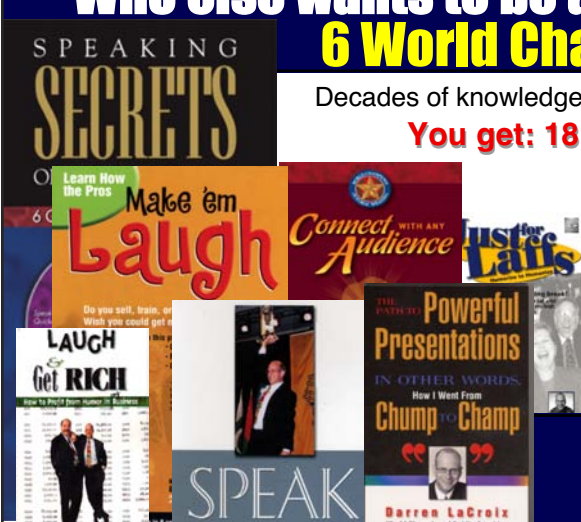
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The author, Florence Ferreira (left), with singer Gloria Estefan and actor Andy Garcia.



By Florence Ferreira, ACB, CL

## Making small talk with the stars at the Latin Grammy Awards.

# When Table Topics Are Real

*So you step into the elevator of your hotel and all the way from the 14th floor down to the lobby, the only person crammed inside the tiny chamber with you is movie star Andy Garcia. What do you say?*

Then you go to the ladies room and as you're reaching for the last paper towel, you realize your rival for that towel is none other than singing sensation Gloria Estefan. What do you say?

There was a time I dreaded Table Topics, especially when one specific member of my Boca Raton (Florida) club was the Topicsmaster. Every time she took on that role she would come up with the most twisted and improbable situations for us to talk about, usually related to the jet set. But those were hypothetical scenarios. Now, in

the elevator and in the ladies room, there was no one showing me a green light. It was real.

It was not a coincidence that I found myself face-to-face with Andy and Gloria on the same day. This was last November in Houston, Texas, where I attended the 9th annual Latin Grammy Awards. *¡Sí, Señor!* My dear and longtime friend Barbara Palacios, who was crowned Miss Universe in 1986, was invited to host the pre-telecast awards ceremony and invited me along. The way I imagined the Latin Grammys was the way it is broadcast on TV – basically an awards

presentation ceremony showcasing musical performances between awards. What I didn't anticipate was that before the actual telecast ceremony, for three days in a row, I would be mingling with the stars in different private events, cocktail parties and dinners – sitting at the same tables, sharing the same hotel, walking through the same hallways, riding together in elevators and splitting paper towels in restrooms.

Of course, walking next to a former Miss Universe came in very handy when I wished to remain invisible, especially considering that I'm 5 feet tall. But most of the time there was no way to hide; I just had to make conversation.

That's where my Table Topics experience came to life, especially those times when I was called on by this eccentric Topicsmaster to

expound on her loony fantasies. With Table Topics, we learn to be creative and playful, to pretend, to impersonate, and especially to refrain from taking ourselves and the situation too seriously. So every time I found myself in the presence of somebody who was *Somebody*, I imagined I was speaking on a Table Topic: I decided to play with the situation and just pretend that I also was Somebody. And with the self-assurance I gained from this mindset, I engaged in conversation naturally, the same way I would have with anybody. (“I think the limo is here....Is that your hat on the chair, Carlos [Santana]?”) It worked marvels. Fortunately, nobody asked, “Which Somebody are you?”

One of my tricks, if I had to introduce myself, was to make sure I would do it with my first and last name – Florence Ferreira. I thought it would give more realism to my “character.” After all, among these VIPs were also CEOs, producers, composers, etc., and they didn’t introduce themselves as Peter, Paul or Mary (except, that is, for Peter, Paul and Mary).

And sometimes I would shake hands without pronouncing my name at all. That’s when my character was so famous that there was no need for it, and shame on whoever didn’t recognize me. After enough warm-up, I moved up to the next level and would excitedly blurt: “¡Hola! ¿Cómo estás?” I am sure some of these celebrities are still trying to put a name to my face!

On a more serious note, I discovered once in action that the most useful skill Table Topics had taught me was to come out of my own persona to embody different characters and analyze different situations. In the present circumstance, had I not been through that training, I would have probably felt intimidated to the point of staying quiet, feeling out of place and making it

show. Instead, not only did I naturally step into a character, Señora Somebody – a lovely person (who would have thought?) – but I was also composed enough to put myself in other people’s shoes and explore their respective predicaments and weaknesses.

**“Table Topics taught me to come out of my own persona and embody different characters and analyze different situations.”**

I realized that as famous as they are, celebrities also have their insecurities. Old stars go through the pain of not being recognized any longer, newcomers seek attention however they can find it, tabloid scapegoats take any opportunity to cleanse their image, and ultimately every artist is at the mercy of producers (aside from Gloria Estefan, who is married to one).

This Achilles’ heel of performers became very apparent on the last day, right before the actual Latin Grammy ceremony, and led to another “Table Topics” scenario.

As they come out of their limousines to walk to the arena, celebrities have to cross the “green carpet” – it happens to be green at this event – a long walkway bordered by the Latin Grammy logo-imprinted wall on one side, and myriad voracious journalists and photographers on the other.

The reporters aim to interview the most popular stars, but the artists are also eager to be approached by the most prized TV channels and magazines. This latter quest, contrary to the impression we get on TV, results in the slowest walk I have ever experienced. In order to be noticed and interviewed by the highest number before reaching the finish line, everyone takes extra time by engaging in small talk

to anyone standing around, pretending to be retained and excited by the conversation, but spotting the media in the corner of their eye – “I’m glad we didn’t have to walk as much as last year. Vegas was a killer. Oh, you weren’t there last year? ¡Qué pena! (What a pity).”

That was my moment of glory. Celebrities were even taking pictures with me; I was finally being recognized! By then, I had blended with my character and believed I was Somebody, indeed! *¿Un autógrafo? ¡Sí, claro!*

Table Topics has never been my strength at the club, and I always envied the members who seemed to be naturals. But I discovered on this trip that I had learned more than I thought, and that sometimes it just takes a *real-life* opportunity to be able to assess one’s progress along the road. Of course, there is nothing more motivating than that: applying what you’ve struggled to grasp and discovering you actually got it. I encourage every Toastmaster to throw yourself into real-life Table Topics situations as often as possible. I don’t necessarily recommend elevators and public restrooms, however, unless it’s at the Latin Grammy Awards and you’re ready to live *La Vida Loca*. 📺

**Florence Ferreira, ACB, CL**, is a trilingual (English/Spanish/French) intercultural-communication consultant, the founder of **SpeakGlobal.net**, and an inspirational speaker and writer. She is a member of Boca Raton Toastmasters in Boca Raton, Florida. Reach her at **f.ferreira@speakglobal.net**.



## FUNNY YOU SHOULD SAY THAT!

By John Cadley

# Aristotle, Syllogistically Speaking

¶ We all know Aristotle as the inventor of the syllogism, a deduction of new truths from established principles – i.e., *Socrates is a man; all men are mortal. Therefore, Socrates is mortal.*

Now let's try that kind of thinking on, oh, say, the economic crisis: *Walter is a Wall Street banker; all Wall Street bankers are financial experts. Therefore, Walter just lost all your money.*

Not quite the same thing, is it? It makes me wonder if history hasn't gotten things mixed up. We're told that Aristotle's system of thought was briefly in contention with that of a Stoic named Chrysippus, and that Aristotle eventually won out. I'm not so sure. Chrysippus's logic went like this – *If it is day, it is light. But it is day, so it is light* – which sounds a lot more like the kind of talk we hear today: great-sounding verbiage that circles back and bites its own behind without a new truth in sight. This is called propositional logic because it offers you a proposition. You know, like: *If Socrates wants to buy a house, Socrates needs the money. But Socrates doesn't have the money, so Socrates gets a subprime mortgage.*

We are also told that Chrysippus argued about logic with such passion that he frequently became illogical, and that he actually died laughing from giving wine to his donkey and watching it try to eat a fig.

Let's see: illogical logic from a man who partied with jackasses. Sounds like Wall Street material to me.

I'm not putting Aristotle down. This is the guy who influenced millions of minds over thousands of years, and I can't even get my

teenaged son to take out the garbage. I'm just wondering what would happen if Aristotle were around today. Let's say I took him to Washington and said, "Hey folks, this is my friend, Aristotle, who believes that language and logic rely heavily on the copulative use of the word *is*. Aristotle, I'd like you to meet Bill Clinton." Ouch.

Or if I took him to a cocktail party in Palm Beach. "Folks, let me introduce you to the author of the Law of Contradiction, which states that no assertion can be both true and false at the same time. Ari, say hello to my good friend Bernie Madoff, who made stock trades for his clients that he never made and earned them millions of dollars that they never earned." Very ouch.

Or how about a trip to the State House in Illinois. "Honored members, how about a big Prairie State welcome for the author of *Nicomachean Ethics*, who wrote that politics is ethics on a grander scale and that legislators ought to stimulate people to virtue and urge them forward by the notion of the noble. Aristotle, shake hands with my man, Rod Blagojevich." Yikes.

What would Aristotle do? I imagine him going back to his hotel room, ordering room service and trying to put it all in a syllogism. He starts with the premise upon which his entire philosophy rests:

*Rational creatures behave rationally. People are rational creatures. Therefore, people behave rationally.*

I see him drawing a big "X" mark through this and writing "ΣΘΛΩ" in the margin, which is Greek for "not so much."

I see him trying again. He writes: *Rational creatures behave rationally. People do not behave rationally. Therefore, people are not rational creatures.*

Aristotle blinks in amazement. This conclusion cracks the very foundations of thinking. It *can't* be true. After all, he – Aristotle – is a person and *he* behaves rationally. Well... most of the time. There was that incident when Chrysippus heckled him at the Lyceum and he retaliated by nailing Chrysippus with a spitball. Not a particularly rational act from the greatest thinker of the Western world. But the guy had it coming.

Aristotle thinks of other people he considers rational. They don't go around saying black is white and two plus two equals five. Yet the world is a complete mess precisely because of irrational thinking. What's going on?

He writes again: *Rational creatures behave rationally – except when they don't. People are rational creatures, except when they're irrational. Therefore, people are people, except when they're not.*

Things are going south. His syllogism has resulted in a blatant contradiction, which is impossible. But there it is. Finally, Aristotle has no choice but to write:

*People are rational contradictions. A rational contradiction cancels itself out. Therefore, people are impossible.*

Considering all the impossible people he knew, Aristotle can only agree. ▣

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# Lessons from the

By Robert Oliver

***Rhetoric:***

*“The art of using language so as to persuade or influence others; the body of rules to be observed by a speaker or writer in order that he may express himself with eloquence.”*

– OXFORD  
ENGLISH  
DICTIONARY

# Ancient Greeks

**Y**our eyes burn, your head aches and the document open on your computer screen is still blank. It's late, and you still have no idea how to approach the subject of your presentation. You scan the nearby bookshelf containing volumes you haven't read since your undergraduate days, and then you

pause at one. It's Aristotle's *Rhetoric*. You remember that the ancient Greek had something to say about crafting a speech. Could something written over two millennia ago actually help you tonight?

These days few people read Aristotle outside of a college class. However, the ancient philosopher has a lot to say about the art of public speaking. In his book *Rhetoric* and other writings, he lays out his view of the subject in great and loving detail. Aristotle teaches that different speaking methods work for different settings, and why it's important for an orator to identify the specific approach he wants to use. He also serves up strategies for how to organize a presentation, and offers insights on our thinking methods.

In Aristotle's day, rhetoric was a central part of community life. For a young man in the ancient world, the art of persuading fellow citizens was considered a vital skill in order to advance in society. Many aspects of life that today are regarded as separate – religion, law, economics, military strategy, finance and public administration – were combined in the classical world's political system, and this remained true long after the Greek city-states had disappeared. So to the ancients, rhetoric provided an essential tool for life; what the citizens had to say really mattered. Aristotle's fundamental contributions remain highly relevant to the contemporary communicator.

## **First, Make it Appealing!**

Most of Aristotle's teachings about rhetoric can be understood by applying the term he used: the *appeal*. To Aristotle, the appeal was the speaking method used to

persuade an audience toward a particular point of view or course of action. He identified three kinds of appeals: the *logical*, *pathetic* and *ethical*.

The logical appeal is the approach many of us have been taught is the most appropriate. This is the appeal to reason, the attempt to convince the audience that your argument is correct. *Logos*, which in Ancient Greek meant "word" but also "reason" or "process," provides the root of our word "logic." To ancient Greeks, reason was inseparable from speech. However, the idea of speech and reason being separate and sometimes in conflict was something the Greeks also understood very well – it was a main theme in the works of Aristotle's mentor, the philosopher Plato.

Today, some might argue that approaching an audience through their emotions is inappropriate. That argument would be alien to Aristotle. The *pathetic* appeal, coming from the same root as "pathos," involves "working on the emotions of the judges themselves," he wrote. To the Greeks, this was only realistic because humans are emotional creatures. Ignoring emotion would even show a lack of respect, as it would imply that dealing with the full humanity of their listeners was beneath their pride as a speaker. To Aristotle and other Greeks, the pathetic appeal was, in fact, the most fitting choice for public discussions, while the logical appeal was better suited to private conversations, such as a discussion on the best way to build a boat.

The *ethical* appeal involves playing to the audience's sense of admiration for you. In this kind of appeal, you draw on your own life story – a narrative designed to



put your character forward as the best criterion for agreement with your positions. This approach is often used today, especially in politics, where candidates focus on their war heroism or experience in office.

## Second, Tell a Story

The use of narrative in the ethical appeal leads to the second part of Aristotle's discussion: the *arrangement* of the argument. On this topic – the organization of speech content – Aristotle also offers us valuable lessons.

The Greeks could arrange an argument in three ways, and “narrative” was the most popular. To this day, narrative lends itself well to the ethical appeal, but it can also be used with appeals to reason or emotion. The narrative strategy is probably the oldest technique for arranging an argument – as old, perhaps, as verbal communication. The advantages are that it's a natural way of speaking and a mode of communication most audiences feel comfortable with. It allows you to engage in multiple forms of appeal, often all three in the same presentation. And there are almost as many ways of tailoring a story as there are storytellers.

Forms of the narrative include the parable (a short story illustrating a moral), used in religious writing; the anecdote, used by speakers as diverse as Abraham Lincoln, Mark Twain and Ronald Reagan; personal testimony of events a speaker witnessed; family reminiscences; telling well-known stories about the past; and reciting myths and legends.

The “linear” arrangement was considered the best strategy to use with the logical appeal, because you lay out facts in a step-by-step fashion building toward a specific conclusion. This is the kind of strategy used by lawyers in court arguments and scientists in putting forth their theories. It's a powerful strategy but requires an audience to engage deeply, so it's most appropriate for a venue where the audience has special interest or expertise in the field being discussed. You most often find it in specialized professional settings, such as scientific meetings and courts of law.

The third strategy, the “dialectic,” is a modification of the linear arrangement. In this case, the speaker lays out a point-by-point discussion of the position she is advocating and compares it to another position. This strategy is useful in debate. The problem with the dialectic is that it can slide very quickly into negativity, leading to high tempers and more disagreement. However, the dialectic allows you to honestly and realistically incorporate any pre-existing conflict into a speech. Aristotle himself found this the most powerful strategy for cutting to the basic truths underlying a hotly contested debate, and said, “Dialectic is a process of criticism wherein lies the path to the principles of all inquiries.”

## How Do You Think?

The last part of Aristotle's approach to rhetoric concerns the philosopher's ideas about thought itself – not your form of appeal, or your strategy, but your method of thinking. Aristotle presented many different patterns of thought, but he organized them into two different groups: *deductive* and *inductive*.

Deductive thought involves beginning with a general statement about the world and moving to a specific statement about a particular event or situation. This kind of reasoning leads to conclusions that *must* be correct if all the preceding statements are correct. As they say in Geometry class, if it's true that parallel lines do not meet, and it's true that two particular lines are parallel, then it *must* be true that those two lines do not meet.

The inductive mode of thought does not deal in certainty. In the inductive mode, you begin with specific facts about the world and then argue your way to general statements. Aristotle said induction involves “the universal as implicit in the clearly known particular.” A specific fact might be: “This bird is a raven.” You then move to a more general statement: “There are other particular birds that I know of called ravens.” A statement following that one might be: “All the ravens I've seen are black.” And the final conclusion is: “Ravens are black.”

When you are dealing with induction, the conclusions you reach are not *certainly* true, but probably true. Even if all the ravens you see or know of are black, it's not absolutely certain that *all* ravens are black; it's only more or less likely. There could be some white ravens out there you haven't seen. And, in the real world, white ravens do indeed exist. However, they are rare. So someone who has never seen a white raven but only the more-common black variety is justified in reaching the inductive – *probably* true – conclusion that ravens are black.

For an Aristotelian, putting together a speech or a presentation means taking all three of the aspects of rhetoric into account. You must decide how to appeal to your audience, what strategy to use and what form of thought will best suit your arguments.

More than two thousand years separate us from Aristotle. The problems we face, the societies we inhabit, the politics we practice, are all vastly different from those he saw. But people are still people, and humanity was something the Greek philosophers understood very well. Considering all this, it's no surprise that Aristotle speaks as clearly to us today as he did to his students during the bright Greek mornings long ago. ■

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MGM Grand at  
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# Everyone is Talking About the International Convention!

Come to Mashantucket,  
Connecticut, August 12-15, 2009,  
and discover why Toastmasters'  
78th Annual International  
Convention is the ultimate  
Toastmasters event!



**Discover** what everyone is talking about!

**Listen** to great speakers!

**Learn** from the best!

**Enjoy** fellowship with Toastmasters from around the world!

**Understand** what makes this organization great!

**Interact** with old and new friends!

**Become** a better speaker and leader!



**I**f you haven't yet attended a Toastmasters International Convention, you don't know what you are missing. It's an important part of the Toastmasters adventure! Let this be the year when you become a first-timer. You won't be disappointed!

### Inside the MGM Grand at Foxwoods

awaits educational opportunities, entertainment, world class speech contests, great restaurants...and best of all, nearly 1,500 Toastmasters who've traveled from near and far to do what they do best: Talk! And they want to meet *you!*

**If you've already attended an International Convention**, you know what to expect: a reunion with friends and fellow Toastmasters who share a common interest in self-improvement. This year, a great lineup of speakers will help you become a better speaker and leader. Choose your educational sessions based on the three tracks: **Member Success, Club Success and District Success.**

**An extra bonus:** The World Championship of Public Speaking takes place on Saturday morning August 15. This event truly is the Olympics of oratory; you won't want to miss it! Come and find out what everyone is talking about!

You will find the schedule of events on the next few pages.

### Register Early!

To save money, register now! After July 20, fees will increase. Registration forms are available on pages 37-38 and online at [www.toastmasters.org](http://www.toastmasters.org) starting April 1.

### Convention Schedule

The Convention begins **Wednesday, August 12, and ends Saturday evening, August 15**, featuring great speakers and fun events.

## Tuesday, August 11

### Interdistrict Speech Contests – 7 p.m.

Watch speakers from districts outside North America compete for a final spot in Saturday's 2009 World Championship of Public Speaking. There are two concurrent contests, so be sure to mark your registration form to reflect which one you wish to attend.

## Wednesday, August 12

If you're pre-registered, you may pick up your ticket packet beginning at 10 a.m. World Headquarters will automatically pre-select your seats for the Golden Gavel Luncheon, the World Championship of Public Speaking and the President's Dinner Dance. Any remaining event tickets are subject to availability. So pre-register and buy your tickets early!

### Your Convention Name Badge

Your Convention name badge is your passport to attend all general and educational sessions featured at the International Convention. Be sure to wear your badge, as it will be required.

### Entertainment At Foxwoods

Enjoy many entertainment options available at MGM Grand at Foxwoods. The hotel's 50,000-square-foot casino is home to 1,400 slot machines and 60 table games. Take in a show in the hotel's 4,000-seat MGM Grand Theater showcasing talented performers, concerts, off-Broadway shows and sporting events.

The hotel is home to the finest shops for gifts and accessories. Hungry? Enjoy a variety of dining options that appeal to every budget. Don't stop there – an indoor walkway takes you to the Grand Pequot tower that adjoins the hotel. Choose from a wide variety of restaurants featuring gourmet, casual, express or buffet options. The excitement never ends at the MGM Grand!



After you register, be sure to visit the **District 53 Information Desk**. Its hosts will introduce you to popular attractions in the area. The Candidate's Corner and Credentials Desk open Wednesday afternoon.

**TI Bookstore – 9 a.m.**

As always, the store is packed with souvenirs and helpful resources to bring back to your club.

**Board of Directors Briefing – 1 p.m.**

TI's Board of Directors meets twice a year. Here they'll update you on recent actions and decisions, and share the organization's strategic plan and vision for the future.

**First-Timers Orientation – 4 p.m.**

International President Jana Barnhill, DTM, AS, welcomes you to your first International Convention. Meet other first-timers, make new friends and learn about exciting events taking place throughout the convention.



**Opening Ceremonies – 7 p.m.**

**Featuring Sam Silverstein, CSP**

The Convention opens with the traditional Parade of Flags, followed by a "State of the Organization" report by International President Jana Barnhill. Then the President of the National Speakers Association, Sam Silverstein, will inspire and entertain you with his keynote message, **"No More Excuses!"**

**Candidates' Reception**

Meet this year's international officer and director candidates at an informal reception immediately following the opening ceremonies.

**Thursday, August 13**

**Education in the Morning – 8:30 a.m.**

Begin your day with a lineup of outstanding speakers. Choose from three tracks: Member Success (MS), Club

# What the Members Say ...

## A survey of last year's first-timers and their Convention experience

Every year, the Toastmasters International Convention hosts thousands of attendees from all over the world, with many joining in for the very first time. What's it like to be a first-timer? The *Toastmaster* asked a few members who attended the 77th annual International Convention in Calgary, last summer. This is what they said:

**John Locke, ATMS, AL, Land of Sky and Ridgefield Toastmasters clubs  
Arden and Asheville, North Carolina**

*"The International Convention in Calgary was the ultimate 'Out of Club' experience. I discovered early in my Toastmasters journey that true growth takes place outside the comfort zone of the club. I have had a sense over the last 10 years that my Toastmasters experience would be incomplete until I attended an International Convention. I really didn't know what to expect as a first-timer in Calgary. The energy was electric, the education sessions were amazing and the International Speech Contest was one of the most inspiring events of my life. I had*

*to wear sunglasses to block the glare from all the DTM medallions...you have to see it all first-hand to believe it!"*

**Grace Jennings, DTM, Austin Toastmasters Club  
Austin, Texas**

*"I thoroughly enjoyed my first Toastmasters International Convention...and Calgary wasn't half-bad, either! Although I did not get to attend the education sessions, due to the fact that as a member of my district's trio I spent my time interviewing candidates, I was very impressed with the program. I was thrilled with the opportunity to meet and mingle with other dedicated Toastmasters. It was a great event!"*

**Marsha Kiley, ACS, Cigna WDC Lunchtime Toastmasters  
Hartford, Connecticut**

*"Thank you for the opportunity to say that I thoroughly enjoyed myself! I think in addition to being able to speak freely with all the candidates running for international director, I enjoyed having lunch with Toastmasters from Ireland and*



Success (CS) and District Success (DS). Or mix and match from all three tracks!

**“Making a Connection – Keys to Engaging Your Audiences” (MS)**

**Michelle Devlin, DTM**

This veteran Toastmaster and professional speaker will focus this session on concepts and techniques presenters can use to engage and connect with their audiences. You’ll learn how to:

- Be authentic – show emotion.
- Build interaction – get people involved in your presentation.
- Get “physical” and interact with the audience.
- Use effective body language and props.

**“Set Your Sails for Club Success” (CS)**

**Gary Mull, DTM**

Get your club in “Ship-shape” and bring out the best in your crew, using practical and proven strategies from a veteran Toastmaster and leader. This fun and interactive session will draw from the presenter’s 30 years of sailing experience to teach key elements

of leadership success. You’ll learn:

- How to create a compelling vision that others can see clearly and want to achieve.
- How to inspire and empower others to become effective leaders.
- How to motivate your team.
- Specific behaviors that lead to team success.
- Critical elements of leadership.

**“The Dos and Don’ts of Corporate Visits” (DS)**

**Ted Corcoran, DTM**

Half of all Toastmasters clubs are in corporations. Find out from this Past International President how to organize corporate visits to maximize the chances of a successful outcome. You’ll learn:

- How corporate visits can help your district and Toastmasters International.
- How to lay the groundwork and prepare for each visit.
- Who to contact and how.
- The most essential thing to do before the visit ends.
- What to do after the visit.



*sitting in an education session during the Q&A and realizing that I was sitting with members from around the world. It was an awesome experience!”*

**Deidra L. McGee, ACB, Delaware County Toastmasters Media, Pennsylvania**

*“The year 2008 was great for me, because I attended my first Toastmasters International Convention, in Canada. Toastmasters Convention attendees, volunteers and my district governor showed me the ropes of the Convention, and Canadians made me feel very welcomed to their city. It was definitely the most memorable and best trip I had taken in a while and the highlight of the year for me....Eh! I’m looking forward to the 2009 Convention in Mashantucket, Connecticut.”*

**Daniel Cantrell, CC, Lifeway Toastmasters Nashville, Tennessee**

*“TI Calgary was a rewarding and valuable experience for me as a first-time attendee. Getting to see some of the best public speakers from all over the world is quite exciting! I look forward to my next Convention.”*

***These experiences can be yours too!  
Come and Go Grand in Mashantucket!***

## Education continues in the morning – 10 a.m.

### “Using Humor Appropriately” (MS)

**Frank King and Jan McInnes**

This entertaining, interactive and fun-filled presentation will teach you the “Humor-cratic Oath: First and Foremost, Do No Harm.” You’ll learn the who, when, what and why of humor, so the humor hits, but doesn’t hurt, and you stay out of trouble. You’ll learn:

- What is, and isn’t, appropriate humor.
- Four reasons humor doesn’t work and what to do when your humor fails.
- Five rules for using humorous material.
- Six questions to ask your audience to be sure your material hits the mark.
- Topics to avoid.

### “From Good to Great – Optimizing the Moments of Truth” (CS)

**Michelle Alba Lim, ACS**

Discover ways to incorporate the most powerful tool for building and sustaining successful clubs, The Moments of Truth (MOT) module, into your club’s educational program. You’ll learn to:

- Facilitate the MOT program in 45 minutes or less.
- Use a team-building approach to make MOT engaging and entertaining.
- Incorporate MOT action steps into club programming.
- Bring out the best in your club.

## Golden Gavel Luncheon – Noon

### “It’s OK to be the Boss”

**Honoring leadership expert**

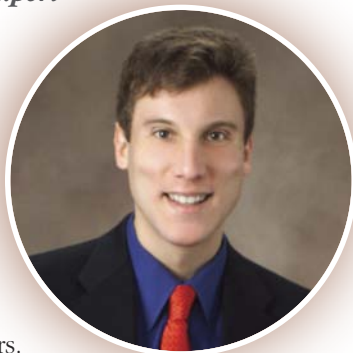
**Bruce Tulgan**

**as Toastmasters’**

**2009 Golden Gavel recipient.**

A leading expert on young people in the workplace, Bruce Tulgan is an American best-selling author, management trainer and advisor to business leaders.

Since 1993, Tulgan’s company, Rainmaker Thinking, has worked with thousands of leaders and managers to better manage their workplace teams. His six books have been published around the world in many languages. His newest book,



*Not Everyone Gets a Trophy: How to Manage Generation Y*, was recently released. He also wrote five other books, *It’s Okay to be the Boss*; *Managing Generation X*; *Winning the Talent Wars*; *Fast Feedback* and *Managing the Generation Mix*.

Tulgan has a law degree from the New York University School of Law, holds a fourth-degree black belt in karate and lives in New Haven, Connecticut, with his wife, Debby Applegate.

## Spouse/Guest Tour Package – Day #1 Tour of Mystic Seaport and Olde Mistick Village – 2:15 p.m.-6:15 p.m.

Experience early-American charm and beauty in Olde Mistick Village, Connecticut, and shop for unique souvenirs in more than 40 quaint shops. The tour continues to a private, guided tour of Mystic Seaport where you’ll tour a historic tall ship and observe a working shipyard in action. **This tour is limited to the first 50 registrants!** *Food and beverage are not included.*

## Afternoon Sessions – 2:45 p.m.

### “Overcoming Adversity” (MS)

**Darcy Keith**

In times of uncertainty and change, it is easy to become afraid of the unknown. Don’t become complacent; learn to embrace change and thrive through it. This presenter shares from personal experience in a fast-paced, interactive session that will inspire and motivate you. You’ll learn:

- The formula for surviving and thriving through change.
- How to offer opportunities for success and happiness to others.
- To develop an attitude of gratitude.
- The secret to embracing change.
- How to deal with change in a positive attitude.

### “Mastering the Marketing Tool of Public Relations” (CS)

**Tammy Miller, DTM**

This workshop focuses on the basics of keeping your club fresh, including how to recruit and treat guests, and how to use public relations techniques to promote your club. You’ll learn how to:

- Understand marketing and public relations and how they differ.
- Better understand “the Toastmasters Brand” and why and how to protect it.
- Take advantage of club tools already in place.
- Integrate low-cost public relations strategies.
- Network with others regarding “best practices.”

### Accredited Speaker Program – 2:45 p.m.

Watch Toastmasters give their second-level presentations for the 2009 Accredited Speaker Program. Learn by watching these talented Toastmasters talk!

### Candidate Showcases – 5 p.m.

Meet officer and director candidates.

### Open Evening

Stop by the host district information desk for some great dining and entertainment ideas. Refer to page 31 for more details about the many entertainment options available at the hotel.

## Friday, August 14

### Annual Business Meeting – 8 a.m.

**Jana Barnhill, DTM, AS, Chairman**

**Herb Nowlin, DTM, Parliamentarian**

Your vote counts! Elect international officers and directors and vote for important proposals.

### Spouse/Guest Tour Package – Day #2 Scenic Narrated Tour of Newport – Tour of The Breakers Mansion – 10 a.m.-5:30 p.m.

Enjoy an audio guided tour of the famous Breakers Mansion, a 70-room summer residence built for Cornelius Vanderbilt. The audio tour details the history of this famous home, its residents and the architect, Richard Morris Hunt. Guests are also free to walk the beautiful gardens featured on the estate. Following the tour, lunch is provided at Brenton Point Park. The visit ends with a narrated bus tour of the area and includes 150 points of interest – among them, the colonial sections, the world-famous Ten Mile Ocean Drive, and Bellevue Avenue, where millionaires built their fabulous “summer cottages.”

**This tour is limited to the first 50 registrants!** *This tour includes a boxed lunch.*

### Leadership Luncheon – 11:30 a.m.

**“The 21st  
Century Leader”**

**Johnny Campbell,  
DTM, AS**

Don't miss this presentation by Accredited Speaker



Johnny Campbell, also known as “the Transition Man,” at this special luncheon in celebration of Toastmasters International's 2008-2009 Distinguished Clubs. Today's companies and associations rely on a diverse workforce, including traditionalists, baby boomers, generations X and Y – each with a unique set of values, expectations and behaviors. You'll learn:

- How to motivate, manage and retain this diverse group of people.
- Strategies and techniques for managing generational differences.
- How to resolve conflicts with different generations.
- How to empower diverse generations.

### Discovery Luncheon – 11:30 a.m.

**“Mining for Gold in  
Everyday Moments”**

**Morgan McArthur**

Let Morgan McArthur, who is Toastmasters' 1994 World Champion of Public Speaking, help you discover the delights in the details of life. Morgan will teach you how to find your speeches – and yourself – in experiences, interactions and observations. Specifically, you'll learn:

- To mine your life experiences for speech material.
- That our life path is unique but your challenges and struggles are not.
- That you are better than you think you are.
- How best to share your stories.

### Hall of Fame – 1:30 p.m.

Come celebrate Toastmasters International's top performers as they are recognized for their outstanding accomplishments in 2008-2009.

### Open Evening



## Saturday, August 15

### International Speech Contest – 9 a.m.

This is the highlight of the Convention and a “don’t miss” event! Watch the best in public speaking as 10 finalists compete for the World Champion of Public Speaking title. This is a popular event, so order tickets now!

Members interested in attending only the International Speech Contest may purchase an individual ticket for that event. Read more on [members.toastmasters.org](http://members.toastmasters.org).

### General Education Session – 1:30 p.m.

#### “Dare to Do It – Accomplish Your Dreams with Humor, Creativity and Passion”

##### *Fran Capo*

Using humor, inspirational anecdotes and demonstrations, comedienne and adventurer Fran Capo will reveal her secrets to overcoming self-imposed limitations. You’ll leave feeling empowered to overcome any obstacle! Fran Capo holds the *Guinness Book of World Records* title as the World’s Fastest-Talking Female at 603.32 words per minute – so get ready for a fun and fast-paced session! You’ll learn how to:



- Think like a world-record holder.
- Build confidence in yourself and others.
- Use humor to connect to people and get your message out.
- Enhance creativity.
- Be D.R.I.V.E.N.

### Education continues in the afternoon – 3 p.m.

#### “Taking Care of Your Favorite Speaker: You!” (MS)

##### *Carol Dean Schreiner, DTM*

Speaking can be exhausting – and if you are not energetic, you won’t wow the audience. Professional speaker and trainer Carol Dean Schreiner offers a positive and fun approach to keeping energy up and stress down. You will learn to:

- Set and achieve personal and professional goals.
- Recognize your strong points and turn weaknesses into strengths.

# Register Online Starting April 1

Register online at [members.toastmasters.org](http://members.toastmasters.org). Receive a confirmation of your convention registration instantly!

For airline, travel information, and transportation from the airport to the hotel and tax deductibility, visit the Toastmasters International Web site for information and details.

- Do exercises that strengthen your voice.
- Manage time and stress and keep a positive attitude.
- Realize that to help others, you first have to help yourself.

#### “FreeToastHost Tips and Tricks” (CS)

##### *Bo Bennett*

Join the creator of Toastmasters’ Web-hosting service in an entertaining and informative session exploring the many benefits of FreeToastHost (FTH). More than 60 percent of all Toastmasters clubs currently use FTH software to create a professional-looking Web site. In this session, Bo will tell you how to optimize the use of FTH and answer any questions you may have. You’ll learn to:

- Feel comfortable being the Webmaster for your club.
- Increase the timeliness of member payments by using the invoice feature.
- Be more efficient with meeting agendas.
- Create a better sense of community within your club.
- Convert more guests to members.

#### “Panel Discussion: Achieving Success in the Distinguished District Program” (DS)

##### *Johnny Uy, DTM – Moderator*

##### *Anthony C. Castillo Moreno, ACS*

##### *Marlene Hall, ACB*

##### *Radhi Spear, DTM*

##### *Karen L. Holland, DTM*

Tap into the combined leadership expertise of a panel of a distinguished experts who have served as governors of President’s, Select and Distinguished Districts. Learn from these Toastmasters as they share their experiences as leaders and what it takes to achieve area, division and district success.

### President’s Dinner Dance – 7:30 p.m.

Dine and dance in elegance at this extravagant closing event. Past International President Chris Ford presides over the installation of newly elected officers and directors.



# Registration Forms

TOASTMASTERS  
INTERNATIONAL®

78th Annual Convention • August 12-15, 2009 • Mashantucket, Connecticut

For quick, easy and instant registration confirmation, register online at: [members.toastmasters.org](http://members.toastmasters.org).

(Please Print) Member No. \_\_\_\_\_ Club No. \_\_\_\_\_ District \_\_\_\_\_

Name: \_\_\_\_\_ First Name or Nickname (as you wish it to appear on your badge): \_\_\_\_\_

Adtl. Registrants' Name: \_\_\_\_\_ First Name or Nickname (as you wish it to appear on your badge): \_\_\_\_\_

Address \_\_\_\_\_  Check if this is a new address

City \_\_\_\_\_ State / Province \_\_\_\_\_ Country \_\_\_\_\_ Postal / Zip \_\_\_\_\_

Daytime Telephone ( ) \_\_\_\_\_ E-mail Address \_\_\_\_\_

This is my first TI Convention  I require special assistance

## 1 "PRE-CONVENTION" INTERDISTRICT SPEECH CONTESTS

**Note:** These contests run concurrently! Immediately following the contests is a reception open only to members of districts not assigned to regions (DNAR).

**Interdistrict Speech Contest A (Tuesday)**  
(Districts 70, 71, 72, 74, 75, 76, 79, 80 and 85)

\_\_\_\_\_ Member(s)/Guest @ \$40.00 = \$ \_\_\_\_\_

**Interdistrict Speech Contest B (Tuesday)**  
(Districts 34, 51, 59, 67, 69, 73, 81 and 82)

\_\_\_\_\_ Member(s)/Guest @ \$40.00 = \$ \_\_\_\_\_

For district locations please visit our Web site at [members.toastmasters.org](http://members.toastmasters.org)

**SECTION 1 TOTAL** = \$ \_\_\_\_\_

## 2 "FULL" CONVENTION PACKAGE... ONLY

When received on or before July 20 – \$550.00  
When received after July 20 – \$600.00

A Full Convention Registration Package includes one ticket for each of the following:

- Access to all educational sessions
- Golden Gavel Luncheon (Thursday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)
- **PLEASE CHECK ONE OF THE FOLLOWING:**
  - Leadership Luncheon (Friday)
  - Discovery Luncheon (Friday)

\_\_\_\_\_ Member(s)/Guest @ \$550.00 (received on or before July 20)  
\$600.00 (received after July 20) = \$ \_\_\_\_\_

**SECTION 2 TOTAL** = \$ \_\_\_\_\_

## 3 "SPOUSE/GUEST" PACKAGE... ONLY \$450.00

**LIMITED TO FIRST 50 REGISTRANTS!** Spouse/Guest must be non-member. This registration includes one ticket to each of the following:

- Tour: Mystic Seaport Tour (Thursday)
- Golden Gavel Luncheon (Thursday)
- Tour: Newport/Breakers Mansion Tour (lunch provided) (Friday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)

**No access to any educational sessions!**

\_\_\_\_\_ Spouse/Guest(s) @ \$450.00 = \$ \_\_\_\_\_

**SECTION 3 TOTAL** = \$ \_\_\_\_\_

## 4 SATURDAY PACKAGE – INTERNATIONAL SPEECH CONTEST AND EDUCATIONAL SESSIONS

This **includes** a ticket to the International Speech Contest and allows access to the educational sessions on Saturday, August 15. You may also purchase a ticket to the President's Dinner Dance.

**Optional!**

\_\_\_\_ Member(s)/Guest @ \$100.00 = \$ \_\_\_\_\_      \_\_\_\_ President's Dinner Dance @ \$85.00 = \$ \_\_\_\_\_

**SECTION 4 TOTAL = \$ \_\_\_\_\_**

## 5 "A LA CARTE" REGISTRATION

In order to purchase additional event tickets, you must have purchased package 2, 3 or the "A La Carte" registration #5. A maximum of two additional tickets per event may be purchased – no exceptions! Access to all educational sessions included.

**STEP 1**

\_\_\_\_ **Member(s)/guest registration @ \$285.00** (received on or before July 20)  
**\$335.00** (received after July 20) = \$ \_\_\_\_\_

**STEP 2**

\_\_\_\_ Golden Gavel Luncheon (*Thursday*) @ \$75.00 = \$ \_\_\_\_\_  
 \_\_\_\_ Discovery Luncheon (*Friday*) @ \$60.00 = \$ \_\_\_\_\_  
 \_\_\_\_ Leadership Luncheon (*Friday*) @ \$60.00 = \$ \_\_\_\_\_  
 \_\_\_\_ International Speech Contest (*Saturday*) @ \$75.00 = \$ \_\_\_\_\_  
 \_\_\_\_ President's Dinner Dance (*Saturday*) @ \$85.00 = \$ \_\_\_\_\_  
**TOTAL STEP 2 = \$ \_\_\_\_\_**

**STEP 3**

**SECTION 5 TOTAL**  
 (Add Step 1 and Step 2 totals) = \$ \_\_\_\_\_

## 6 REGISTRATION TOTALS

**SECTION 1 TOTAL** ..... = \$ \_\_\_\_\_  
**SECTION 2 TOTAL** ..... = \$ \_\_\_\_\_  
**SECTION 3 TOTAL** ..... = \$ \_\_\_\_\_  
**SECTION 4 TOTAL** ..... = \$ \_\_\_\_\_  
**SECTION 5 TOTAL** ..... = \$ \_\_\_\_\_  
**TOTAL AMOUNT DUE** ..... = \$ \_\_\_\_\_

## 7 METHOD OF PAYMENT (U.S. DOLLARS)

**DEADLINE:** Advance registrations must reach World Headquarters by July 20. Cancellations and refund requests will not be accepted after July 20. Cancellations will not be accepted on-site – sorry, no exceptions!

**SEATING PROCEDURES:** World Headquarters will select your seats for the Golden Gavel Luncheon, International Speech Contest and President's Dinner Dance. *Toastmasters who wish to sit in a group must mail their registration forms together in the same envelope or register online together.*

**YOUR CONVENTION NAME BADGE:** You must wear your name badge in order to attend the general, education, and ticketed events!

Check enclosed for \$ \_\_\_\_\_ (U.S. dollars) payable to Toastmasters International.

VISA     MasterCard     AMEX     Discover    Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**For quick, easy and instant registration confirmation, register online at: [members.toastmasters.org](http://members.toastmasters.org).**

**Mail or fax this form to:** Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255

By attending this convention, attendees and speakers are hereby notified that their image or likeness in the form of live video, recorded video and still photography may be captured.



The 78th  
Annual  
International  
Convention

# Go Grand!

## at MGM Grand at Foxwoods!

Reservations open April 1! Enjoy special discounted group rates for Toastmasters attending the International Convention.



### MGM Grand at Foxwoods

**\$175.00 Single/Double Occupancy**

From North America, call **1-800-FOXWOOD**

From outside North America, call **1-860-312-6464**

Hotel reservations will be accepted starting April 1.

All rates are quoted in U.S. dollars and do not include taxes – currently at 12%.

Don't delay – the MGM Grand at Foxwoods will sell out...quickly!

#### The discounted group rate applies until July 16.

After July 16, guest rooms will be available at the regular published rates.

*Reserving your guest room is easy! Simply choose one:*

- Starting April 1, reserve your room online at **members.toastmasters.org**. The Web site offers links to a special reservation page for the MGM Grand at Foxwoods.
- Starting April 1, call the MGM Grand directly. Telephone numbers are provided above.

Be sure to mention that you're attending the Toastmasters International Convention.

**Your Convention Name Badge:** Your Convention name badge is your passport to attend all general and educational sessions featured at the International Convention. Be sure to wear your badge as it will be required.

### Getting to Mashantucket

The MGM Grand at Foxwoods is located in Mashantucket, Connecticut. The address is:

**325 MGM Grand Drive,  
Mashantucket, Connecticut 06339**

### Closest airports:

- **TF Green Airport**  
Providence, Rhode Island  
42 miles or a 45-minute drive.
- **Bradley International Airport**  
Hartford, Connecticut,  
55 miles, or a one-hour drive.

### Driving from:

- **Boston, Massachusetts**  
92 miles or a one-hour,  
45-minute drive
- **New York City, New York**  
139 miles or a two-hour,  
35 minute drive

Beginning April 1, visit  
**members.toastmasters.org**  
to learn more about transportation  
options getting to the hotel.