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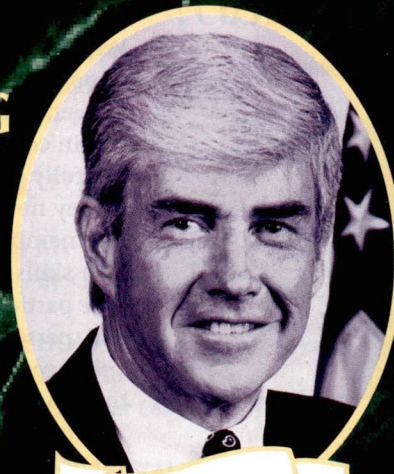
december 1994

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OUTSTANDING SPEAKERS



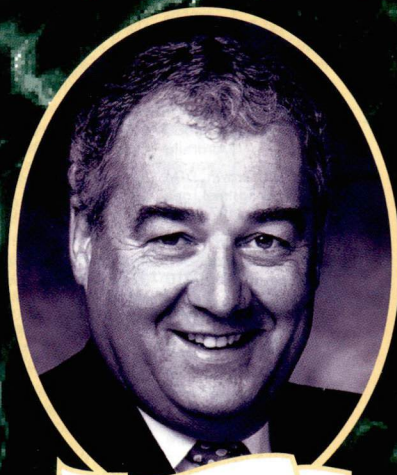
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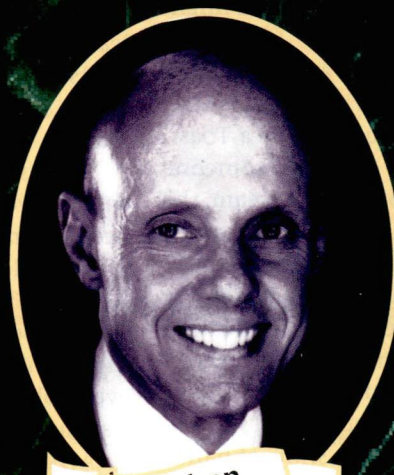
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Rush
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Peter Legge



Stephen
Covey

OF

'94

OVERCOMING INTERRUPTIONS
PUTTING TIME ON YOUR SIDE
1995 OUTSTANDING SPEAKERS BALLOT

What If You Were To Build a New Club?



But what if those clubs had not been formed? None of those people would be receiving the first-rate communication training they currently receive through Toastmasters.

Then there is the "what if" relating to the mentors and sponsors of new clubs. What if they had never had the special opportunity of being able to coach, mentor and encourage a new group of Toastmasters in confronting their fears and then successfully giving their Icebreakers? And what if they never experienced the joy of watching members blossom as their communication skills develop? Thousands of members *have* participated in this aspect of education and personal growth – and doing so has enhanced their Toastmasters experience all the more.

Now let's consider the "what if's" of changing the future.

What if you, for the first time in your Toastmasters career, decide you want to start a new club? And you go ahead and do so! What happens then? Simply stated, you will have started an avalanche – an avalanche of growth. To begin with, you will personally experience increased development of your leadership and communication skills. That in itself should be reason enough to organize a new club. But there are many more reasons – at least 20 of them!

Because 20 or more new Toastmasters will be given the same opportunity you have been given. They, too, will have the opportunity of learning to control their nervousness. And they, too, will have the chance to practice better listening, thinking and speaking. Some of these new Toastmasters may even follow in your footsteps and help to start new clubs as well.

Actually, there is nothing "iffy" about it. You *can* make a change for the better in the lives of others. Build a new club!

Pauline Shirley, DTM
International President

the Toastmaster

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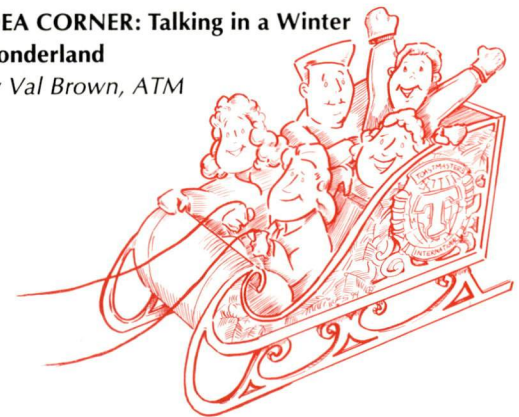
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MAESTROS DEL BRINDIS

I joined Toastmasters two years ago in an effort to improve my oral presentation skills. Needless to say, the move has paid off in a variety of ways. The one benefit I wish to highlight, however, is the drastic improvement of my enunciation.

Folks like myself who grew up in another country and came to the United States as young adults have to struggle harder in front of crowds because of our foreign accents. Speaking out loud is a proven tool to refine our use of the English language. Toastmasters provides a weekly forum where we can speak at ease and get useful feedback from a friendly audience. Nowadays, even native English speakers admire my performances at both social and professional meetings!

Luis R. Canas, CTM
Augusta Club 326-14
Augusta, Georgia

THE POWER OF LANGUAGE

I was surprised and dismayed when I read Howard Brandt's retort, in the July issue, to Ede Ferrari-D'Angelo's article on the hurtfulness of crude ethnic jokes (January '94).

Mr. Brandt counters that he endures such jokes against his age in the South County Club in Missouri and suggests repaying such humorous barbs in kind.

Well, here in the Northeast things are different: Academicians point out how bias, ridicule, discrimination and violence are growing against age, gender and ethnic diversity.

Our metropolitan areas bring together many people who speak different languages, including diverse accents and tones. Translating different idioms teaches us to appreciate the power of language and understand how a culture sees itself and others. Like it or not, language conceives the ideas for communication across genders and generations. Military verbiage, slang gender references and derogatory ethnic clichés delineate our inner world and project that picture outward. Co-workers, neighbors and customers perceive the snapshot caught in the camera of the mind.

And the group that held the power is pushing away objections with a warning to avoid becoming "victims of political correctness" and to just joke back. Now *that* is funny!

Marguerite Shepard
John Hancock Club 6384-31
Boston, Massachusetts

WHAT'S IN A NAME?

Joanne Sherman makes some valid observations about political correctness in the July issue. She might have added that many of the politically correct terms, as well as being funny, do not achieve the hoped-for objective. This is because the new words change their meaning.

British Government welfare payments used to be referred to as "national assistance." Twenty or so years ago it was decided that this phrase had unpleasant associations, so the name was changed to "social security." About the same time "old

age pensioners" became known as "senior citizens."

The intention was kind, but it did not work. The public regards a senior citizen on social security in exactly the same way as they once regarded a pensioner on national assistance.

Roger M. Mason, ATM
Aylesbury Club 762-71
Aylesbury, England

WITH GRATITUDE

On August 8, 1994, at 9:35 a.m., I received a telephone call from my sister in California informing me that her husband had just died. I was one of the first people she notified. His death was unexpected and came as a complete shock.

After several hours of trying to sort out the details, I spoke to my sister again. This time she asked me to deliver the eulogy. Recalling an article about eulogies that had appeared in the July '94 issue of the magazine, I retrieved my copy and began preparing. I want to say thank you for the timely and important tips outlined in the article, "When You're Asked to Give a Eulogy." As suggested in the article, I prepared the eulogy as if composing a speech.

Although it was an extremely sad and solemn occasion, I felt completely at ease while giving the eulogy. And since my words touched upon all the article's main points, my sister was pleased with the end result. My sincere appreciation to Mr. Edward C. Mathews for his sound advice.

Daniel Simas
NRCC Club 8397-27
Washington, D.C.

RESPECT INDIVIDUAL GOALS

I gasped after reading the article by Thomas K. Jue, "Ask Not What Your Club Can Do..." in the August issue. It included a blanket statement, "Your Toastmasters membership won't help you unless you have actively participated in club leadership positions or assumed meeting roles."

In Mr. Jue's simplistic world, the goal is to become a well-rounded Toastmaster. Clearly he does not recognize that individuals have specific goals and needs of their own. While assuming all meeting roles may seem like a good thing to do, it is not a requirement, and could possibly delay the specific goals of a club member. We should respect people's goals and the time frame they set them in.

Rob Rosengard
Praxis Makes Perfect Club 9071-31
Cambridge, Massachusetts

THE RIGHT ATTITUDE

I would like to commend Jeffrey Keller on his excellent article, "Attitude Is Everything," in the September issue of *The Toastmaster*.

When asked about how her hearing deficiency has affected her, the newly crowned Miss America, Heather Whitestone, replied: "It's a physical challenge, not a handicap. I really believe the most handicapped people are those who have a bad attitude." She added, "My good attitude has helped me through hard times."

To this, I say, "Amen."

Frank Felsburg, CTM
Select Club 1638-38
Drexel Hill, Pennsylvania



In an unfamiliar land,
 Toastmasters can make
 you feel right at home.

by Galina Mogilyansky, CTM

Learning the Language

■ THE SUBJECT OF TOASTMASTERS HAS deep meaning to me. Since 1980, when I came to America from Leningrad in the former Soviet Union, I have been constantly working on my English. It has been a matter of survival!

It is well known that the best way to learn a language is to live in a country where that language is spoken. But even a few years of studying English at the College of St. Catherine and the University of Minnesota were not enough. I wanted more interaction with American people.

As I was considering several alternatives, someone suggested: "Try Toastmasters." What a strange name! In Russian, toasting means to drink a vodka to someone's health, and a toastmaster is a person who proposes toasts. I don't need to learn how to propose a toast, I told myself. I need to learn the language!

But I decided to try it anyway. I looked in the phone book and called the local number for Toastmasters International. A woman answered very politely. I asked if it was okay for me – with such a strong accent – to attend meetings. She said it would be perfectly fine, and that her own club had members from different countries who shared the same concern.

I felt very encouraged and soon received a letter which began, "Thanks for calling the Toastmasters phone number." It included some information and a list of clubs in my

area. It also said: "Join Us For Success." This message had personal meaning for me: I wanted to succeed at learning English.

One day I asked a friend about Toastmasters clubs in downtown St. Paul, where I work. She provided me with a list, and I began to attend meetings of the High Nooners Club. This club is perfectly suited to my needs in its location and meeting time. And since the members work for the State of Minnesota, we have the same goal: to serve our citizens better. As a member of the High Nooners, I also learn about the work of different state agencies, which is helpful in my job as a librarian.

It was through the club that I met Betty Kainz, ATM, who became my mentor. I rely on her advice and guidance as an experienced Toastmaster. I always dreamed of having somebody to answer all my questions – not only to help with pronunciation, but also with American history, traditions and culture. With the help of my mentor, I have expanded my appreciation for the English language and for my new country.

Participation in Toastmasters has given me the ability to think and speak on my feet. We know about the fear many people have of public speaking, and the best way to overcome it is to practice! We learn by doing. Table Topics is especially valuable for me. Since questions can be based on almost anything, we are encouraged to read newspapers

and journals, watch TV and listen to the radio to keep abreast of current events.

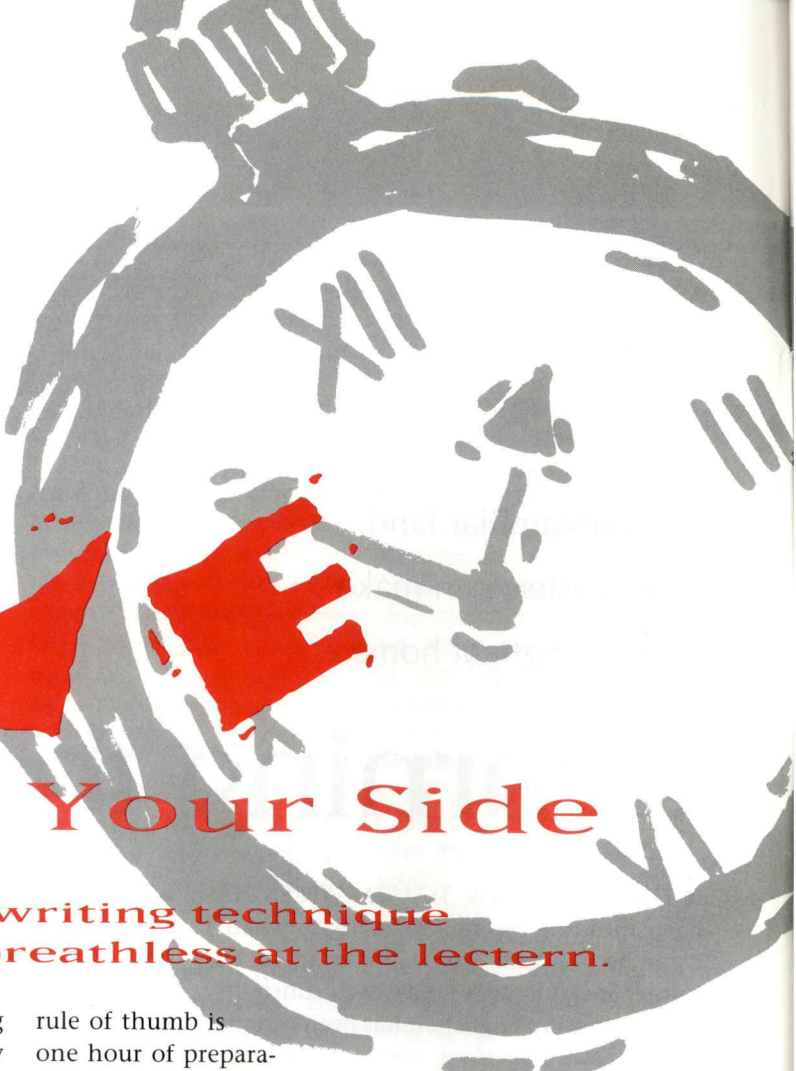
I have even started to keep a file of information which can be used in my speeches.

I also appreciate Toastmasters evaluations. Friendly feedback from fellow members makes for self-improvement. Where else can you get this kind of constructive criticism?

Toastmasters helps me to grow mentally and to reach new dimensions. As U.S. Supreme Court Justice Oliver Wendell Holmes said: "The mind, once expanded to the dimensions of larger ideas, never returns to its original size."

I am grateful to the club and my fellow members for the learning, growth and friendship I have enjoyed as a Toastmaster. **T**

Galina Mogilyansky, CTM, is a member of High Nooners Club 6666-6 in St. Paul, Minnesota.



by Rene Wojcik, ATM

Putting

TIME

On Your Side

Here's a speechwriting technique that won't leave you breathless at the lectern.

6 **T**he most difficult task for any Toastmaster is finding time to prepare a speech. Each week, approximately 70 percent of our time is spent eating, sleeping, grooming and working, with the remaining 30 percent left for chores and recreational activities. So it should come as no surprise that social scientists have found that the amount of time people set aside for leisure activities has been shrinking steadily.

Taking all this into account, it's reasonable to assume that most of us can't devote as much time as we'd like to our Toastmasters club. Luckily, I have discovered an approach to speech preparation that will help you get the most out of a limited and precious resource: your time. It has been an immense breakthrough for me and I can almost guarantee it will help you better prepare for future speech assignments, too. But first let's start with a short lesson in time management.

CONTROLLING THE CLOCK

Time is a factor we must always take into account while formulating ideas for an upcoming speech. Despite the best of intentions, time has a way of slipping by, leaving us to frantically search for a speech topic at the last minute. How can we more effectively use the time available to us?

We all have the same amount of time during the day; it's what we do with that time that makes all the difference. And controlling our use of time is paramount to success in speech preparation. For example, let's say you are scheduled to give a seven-minute speech in four weeks. Since the

rule of thumb is one hour of preparation time for each minute spent speaking, your seven-minute speech will require about seven hours of preparation. Most people lead busy lives, so finding seven hours to prepare a single speech seems virtually impossible. The best way to attack a seemingly overwhelming task is to break it into smaller parts.

Begin by organizing the assignment into manageable segments. Assuming that you will need at least seven hours to prepare, figure out the best way to comfortably work those 420 minutes into the next 28 days. How about setting a minimum time limit of 15 minutes per day to work on the speech? Your initial reaction might be, "I can't do much in 15 minutes." But that's actually the beauty of this approach: If you sit down with pencil and paper for 15 minutes each day, you'll be amazed at how much you can accomplish.

Time management experts refer to this technique as setting "microgoals," which are basically subsidiary goals within your overall objective. Remember the old adage "inch by inch it's a cinch"? When you break your task into small, manageable segments the job becomes much easier to handle.

PUT IT ON PAPER

To help you stay on track, I strongly recommend purchasing some of those small, self-adhesive notes and a spiral bound notebook, preferably 6 1/2" by 9" in size, with at least 150

pages. (This size notebook works well because it fits easily into a brief case and isn't too cumbersome.) Divide your new notebook into 10 segments of 15 pages each using the notes as index tabs. Each tab should be labeled with a key word that represents a topic for a speech.

Using this system, you might be working on as many as 10 different speeches at the same time in one notebook! Of course, in order to make this system work you must carry your notebook with you at all times. When you have a creative thought, idea or flash of genius on a topic - write it down. And since ideas often come along when

you least expect them, be prepared with contingency plans. If traveling by car, for example, use a tape recorder to record your thoughts, then transfer those ideas to your notebook as soon as possible.

GET SYSTEMATIC

My initial approach when choosing a speech topic is to brainstorm by writing down everything I know about the subject as quickly as possible. I also use "mindmapping" techniques as described by Tony Buzan in his book, *Use Both Sides of Your Brain* (E.P. Dutton, 1983). It's always surprising how much I can accomplish with my speechwriting by using those mindmapping techniques. Following the mindmapping session, I devote 2 or 3 pages to my introductory remarks and the next several pages to the body of the speech and conclusion. The last page of the section I usually reserve for my final mindmap, which I will use for my presentation replete with key words circled and connecting lines highlighted with color markers. This finishing touch helps me to visualize how I will

eventually present my material. By the time my speech is at this final stage, I feel confident with my knowledge of the material and readiness to perform.

Speech preparation should not begin the night before you're scheduled to speak. Yet experienced and inexperienced Toastmasters alike do exactly that. The outcome is predictable: poor performance at the lectern.

Giving a speech is stressful enough, so don't put yourself through additional stress and anxiety before it even begins. Do your homework - a little each day is all it takes.

In my case I've found sufficient time to work on some aspect of a future speech before breakfast, after supper and just before falling asleep. Then, by recording your thoughts in a notebook everyday, you form the habit of staying on top of upcoming speech assignments!

"We all have the same amount of time during the day; it's what we do with that time that makes all the difference."

The end result? Not only will you *feel* better, but your listeners will *see* and *hear* the difference - namely, a well organized and prepared speaker.

Give this system a try and you'll find that it works. Start with an initial investment of just 15 minutes each day. There's a good chance that investment will pay off and before long you'll be adding to it! **T**

Rene Wojcik, ATM, is a member of Permian Club 1509-44 in Midland, Texas.

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OVERCOMING INTER-

8 **E**veryone hates to be interrupted while they're speaking. This is especially true when addressing a group of people. The interruption may be relatively minor, such as an audience member leaving the room. Or it might be major, such as a power failure or a hostile protest.

Regardless of the source of the interruption, your ability to handle it will ultimately determine the success of your speech.

In structuring any speech, you are expected to carefully consider your topic, message, audience and a variety of other relevant factors. To the greatest extent possible, however, your preparation should also include proper consideration of potential interruptions. Although some interruptions cannot be reasonably anticipated, making alternate plans for those most likely to occur is a wise practice for any speaker.

Interruptions may be handled in a variety of ways. Depending upon aspects such as the type of audience, situation and message, one or more methods can be used to overcome an inadvertent interruption. They include the following:

When faced with
an unexpected
disturbance,
recovering well is
the best revenge.

HUMOR. Make a light comment or an aside which – while acknowledging the interruption – does not admit to damaging your message. Humor is also useful in putting an edgy or tense audience at ease. An interruption may be just what you need to break the ice and introduce humor into an otherwise serious, no-nonsense speech.

PAUSING. One of the most effective means of overcoming interruptions is to pause until the interruption subsides, allowing the audience enough time to refocus on your speech.

IMPROVISATION. Sometimes an interruption enables you to add a new element into the speech which is directly related to the message you initially intended to convey.

DEFER THE INTERRUPTION. If the interruption consists of an untimely question or comment from the audience, you may politely offer to discuss the specific point later in the speech or in private. This shifts the burden to the audience member in a polite and professional manner.

IGNORE THE DISTURBANCE. One of the best ways to overcome a disturbance is simply to ignore it. If an audience member enters or leaves the room, momentarily distracting attention, you can minimize the distraction by continuing to deliver your message in the intended manner. By demonstrating that minor disturbances are indeed minor, you quickly refocus the audience's attention back to your message.

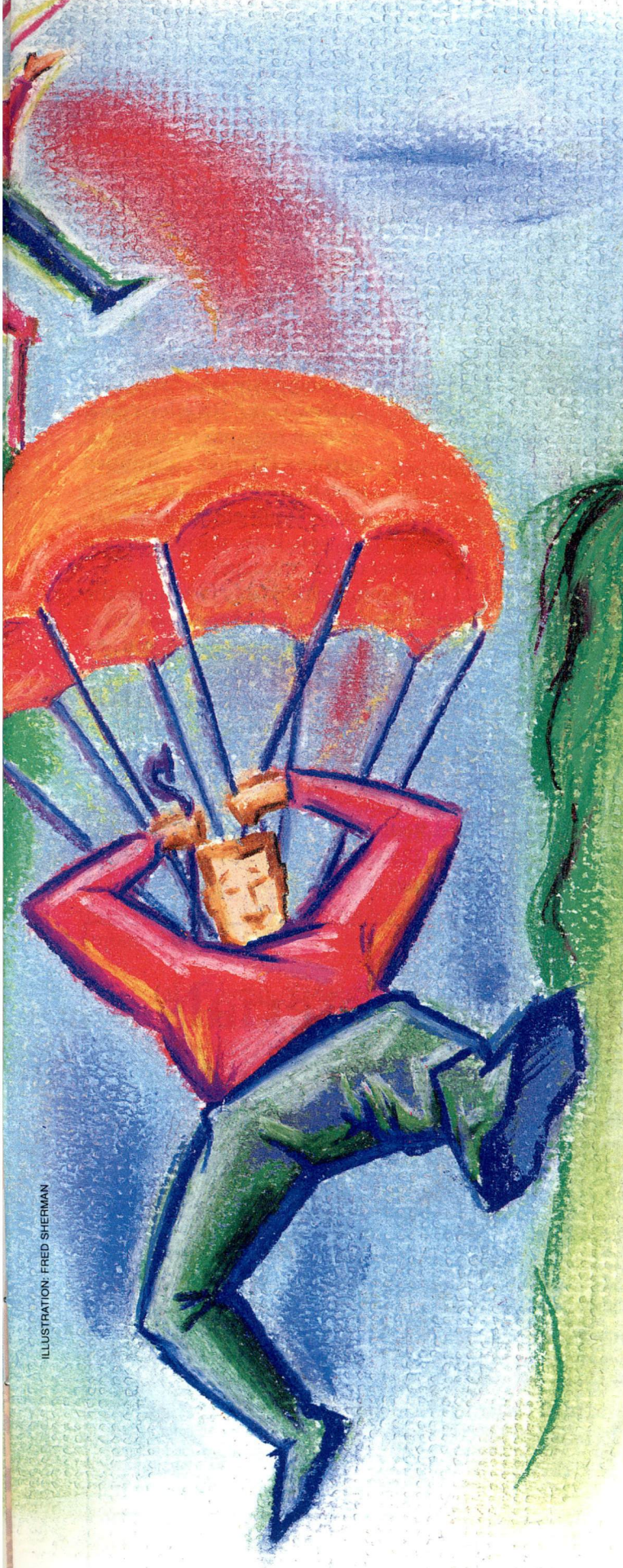


ILLUSTRATION: FRED SHERMAN

RUPTIONS

There are three additional points to keep in mind. First, keep in mind that any of your listeners who have addressed an audience themselves will sympathize with your predicament when an interruption occurs. How you handle the interruption often determines whether the audience members remain receptive to your message or ignore the remainder of the speech. If you overcome the interruption with grace, poise and professionalism, the audience will respond with respect and admiration. If interruptions cause you to become flustered, bitter or lose your patience, you may very well alienate audience members and cast a shadow over your entire speech.

Next, realize that experience is the key to overcoming interruptions. Seasoned speakers have faced a variety of interruptions, experimented with many techniques for overcoming interruptions, and learned what works best. Practice may not make perfect, but it provides the necessary experience to confidently conquer most interruptions.

Finally, every speaker has a handful of "war stories" chronicling interesting aspects of their past speeches. Inevitably, interruptions you encounter can be incorporated into interesting and amusing anecdotes for future speeches or conversations.

Here's an example of how one speaker successfully overcame the adversity of an unanticipated interruption. Recently I had the honor of attending a five-day United Nations Congress on international trade law at the U.N. Headquarters in New York. The Congress convened in the impressive General Assembly Hall where many historic, compassionate and memorable speeches have been delivered.

This event particularly interested me since more than 60 speakers from every corner of the world were participating,

including simultaneous interpretations in six different languages. The opportunity to observe and embrace the various speaking styles was an education in itself.

On the third afternoon, a Boston attorney was delivering an address on the legal aspects of international construction projects. Suddenly, several well-dressed men and women marched on stage to announce their political protest directed towards the U.N. General Assembly. Several more protesters simultaneously circulated through the audience and distributed protest leaflets to the startled audience.

The attorney immediately paused from his prepared remarks and stepped back from the lectern. Within seconds, security guards escorted the protestors out of the Assembly Hall. Once the commotion had sub-



Although some interruptions cannot be reasonably anticipated, making alternate plans for those most likely to occur is a wise practice for any speaker.

sided, the attorney returned to the lectern and wryly said, "Welcome to New York." His efforts drew a warm response from the audience. He then continued with his speech. The attorney's poise, humor and professionalism won both the admiration and respect of his colleagues.

Interruptions inevitably test the mettle of even the most seasoned speakers. Don't let the situation get the best of you. By remaining poised, confident and professional, you can effectively conquer most interruptions, communicate your intended message, and win your audience's respect. **T**

Fred Reilly, CTM, a member of the Vista Club 7250-47, practices international law in Haines City, Florida.

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This brochure promotes Toastmasters membership to individuals, stressing the personal benefits of participation in Toastmasters. .15¢. Catalog No. 99.

Why Toastmasters is Smart Business

This brochure promotes Toastmasters membership and clubs to individuals inside business, industry and government organizations. .15¢. Catalog No. 101.

Bringing Successful Communication Into Your Organization

An impressive colorful folder designed for promoting Toastmasters and building clubs inside business, industry and government organizations. The perfect calling card. .50¢. Catalog No. 103.

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This booklet takes each Toastmaster on a step-by-step how-to journey through the new member recruitment process. .25¢. Catalog No. 108.

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This 8 1/2" x 11" flyer promotes improved confidence and public speaking skills through participation in Toastmasters. Set of 50, \$2.50. Catalog No. 114.

Here's Something That's Got People Talking Flyer

This newly revised 8 1/2" x 11" flyer promotes good communication skills acquired through participation in Toastmasters. Set of 50, \$2.50. Catalog No. 115.

All About Toastmasters

This booklet discusses the details of the purpose and organization of Toastmasters International and its clubs. .50¢ each. Catalog No. 124.

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Gives details of current membership building programs and awards. No Charge. Catalog No. 1620.

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A simple framework for conducting a club membership building program. No Charge. Catalog No. 1621.

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■ **YOU'RE GIVING A SPEECH WHEN** something unexpectedly goes wrong. The lights fall, the mike won't work, you forget what you're saying.

So there you stand – heart pounding, forehead damp – trying to think of something to say that will get a laugh, relieve the tension, and get yourself back on track.

AD LIB YOUR WAY OUT OF

It's times like these that make you wish you were a master of those snappy, off-the-cuff remarks that just roll off the tongues of top performers like David Letterman, Jay Leno and Robin Williams. But you can be! Quite often those witty ad libs are not as spontaneous as they seem. Comedians prepare for these situations by memorizing lines called "savers" which they use as needed.

Here are 20 savers you can use when things go wrong with your speeches or presentations:

- ❖ **Your joke bombs:** "Comedy is all peaks and valleys. That joke was a valley."
- ❖ **The microphone doesn't work:** "This mike reminds me of my kid in college – expensive and not working."
- ❖ **The mike makes a rude noise:** "What are you squawking about?"
- ❖ **The microphone needs adjusting:** "Either I have to shrink/grow, or this microphone needs adjusting."
- ❖ **The overhead projector acts up:** "This must be one of those old wood-burning models."
- ❖ **Slide is upside down:** "Will you all please stand – on your heads?"
- ❖ **Highlighter runs out of ink:** "The magic has gone out of my marker."
- ❖ **The lights go out:** "I do my best work in the dark."
- ❖ **Telephone rings:** "If that's President Clinton, tell him I'm busy."
- ❖ **Someone notes a spelling error in a visual:** "This is the last time I'll borrow an overhead from Dan Quayle."

❖ **You stumble:** "I think I may have stumbled onto something."

❖ **You have a coughing spell:** "I want my mama – but I'll settle for a glass of water."

❖ **Someone hands you a note:** "Aha, just what I need. A new joke!"

❖ **You drop your handouts:** "This information is too hot to handle."

❖ **Music interrupts:** "They say music soothes the savage beast. If there are any savage beasts here, I hope you're soothed."

❖ **You don't know the answer to a question:** "I'm prepared to answer any questions... except that one. If you will write it out on your business card and give it to me, I'll find out and get the answer for you."

❖ **Announcement comes over the public address system:** "Funny, I was just about to say the same thing."

❖ **You forget what you're saying:** "I seem to have lost my train of thought. Train? It's more like the whole railroad."

❖ **Waitress clearing dishes:** "Well, I used to be a waitress/waiter and now that I'm a speaker there is one thing I've learned. You can't do both jobs at once."

❖ **Very small audience.** "I would rather speak to a small crowd of great people than to a great crowd of small people."

A well-timed remark, even one that is not hilariously funny, will almost always get a big laugh because it helps ease tension. Most audiences have empathy for the speaker and are pulling for you to do a good job. When something goes wrong, they share your anxiety. When you handle it, they feel relieved.

Memorize these savers, use them when the need arises, and enjoy a growing reputation as a great ad libber. **T**

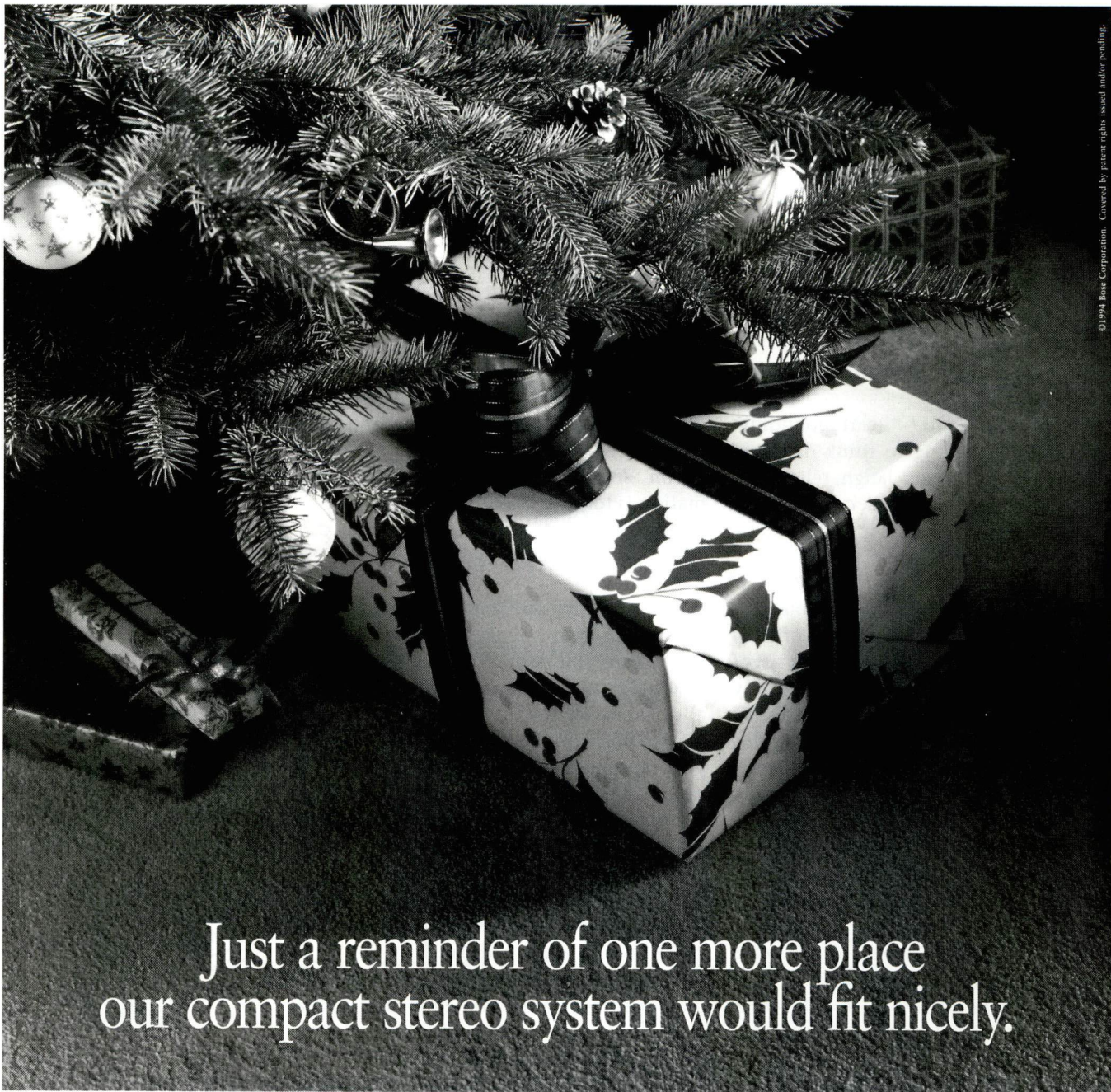
Roger Langley, DTM, is a member of the Monument Club 898-36 in Silver Springs, Maryland.

TIGHT SPOTS

11

Instead of passing out, try passing out some humor.

by Roger Langley, DTM



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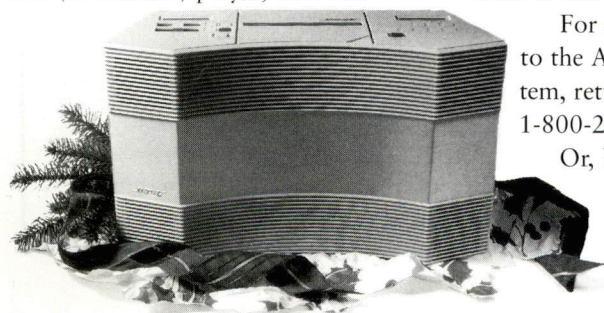
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can we talk?)



Don't bother with big and fancy words when plain and simple will do.

by Joanne Sherman

■ MY 7-YEAR-OLD SON AND I WERE watching the news together. The television reporter held a microphone to the face of a weary-looking fireman and asked, "What happened, Chief?"

The fireman looked into the camera and in a solemn tone responded, "When appropriate firematic apparatus arrived on the scene, the edifice was wholly engulfed."

"What did he say?" my baffled son asked, looking to me for a translation.

"He said, 'It was on fire when we got here.'"

"Why didn't he just say that instead of using all those big, fancy words?" my son wanted to know. The only answer I had was that sometimes firemen talk in "firemenese." But the incident got me thinking about how often we use big and fancy words when plain and simple will do the same job, only better.

In the newspaper business there is a term called the "fog index." An article containing a multiplicity of long and unusual words, woven throughout complicated sentences, is said to have a

coming

"high fog index," meaning that it is difficult to read and comprehend. Conversely, "It was on fire when we got here," with its short string of monosyllabic words, registers low on the fog index. But it requires no further explanation.

Ideally, messages meant to be understood by a general audience should fall somewhere in the middle of the fog index, a safe distance from being boring (too low) or bogging (too high).

When choosing between using a fancy word or a plain one, experts in both the writing and speechmaking fields advise that it is better to stick with the word that is more easily understood. Why say "terminate" instead of "end," "optimum" instead of "best," "remunerate" instead of "pay"? While addressing a group of fire fighters, using the term "firematic apparatus" is fine, but when talking to a general audience, "fire truck" makes more sense.

For a speaker, the disadvantage of using "fancy" words is that if listeners do not understand the words, they are stuck. For example, when I come across an unfamiliar word while reading, I pause, look up the word in the dictionary, then go back to my reading right where I left off. Unfortunately, it is not that simple when someone uses a word I don't know during the course of a conversation. And if a speaker uses too many words I don't know, I simply get lost in the fog.

This happened to me recently while listening to a lecture about building bird houses. The speaker managed to squeeze "historically," "vituperation" and "commo-dious" into a single sentence – and that was one of the less complicated phrases! Sure, I can build a bird house now, but only because I stopped at a store and bought a book on the subject.

Just because someone is able to pronounce foot-long words doesn't necessarily make that person articulate or imply a superior intelligence. I have listened to people use the most complex lexicon in the language and still say nothing worthwhile. Eloquence isn't measured by the length of the words one chooses.

As Winston Churchill

so succinctly put it: "Short words are best and the old words, when short, are best of all."

Words we remember and treasure, those that continue to touch people's hearts and inspire generation after generation, don't always register at the top of the fog index. In fact, most of the words in Abraham Lincoln's Gettysburg Address are plain ones, containing five letters or less. And would people today quote Mr. Churchill if he had said, "I have nothing to volunteer aside from corpuscles, labor, saline droplets and perspiration"?

Simply put, I don't think so.



Joanne Sherman is a freelance writer living in Shelter Island, New York.

out of the



Oh what fun
it is to ride
in a two horse
open sleigh!

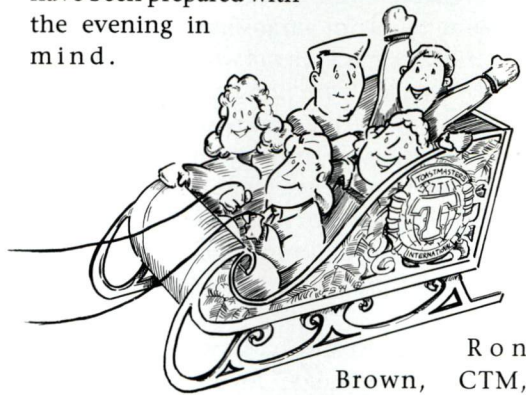
■ EARLIER THIS YEAR ON A COLD WINTER night, Falcon Lake Toastmasters gathered at the home of Marg and Murray Imrie, owners of the local riding stables, for our annual sleigh ride meeting. As the other club members began to arrive, Murray hitched up the horses, Barney and Clyde, to the sleigh. Then we all piled on – and away we went!

The trail we took winds through the tall pine trees and rocky area of the Whiteshell Provincial Park. A full moon was out that night, creating an effect of almost-daylight. Despite the brisk cold, we were cozy in the sleigh, dressed in our warmest clothes and huddled together among heavy blankets. Sleigh bells jingled merrily as we joked and laughed with

hope he's pulling our legs!" Fortunately, there were no further disturbances.

At this point, however, we were ready for a break, and Marg was standing by with coffee, tea, hot chocolate and doughnuts. We got up and stretched and warmed ourselves by the fire, and there was a lot of talk about our upcoming Speechcraft program.

Then the meeting was called back to order. Both speeches seemed to have been prepared with the evening in mind.



Ron Brown, CTM, held us spellbound with a speech from the Storytelling Advanced Manual about nearby Ghost Lake. He was followed by Janice Kinley, who gave her tenth speech from the Basic Manual, *Inspire Your Audience*. And inspire us she did with a great speech about the winter delights our beautiful Whiteshell Park offers – cross-country skiing, snow-mobiling, skating and enjoyable walks. What a delight to have a club member achieve her CTM on such a special night!

After closing the meeting, we gathered up our gear and headed out to the sleigh. The dying embers of our fire cast a red glow in the distance as we began our trek homeward. With the moon overhead, we gazed upon the brilliance of the Northern Lights and configurations of the Big and Little Dipper and Orion's belt. Living in the city was never like this!

We arrived back at the stables, reluctant to end the evening, but glowing with pleasure over a shared experience unique to Toastmasters, a winter meeting in the wilderness. **T**

Val Brown, ATM, is a member of Falcon Lake Club 5115-64 in Falcon Lake, Manitoba, Canada.

TALKING in a winter wonderland

each other. Above us a commercial jet winked its lights against the starry night.

After about a half an hour's ride, we arrived at our destination: a large tepee. Since it is located in a clearing above the trail, we had to walk a few hundred yards. Murray lit a fire near the tepee as we scrambled to arrange our club's banner and set up the battery operated timer's box. Finally, everyone gathered around the crackling fire.

As Sergeant at Arms, I began the meeting with a brief appreciation of our tranquil and natural surroundings. Table Topics followed, with an unexpected interruption – two of the Imrie's dogs had accompanied us, and we could hear their sudden and furious barking. After a quick check on the horses, Murray matter-of-factly announced that wolves were in the vicinity. He assured us, however, that with the dogs nearby, the wolves wouldn't come any closer. I remember thinking to myself, "I

by Val Brown, ATM



■ WHEN MEMBERSHIP DIPPED TO AN all-time low of 16 in July 1993, the CalCompetents Club decided to come up with a plan that would breathe life back into the group.

Since our club had chartered with 25 members only two years earlier, the Calcompetents Toastmasters knew that building a strong membership was possible. However, we also knew the task would take some goal-setting and a lot of hard work!

So we organized a six-month member-

COMPANY COMMUNICATIONS

Every issue of the company newsletter included at least one Toastmasters article, highlighting either a club activity or an individual member accomplishment. Posters showing meeting and contact information were displayed in the lobbies of four office buildings and, once each quarter, a message reminding employees of our weekly Toastmasters meetings was printed on paycheck stubs. In addition, a company-wide bulletin was published providing basic information

STRENGTH IN NUMBERS

ship building campaign centered around a Management By Objective program featuring two basic concepts: 1) the use of existing Toastmasters membership building and retention ideas and 2) reinforcement of our already strong company/club relationship.

The club set goals that were straightforward and easy to measure:

- ▶ Reach 25 members by December 23, 1993.
- ▶ Achieve 90 percent member retention.
- ▶ Maintain 80 percent meeting attendance.
- ▶ Receive recognition from Toastmasters International by
 - winning the Smedley Award
 - becoming a Select Distinguished Club.

And the results? Within six months, our club had reached all of these goals and our program was later recognized as one of Toastmasters International's Top Five Membership Campaigns. Following is a sample of the activities CalCompetents undertook to achieve success.

TRAINING/DEVELOPMENT PROGRAMS

In-house employee development programs provided a great source of new recruits. At the conclusion of these training sessions, a club member would visit the class to discuss the benefits of Toastmasters membership. Company trainers added credibility by endorsing the value of the club in assisting employees with their self-improvement efforts. In addition, club members made a series of presentations to the company's Management Club, resulting in several additional recruits.

about Toastmasters and the company club.

SPECIAL ACTIVITIES

Recognition for both individual and group achievement is a key component of the Calcompetents membership building efforts. Twice each year, for example, the club has honored one of its own with the "Most Improved Toastmaster" award.

But the cornerstone event of our membership campaign was the club's Second Anniversary Celebration. Members invited their supervisors as an added effort to develop strong management support. The highlight of this special meeting took place when Past District Governor Betty Colston, DTM, presented the Smedley Ribbon to the club for inducting five new members.

The award was a result of a three-month membership drive contest in which the club was divided into two teams. The contest stimulated friendly rivalry and added a humorous touch to club meetings during the monthly progress reports.

So, in a nutshell, that's how the CalCompetents Club boosted its membership from 16 people to 25 in six short months! The club continues to maintain a healthy membership by working together to improve club programming and operations. Our team effort ensures that a quality product is available to all interested employees. **T**

Robert L. Johnson, ATM-B, is a member of CalCompetents Club 8458-F in Anaheim, California.

by Robert L. Johnson, ATM-B

This ailing company club learned some survival skills – and became a 1994 Top Five Membership Campaign winner!

Meet the 5 Outstanding



Stephen Covey



Jack Kemp



Peter Legge



Rush Limbaugh



Dennis Prager

Annual poll shows
Toastmasters admire
communicators known for
their highly personalized
concept of success.

Which public speakers have seized your attention, challenged your intellect and sent your imagination soaring with their eloquence, insight and personal style?

The quintet of experts chosen this year as Toastmasters International's Five Outstanding Speakers reflects our membership's interest in current issues and events. Four of the speakers are from the United States; one is from Canada. All five are masters when it comes to bringing their messages to the attention of audiences in a riveting and entertaining fashion.

Speakers of '94

Last December we asked Toastmasters to name their favorite speakers. They were to be selected from five different categories and meet certain criteria. Nominees were chosen for their achievements or contributions in the following areas:

1. Degree to which the person's success in any given field can be attributed to his or her communication skills.
2. Amount of influence on public opinion.
3. Demonstration of leadership in any given field.
4. Service to the community, state or nation.
5. Commitment to a cause, product, idea or business.
6. Ability to effect change.
7. Dedication to improving the lives of others.

Given our worldwide membership, the responses varied greatly. However, as was the case during the previous two balloting periods, there were obvious favorites. Among those who collected a sizeable number of votes were author Maya Angelou, evangelist Billy Graham, and President Bill Clinton. However, as ballots continued to arrive at World Headquarters, it became clear that a definite trend was taking place: Toastmasters are interested in speakers known for their advocacy and highly personalized concept of success through self-determination.

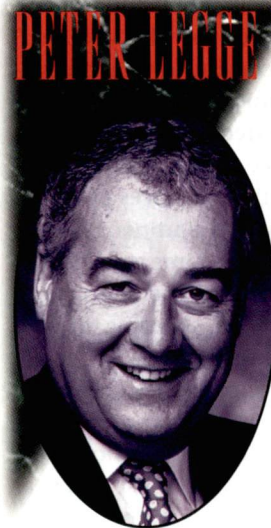
So now that the nominations have been tallied, the envelope, please...

THE TOP FIVE SPEAKERS OF 1994 ARE:

- **COMMERCE AND INDUSTRY:** **Peter Legge**, Canadian publishing executive, bestselling author of *How to Soar With the Eagles*, and last year's recipient of Toastmasters International's Golden Gavel award.
- **GOVERNMENT:** **Jack Kemp**, former Secretary of the U.S. Department of Housing and Urban Development and current co-director of Empower America, a grassroots public policy and advocacy organization.
- **INSPIRATIONAL OR MOTIVATIONAL:** **Stephen Covey**, founder and chairman of the Covey Leadership Center and bestselling author of *The Seven Habits of Highly Successful People*.
- **EDUCATIONAL OR SOCIAL:** **Dennis Prager**, top-rated radio personality and author, as well as host of a nationally syndicated television talk show.
- **MASS MEDIA OR ARTS:** **Rush Limbaugh**, popular conservative radio/TV talk show host and author of two bestselling books, *The Way Things Ought to Be* and *See, I Told You So*.

Each one of these five notable speakers has a distinctive voice, both vocally and philosophically, which he uses to promote a message uniquely his own. And each of the five speakers enjoys a large following of enthusiastic admirers. When they talk, their audiences not only listen – they frequently stand up and cheer! What, then, can Toastmasters learn from their excellent examples?

Let's take a closer look at the methods and styles of each of the Five Outstanding Speakers of 1994.



Toastmasters who attended the 1993 International Convention in Toronto are already familiar with Peter Legge's lively wit and congenial speaking style. As recipient of Toastmasters International's Golden Gavel award for that year, Legge gave a presentation that sparkled with humor and provided inspiration to all fortunate enough to attend.

From his earliest years, Legge has demonstrated an ability to charm and captivate au-

diences. In fact, by the time he and his family moved from London, England, to New Westminster, British Columbia, Canada, 12-year-old Peter had already established a reputation as a class clown. This sense of humor would see him through a number of jobs, including a stint as a stand-up comic

“If I have any gift, it is to be able to motivate you, to get you charged up and excited, so you can be responsible and respected for who you are.”

PETER LEGGE

on cruise ships, and writer and host of a popular comedy show in Great Britain.

A desire to succeed in business motivated Legge to try his hand at radio advertising sales; this experience eventually propelled him into the world of print advertising. By 1976 he was ready to take a calculated risk, although a number of cynics quickly labeled his actions as "publishing suicide." After borrowing \$51,500, Legge purchased a nearly bankrupt magazine, *TV Week* – then proceeded to turn it into an attractive, money-making publication that is now a fixture in more than a quarter of a million households. The success of *TV Week* subsequently launched a spectacular publishing career for Legge. As president and publisher of Canada Wide Magazines Ltd., the largest independent magazine publishing company in western Canada, he manages 14 magazines bringing in revenues of \$16 million annually.

Not surprisingly, Legge is in constant demand as a speaker. He lectures to more than 60 organizations a year, frequently touching upon his favorite subjects of self-direction and goal-setting. "If I have any gift," he says, "it is to be able to motivate you, to get you charged up and excited, so you can be responsible and respected for who you are."

Over the years, Legge's fans have continued to find inspiration in the simple truths he communicates. Indeed, a writer from *Business In Vancouver* once referred to his material as "homespun stuff." Yet Legge's affable delivery, sincerity of purpose and resonant voice – still harboring traces of a London lilt – have delighted audiences on five continents. Or, as that same writer noted, Legge speaks in the same style that he uses when playing golf, "breezing through the word traps, saving verbal flourishes for the straightaways, swinging through a lengthy session without a single awkward pause."

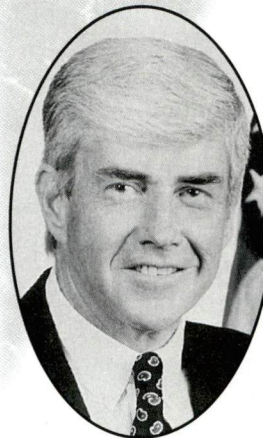
In addition to his speaking success, Legge has developed a following of enthusiastic fans of his written word. In 1991 he penned an immensely popular book of inspirational wit and wisdom, *How to Soar With the Eagles*, and just this year published an encore volume of encouragement and motivation, characteristically titled *You Can If You Believe You Can*. Whether by published anecdote or live presentation, Legge is careful to impress upon his audiences the need for constant self-improvement. As for his own business philosophy? "The greatest secret to our success is that there are no secrets. It's simply about hard work, dedication and attracting good people and motivating them."

As an unabashed enthusiast of the Toastmasters organization, Legge frequently urges his listeners to consider joining a Toastmasters club. "Many years ago I was told, 'Learn to be an accomplished platform speaker and your career will take off faster than by doing almost anything else.' You might not have the desire to be a professional speaker such as I, but it is still vitally important to learn the art and mastery of speaking to express your thoughts and ideas clearly. The place to begin that is a Toastmasters club."

Then, citing a recent benefit luncheon he organized which raised over \$40,000 for Rwandan refugees and involved many of the people he met through his public speak-

ing, Legge adds, "The places that you can go are quite phenomenal. I wouldn't have been able to accomplish as much without this ability; I cannot say enough about the importance of the element of speaking in one's life."

JACK KEMP



Before impressing seasoned legislators with his gift for impassioned speechmaking in the fields of political and economic policy, Jack Kemp was an impressive player on the football field.

Possessing a keen interest in sports and substantial athletic talent, Kemp admits in retrospect to being "totally tunnel-visioned" in terms of the goals he set for himself early on – namely, to play football. But there's no doubt that his athletic triumphs laid the foundation for later success in the political arena.

After graduating from college, Kemp played quarterback for several professional teams, and it wasn't long before his leadership abilities registered him as a standout. While playing with the San Diego Chargers from 1960 to 1962 he was elected captain, and later in 1964 Kemp led the Buffalo Bills to the American Football League Championship. In 1965 he was named the League's Most Valuable Player and, as co-founder of the American Football League's Players Association, was elected President five times.

"Having captained every team I played for, I learned that in a democratic society...we must all move forward together and leave no one behind."

At the same time, however, Kemp was beginning to diversify his energies. Both in 1958 and 1960 he had volunteered his services to Republican presidential candidates; in 1961, a newspaper editor in San Diego, California, hired Kemp to write columns on leadership and civic responsibility. These endeavors – as well as enrollment in a number of graduate level courses in education and political science – provided Kemp with an excellent background for what was to come: In 1970, local Republican leaders prompted Kemp to run for New York's 39th Congressional District seat. "We were looking for an attractive, articulate, forthright, aggressive man," said the chairman of the Erie County Republicans. "Finding Jack Kemp was like finding the Holy Grail."

After serving nine consecutive terms as a congressman, Kemp was appointed Secretary of the U.S. Department of

Housing and Urban Development under the Bush administration. During that time he worked toward ending fraud and was a strong advocate of entrepreneurship and job creation in impoverished neighborhoods.

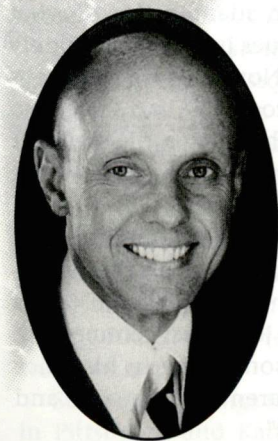
Most recently Kemp has invested his talents as co-director of Empower America, a grassroots public policy organization. Each month Kemp and other opinion-makers of his organization give speeches and lectures to audiences across the United States on a variety of pertinent issues. These issues include a focus on new approaches to social and cultural concerns that will empower people rather than government bureaucracies.

Much of Kemp's success can be attributed to the sincerity and fiery devotion he brings to the lectern. For example, this year at a conservative summit sponsored by *National Review* magazine, Kemp – the featured speaker – discarded his prepared speech in favor of an impromptu rebuttal to the words of the previous speaker. Former New York City Mayor Edward Koch had chosen to make a long-winded speech focusing on the failure of black leaders to prevent crime and other social ills. Even as the applause continued, Kemp stepped angrily to the microphone and challenged his predominantly white audience by asking, "Do you realize how tough it is to be a black conservative Republican?" He then proceeded to discuss the growing despair of the underclasses, stating, "So is there a root cause to some of these problems? You bet...there's racism...How else can we explain what's happened to this country?"

Kemp continues to speak in that same honest, forthright manner. "When people ask me why I'm so passionate about combating poverty and helping minority Americans capture the American Dream, I say that having captained every team I played for, I learned that in a democratic society – whether it's your family, business, team or nation – we must all move forward together and leave no one behind.

"Personally," he adds, "I could never live with myself or face my former teammates if I were not a voice in the political arena for the poor, a voice for racial harmony and civil rights, an advocate for empowerment."

STEPHEN COVEY



"Quality isn't a thing, it's a paradigm – a perspective, a way of seeing," says Dr. Stephen Covey, world renowned speaker and author of the best-selling book, *The Seven Habits of Highly Effective People*. Comparing the paradigm approach to a pair of glasses that affects the way we view ourselves and others, he adds: "A proactive person is one who can take off his or her glasses, stand apart from their paradigm, and examine the way they 'see' themselves."

As the founder and chairman of Covey Leadership Center in Sundance, Utah, a 700-member international firm whose mission is to empower people and organizations, Covey is concerned with what he calls "Principle-Centered Leadership" – an inside-out approach to improving quality, leadership, innovation, trust, teamwork and customer-focused service.

While developing an executive program for IBM in the mid-70s, Covey made a startling discovery: almost without exception, books and articles of the past 50 years portrayed success as a synthesis of personality and public image. In contrast, earlier literature emphasized qualities such as integrity, humility, temperance, courage, patience and simplicity as the foundation for eventual success.

"As you reach a certain point, you have to empower other people and build on their strengths to make your own weaknesses irrelevant."

STEPHEN COVEY

Covey realized that he found the accepted pop philosophy of style over substance to be shallow and destructive. "I was suddenly able to see the powerful impact the 'personality ethic' has on our society. I began to understand that it's the reason for those subtle, often consciously unidentified discrepancies between what we know to be true – the basic principles we learn as children and the things that are in our own sense of value – and the quick fix philosophies that surround us every day."

A message such as this demands the talents of a highly effective speaker. Those who have attended Covey's seminars and workshops can testify that this is indeed the case. In a recent *Business Week* article, for example, Covey's powerful first impression on more than 600 executives and managers from Merrill Lynch, Citicorp, and other corporate giants was described as follows: "There's a mystical aura about the man on the dimly lit stage. He speaks in a near-monotone whisper, as if in a cavernous church, occasionally venturing into the audience to press a point."

As his presentation continues, Covey frequently has the audience split into groups so they may briefly interact and draw their own conclusions. In addition to encouraging group participation and interaction, Covey is also an expert at using audio-visuals to refocus his audience. As more than one participant has commented, by the end of a Covey seminar, attendees are energized and eager to apply the principles to their own lives at work and at home.

Covey's ideas continue to make a tremendous impact worldwide. *The Seven Habits of Highly Effective People* has sold more than five million copies and has been published in more than 24 languages. Covey is also the author of *Principle-Centered Leadership* and a new best-

seller, *First Things First*, and publishes a leadership advisory magazine, *Executive Excellence*. As a speaker, however, Covey is in even higher demand: he receives daily at least 20 invitations to speak, and this year was booked for more than 100 speaking appearances – many for Fortune 500 companies.

Covey taught organizational behavior for 20 years at Brigham Young University's business school. But whether he is in the classroom or on the stage, Covey continues to be a strong advocate of enhancing and promoting individual potential through principle-based leadership: "As you reach a certain point, you have to empower other people and build on their strengths to make your own weaknesses irrelevant."

Above all, this self-described "believer in studying the scriptures and the philosophy of the great thinkers" personifies the message of his own words. Or, as one quality systems manager put it, "He walks the talk more than anyone else. He lives it, and you can see it."

DENNIS PRAGER



Look out, talk show enthusiasts! Dennis Prager, philosopher extraordinaire, is on the air.

In other words, don't expect the trivial, the trite, the paltry or the picayune. Go elsewhere if you must for gossip and idle chatter; Prager's objective is to stretch your brain cells through sophisticated and erudite discourse.

Consider the typical caveat that he issues at the beginning of his radio show: "If you like to think, I think you'll like the next few hours, wherein I challenge you –

and you challenge me – to think a second time about some great issue."

As host of both a daily New York radio talk show and Southern California's highest rated afternoon radio talk show, Prager attracts discerning audiences who prefer intelligent discussion to frivolity. "Entertainment is secondary on my show, though the show must be entertaining. My first criterion is to hold people's interest, and I think I do."

Interest in his logic-oriented approach has been so high, in fact, that Prager concurrently publishes a quarterly journal, *Ultimate Issues*, which is circulated worldwide to more than 20,000 readers. Then, this September, Prager began hosting a nationally televised syndicated talk show. Combine this visibility with his numerous national and international speaking engagements, and it is clear to see why Dennis Prager is an oratorical force to be reckoned with.

Unlike many commentators, it's difficult to pigeon-hole Prager into any political ideology. His focus is on matters of ethics, morality and values – or, as he once so succinctly put it, "I'm obsessed with the issue of good and evil." The *Los Angeles Times* has called him "a charismatic moralist" who is "armed with a muscular intellect, a stentorian voice that booms from his 6 foot, 4 inch frame, the well-honed oratory of someone who gives several speeches a week, and the eloquence of a seasoned essayist."

"I'm a big believer that religion should afflict the comfortable and not just comfort the afflicted."

DENNIS PRAGER

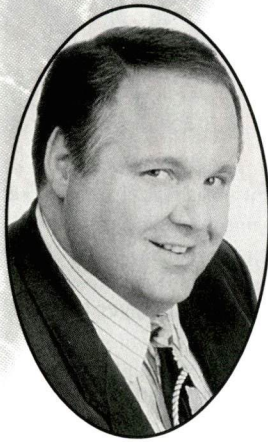
Prager's passion for issues of right and wrong springs from his earliest years. Raised in Brooklyn by Jewish Orthodox parents, he remembers that "When people got hurt, I cried – and still do." His education included time spent at Columbia University studying international affairs and a one-year scholarship at the University of Leeds in England. By 1969, however, he was living in Israel and involved in the movement to free Soviet Jews. "That trip was really what shaped my life," he says.

Prager's subsequent return to the United States to speak about Soviet persecution initiated a career built around his plain-spoken convictions. Today, despite a number of professional commitments centered in his home base of Los Angeles, California, Prager still averages several speaking engagements a week – many of which are delivered to international audiences in countries such as Britain, Australia, Canada, Israel, Russia and Korea.

One of his most recent projects has been founding of the Micah Center for Ethical Monotheism. "Ethical monotheism means that we are morally accountable to something higher," Prager explains. An adamant foe of what he terms "secular bias," Prager argues just as passionately for the need to believe in God. "Normally we keep religion hidden from intellectual discourse in this society so that it doesn't offend anybody, but I'm a big believer that religion should afflict the comfortable and not just comfort the afflicted."

If those with opposing viewpoints are sometimes put off by his style – which at times can verge on the relentless – listeners and viewers continue to be drawn to his linear and logical approach. As one journalist commented, "I keep listening because there's something in his voice that's comforting, like a stern parent saying over and over, 'Be good, be good, be good.'"

RUSH LIMBAUGH



Billing himself as “the most dangerous man in America,” Rush Limbaugh has in recent years become a one man cottage industry. His radio show is broadcast to more than 635 stations across the United States and he has a syndicated television show that reaches more markets than the venerable *Nightline*. Both of his books, *The Way Things Ought to Be* and *See, I Told You So*, have become instantaneous best sellers, and each month he issues a newsletter, *The Limbaugh Letter*, which reaches more

than 450,000 readers.

So what’s so dangerous about Rush Limbaugh? The danger, Limbaugh maintains, is because he dares to challenge concepts that may go against conventional wisdom. Listen to the salutation of his daily radio show and you’ll quickly understand why his irreverent patter has mesmerized millions:

“Greetings, listeners across the fruited plain, this is Rush Limbaugh, the most dangerous man in America, serving humanity simply by opening my mouth, destined for my own wing in the Museum of Broadcasting, executing everything I do flawlessly with zero mistakes, doing this show with half my brain tied behind my back just to make it fair because I have talent on loan from God. Rush Limbaugh. A man. A legend. A way of life.”

Listening to Limbaugh *has* become a way of life to many of his fans who tune in at work or congregate in “Rush rooms” – annexed restaurant dining areas that pipe in Limbaugh’s radio broadcast to enthusiastic patrons. Says media critic Jeff Greenfield: “His reach is to a new segment of conservatives: working-class, younger, humorous. They love satire, they like rock ‘n’ roll music. And Rush Limbaugh, among other things, is really funny.” Despite his cheerfully exaggerated rhetoric and perpetual jabs at liberal thought, however, those who really know Limbaugh describe him, paradoxically, as being “painfully shy.”

Growing up as an introverted, less-than-popular kid in Cape Girardeau, Missouri, Limbaugh was fascinated by radio. By the time he was 16 years old – and despite his barrister father’s wishes that “Rusty” pursue a career in law – Limbaugh dropped his high school football and debating team activities to take a course in radio technology and obtain a broadcaster’s license. In a halfhearted attempt to please his father, Limbaugh did enroll at a local college. But the results were dismal: the future broadcaster even flunked Speech 101, since he refused to write outlines – which he still does not use.

Subsequent firings from radio host and news reader jobs in Pittsburgh and Kansas City would have quashed the

careers of most broadcasters. A radio station in Sacramento, however, finally gave the green light for a program in which all the talking would be his. The show became wildly popular, and by 1988 Limbaugh was invited to move to New York City and host a nationally syndicated program. The rest is broadcast history – or, as Limbaugh himself sees it: “My story is nothing more than an example of the Original American Ethic: hard work, overcoming obstacles, triumphing over enormous odds, the pioneer spirit...These things are what built this country.”

A typical Limbaugh program will include phone calls from listeners, but – for the most part – the show is a forum for his humor and commentary. As one journalist observed of Limbaugh’s unique style: “His vocabulary is extensive; his diction tends to be grandiosely formal, though overblown to the point of self-parody. His nervous energy plays out through hands that never stop moving. They rattle the papers, slap the desk, punch the console...Alone with the multitudes in his soundproof room, he sits chanting his right-wing rap, joyful in his work.”

“...I have talent on loan from God.

Rush Limbaugh. A man. A legend. A way of life.”

RUSH LIMBAUGH

Limbaugh continues to entertain and inform an ever-widening audience. Says *Nightline* host and fan Ted Koppel: “He clearly has become something of an icon to millions of conservative listeners. He’s very smart, he does his homework. And you ignore him at your own peril.” But perhaps the best summation of Limbaugh’s abilities comes from award-winning NASA physicist Dr. Robert Jastrow, who praises Limbaugh for his skill at “conveying profound concepts in simple, credible ways, and using parables and anecdotes, like the great moral philosophers. Rush,” adds the distinguished Jastrow, “is a pedagogical genius.”

Through innovative use of their speaking talents, all of this year’s Five Outstanding Speakers have captured the imaginations of their audiences. Toastmasters International is proud to salute these men for their impact on the art of public speaking – Dennis Prager and Rush Limbaugh for their commitment to media excellence, Stephen Covey for his innovative approach to personal and professional conduct, Jack Kemp for his devotion to conscientious policy-making, and Peter Legge for his generosity, enthusiasm and overall zest for life. All have made and will continue to make a significant impact on the multitudes they inspire. **T**

Speaking **TIPS** Experts

FROM THE

All five of our Outstanding Speakers were asked to answer the following questions. Unfortunately, both Rush Limbaugh and Jack Kemp were unable to respond. But here are some valuable tips from three experts:

1 What do you consider your greatest strength as a speaker and communicator?

Covey: Sincerity of purpose – to bless, not impress. So that when people leave, they say, “I should do this! I can do this! I will do this!”

Legge: Sincerity, powerful voice, passion, great story teller.

Prager: I am real.

2 If you could improve one aspect of your speaking style, what would that be?

Covey: To gather and tell more and better stories to illustrate the deep philosophical content presented.

Legge: To find a better way to link personal stories told from the platform so that audiences can benefit from their application.

Prager: I would always remember to repeat questions from the audience.

3 Which do you consider to be the best speech you’ve ever given? Why?

Covey: Don’t recall any particular “best” one, but I most enjoy those where I am learning while presenting and where I am totally “in sync” with the audience.

Legge: The Toastmasters Golden Gavel acceptance speech in Toronto, 1993.

Prager: The last one. Because my attitude is always: This must be my best speech ever.

4 Have you had any role models when it comes to public speaking? If so, who?

Covey: Jesus Christ.

Legge: Zig Ziglar – he walks his talk very consistently.

Prager: Some of my college teachers. I vowed never to be as boring.

5 What do you consider to be the single most important element of an effective speech?

Covey: Empathy with the needs of the audience and being adept with both content and “on the spot” delivery. Meeting the needs and inspiring the audience to take an inside-out approach (i.e., changing self first) in going further in making very significant contributions in blessing other people’s lives. In other words, to give others a transcendent vision of themselves and their roles in life, and to help them become transition figures or change catalysts in society.

Legge: Passion for your subject. A burning desire to share on a specific topic.

Prager: Precision, directness, humor, sincerity, understatement, clarity. They are all tied for “most important.”


6 What would be your first advice to anyone wanting to become a better communicator?

Covey: Discover your own unique mission and gifts; get principle-centered; empathize with people’s needs; present material which is thoroughly edifying, inspiring and practical, and do it with high energy. Don’t worry about techniques.

Legge: #1, Join a local Toastmasters club. #2, Join the National Speakers Association.

Prager: Have something important to say. Say it. Sit down.

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Naomi Rhode - 1993-1994 President, National Speakers Assoc.

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Vote FOR YOUR Favorite Speaker

■ Each year Toastmasters International selects and officially honors Five Outstanding Speakers, one each from the specific categories listed on the ballot below. By recognizing individuals for their communication skills, we hope to create greater public interest in, and understanding of, the art of speechmaking.

You are invited to fill in the nomination form below and send it to World Headquarters. The Board of Directors will review the nominations receiving the most votes and select the Five Outstanding Speakers. The final list of names will be published in *The Toastmaster* and announced via press releases to the media.

CRITERIA COVERING NOMINATIONS

Nominees will be selected based on their achievements or contributions in the following areas:

1. Degree to which a person's success in any given field can be attributed to his or her communication skills.
2. Amount of influence on public opinion.
3. Demonstration of leadership in any given field.
4. Service to the community, state or nation.
5. Commitment to a cause, product, idea or business.
6. Ability to effect change.
7. Dedication to improving the lives of others.

JUDGING CRITERIA

The nominees' abilities as "outstanding speakers" will be evaluated in terms of message and delivery. A great speaker "has something to say," so factors such as importance, timeliness and relevance of the message to the audience will be considered.

Please Note:

- This year's Top Five Speakers and those from 1992 (motivationalist Les Brown, radio commentator Paul Harvey, businessman Lee Iacocca, Rev. Robert Schuller and Gen. Norman Schwarzkopf) and 1993 (New York Gov. Mario Cuomo, Rev. Jesse Jackson, author Harvey Mackay, entrepreneur Anthony Robbins and journalist Nina Totenberg) are not eligible for nomination.
- All ballots must be postmarked by Wednesday, March 1, 1995.

Drawing a Blank? Who do you think best exemplifies excellence in public speaking? Just to break the ice, we've listed the names of some prominent speakers that you may wish to consider when marking your ballot. But since this is, at best, a limited listing, we encourage you to vote for whomever you feel best meets the judging criteria.

- Ken Blanchard – author and consultant
- Bill Bradley – U.S. Senator
- Tony Brown – PBS talk show host
- William F. Buckley – former U.S. Senator
- Jimmy Carter – former U.S. President
- Lynne Cheney – chairman of the National Endowment for the Humanities
- Deepak Chopra – health advocate and author
- Hillary Rodham Clinton – U.S. First Lady
- Barbara de Angelis – psychologist and author
- Linda Ellerbee – media commentator
- Mary Fisher – founder, Family AIDS Network
- Betty Ford – former U.S. First Lady
- Rev. Billy Graham – evangelist
- Spalding Gray – author, actor and storyteller
- Clive James – British commentator
- Barbara Jordan – educator, lawyer and politician
- Charles Kuralt – media commentator
- Robert MacNeil – TV news journalist
- Carol Mosely-Braun – U.S. Senator
- Charles Osgood – TV and radio commentator
- Milan Panic – former Yugoslavian Prime Minister
- Colin Powell – former Joint Chief of Staff
- Patrick Reynolds – social activist
- Ann Richards – Governor of Texas
- Cokie Roberts – reporter
- Randall Terry – social activist
- Margaret Thatcher – former British Prime Minister
- Elie Wiesel – author, educator and political activist
- Oprah Winfrey – TV talk show host

Outstanding Speakers Ballot

Please feel free to elaborate on your comments using a separate sheet of paper.

1. Commerce or Industry

Nominee's name and title _____

I think this person is an Outstanding Speaker because _____

2. Government

Nominee's name and title _____

I think this person is an Outstanding Speaker because _____

3. Inspirational or Motivational

Nominee's name and title _____

I think this person is an Outstanding Speaker because _____

4. Educational or Social

Nominee's name and title _____

I think this person is an Outstanding Speaker because _____

5. Mass Media or Arts

Nominee's name and title _____

I think this person is an Outstanding Speaker because _____

Submitted by: _____

Club/District No.: _____

Please mail this form by **March 1, 1995** to:

Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690

Make your meetings more marketable
to the media – and your members.

During my nine years as a radio and television news reporter, I covered car accidents, court trials, labor contract disputes, elections and community festivals. I also broadcast stories about every type of meeting imaginable – from school boards to city councils and county commissions.

But I never once covered a Toastmasters meeting.

The irony in all of this is that radio and TV news coverage of Toastmasters meetings is possible when members consider the specific needs of the broadcast media and what makes a story or event newsworthy.

WHERE DO WE FIT IN?

Journalists divide stories into four basic types: spot news, government proceedings, human interest and consumer news. Accidents, fires, murders and the like are referred to as spot news because the incident happens “on the spot.” Coverage of city council meetings and other government proceedings interest the general public since the issues discussed greatly affect people’s lives. Of course, human interest stories capture

people’s attention because the events are as promised – interesting. Then there’s consumer news, which consists of the latest trends in health, finance and self-improvement techniques. Though Toastmasters meetings and events don’t qualify as spot news or government proceedings, they have great potential as either human interest or consumer news.

THE HUMAN INTEREST QUOTIENT

Club meetings are of interest to the public – and therefore the media – because they involve community members and because Toastmasters are skilled communicators. When deciding whether to cover a story, television reporters usually check for two criteria: interest and a visual component.

Reporters are always looking for a different twist on run-of-the-mill seasonal stories. To get TV coverage, club members might plan a special meeting around a festive theme. For example, at Halloween members could come to the club meeting dressed in costume. During the Christmas season, plan a Table Topics session that features participants unwrap-

by Carol Tanis

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BROADCAST NEWS Toastmasters Style

ping gifts and talking about what they just opened. For extra visual effect, you might even decorate the meeting room with a Christmas tree and other holiday trimmings. Another possibility is to organize a meeting that features prominent members of the community participating at Table Topics. Invite the mayor, area media personalities and other community leaders to try their hand at speaking off-the-cuff. Even those with considerable speaking experience may find it's not all that easy.

OF CONSUMING INTEREST

Before inviting reporters to attend your meetings, make sure members are willing to be videotaped and designate volunteers for on-camera interviews. Television audiences are interested in hearing about people with whom they have things in common. Who doesn't have at least some qualms about speaking in front of a group of people? Capitalize on this common ground and make it the basis of your public relations campaign.

This leads us to the second news slant Toastmasters might pitch to reporters: A club meeting can provide the backdrop for a consumer-related story about speechmaking, complete with communication and leadership tips. Point out in your news release that such skills are an important part of people's everyday personal and professional lives. Designate at least two Toastmasters who can address these topics in an interview.

Some reporters like to become participants in their own stories. For a new angle, suggest that they take part in Table Topics.

OTHER NEWSWORTHY EVENTS

Your club's meeting schedule throughout the year typically contains several events that could be considered newsworthy. For example, invite reporters to the induction ceremonies of new members and club officers. Club members may view these events as routine, but journalists are likely to see them as "news hooks" that could be used in their coverage.

Once reporters have been invited, plan for their special needs. For instance, have plenty of printed material available, including promotional brochures and background information on the history and purpose of Toastmasters International. Know exactly where electrical outlets are located, display your club's banner, and make the room as bright as possible for cameras. If you invite more than one broadcast journalist make sure they receive equal attention and that the meeting room is large enough to accommodate cameras and other technical equipment. Immediately greet reporters who may arrive late.

GETTING RAVES ON THE AIR WAVES

Since this article deals primarily with getting news coverage of your meetings, until this point I have not touched upon other publicity outlets Toastmasters might wish to explore. But I would be remiss if I didn't at least mention some of the other possibilities.

MEDIA ETIQUETTE *for* CLUB OFFICERS

- 1 Follow the news and public affairs coverage of the stations you plan to contact. Being familiar with individual programming styles and standards will save everyone time.
- 2 Prepare news releases that are clear and concise, with background information about Toastmasters International and your club.
- 3 Don't call reporters to pitch a story idea during their busy news gathering times (usually early morning and late afternoon).
- 4 Return reporters' calls as soon as possible. Remember, they work on deadline.
- 5 Don't badger or make reporters feel guilty about covering your meetings.
- 6 When looking for news coverage of your meeting (as opposed to public affairs appearances), avoid using the word "publicity." Sell your story idea based on its news merits as a public and consumer interest piece.
- 7 When sending out your public service announcement, carefully follow each station's requirements. Many request that announcements be received a minimum of two weeks in advance of the event.
- 8 Treat all reporters equally.

To maintain their Federal Communications Commission licenses, TV and radio stations are required to devote a percentage of their programming to public affairs reporting. So stations are always looking for interesting guests to appear on these shows. How about having your club's president or one of its members discuss the benefits of Toastmasters and offer some speaking tips?

When pursuing media coverage, remember that you are a community member with information about an organization that teaches valuable skills. In other words, you have something of value to offer! Stations always welcome well-written press releases which can easily be made into public service announcements. Make it a habit to periodically update and send out press releases about your club and Toastmasters programs.

Think about these tips, but don't get so carried away with trying to fit your club meeting into a news mold that you forget its real purpose: an arena for members to give speeches. Strike the right balance between serving the immediate needs of the media and the long-term needs of your fellow members. **T**

Carol Tanis is a member of the Mount Pleasant Club 5832-62 in Mount Pleasant, Michigan.

■ **THOUGH SHE BEGAN HER CAREER AT** World Headquarters as a part-time book-keeper, by 1964 Marcie Powers had advanced to full-time Finance Clerk. Now the Finance Supervisor, she recently celebrated 30 years as a full-time employee.

At a luncheon given by WHQ staff, Executive Director Terrence McCann congratulated



WHQ Finance Supervisor Marcie Powers (center) is surrounded by Executive Director Terrence McCann and her family: daughter Pam Swets, son-in-law David and grandson Micah.

WHQ EMPLOYEE

CELEBRATES
30
YEARS

and commended Powers for her dedicated service to the organization.

Powers has the distinct honor of being one of two people still employed at WHQ to have met and worked with Toastmasters International's founder, Dr. Ralph Smedley.

As Toastmasters International celebrates its 70th anniversary, Powers fondly recalls Dr. Smedley. "He was a very kind man to all employees," she says. "He never failed to say good morning or ask about your family. He took great pride in Toastmasters International."

If Dr. Smedley were alive today, Powers thinks he would be pleased with the way Toastmasters International has developed and with the people who have shaped and guided the organization through the years.

Powers feels that the 1990 move to a bigger WHQ facility in Rancho Santa Margarita, about 25 miles south of Santa Ana, has been

beneficial to the growth of the organization. "Having a bigger facility has helped us increase all services to our members," Powers says, "and the employees appreciate all the working space and equipment that makes our jobs easier. It's been a good move."

Having attended most of the International Conventions over the past 30 years, Powers has seen many positive changes take place. "We've gone from an attendance of 500 to 2,000 members. Our conventions run more smoothly and we're able to offer more educational sessions." Does she have a favorite? "Something memorable happens at each one. I've enjoyed every convention I've gone to."

In her spare time, Powers enjoys watching sports – especially those in which her three grandchildren are participating.

But this hard-working lady of finance has no plans to retire any time soon, saying that "As long as I'm able, I'll keep working." **T**

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The following listings are arranged in numerical order by district and club number.

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- Kitty M. Barton, 602-F
- Robert Janicki, 2164-F
- Charles H. B. Morgan, 3280-F
- Ruby Jane B. Yap, 7766-F
- Susan McIntosh, 280-1
- Mark H. Peterson, 2646-1
- Antonio N. Wheat, 7137-2
- Elizabeth R. Bebo, 5182-3
- Terri Katz Sparks, 6580-3
- Raymond A. Kessler, 1341-4
- Robert Young, 6353-4
- James Clark, 4152-5
- Yves H. J. Prevost, 2003-6
- Darlene Roy-Johnson, 9205-6
- Joseph C. Hagan, 1267-8
- Virginia B. Veit-Bolten, 7009-8
- Christine King, 6500-10
- Monte L. Coate, 199-11
- Donald P. Wetzell, 2000-11
- Melody Sue Deal, 7116-11
- Larry D. Barnes, 1489-15
- Don O. Beaulieu, 3076-16
- Dr. Robert W. Murphy, 6705-16
- Richard J. Keen, 2851-18
- Michael D. Boyd, 7174-18
- Tom Lagana, 8461-18
- Edgar Lloyd Frease, 7515-19
- Norma Watt, 5488-21
- Harold H. Kumka, 6676-21
- David B. Gooden, 7202-21
- Ron Schroeder, 9467-21
- Connie Pullen, 6757-24
- Robert Ovy Waddoups, 989-25
- Bette Robinson, 2476-25
- William Paul Kocher, 6530-25
- Melanie Dharmagunaratne, 6572-25
- Shirley Escott Davis, 2554-26
- Jill Perry, 9395-26
- John F. Seely, 3614-27
- Dorothy R. Daly, 4566-27
- Jerry Theo, 3254-33
- Ben Nagatani, 3470-33
- Gail S. Patterson, 6150-33
- Bertha Lydia Lopez de Reyes, 6516-34
- Nancy L. Mueller, 1159-35
- Helen R. Beale, 1732-35
- Herman G. Bentley, 3891-35
- Evelyn R. Hulin, 3359-39
- Kat Calhoun, 7489-39

- Alice Sears, 2882-42
- Jean Wilkinson, 3146-42
- Claire Clark, 3826-42
- Steve P. F. Fedyna, 6233-42
- Julien L. Haudegand, 6376-42
- John W. Mawson, 8903-42
- Alan Shindler, 3962-43
- Gary D. Karschner, 1327-44
- Walter C. Graham, 5440-44
- Amos A. Britton, 344-46
- Larry D. Collins, 1295-47
- Richard L. Boodle, 1600-47
- Dottie M. Bush, 1980-47
- Donald K. Rosen, 2445-47
- Julia Galpin, 3087-47
- Jean Ellerie, 3299-47
- Jan Bellows, 6003-47
- Tim Keck, 2805-49
- Gwendolyn S. Sawyer, 127-54
- William H. Malmgren, 1196-54
- Jana Kiefer, 1711-54
- Kathy Blair, 181-56
- Karen Fulghum, 4638-56
- Diana Gahagan, 5831-56
- David Brooks, 6379-56
- Gordon E. Parsons, 3137-57
- John Sooran, 3090-60
- Peter J. Lovett, 5207-60
- Jess McDonough, 2325-65
- Victoria H. Wienke, 4350-65
- Carolyn W. Barts, 3305-66
- Kirk Carney, 842-68
- Noel Edward Sommerfeld, 3110-69
- Elizabeth Morris, 3844-69
- Rossalind Hunter-Brittain, 9718-69
- Frank Thomas Higgins, 4796-70
- E.C. Everett, 5868-70
- Anne B. Russell, 1923-72
- Ian Hall-Kenney, 1988-72
- Alois Schatzdorfer, 7686-72
- Michael William Broberg, 4203-73
- Richard R. Briggs, 4203-73
- Jayne Whittaker, 823-74
- Tim J. Knights, 920-74
- Barbara Ann Day, 2636-74
- Anella Grimbeek, 7535-74
- Adelina C. Royo, 4933-75

ATM Silver

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

- Elizabeth R. Bebo, 5056-3
- Edwin A. Keeney, 1760-9
- Deepak S. Ubhayakar, 3810-12
- Richard D. Hutchison, 7568-18
- Robert Higdon, 135-33
- Steven C. Camp, 952-47
- Leslie R. Pawson, 4541-47
- Dale Nute, 5821-47

ATM Bronze

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

- Diane T. Rose, 691-F
- George J. Schumacher, 2646-1
- Colleen Schwartz-Hall, 1137-2
- Caroline Lundgren, 761-5
- George E. Deliduka, 2140-6
- Susan M. Evans, 386-19
- Paul W. Hookey, 6332-25
- Gerald M. Carlson, 798-26
- Janine S. Allen, 871-26
- Kit Riley, 4750-26
- Margaret M. Asman, 3308-27
- William A. Moylan, 2883-28
- David C. Gregory, 853-33
- Mary-Ellen King, 5609-36
- Nancy Bateman, 2287-43
- Ada Forney, 363-47
- Anthony R. Sam, 2346-47
- Diann P. Hayes, 2346-47
- Joseph M. Guarine, 5547-47
- Jack D. Wallace, 1722-56
- Edna M. Robbins, 9020-56
- Jan Wiedmayer, 8003-62
- Margaret Taleen Norman, 2640-63
- James Christopher Ainsworth, 7494-68
- Pam Accardo, 7494-68
- Vickie Lynn Russell, 7494-68

ATM

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- Jonathan D. Baker, 3033-F
- Kirsty Mackintosh, 4136-F
- Charlene Liebelt, 5410-F
- Crystal Yancy, 9342-F
- Maria Talamini, 9452-F
- Autumn Browne Wilson, 1391-1
- Willie LaRay Wilson, 4138-1
- David C. Bockelman, 4847-1
- Edith Bell, 9169-1
- Lee Amatangelo, 9889-1
- Deborah J. Kingsley, 60-2
- Margaret U. Wilson, 258-2
- Thomas E. Walton, 748-2
- Hugh Edward Empey, 2732-2
- Howard Mendelsohn, 2828-2
- McCail Smith, Jr., 4617-2
- Joy Wayne, 4741-2
- Diana L. Hokenson, 5433-2
- Ronda M. Martinis, 6847-2
- Chris Cantley, 7137-2
- Edward King, 7137-2
- Robert W. Carlson, 7137-2
- Susan K. Barton, 8634-2
- Howard Foren, 9509-2
- Jon Royal Fleming, 9509-2
- Ricco D. Mayo, 9509-2
- Steve Malangone, 16-3
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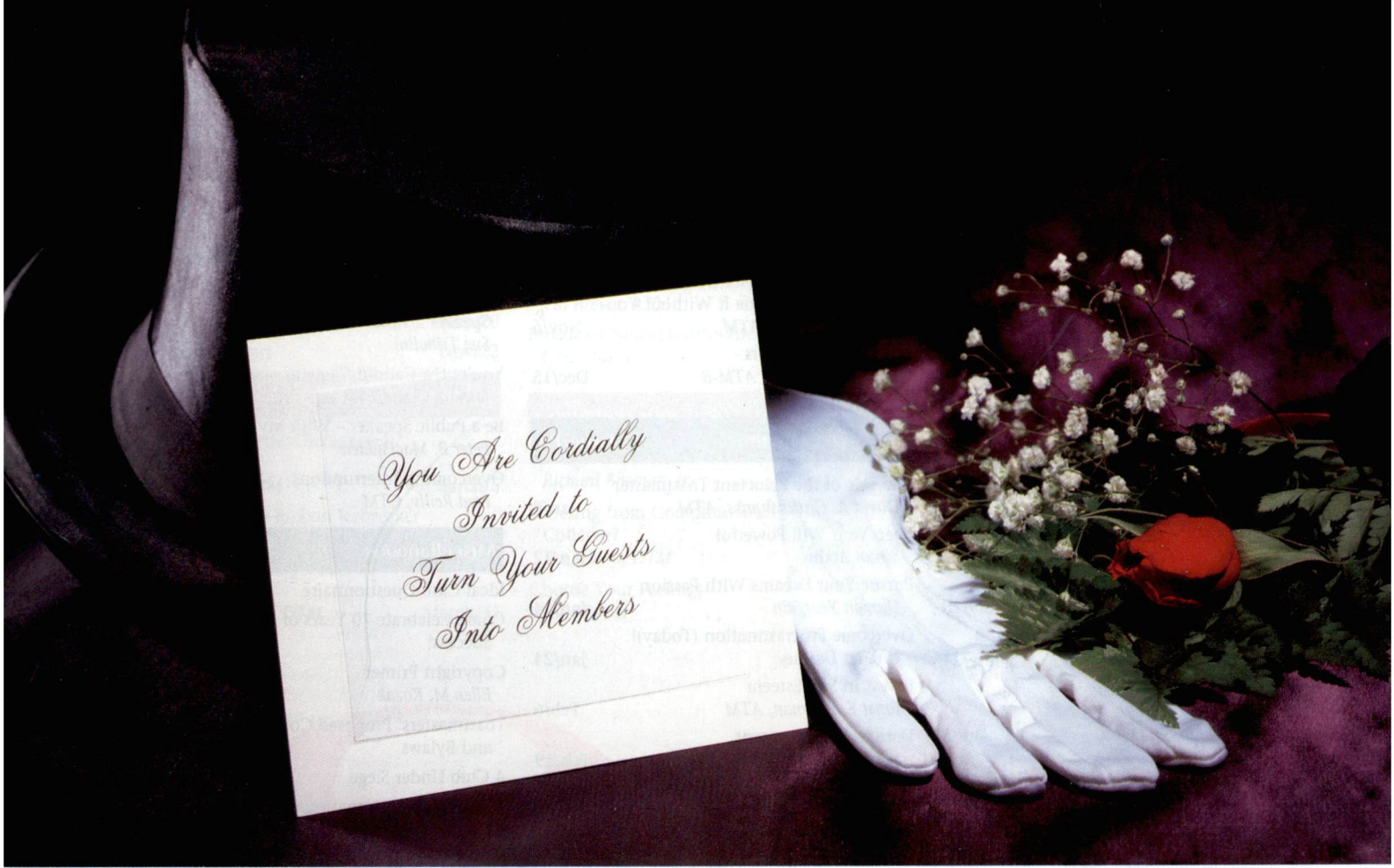
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Get some basic information about your guests. Catalog No. 904 Quantity of 30 \$2.25

GUEST INVITATION KIT

Handsome formal invitation to invite guests to your club. Catalog No. 344 Quantity of 25 \$5.25

NOTE CARDS WITH ENVELOPES

Catalog No. 352 Quantity of 25 \$5.25

INVITATION TO MEMBERSHIP

Formally invite guests to become members. Catalog No. 348 Quantity of 25 \$5.25

NEW MEMBER PROFILE SHEET

Catalog No. 405 Quantity of 10 \$9.95

NEW MEMBER ORIENTATION SHEET

Everything you need to properly orient new members. Catalog No. 1162 \$5.00

TOASTMASTERS AND YOU KIT

Introduce new members to your club and the organization. Catalog No. 1167 \$2.00

PACKAGE OF FIVE TOASTMASTERS AND YOU KITS

Introduce new members to your club and the organization. Catalog No. 1167-A \$8.75



Mail to: **Toastmasters International**
P.O. Box 9052
Mission Viejo, CA 92690

Please send me:

QUANTITY

___ 1160 - \$5.00 ___ 352 - \$5.25 ___ 1167-A - \$8.75

___ 1159 - \$2.25 ___ 348 - \$5.25 ___ *Subtotal*

___ 84 - \$8.95 ___ 405 - \$.95 ___ *Shipping*

___ 904 - \$2.25 ___ 1162 - \$5.00 ___ *Tax*

___ 344 - \$5.25 ___ 1167 - \$2.00 ___ **TOTAL**

Prices subject to change. See the 1994-95 Supply Catalog for complete descriptions and other membership building materials.

PAYMENT MUST ACCOMPANY ORDER.

Check or money order enclosed: \$ _____ (U.S. FUNDS)

Charge my MasterCard / VISA (CIRCLE ONE)

Credit Card No. _____

Expiration Date _____

Signature _____

Club No. _____ District _____

Name _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

Standard Domestic Shipping Prices

TOTAL ORDER		SHIPPING CHARGES	TOTAL ORDER		SHIPPING CHARGES
\$0.00 to	\$2.50	\$1.10	35.01 to	50.00	\$6.50
2.51 to	5.00	2.30	50.01 to	100.00	7.60
5.01 to	10.00	2.95	100.01 to	150.00	9.95
10.01 to	20.00	4.05	150.01 to	200.00	12.25
20.01 to	35.00	5.55	200.01 to	—	Add 7% of total price

For orders shipped outside of the continental United States estimate Airmail at 30% of total, surface at 20% (minimum \$1.50). Any excess will be billed through your Club's account. California residents add 7.75% sales tax.