

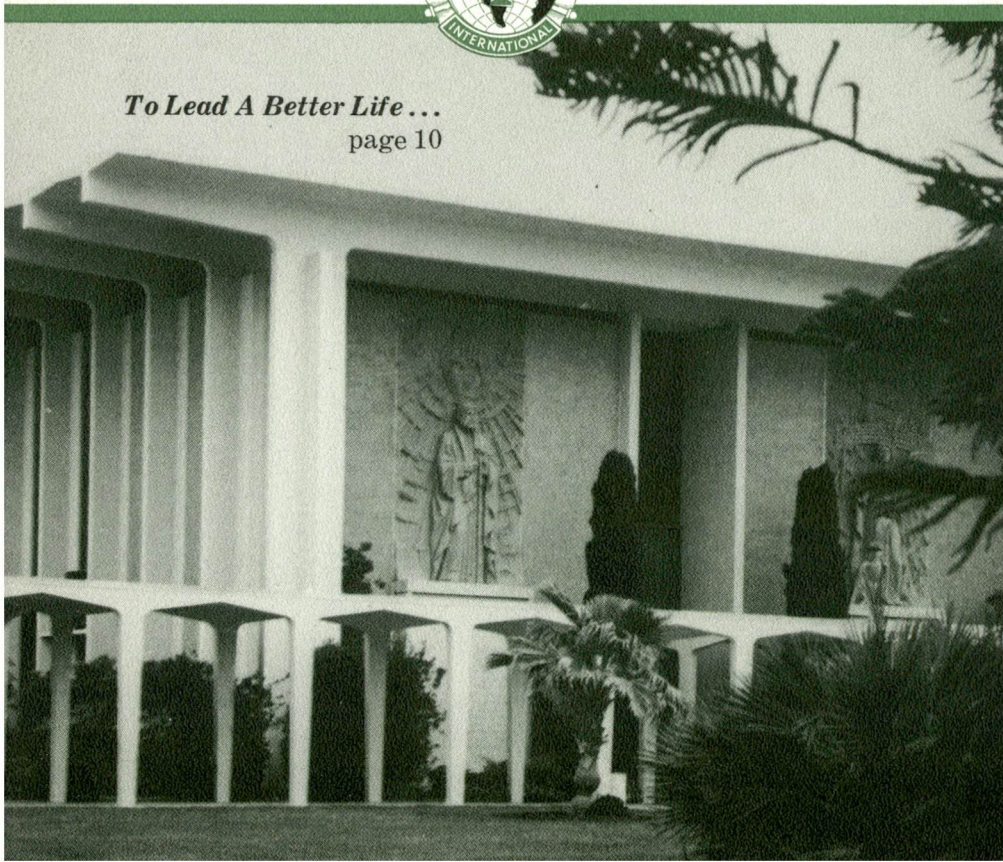
# THE TOASTMASTER

SEPTEMBER

1971



*To Lead A Better Life ...*  
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**TOASTMASTERS INTERNATIONAL** is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

Toastmasters programs provide opportunities to develop skill in listening, thinking, speaking, and leadership by participating in a series of oral communication projects, constructive evaluation, and leadership experiences. These and many other opportunities to develop leadership potential are presented in the fellowship of an organized group of men — the Toastmasters Club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, U.S.A. 92711.

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 37 NO. 9



SEPTEMBER 1971

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## In This Issue...

**THE NEW PRESIDENT** — Russell G. Herron, Ph.D., was elected Toastmasters International president at your 40th International convention in Calgary. Get to know him. See page 6.

**A CHALLENGE TO YOU** — The 1971-72 Toastmasters theme — *Success Is . . . TI ActIon in the Club* — is the basis for International President Russell G. Herron's goals for the coming year. Put *TI ActIon* in your club. See page 8.

**ACCEPTING A CHALLENGE** — In the text of his acceptance speech, newly elected International President Russell G. Herron, Ph.D., outlines his philosophy of communication and leadership in a modern society. See page 10.

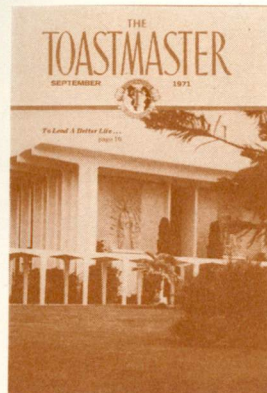
**THE NEED FOR NOTES** — Able Toastmaster Barney Kingston discusses the need and use of notes — when, where, and why. See page 20.



**SUCCESS IS . . .** — Many individual Toastmasters, clubs, and districts were cited for outstanding achievement during the past Toastmasters year. They were entered in TI's 1970-71 Hall of Fame. See page 26.



**ABOUT WORDS** — Duane Hougham, a Toastmaster for 12 years, tells about the necessity for closer consideration of what you are about to say. See page 36.



## Toastmasters Town of the Month

### CAMARILLO CALIFORNIA

CAMARILLO, CALIFORNIA, Toastmasters Town of the Month for September, was settled more than 200 years ago by the Spaniards who explored most of the western coastal region of North America. It becomes prominent for Toastmasters because it is the hometown of Russell G. Herron, Ph.D., recently elected TI president.

In the days of Spanish rule, the King of Spain awarded sizable land grants in the new world; one such grant was Rancho Calleguas, later purchased by Juan Camarillo, the city's namesake.

Descendants of the Camarillo family still reside there and participate in local holiday festivities. They can be seen in parades atop their Morgan-Arabian stallions, and especially during the Camarillo Christmas Parade, one of the three most popular parades in Southern California.

Located midway between Los Angeles and Santa Barbara, climate is king for the 20,000 residents of the city. Camarillians enjoy a Mediterranean climate with temperatures rarely above 85 degrees.

Camarillo is the hub of Ventura County. Agriculture not only remains the foundation of the city's economy, but it also adds to the beauty of the surrounding countryside with an abundance of farm land, citrus orchards, and flower fields. However, newly introduced industry includes such firms as the 3-M Company and Litton Systems, Inc.

Recreation and outdoor activities also add to the pride of Camarillians. Two recently completed marinas on the Pacific shore are within a 15-minute drive of the city, and there are nearby mountains for campers and sportsmen.

**COVER PHOTO:** St. James Chapel, St. John's College, Camarillo, Calif.



# educational happenings

## Do It... Say It... Do It...

*(Preparing Project VI)*

Never thought you'd have to learn a new language just because you joined a Toastmasters club. But, behold Project VI in your *Communication and Leadership Program* manual (Section I)!

The effective communication of thoughts and ideas by the utilization of your entire body is a highly technical art which can require many years to develop. It certainly requires more than one speech in your Toastmasters club. You should devote careful attention to this subject for all club speeches and whenever you are communicating — with one or many.

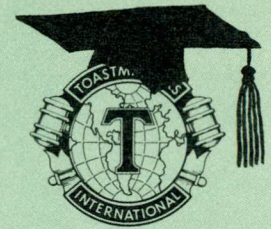
In this project the eyes of your audience understand one language, their ears another. Emphasize the use of facial expressions, eye contact, bodily stance, general appearance, and appropriate descriptive gestures. These important aspects can add much impetus, color, and rhythm to your message.

***Gestures and bodily expressions are among the most important phases in the development of your communication and leadership abilities. Rehearsal and practice are the main keys to your development in this area.***

Even before your first word you should be communicating with your audience. One of your primary objectives should be to appear at ease before the group. Although you probably are nervous, ignore it. Animals sense nervousness as a sign of possible hostility. Audiences sense it as a lack of confidence in what you are about to tell them. Smile, because you have researched your subject and are confident in what you are about to say.

As you prepare for Project VI, be sure to select a subject that draws your attention and enthusiasm — something that you have

# for YOU and your Club



been involved with and something about which you can demonstrate your concern to your listeners.

When selecting your subject, take care to choose a topic that will allow you a degree of latitude for gestures, expressions, and descriptive movements. It's difficult to use expansive gestures if you are describing wrist watch repairing.

Select a topic that is emotional rather than passive — something that makes you glad, sad, or mad. Shy away from complicated descriptions such as a chess game. Look for a subject with action and in a setting that will draw your listeners' attention.

Consider such topics as . . .

- \* ***Toastmasters membership responsibility . . .***
- \* ***Environment improvement needs . . .***
- \* ***Narcotics in modern society . . .***
- \* ***Cost of living . . .***
- \* ***Government's raising costs . . .***
- \* ***Effective municipal government . . .***

Pantomime — the art of communicating ideas and thoughts without words — is as old as the human race. It was used in ancient Rome, where actors placed much reliance upon bodily motions to communicate to their audiences.

Even in modern idle conversation, gestures and other bodily expressions are a natural phenomenon; they are an international language. When you can't hear a conversation, watch it! You can watch and learn much about how each of the participants regards his point of view. All you need to know is the subject and you can almost reconstruct the conversation.

Don't neglect this opportunity to broaden your communication and leadership abilities.



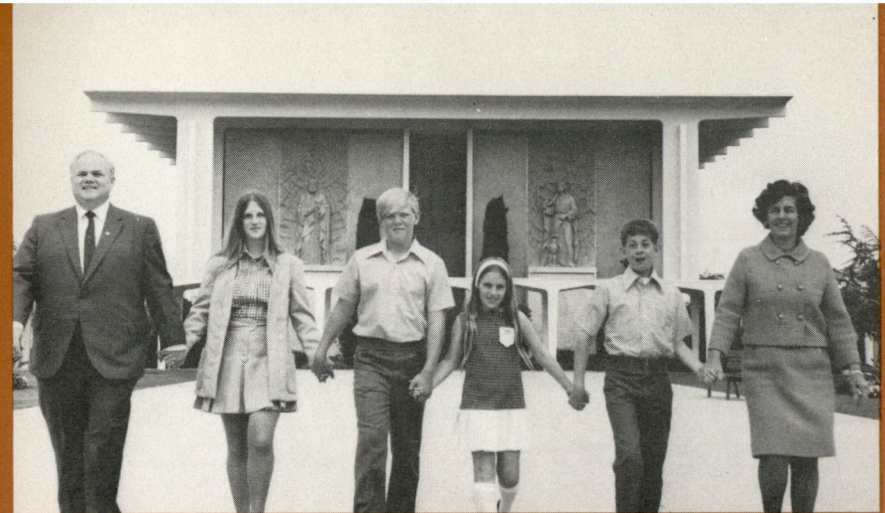
# MEET YOUR 1971-72 INTERNATIONAL PRESIDENT

Russell G. Herron, Ph.D., associate professor of science at St. John's College in Camarillo, Calif., was elected president of Toastmasters International at the annual business meeting August 5 during the 40th International convention in Calgary, Alta. His election places Dr. Herron as the central figure and spokesman for Toastmasters around the world.

A Toastmaster for 19 years, Dr. Herron becomes chairman of the TI Executive Committee and presiding officer at all meetings of the TI Board of Directors during the year. As president, he will travel the equivalent distance of once around the world to visit with Toastmasters and civic and social leaders who support the development of communication and leadership.

Besides his associate professorship at St. John's College, Dr. Herron is active in educational, civic, social, and political development programs in his community and in the State of California.

As a Toastmaster, he has served as president of three different clubs in District 4, District 12, and District 23. He served as area governor in District 12 and was elected District 12 governor in 1965-66. Elected to a two-year term on the TI Board of Direc-



THE HERRONS — Russ, Mary, Tom, Nancy, Jim, and Elise.

tors for 1966-68, he served on the educational committee and the district-club operations committee.

Dr. Herron was elected TI second vice-president in 1969 and senior vice-president in 1970.

He is a member of Pt. Mugu Officers Club 3276-12 in Pt. Mugu, Calif., and Los Caballeros Club 322-50 in Santa Monica, Calif.

Along with his Toastmasters responsibilities, Dr. Herron also is the 1971-72 president of the California Association for the Retarded and a board member of the Ventura County Community Council.

He is the board negotiator for the Coordinating Council of the National Health Agencies, chairman of the Boy Scouts of America Troop Committee at Camarillo State Hospital, and founding president of the Tri-County Association for the Mentally Retarded.

Dr. Herron is a past president of the Ventura County Association for the Retarded, a past president of the Albuquerque (N. M.) Association for Retarded Children, member of the American Physical Society, and member of Sigma Xi (honorary scientific society).

He was his political party's candidate for California State Senator from Ventura/Santa Barbara Counties in 1970.

Dr. Herron's family includes his wife, Elise, and their four children: Mary, 16; Jim, 14; Tom, 13; and Nancy, 9.



YOUR

71/72

## TOASTMASTERS GOALS

The 1971-72 Toastmasters International president's program was announced at your June regional conference and at your 40th International convention in Calgary.

### "Success Is . . . TI AcTION in the Club"

. . . is this year's Toastmasters theme.

The goals for the year emphasize *TI AcTION in the Club* . . . in *your* club. Your board of directors, every district officer, area governor, and club officer is charged with putting *TI AcTION in the Club*.

These *AcTION* goals are our prime motivation in 1971-72 . . .

**AcTION** . . . meeting every member's needs through effective club programming . . .

**AcTION** . . . achieving effective club programming by aiming for an improved standard of excellence in your club . . .

**AcTION** . . . improving your club's standard of excellence by each club officer totally utilizing his phase of responsibility in the Distinguished Club Plan . . .

Much of the responsibility for achieving these . . .

### AcTION Goals . . .

is upon the shoulders of your club's officers. However, they will need your help. When they ask you to complete TI's Member Program Planning Guide (403) survey, be sure to provide a thorough outline of your needs and interests. This will provide them with sufficient information to plan educational programs to meet your needs.

Preferably before the survey is conducted, you should review TI's Club Reference File (1550) and the *TI Supply Catalog* (1205). This will bring you up to date on all of the opportunities available to you through your Toastmasters club membership. You will be better equipped to complete the survey when it is conducted in your club.

Review TI's *Patterns in Programming* manual (1314). It's loaded with tested and successful club programming ideas that can add variety to your communication and leadership development and enhance your club's standard of excellence.

The many benefits of more effective communication and leadership are available to you . . . just for the asking. Know what they are and then grasp the challenge to achieve them.

The results are numerous . . .

- \* *Greater enthusiasm*
- \* *Greater achievement*
- \* *More guests*
- \* *More new members*
- \* *Greater variety in club programming*
- \* *More interesting meetings*
- \* *Recognition of achievements*

Each of us accepted *membership responsibilities* when we joined our club. We are responsible to participating associates for assisting and sharing the Toastmasters opportunity with others through membership.

Where the *acTION* is depends upon you, your eagerness, and your readiness to meet the communication and leadership challenge.



# The TIME NOW Challenge...

## Success Is...

# TI ACTION

## in the Club



*(These remarks were presented by Russell G. Herron, Ph.D., as he accepted the Toastmasters International presidency at the 40th annual convention in Calgary, Alberta, Canada, August 6, 1971.)*

As I assume the presidency of our great organization, I am humbly aware that you and I... that we... are faced with a significant challenge. Together we must — and we shall — carry forward in today's automated and high-speed world... a movement that was begun in a basement room in 1924. In the absence of our founder — Dr. Ralph C. Smedley (1878-1965) — and in the midst of a sophisticated computer-age society, our goals are more vital today than they were with the beginning of that first Toastmasters club.

However, in our action-oriented life-style we must — and our clubs must — adapt to this modern environment — it is TIME NOW to provide TI ACTION IN THE CLUB. This is the basis upon which our challenge rests, and this is the Toastmasters International theme for the coming year. It is the setting for our most basic challenge — developing more effective communication and leadership so that each of us can lead a better life and take advantage of the benefits in our society. In our founder's words "... to improve (our) capacity for living and wise enjoyment of life."

It is to Dr. Smedley's credit that he brought together in our Toastmasters movement a basic goal of humanity—better living—with the most effective means that society has for its implementation—educational techniques—motivated to help our fellow man. This is an unbeatable combination of goals, techniques, and motivations. It should guarantee success for any organization.

But, as life clearly demonstrates, nothing is quite that



easy. There are complications to any plan. Times and people change. We all know Dr. Smedley's great words. It is TIME NOW to provide suitable action to his words—to provide TI ACTION IN THE CLUB.

TI has a wonderful program of education for leadership. It can benefit every man who partakes of it; it can help him to lead a better life. This is the key point of my remarks—it can help each of us to lead a better life if the Toastmasters club we join places a primary emphasis upon developing us to our greatest potential by serving our communication and leadership needs. This is my recipe for Toastmasters success—each club serving the communication and leadership needs of each member.

### Prepared For Leadership

If each of us helps the other to get what we need when we need it, then each of us will be prepared for leadership—each to lead a better life. If we insist and assist . . . our clubs will have a high standard of excellence. As one gains, all will gain. As our members gain, so will our membership gain.

By generating enthusiasm in our programs of education for leadership, we shall rekindle and express publicly that missionary zeal which marked our years of greatest progress. To achieve our objectives we must concentrate our efforts and move together as a united team toward the better life for each member and for our organization, which is the purpose of our slogan, "for better listening, better thinking, and better speaking."

With the advice and help of the board of directors and our fine staff at World Headquarters, I have adopted as my presidential theme: Success Is . . . TI ACTION IN THE CLUB. It is a blend of the popular "Success Is" theme of the past year and a specific emphasis upon putting our efforts in the club where we should do and can do the most for our members. It is TIME NOW for each of us to turn all our corporate resources—both human and material—toward reaffirming our membership and leadership obligations. This leadership mantle was laid upon us by our founder, who said: "It appears to me, that the obligation of the leaders of the movement—the board of directors and staff—is to offer service, explanation, suggestions, advice, and implementation

wherever needed or desired and to cooperate with local leaders so our purposes may be fulfilled in the helping of every member of every club to gain what he needs." To this end, I charge every officer at every level of our organization to join with me to provide TI ACTION IN THE CLUB.

The club is the place for the action this year and every year. Your board members, staff, and district leaders over the past few years have been building for this goal. We have improved our club educational programs, streamlined our Distinguished Club Plan, and updated our materials to better meet member and community needs. We are dedicated to a new standard of excellence in our clubs.

The standard of excellence of our club meetings sets the pace of growth for the member, the club, and TI. It is clear to me that as our clubs live and grow, so shall our movement live and grow. Ninety percent of our members have not participated beyond the club level. We—and this means every Toastmaster—must assure that every club in our organization is an effective club . . . and that our TI ACTION IN THE CLUB helps every member to lead a better life.

### Serve And Grow Together

This, my fellow Toastmasters, is our opportunity, our TIME NOW challenge. To serve and grow together. The time is now. Notice that the word TIME puts TI at the front, where it counts. But it's joined with "ME"—the all important human ingredient, the individual me of our vast membership—together, TI plus ME makes one of the most important words in today's rush-rush society. Time, the essence of life. Time and life move on.

We cannot afford to rest on our laurels. We must work—yes, work—at leading TI forward into our greatest period of educational achievement and membership growth. Yes, meet the TIME NOW challenge. TI + ME Needs Our Work.

In this way we will insure that we remain true to our Founder's concepts.

Let us together join the past of Dr. Smedley with the present TIME NOW for the future benefits to all mankind through better communication and leadership. There is no other time for us—it is TIME NOW for Success Is . . . TI ACTION IN THE CLUB.



# TI MEMBERSHIP SALES SCOREBOARD

## END OF THE YEAR TALLIES

June 30, 1971, marked the end of 12 months of fast-moving competition on the *TI Membership Sales Scoreboard*. The year saw several of the leading districts push their new member tallies almost to the 50 percent level, while many of the leading clubs gained 30 or more new members; it saw at least one Toastmaster credited with sponsoring more than 100 new members, another with 54, and another with 41.

The individual Toastmasters, as well as the members of the clubs and districts which scored high on the 'board, have had their communication and leadership training put to the test. They have broadened the foundation of their development, and they have gained benefits that are available through no other medium.

## THE LEAGUE-LEADING BATTERS

Congratulations to these 34 Toastmasters who sponsored five or more new members in 1970-71. They are the leaders in TI. The number of new members sponsored is in parentheses.

- |   |   |
|---|---|
| <b>Eugene E. Keller, ATM (110)</b><br>Avco Club 1284-31               | <b>Russell M. Shoemaker (7)</b><br>Sandusky Club 2913-10              |
| <b>Bob Brower (54)</b><br>Valley Club 3354-3                          | <b>Alvin J. Markwardt, DTM (6)</b><br>Richardson Evening Club 2690-25 |
| <b>William A. Fields, ATM (41)</b><br>C. M. B. Club 517-11            | <b>James L. Purvis (8)</b><br>49'ers Club 1230-39                     |
| <b>Edward R. Casper (18)</b><br>Van Nuys Club 172-52                  | <b>Bill Strunk (6)</b><br>Wetalk Club 1533-26                         |
| <b>William Paulis (18)</b><br>Columbia Club 1393-58                   | <b>Alan Wonhof (6)</b><br>VA Gaveliers Club 2920-36                   |
| <b>Blair Brown (11)</b><br>Cobequid Club 1368-45                      | <b>George E. Deliduka, ATM (5)</b><br>Tactical Air Club 2619-66       |
| <b>Bert Aspin (10)</b><br>Monroeville Club 2954-13                    | <b>Clarence Enzler (5)</b><br>Potomac Club 827-36                     |
| <b>Tom Adcox (9)</b><br>Lakenheath-Milpenhall Club 2352-U             | <b>Sherol L. Hovis (5)</b><br>Ponca City Club 1846-16                 |
| <b>Tom Faulkner (9)</b><br>Ponca City Club 1846-16                    | <b>Matt Kennedy (5)</b><br>Roseland Club 432-30                       |
| <b>Robert L. Haynes, ATM (9)</b><br>Metropolitan Club 1696-6          | <b>Robert M. Kilgore (5)</b><br>Patent Office Club 2540-36            |
| <b>Robert A. Owen, DTM, (9)</b><br>Potomac Club 827-36                | <b>James Lee (5)</b><br>Potomac Club 827-36                           |
| <b>Roy Potas (8)</b><br>Sioux Falls Club 210-41                       | <b>Joe Marandola, ATM (5)</b><br>Narrators Club 1398-50               |
| <b>Leonard C. Butler, DTM (7)</b><br>Downtown Club 1386-37            | <b>Thomas Montalbo, ATM (5)</b><br>Revenooers Club 3653-36            |
| <b>Wayne Hellbusch (7)</b><br>Lutheran Brotherhood Club 1767-6        | <b>Frank Moscussa (5)</b><br>Raytheon Club 3807-31                    |
| <b>C. James Holloway (7)</b><br>Atomic Energy Club 2901-36            | <b>Thomas Ricci (5)</b><br>Sea 'N Air Club 2314-38                    |
| <b>Thomas M. Marchant III, ATM (7)</b><br>Palmetto Club 2070-58       | <b>John VanValkenburg (5)</b><br>Santa Ana Toasters Club 991-F        |
| <b>Daniel M. Shea, ATM (7)</b><br>Blue Cross-Blue Shield Club 1232-31 | <b>Louis Walton (5)</b><br>Sea 'N Air Club 2314-38                    |



## THE DISTRICT LEAGUE STANDINGS

At the end of 12 months competition, as of June 30, 1971, District 25 moved into first place. Remaining among the leading districts throughout the year, District 25 also was first in September, 1970. District 39's position fluctuated during the first part of the year, but went to the top three and held first place for two months during the second half of the year.

District 3 first showed on the 'board in November, 1970, in 16th position, and successively achieved a higher position each of the following months. District 47 has been in the top four since December, 1970. Percentage point scores in parentheses indicate the number of new members added since July 1, 1970.

	JUNE, 1971	APL., 71	FEB., 71	DEC., 70	OCT., 70	AUG., 70
1. District 25 (45.76%)	6	8	6	4	4	
2. District 39 (45.36%)	2	1	9	10	3	
3. District 3 (44.51%)	7	10	12	—	—	
4. District 47 (44.42%)	3	3	3	13	6	
5. District 57 (43.93%)	10	5	14	8	—	
6. District 33 (43.77%)	1	2	1	3	11	
7. District 55 (43.68%)	8	7	16	5	1	
8. District 12 (42.78%)	5	6	2	2	7	
9. District 41 (42.62%)	4	4	8	—	—	
10. District 44 (39.50%)	15	—	—	—	—	
11. District 23 (38.27%)	12	18	10	6	2	
12. District 67 (38.24%)	19	—	—	9	—	
13. District 21 (38.11%)	9	11	—	—	—	
14. District 66 (37.66%)	19	—	4	1	—	
15. District 16 (37.42%)	14	17	11	15	—	
16. District 60 (36.94%)	13	14	19	—	—	
17. District 32 (36.47%)	—	—	—	16	—	
18. District 15 (36.37%)	11	9	15	—	—	
19. Founder's (36.30%)	18	—	17	14	10	
20. District 51 (36.27%)	—	15	18	12	—	

## THE LEAGUE-LEADING CLUBS

Congratulations to these 20 clubs which made an International mark for themselves in 1970-71. Their new member gains since July 1, 1970, are the greatest new member achievements throughout Toastmasters International. The number of new members is in parentheses. An asterisk denotes a "President's 40" club.

**Armed Forces Staff College  
Club 2865-66 (52)**  
Norfolk, Va.

**\*Sharpstown Club 2243-56 (47)**  
Houston, Tex.

**Pacesetters Club 1895-33 (37)**  
Walla Walla, Wash.

**\*Big Town Club 734-3 (32)**  
Phoenix, Ariz.

**\*RAAP Club 3633-66 (32)**  
Radford, Va.

**\*Podium Club 2303-60 (31)**  
Toronto, Ont.

**\*Ponca City Club 1846-16 (30)**  
Ponca City, Okla.

**Narrators Club 1398-50 (30)**  
Inglewood, Calif.

**Fluor Club 124-51 (30)**  
City of Commerce, Calif.

**\*Gaveliers Club 1277-52 (30)**  
La Canada, Calif.

**Skyliners Club 831-64 (27)**  
Winnipeg, Man.

**Jaycee Club 130-F (26)**  
Riverside, Calif.

**\*Lonestar Club 1286-25 (26)**  
Ft. Hood, Tex.

**\*South Bay Club 280-50 (26)**  
Manhattan Beach, Calif.

**\*Rockhampton Club 3732-TCA (26)**  
Rockhampton, Queensland

**1207 Club 1207-25 (25)**  
Garland, Tex.

**Cotton Pickin' Club 2153-43 (25)**  
Blytheville, Ark.

**Early Bird Club 3659-47 (25)**  
Ft. Lauderdale, Fla.

**\*Winter Park Club 3674-47 (25)**  
Winter Park, Fla.

**West End Club 2661-66 (25)**  
Richmond, Va.



# OCTOBER NOVEMBER DECEMBER

A

## TOASTMASTER'S CHALLENGE

*You can achieve International recognition ...*

*Your club can achieve International recognition ...*

*Your club can be a "President's 40" club ...*

Here's how —

TI's 47th anniversary activities in October, and the follow-up in November and December, create the opportunity for you to demonstrate your communication and leadership abilities.

Plans for a successful three-month, October-through-December, membership sales project should already be developing in your club. Your club's special anniversary celebration and membership sales activities should include:

- \* Special proclamations signed by your community, county, and state or province officials for a special week or month for ... TI's anniversary in October ...

- \* Hosting and sharing with your local area civic leaders, government officials, friends and associates ... your Toastmasters club ... standard of excellence ... program in action ...

- \* Display Toastmasters materials in store windows, bank lobbies, community libraries, and other public places. List telephone numbers to contact your club's members for additional information ...

- \* Start a Youth Leadership Program ...
- \* Provide Speechcraft ...
- \* Keep your club's speakers bureau "in the public eye" ...
- \* Radio and TV Toastmasters' testimonials — Tell about "men on the move" ...
- \* "In the paper ..." with local press coverage of your club and member activities ...

To learn how one club regained its "President's 40" club status after dropping to a low attendance of 19 members, read James L. Peters' article, "Once ... Again ... A 'President's 40' Club" in the February, 1971, issue of *The Toastmaster*.

Put TI's *Membership Sales Program* manual (1159) in action in your club. It contains successful ideas tested in other clubs — good ones you can select for the best use in your club.

Membership sales projects are beneficial to all who participate. You and your fellow members will benefit from this effort.

Write for a copy of "From Prospect To Guest To Member" (108), or ask your administrative vice-president for a copy ... **NOW!!!**

- \* Show your friends and associates the Toastmasters program in action ...

- \* Share your Toastmasters communication and leadership experience with others ...

- \* Achieve a high standard of excellence in all your club's activities ...

International recognition will be given periodically in *The Toastmaster* to members who achieve outstanding success in sponsoring new members. Clubs which achieve and maintain 40 members will be recognized in *The Toastmaster* as "President's 40" clubs.



# You Can't Make MUSIC



# Without Notes



By BARNEY KINGSTON, ATM

Is it a mistake to attempt *major* speeches without the aid of notes?

TI's *Communication and Leadership Program* manual states that you should learn to present speeches without notes. It's common sense. If you acquire the habit of using voluminous notes at the start of your training, you won't be able to "kick the habit" when needed. This will severely limit the development of your communication and leadership abilities.

A man who constantly depends upon notes loses eye contact with his audience. He develops a jerky, stilted, vertical ping-pong manner of presentation that places a barrier between him and his audience. He loses the free-flowing, lively spontaneity of words and expressions which form the hallmark of an impressive speaker.

Most Toastmasters talks presented in your club and in speaking contests are limited to five-to-seven minutes. Your limited time demands a maximum of two-way communication with your audience.

However, depriving yourself of notes when delivering major

talks — 20 minutes or more — is courting disaster. The comfort and confidence of having notes *if* you need them can create a closer man-to-man communication with your listeners.

I recall a district speech contest in which the contestants drew their speech topics from a hat a few hours before the contest. The first four speakers liberally used notes.

The fifth contestant emphasized the point that he was not using notes. Stepping away from the lectern, he was magnificent. Blessed with a Hollywood personality, his resonant baritone needed no microphone.



This fellow strutted his ability to speak without notes. "Look, Ma . . . no notes," you could almost hear him whisper in your ear. Unfortunately, the speech lacked substantive content and the honors of the evening went to the other speakers.

Calamity struck another Toastmaster the following year at a regional speech contest. After acknowledging his introduction, the speaker said nothing for 30 seconds.

### Reverse Success

The audience thought it was a master stroke of suspense and showmanship, but it was the preview of disaster. The speaker — who used notes in previous contests — had decided not to use any this time . . . to impress the judges.

The impression was short-lived: his mind went blank. He suffered the embarrassing experience of having to apologize for forgetting his speech.

There are other reasons for using notes when delivering major talks.

**1. Organization** — It's difficult to avoid repeating yourself when you're chained to memory alone. Your thoughts tend to wander and your original plan begins to deteriorate — a further hindrance to memory. It's much easier to have numerically

listed major points, each preparing for the next in a logical and orderly manner.

**2. Building bridges** — even when you're sure of the sequence of organization — opening, examples, and conclusion — you still need "bridges" that connect everything and lead from one part of the speech to your conclusion.

**3. Memory - retaining thoughts** — When you speak without notes you are talking in a conversational manner. It often is difficult for your listeners to retain essential ideas when you speak for a long time.

Vivid, image-building phrases typed on cards can be referred to at critical moments in your speech. When Winston Churchill said, "*We shall lick the enemy on the beaches, fight them in the streets; we will fight night and day until ultimate victory is won; no matter the blood, sweat, and tears shed, we will persevere,*" he was not speaking from memory, but from notes.

Abraham Lincoln read his entire "Gettysburg Address," and there were few dry eyes in the United States Congress when General Douglas MacArthur read from his retirement speech, "*There is an old West*

*Point ballad that goes, 'Old soldiers never die; they just fade away;'* these words nobly express my farewell to the Army I have served so long." The words were on a card; 20 years later they remain on many memories.

When President John F. Kennedy was saying in his inaugural address, "*Ask not what your country can do for you, but rather, what you can do for your country,*" he was reading from his notes. You frequently can place emphasis to the words you want remembered simply by reading them to your audience.

**4. Rapport with your audience** — Call it rapport, empathy, or having your audience "eating out of your hand;" this is established at the onset when a speaker stands tall, poised, confident, and secure in the knowledge he's done his homework and he has everything he needs on small cards he might never use. But your thoughts are there if you need them.

Unless you have a photographic memory or have recited the

same speech several times, you shouldn't try to rely upon something so inconsistent as memory. In the final analysis, you are not judged so much upon the "calisthenics" of public speaking as upon what you say — content — and the manner in which you present it.

Too many Toastmasters — at all levels of development — do not make the effort to prepare, plan, and practice their speeches. An impromptu talk — without any real preparation — is a noteworthy feat only if you haven't been asked to deliver a prepared speech.

### The Difference

The man who can speak well in an impromptu situation certainly is a good speaker; however, the fellow who never prepares, never draws up a draft, never practices, is hardly going to be an effective speaker.

When you conscientiously prepare, plan, and practice a speech and then set it down on notes, you are establishing good habits of thinking, memory retention, and audience rapport. But most of all, you can't make music without notes.

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### ABOUT THE AUTHOR

Able Toastmaster Barney Kingston has been a Toastmaster for 15 years. A member of Speakers Forum Club 371-30 in Chicago, Ill., he is merchandising director for Salesman's Opportunity magazine and a frequent contributor to The Toastmaster.



# NEW CLUBS

Chartered during June, 1971

## District 4

T.G.I.F. MANAGEMENT Club 3328-4. Meets Fri., 7:30 a.m., Howard Johnson's, 5405 Stevens Creek Blvd., SANTA CLARA, Calif. Contact: 252-4635. Sponsoring Club: **FMC CLUB 2873-4.**

## District 10

SUBURBAN Club 3613-10. Meets Wed., 6:30 p.m., Purple Tree Rest., SOLON, Ohio. Contact: 247-4268. Sponsoring Club: **TRI-COUNTY CLUB 1917-10.**

## District 11

TAXMASTERS Club 1260-11. Meets alt. Tues., 11:30 a.m., Blue Boar Cafe, 644 S. 4th St., LOUISVILLE, Ky. Contact 582-5301. Sponsors: **THOROUGH-BRED CLUB 1985-11** and **Lt. Gov. Wayne Henderson.**

COURIER JOURNAL & LOUISVILLE TIMES AD-VISORS Club 2454-11. Meets alt. Thurs., 8:30 a.m., Courier Journal & Louisville Times, 525 W. Broadway, LOUISVILLE, Ky. Contact: 582-4711.

CARDINAL Club 3604-11. Meets 2nd & 4th Tues., 6:30 p.m., Kings Table Rest., Preston Hwy. & Outer Loop, LOUISVILLE, Ky. Contact: 458-8696.

## District 19

MT. PLEASANT Club 3849-19. Meets Mon., 6:00 p.m., Starlite Cafe, MT. PLEASANT, Iowa. Contact: 385-4317. Area: Eight. Sponsoring Club: **WASHINGTON CLUB 1089-19.**

## District 25

INSURANCE MEN'S Club 2249-25. Meets 1st & 3rd Mon., noon, Bovarian Steakhouse, 7724 N. Central Expwy., DALLAS, Tex. Contact: 748-5835 or 278-0296. Sponsoring Club: **TRINITY CLUB 1190-25.**

## District 28

ART CENTER GAVELIERS Club 895-28. Meets Wed., noon, International Institute, 111 E. Kirby, DETROIT, Mich. Contact 897-1965 or 284-1592.

## District 31

HIGH-POINT Club 2094-31. Meets 1st & 3rd Thurs., 5:30 p.m., Bay State Merchants Nat'l Bank, 84 Main St., ANDOVER, Mass. Contact: 667-6306. Area: Three. Sponsored by **Eugene E. Keller, ATM.**

WALTHAM FEDERAL Club 2566-31. Meets 1st & 3rd Thurs., 11:40 a.m., Cottage Crest Rest., Trapelo Rd., WALTHAM, Mass. Contact 894-2400. Sponsoring Clubs: **WELLESLEY CLUB 743-31** and **RAYTHEON EQUIPMENT DIVISION CLUB 2621-31.**

COLONIAL Club 2924-31. Meets 1st & 3rd Wed., 6:45 p.m., Cottage Crest Rest., Trapelo Rd., WALTHAM, Mass. Contact: 358-7930. Sponsored by **Eugene E. Keller, ATM.**

*(Continued on page 39)*

# Honor Roll



Congratulations to the following Toastmasters who completed the TI Communication and Leadership Program in June.

## ABLE TOASTMASTER (ATM)

### Certificate of Achievement

**Edwin H. Johnson, ATM**

Lake Norconian Club 1583-F

**James R. Morhain, ATM**

Toastmasters Club 1757-F

**Robert H. Wertz Jr., ATM**

Mariposa Club 1441-3

**Richard L. Ditsworth, ATM**

Tempe Club 1715-3

**Dr. Thomas G. White, ATM**

West Valley Club 107-4

**George R. Owens, ATM**

Flying Club 203-5

**Robert J. Simonsen, ATM**

Dan Patch Club 1280-6

**H. Bochanyin, ATM**

Longview Club 180-7

**Jack Ouchida, ATM**

Gresham Club 783-7

**Robert J. Stoffel, ATM**

Plus-Factor Club 1229-8

**Thor W. Bergquist Jr., ATM**

Tri-County Club 1917-10

**Oliver S. Hammer, ATM**

New Albany Club 410-11

**Joseph T. Belanger, ATM**

NCEL Club 1192-12

**George Kernich, ATM**

Old Economy Club 2682-13

**John P. Lister, ATM**

Christopher Club 339-14

**J. B. Hammond Jr., ATM**

Jackson County Club 1871-29

**Harry Landsman, ATM**

Windjammers Club 1077-31

**Henry F. Malicki, ATM**

Central Club 2277-31

**Max P. Andrus, ATM**

Tri-Cities Club 274-33

**Rolf Buschhaus, ATM**

Schlitz Club 1989-35

**William T. Smith, ATM**

Silver Spring Club 1314-36

**Peter A. McLeod, ATM**

BHA Club 3231-36

**M. O. Coleman, ATM**

New Southwest Club 3314-36

**William J. Jenkins, ATM**

Wissahickon Club 1856-38

**M. VanSchaik Jr., ATM**

49'ers Club 1230-39

**Jim L. Purvis, ATM**

49'ers Club 1230-39

**Lester J. Lucas, ATM**

Zanesville Club 257-40

**Robert B. Godwin, ATM**

Plains Club 3144-42

**Shelby R. Akers, ATM**

A-OK Club 1359-43

**Donald H. Winslow, ATM**

Uniroyal Research Club 1361-46

*(Continued on page 35)*





## TOASTMASTERS

1970-1971

## HALL of FAME

### PRESIDENT'S DISTINGUISHED DISTRICTS

Six *President's Distinguished District* awards were presented at your 40th International convention in Calgary, Alta., August 4-7.

*District 3*, under the leadership of Governor Kenneth S. Jagolinzer, ATM, earned 749 points in the Distinguished District Program. *District 25*, under the leadership of Governor Jerry Leonard, ATM, earned 555 points for TI program participation; and *District 32*, under the direction of Governor Boyd Roth, earned 534 points.

*District 60*, under the governorship of J. Robert Gaul, ATM, earned 502 points; *District 29*, under the direction of Governor D. E. (Doc) Wilson, ATM, earned 420 points; and *District 28*, under the leadership of Governor Dale A. Davis, earned 409 points.

To gain further recognition of this achievement, it is suggested that "President's Distinguished District 1970-71" be included on these districts' bulletins and stationery.

### DISTINGUISHED DISTRICTS

These districts distinguished themselves during 1970-71 by exhibiting outstanding performance and participation in each of the *Distinguished District Program* categories:

- FOUNDER'S** ..... Max R. McVay, ATM, Governor
- DISTRICT 4** ..... Roger A. Cuadra, ATM, Governor
- DISTRICT 5** ..... Harold O. Story, DTM, Governor
- DISTRICT 6** ..... N. William Hamlin, Governor
- DISTRICT 11** ..... Carl E. Nickles, Governor
- DISTRICT 12** ..... Theodore A. Olcovich, ATM, Governor
- DISTRICT 13** ..... W. R. Castonguay, ATM, Governor
- DISTRICT 15** ..... Richard C. Meyer, Governor
- DISTRICT 16** ..... Jack B. Wilson Jr., ATM, Governor
- DISTRICT 21** ..... John B. Hicks, Governor
- DISTRICT 23** ..... F. Thomas Starkweather, DTM, Governor
- DISTRICT 30** ..... D. Curtis McKim, Governor
- DISTRICT 35** ..... Terry A. Wunsch, Governor
- DISTRICT 38** ..... Paul J. Cathey, Governor
- DISTRICT 39** ..... Kenneth B. Peters, ATM, Governor
- DISTRICT 40** ..... Carl M. Harrington, Governor
- DISTRICT 46** ..... Joe F. Boland, ATM, Governor
- DISTRICT 47** ..... John W. Bowman, DTM, Governor
- DISTRICT 50** ..... Albert J. Mayo, ATM, Governor
- DISTRICT 54** ..... Donald Story, Governor
- DISTRICT 57** ..... Fred E. Stockbridge, ATM, Governor
- DISTRICT 64** ..... Gil Wilde, Governor
- DISTRICT 65** ..... Patrick A. Panfile, Governor

### TOP TEN CLUBS

These are the Toastmasters International *TOP TEN CLUBS* for 1970-71, based upon their club achievement program points:

**Papago Club 2694-3**  
Phoenix, Ariz.

**St. Clair Club 496-8**  
Belleville, Ill.

**Ponca City Club 1846-16**  
Ponca City, Okla.

**Anthony Wayne Club 1380-28**  
Toledo, Ohio

**Westgate Club 3159-28**  
Toledo, Ohio

**Schlitz Club 1989-35**  
Milwaukee, Wisc.

**UniRoyal Club 2510-35**  
Eau Claire, Wisc.

**Hales Toasters Club 3667-35**  
Hales Corners, Wisc.

**Sea 'N Air Club 2314-38**  
Philadelphia, Pa.

**Ft. Lauderdale Club 2004-47**  
Ft. Lauderdale, Fla.



## TOP TEN DISTRICT BULLETINS

Hall of Fame publications awards in *Top Ten District Bulletin* competition were won by: *BIG 6 DIGEST*, District 6, David C. Nordell, editor; *DISTRICT 7 NEWS*, District 7, Don Kearton, DTM, editor; *THE SPOKESMAN*, District 11, Robert E. Nurenberg, editor; *THE VOICE*, District 18, Frank A. Buckley, editor; *RIO GRANDE CORREO*, District 23, Albert F. Boeglin, ATM, editor; *VIEW FROM 32*, District 32, Robert L. Erckert, ATM, editor; *TOASTMASTERSHIP/35*, District 35, John Hamer, editor; *COMMUNICATOR*, District 36, Vic Piatt, ATM, editor; *HAWAIIAN TOASTMASTERS*, District 49, Robert B. Gilroy, editor; and *VOLUNTEER*, District 63, Major Ooten editor.

## DISTRICT AREA GOVERNORS OF THE YEAR

These men were named 1970-71 *Area Governor of the Year*, as announced by their district governor:

Ed Manes	D-F	William O. Miller	D-36
Dalbert Rychter	D-2	Hubert Barney	D-37
James V. Quinn Jr.	D-3	Edward S. Soboleski	D-38
William F. English Jr.	D-4	Al Jennings	D-39
John R. Harrell	D-5	William A. Moran	D-40
Mario Pedercini	D-6	Dale Cooley	D-41
Bob Bales	D-7	John Koyko	D-42
Tom Dillon	D-8	Terry Smith	D-44
Gail Cantonwine	D-9	Stanley W. Tyler, ATM	D-46
James A. Carlson	D-10	Ed McDonnell	D-47
William C. Cartwright	D-11	John T. Hannon Jr.	D-48
Joseph G. Giuffre	D-12	John M. Agard	D-49
Thomas W. Ables Jr.	D-13	Robert Doherty	D-50
Earl F. Keyes	D-15	Kenneth W. McCatty	D-51
Charles V. Smith	D-16	Archie Scott	D-52
Albert H. Dumas	D-18	Richard Lee Hilliard	D-53
Franklin Martin	D-21	Edgar D. Jester, ATM	D-54
Robert E. Cates, ATM	D-23	Ken K. Carlson	D-57
James G. Dickerson, ATM	D-24	Philip R. Noe	D-58
Edward L. Kitchens	D-25	Douglas A. Barclay, ATM	D-60
Michael Fogoros, ATM	D-28	Lowell G. Thomas	D-62
Don Villeneuve	D-29	Gerry Chapman	D-63
Sam B. Itkin	D-30	Gordon Pattison	D-64
Eugene E. Keller, ATM	D-31	Robert Borsching Sr.	D-65
Paul B. McKinley	D-32	Robert D. Scott	D-66
Henry E. Lajoie, ATM	D-34	Walker C. Anderson	D-68
A. E. "Whitey" Blank	D-35		

## TOP TEN CLUB BULLETINS

Hall of Fame publications awards in *Top Ten Club Bulletin* competition were won by: *EL CANTO DEL GALLO*, Los Gallos de la Bahia Club 3400-4, Ralph S. Hunt, editor; *BRUNSWICK BRIEFS*, Brunswick Club 1411-14, Bob Page, editor; *NOON'ERS NEWS*, Conoco Noon'ers Club 806-16, John Thomason, Derry Sparlin, and Gerald Floyd, editors; *THE PONCA TOASTER*, Ponca City Club 1846-16, Tom H. Faulkner, editor; *TM NEWS*, Schlitz Club 1989-35, Bill Hayes, editor; *THE FUNDY LIGHTHOUSE*, Fundy Club 2709-45, Reid Parker, editor; *WEKEARNY TOASTMASTERS*, Wekearny Club 1898-46, Zygmunt Cichy, editor; *the "acronym,"* Aerospace Club 401-50, Capt. David Messner, editor; *THE ILIAD*, Balboa Club 1259-52, Homer Campbell, editor; and *THE WINDJAMMER*, State Farm Club 995-54, D. L. Harris, editor.

## DISTRICT OUTSTANDING TOASTMASTERS

These members were recipients of their district's 1970-71 *Outstanding Toastmaster of the Year* award:

John S. Smith, ATM	D-F	John F. Belin	D-36
Don Smoot	D-2	J. F. Bohland	D-37
Dr. Ivan J. Shields	D-3	Marino M. Michetti	D-38
Raymond E. Brooks	D-4	Terry Clark	D-39
Robert A. Thomas	D-5	Patrick C. Berding	D-40
Kieth R. Frost, ATM	D-6	David R. Francis	D-42
Martin Rosander	D-9	Arthur W. Johnson	D-43
Bud J. Fares, ATM	D-10	Robert C. Gleason, ATM	D-44
Al LaBov	D-11	Chauncey Euffa	D-46
Charles Ellis	D-12	M. D. "Doc" Faige	D-46
Edward J. Murphy	D-13	Win Chesley, DTM	D-47
Donald N. Hansen	D-15	William F. Shaffer	D-48
Tom H. Faulkner	D-16	Richard W. Jascha, ATM	D-49
Robert Sneider, ATM	D-18	Norbert Schmidt	D-50
Bruce G. Alexander	D-19	Juan B. Manchego	D-51
Alan U. MacMillan, ATM	D-21	Edward R. Casper	D-52
William C. Bogdan	D-23	Harold Hanson, ATM	D-54
Donald Smith, ATM	D-24	Harry Dawson	D-57
Hansford B. Smith	D-25	Jim Hoskins	D-58
Walter Oskorip	D-28	James G. Devonshire	D-60
John M. Barreto, ATM	D-29	Wylie Bowmaster	D-63
Louis M. Kiriazis	D-30	John Tyler	D-64
Daniel M. Shea, ATM	D-31	Edwin V. Quagliana	D-65
Paul H. Connor, DTM	D-32	Roland L. Cullifer	D-66
James Odegard, ATM	D-35	Lucien J. Gunter	D-68





### T-Month In Parkersburg

Parkersburg, W. Va., **Mayor William P. A. Nicely** designated April as Toastmasters Month in his city for members of **Parkersburg Club 2891-40**.

**IN NEW ZEALAND** — Dunedin, N.Z., **Mayor James G. Barnes** (seated) declares Toastmasters Week in his city to recognize the **New Zealand Toastmasters convention** in May. From left are past New Zealand President **Rob Hendry**, **Bob Wilson**, **Herbie Acheson**, and **Geof Mason**.

### In Rapid City

Rapid City, S.D., **Mayor Don Barnett** declared June as Toastmasters Month to recognize the Toastmasters clubs and members in his **District 41** city.



**IN AUSTRALIA** — Gold Coast City **Mayor Bruce Small** (left) accepts an honorary Toastmasters membership certificate from **A. R. "Ray" Toyer** and **Miss Lesley Powell** — Miss Toastmaster 1971 — during the **12th Australian Toastmasters convention** in May.



**JOINT EFFORT** — Toastmasters and Toastmistresses teamed up to present this window display in **Wilmington, Del.** Toastmistress **Blanche G. Bailey** and **Dave Thomas** of **Hercules Club 1274-18** survey the results. **DESEAA Club 2240-18** assisted in preparing the display.



**SMILE, YOU'RE ON . . .** — **John Swanson** (left) of the **General Telephone Co. of Ohio** and **Toastmaster William H. Meyers Jr.** act as production directors while **Marion (Ohio) Club 2020-10** members conduct a Toastmasters meeting on closed circuit television.



**SPECIAL GUEST** — **Clen Johnson** (left) of **Bellwood Club 3282-66** in **Richmond, Va.**, presents special guest **Brig. Gen. James D. Kemp**, commander of the **Defense General Supply Center, Va.**, with an honorary Toastmasters club membership.

**HOSTING DIRECTOR** — Past presidents of **Sharpstown Club 2243-56** in **Houston, Tex.**, hosted **International Director Watt Pye** at a recent club meeting. From left are **Ralph Lojo**, **Bob Reim**, **Bob Hinsley**, **Director Pye**, **Bill Thomas**, and **Almont Pierce**; (front row) **Dr. Loren Goss**, **Clyde Gunter**, **Peter Treleven**, and **Jim Driscoll**.





### Mini Meeting

Members of **Sembach** (Germany) **Club 2225-U** conducted a "mini-Toastmasters club meeting" before 500 people at a gathering of the **Association of the U.S. Army**. They conducted a similar session for nearly 100 persons at a **Protestant Men of the Chapel** meeting in Sembach.

### For Service

**Schlitz Club 1989-35** in Milwaukee Wisc., presented its 1971 Community Service award to Gilbert Loeser for his six years of service as a member of the **Milwaukee County Easter Seals Society** Board of Directors.

### Third Medal

**Lt. Col. Monroe L. Manning** of **Susquehanna Club 3898-18** at Aberdeen Proving Ground, Md., won his third **Freedoms Foundation** award for a letter entitled "Freedom: Privilege or Obligation."

### For Realtors

**California Real Estate Assn. (CREA)** President Bernard S. Adams cited Toastmasters as a good opportunity for realtors who seek more effective communication ability. His recommendation was made in the June, 1971, issue of the **California Real Estate Magazine**.

## CLUB ANNIVERSARIES — OCTOBER, 1971

### 35 YEARS

**Downtown Club 65-4**  
San Francisco, California

### 25 YEARS

**Lynwood Club 423-51**  
Lynwood, California  
**Waverley Club 463-TCBI**  
Edinburgh, Scotland

### 20 YEARS

**Broadway Club 1000-46**  
New York, New York  
**Corpus Christi Club 993-56**  
Corpus Christi, Texas  
**Scotland Club 1005-TCBI**  
Buckie, Scotland  
**Rutherglen Club 1012-TCBI**  
Rutherglen, Scotland  
**Aberdeenshire Club 980-TCBI**  
Aberdeen, Scotland

### 15 YEARS

**Squires Club 2220-F**  
Downey, California  
**Carmichael Club 2213-39**  
Sacramento, California  
**Natoma Club 2242-39**  
Sacramento, California  
**Littleton Club 2177-26**  
Denver, Colorado  
**Sarasota Club 1958-47**  
Sarasota, Florida  
**South Miami Club 2216-47**  
Miami, Florida  
**Kettering Club 2120-40**  
Dayton, Ohio  
**Sunrisers Club 2205-32**  
Tacoma, Washington

## TOASTMASTERS ON THE MOVE



### Industry's Role

Past International Director **Edward B. White, DTM**, of **Beaver Valley (Pa.) Club 752-13** was selected to represent **Westinghouse, Inc.**, and to speak about "Industry's Role in the Community" at a **National Association of Manufacturers** conference.

### For Service

Past International President **Ralph E. "Bud" Howland, ATM**, was presented the 1971 Distinguished Service Award by the **Jaycees** of **Oconomowoc, Wisc.** It was the second such occasion to be honored by his hometown Jaycees.

### Elected Thrice

Past Founder's District Governor **H. A. Richardson** was elected 1971-72 treasurer of the **Los Angeles Section, American Institute of Aeronautics and Astronautics**. He also was elected to a three-year term on the board of control of the **Caltech (California Institute of Technology) Management Club**, and was elected a fellow in the **Institute for the Advancement of Engineering**.

### Elected To House

**Robert C. Milburn** of **Winter Park (Fla.) Club 3674-47** was elected to the **Florida House of Representatives**.

**SPEECHCRAFT RESPONSE** — Speechcraft conducted by members of **McDonnell Douglas Club 2389-8** in **St. Louis, Mo.**, received remarkable response. Fifteen Speechcrafters joined the club.





**SPECIAL GUEST** — Mr. Vicente T. Paterno (at lectern), chairman of the Board of Investments, was special guest speaker during the 18th anniversary meeting of **Tamaraw Club 1164-U** in Manila, Luzon, The Philippines.



**SPRING IN DISTRICT 24** — Visiting District 24's spring conference, International President **Arthur M. Diamond** (beside wife Dagny) reflects mixed emotions after receiving a football autographed by U. of Nebraska's football team members. President Diamond is a Notre Dame alumnus.

**FOR APPRECIATION** — Robert Miller (right) presents **Joe Poliak** a certificate of appreciation for judging the **American Legion National High School Oratorical Contest**. Mr. Miller was chairman of the event. Both are members of **Lockheed Club 1653-52** in Burbank, Calif.

**SUPREME EFFORT** — **Bill Radding** (left), community relations chairman for three Toastmasters clubs in the **Social Security Administration**, receives a memento from **Denny Colbert** for preparing detailed exhibits about SSA Toastmasters' history.



### President Installed

**Stephen Melesko Jr.** of Middlesex Area Club 2178-53 in Middletown, Conn., was installed as president of Central Connecticut Chapter 75 of the **American Institute of Industrial Engineers, Inc.**

### At Westinghouse

Past International Director **Edward B. White, DTM**, of Beaver Valley (Pa.) Club 752-13 was named manager of marketing analysis for the C & DE Divisions of **Westinghouse, Inc.**, in Beaver, Pa.

## Honor Roll

— CONTINUED FROM PAGE 25

### ABLE TOASTMASTER (ATM)

#### Certificate of Achievement

**LCDR. L. M. Showalter, ATM**

Aerospace Club 3368-14

**Jay Cook, ATM**

Ardmore Club 1320-16

**Buford T. Thomas, ATM**

Tinker Club 1362-16

**William D. Lennon, ATM**

Harford County Club 1914-18

**Ronald F. Drane, ATM**

Telespeakers Club 2328-21

**Max E. Young, ATM**

Haworth Club 193-22

**Ronald M. Cook, ATM**

Wichita Club 3255-22

**Kenneth P. Petersen, ATM**

Council Bluffs Club 2114-24

**C. E. Geasland, ATM**

Council Bluffs Club 2114-24

**James G. Dickerson, ATM**

Bellevue Breakfast Club 3369-24

**Richard A. Hicks, ATM**

Shreveport Club 718-25

**Reginald O. Barney, ATM**

Shreveport Club 718-25

**Ivan W. Robison, ATM**

Bayou Pierre Club 2485-25

**Phillip B. Richards, ATM**

Anthony Wayne Club 1380-28

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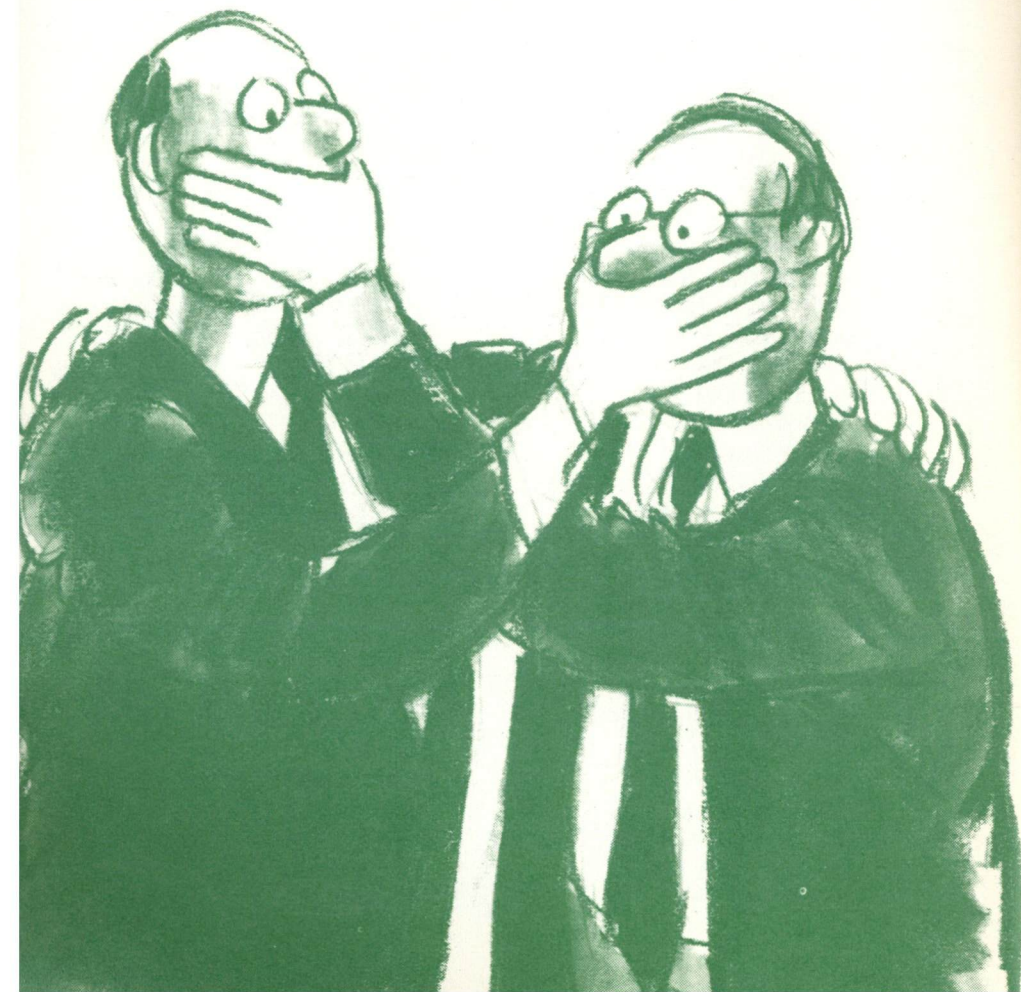
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# WATCH IT...

## You're About To Say Something



By DUANE HOUGHAM

One of the primary goals of all Toastmasters is to develop more effective communication abilities. Effectiveness in communicating what you want to be heard is one of the most important aspects of your everyday life.

Whether in your Toastmasters club, a meeting of fellow professionals, or a large community rally, you want your listeners to absorb what you have to say. You emphasize the important points; you use specific examples and dramatic illustrations to create a lively impression of what you most want remembered.

But how loose are the meanings of the words we use? A word is spoken for the purpose of communication. Semanticist Bergen Evans says that words have their beginnings with people and mostly mean what people want them to mean.

The *NOW* generation produces new meaning for old words, and the *THEN* generation is left confused with meaningless sounds. The words do not fit the context of what is being said.

Any sound can be used as a spoken word; if it assumes meaning for those with whom

you communicate, it can become permanently fixed in society's vocabulary.

The so-called "generation gap" is not due to a difference in age as much as to a difference in understanding. One generation sometimes finds it difficult to understand the other because many words have undergone a metamorphosis. There are new meanings for words that grandpa used, and he doesn't know what to make of it. He doesn't "dig" it.

In order for words to succeed, they must be easily pronounced and easily recognized by the average person. Scientists have devised special rules for naming the elements of nature and the compounds they produce. This nomenclature is designed to be brief, but totally descriptive to other scientists.

However, laymen find many of these technical terms difficult to pronounce and cumbersome to include in the everyday vocabulary. We invent simpler



words to mean the same thing. Sodium acetyl salicylate is prescribed by physicians to reduce headache and arthritis pain, but the patient simply asks his drugist for aspirin.

Most professions deal with a similar stylized language that fellow professionals promptly recognize, but few outsiders understand. Unless your audience is of the same profession, shy away from technical terminology that can leave many listeners wondering, "What did he say?"

### Use Variety

Don't discount variety in your language. Most words have synonyms which can be used to put life into an otherwise drab conversation. A snail moves forward in a slow, sure manner, repeating the same rhythmic motion over and over. Wouldn't it be terrible if our speeches developed the same way?

Many speakers get caught in the muck of repetition. They adopt trite expressions and phrases as crutches. The master of ceremonies on television who introduces each act as a "really big performance" doesn't have much imagination, and it is disheartening to learn that those clever actresses and actors on TV read their lines from "idiot cards" or teleprompters.

Children learn to move for-

ward by running, skipping, walking, hopping, jumping, creeping, crawling, and a dozen other motions. Their lives are filled with a variety of learning situations.

Toastmasters speeches should provide as much of a variety of learning situations, and they can provide as much happiness both for the speaker and the listeners. It is not necessarily the number of words or the size of the words you use which determines the effectiveness of your communication. It is their appropriateness, accuracy, and vividness.

### Progress Delayed

Carelessness in word usage detracts from the effectiveness of your speech. It delays progress in the development of your communication and leadership abilities. Careful selection of the words you plan to use in your speech is like lubricating the moving parts of a machine — its efficiency is increased many times, and it will perform its duties for a greater length of time.

Learn to use words with careful attention to their functions, effects, and dangers. Think not only of what words mean to you, but of what they will mean to your listeners, and you will increase your ability to communicate.

Test your use of words by con-

sidering whether they are clear, accurate, colorful, understandable, and illuminating. Big words are not necessarily the best words. Use words which best convey your meaning.

Don't expect your listeners to automatically know what you are about to say. If they did, you wouldn't need to say it. Choose words that define your thought, that listeners understand, and that are appropriate to the circumstances. Help your listeners know what you are saying.

Fill your life with words —

good words — and learn to use them in your speeches so that they become a part of your everyday vocabulary. The words you use open a door for your listeners. The open portal either can reveal cluttered junk or priceless heirlooms which you have accumulated in your life.

It is always wise to look before you leap into a speech from which you cannot extricate yourself. Once said, the wrong words are difficult to erase from the minds of your listeners.

Watch it, you're about to say something!

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## ABOUT THE AUTHOR

*Duane Hougham has been a Toastmaster for 12 years, first as a member of Ames (Iowa) Club 569-19 and then of Fort Collins (Colo.) Club 375-26. He is a senior research chemist at Colorado State University.*

## NEW CLUBS

— CONTINUED FROM PAGE 24

### District 32

DOUBLE ROCKER Club 2882-32. Meets 1st & 3rd Wed., 11:30 a.m., NCO Open Mess, FORT LEWIS, Wash. Contact: 967-6976. **Sponsoring Club: FORT LEWIS CLUB 690-32.**

### District 35

MANPOWER Club 2330-35. Meets 2nd & 4th Wed., 11:30 a.m., Manpower Inc., 820 N. Plankinton Ave., MILWAUKEE, Wisc. Contact: 272-8510.

### District 43

CLARKSDALE Club 2342-43. Meets 2nd & 4th Thurs., 8:00 p.m., Chancery Courtroom, Coahoma County Courthouse, CLARKSDALE, Miss. Contact: 627-7066.

### Undistricted

ESSO Club 2961-U. Meets 1st & 3rd Fri., 3:00 p.m., ESSO Refinery, PORT DICKSON, Malaysia. **Sponsoring Club: KUALA LUMPUR CLUB 3528-U.**



# BOOK NOOK

Recently published books about topics of interest to Toastmasters can be helpful in learning more about effective communication and leadership. Toastmasters International is not specifically recommending these books; rather, it is directing your attention to the fact they are available. They are *not* available from World Headquarters. *Contact your library or book store for a copy.*

## DISCUSSION, CONFERENCE, AND GROUP PROCESS

by Halbert E. Gulley

This 378-page volume presents a variety of materials dealing with effective participation. The contribution made by language usage and speech skills, along with the special qualities demanded by the participant, are emphasized. Special problems encountered in discussion are addressed both to participant and leader. Holt, Rinehart and Watson.

## TWENTY QUESTIONS ON CONFERENCE LEADERSHIP

by Ernest D. Nathan

This 126-page text is a working handbook for supervisors, staff members, and managers at all levels who might find at any moment that they have been assigned as a conference leader. The book is designed to help get the results you want from the conferences you conduct — and, more likely than not, the results your management expects. Addison-Wesley Publishing Company.

## PRACTICALLY SPEAKING IN BUSINESS, INDUSTRY AND GOVERNMENT

by Robert Hays

This book is designed to provide a practical, readable — and usable — handbook for the man in business, industry, or government who must speak occasionally, but effectively. Each chapter includes thought and practice exercises; examples and case histories are woven throughout the text — 198 pages. Addison-Wesley Publishing Company.

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