

The Toastmaster

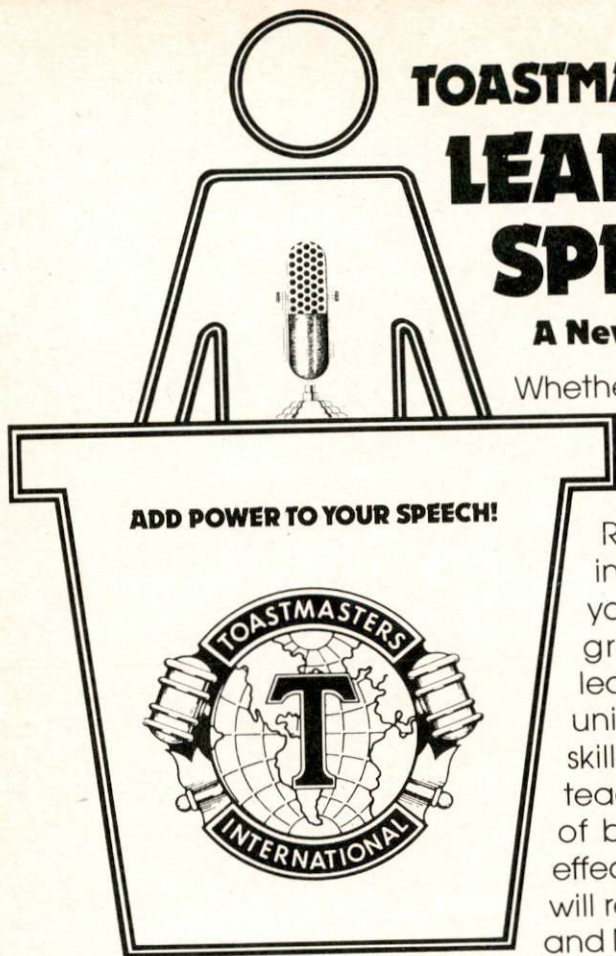
OCTOBER 1978



TOASTMASTERS'

LEADERSHIP THROUGH SPEECH SEMINAR

A New Dimension in Speech Communication Training



Whether on the job, in the community or at home, we all need to develop — or strengthen — effective verbal communication skills. Toastmasters' LEADERSHIP THROUGH SPEECH SEMINARS — featuring Cavett

Robert and Merlyn Cundiff, two of the foremost experts in the field — will help you do just that . . . and make you you a professional each time you appear before a group. • Designed to enhance your Toastmasters learning experience — not replace it — each of these unique, two-day seminars will provide you with the basic skills used by today's professionals and, more importantly, teach you how to apply them to your own immediate goal of becoming a professional speaker or merely more effective in your current occupation. • In presentations you will remember long after these seminars are over, Cavett

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*A tax deductible educational expense.

There will be a LEADERSHIP THROUGH SPEECH SEMINAR near you soon.

- October 21-22 Chicago
- November 18-19 Hawaii
- December 9-10 Las Vegas
- January 13-14 Atlanta
- February 17-18 Minneapolis
- March 17-18 Orlando

We'll also come to your company or city for any group of 20 or more participants.

For more information, write:
 Leadership Through Speech Seminar
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Cavett Robert



Merlyn Cundiff



The Toastmaster

October 1978

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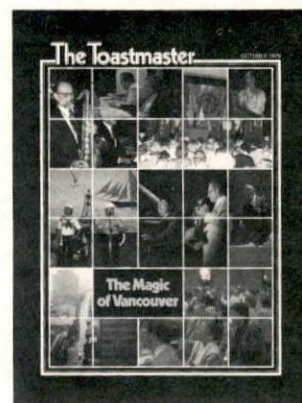
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COVER

Those who have ever traveled to Vancouver, British Columbia, will tell you that the city holds a certain kind of magic for all those who pass through her gates. That magic was never more evident than it was during Toastmasters International's 47th Annual Convention, August 16-19, at the Hyatt Regency Vancouver. With more than a thousand Toastmasters in attendance, it could be called one of the most successful conventions in the history of Toastmasters International.



Founder
Dr. Ralph C. Smedley (1878-1965)

Officers, Toastmasters International
President

Hubert E. Dobson, DTM
1205 Henry Road, South Charleston, WV 25303

Senior Vice-President

Eric K. Stuhlmüller, DTM
32 Sweetwater Bay, Winnipeg, Man., Can R2J 3G5

Second Vice-President

Patrick A. Panfile, DTM
78 Stoneleigh Court, Rochester, NY 14618

Third Vice-President

William D. Hamilton, DTM
2323 N. 7th Street, Phoenix, AZ 85006

Past President

Durwood E. English, DTM
4580 Mt. Alifan Drive, San Diego, CA 92111

Executive Director

Terrence J. McCann
2200 N. Grand Avenue, Santa Ana, CA 92711

Secretary-Treasurer

Herbert C. Wellner
2200 N. Grand Avenue, Santa Ana, CA 92711

Directors

Hubert R. Barney, DTM
P.O. Box 1340, Winston-Salem, NC 27102

Helen M. Blanchard, DTM

430 San Antonio Avenue, #2, San Diego, CA 92106

William N. Crawford, ATM

2315 N. 81st Street, Scottsdale, AZ 85257

Eddie V. Dunn, DTM

3106 7th Street, Fargo, ND 58102

Carl A. Johnson, DTM

P.O. Box 415, Granville, OH 43023

Donald S. Kearton, DTM

3645 Rivercrest Drive N., Salem, OR 97303

John S. Latin, DTM

1010 Calle Ortega, San Dimas, CA 91773

William O. Miller, DTM

12101 Hunters Lane, Rockville, MD 20852

J.K. Nath Nayak, DTM

2832 South 10th Avenue, Broadview, IL 60153

Oscar L. Olive, DTM

111 Spring Circle, Smyrna, TN 37167

Dr. Homer F. Schroeder, DTM

2200 Jefferson Avenue, Toledo, OH 43624

Larry C. Selby, DTM

5421 N.W. 65, Oklahoma City, OK 73132

Sid M. Smith, DTM

3336 Louise Avenue, Salt Lake City, UT 84109

Floyd O. Swathwood, DTM

2521-2 Abbey Drive, Ft. Wayne, IN 46815

Telesphore Ted Wilga

14 Elmbrook Circle, Bedford, MA 01730

Neil R. Wilkinson, DTM

12608-39 Avenue, Edmonton, Alberta, Can T6J 0N2

Magazine Staff

Editor **Art Director**

Michael J. Snapp Judy Turk

Advertising Representative

Miller & McZine

P.O. Box 7204, San Diego, CA 92107

(714) 268-3740

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Letters

Getting Out of the "TM Syndrome"

I read Past President English's column, "The Way I See It," in the April issue of *The Toastmaster* and became angry. Once again a high-ranking Toastmasters official has spread the gospel of doing more. Well, it's time to get out of the "Toastmasters Syndrome."

Becoming a "total" Toastmaster requires a precious commodity in short supply — time. The "Toastmasters Syndrome" is spending a disproportionate amount of time on Toastmasters activities to the exclusion of other responsibilities. Just because you are extremely active in Toastmasters doesn't mean I have to be extremely active in Toastmasters.

I work full-time, attend graduate school part-time, try to maintain a social life (I'm single) and fulfill my club responsibilities. I belong to other organizations besides Toastmasters. So it's already difficult to juggle my time to meet my obligations.

Some Toastmasters left my club because of what they considered harassment. They were pushed to attend area, division and district speech contests, become officers, etc. The primary focus has to be in the members' needs, not on what the officers think the members' needs should be.

Some members are satisfied with solely attending club meetings and have no desire to participate in Youth Leadership and Speechcraft. As an officer, I don't have any intention of hitting the members over the head with Mr. English's advice of becoming a "total" Toastmaster.

Michael B. Ditkoff
Washington, D.C.

Friends Across the Water

Our club was recently honored with a visit from Past International President George Mucey, during which time he gave us some very good pointers that we will always be grateful for.

Mr. Mucey inspired us with his talk from the heart that detailed his progress through Toastmasters, his 38-year membership and his remarkable record of attending 25 consecutive Toastmasters conventions. This man is fantastic. He is every inch a model for us to emulate. Last, but not least, his visit has given our club a morale boost. The word "international" now has greater significance.

Mr. Editor, from time to time other Toastmasters may find themselves going to Australia or New Zealand. If this is the case, it would be extremely helpful if they could stop over and spend a day or two with us. We could learn so much from all of them.

We may be new, but we are eager to learn, absorb and apply. Help us help Toastmasters grow in Singapore!

Sng Tong Hai
Singapore

What do you say, Toastmasters? When traveling abroad, why not make it a point to attend the local Toastmasters club meeting? World Headquarters can provide you with all the information you need. And by the way, if you're planning to visit Australia in May of 1980, you might want to consider attending the Downunder '80 Conference in Sydney. The Australians and New Zealanders assure us it will be an experience you won't soon forget. — Ed.

Regarding Your Magazine...

I wish to offer some comments and suggestions regarding the material printed in *The Toastmaster*.

To be a successful speaker, we are told to speak on topics that are part of us — topics that allow us to relate personal experiences and involvements. I believe the same principle applies to articles published in *The Toastmaster*. We are going to be better readers — and the writers better communicators — if there is a personal involvement of a specific experience to relate. Here are some specific suggestions that will get the individual member more involved in his or her magazine and, hence,

make it a more effective communication vehicle:

- Place more editorial emphasis on the activities of the organization and its members. Expand the "People" section to at least two pages every month. Learning more about the activities of Toastmasters in other parts of the world brings us closer together and fosters the idea of a dynamic, active organization.

- To encourage more input by Toastmasters, offer an award for the best published article.

- Publish features on clubs and districts, such as a feature on one or more of the President's Top Ten Distinguished Clubs.

- Ensure that the learning objectives of all educational or feature articles are specified and clearly understood by the readers and that the ideas expressed are consistent with the objectives of Toastmasters International.

In summary, my plea, simply put, is to put more of the Toastmasters member in *The Toastmaster* magazine.

H. Doug Jose
Saskatoon, Sask., Canada

I thought that you would like to know that *The Toastmaster* magazine is being quoted by *Executives' Digest*. In both the February and March 1978 issues, *The Toastmaster* was quoted on the front page.

This seems to be good publicity since the newsletter is aimed at executive personnel. After reading these, they may become more familiar with Toastmasters International and, perhaps, appreciate the efforts of their employees who are members.

Norman C. Franke
Los Gatos, California

Thanks for the comments and suggestions. We'll look into all of them. By the way, you will be happy to hear that The Toastmaster was the recent recipient of the ASAE Editors and Publishers Section Golden Circle Award for magazine excellence. Our club was one of 575 entered into the competition. — Ed. ■

0... Reflection... by Hubert E. Dobson, DTM, International President

Practice... Practice... Practice

Practice!

We've heard that word many times before. Is that all it takes? No. But it is the secret to achieving key roles on the rungs of the leadership ladder.

What about *born* leaders? Are leaders really born or are they developed? It's an age-old question. History reflects the rise of some men and women possessing qualities that placed them in leader roles. But the image of leadership has changed. A vast amount of research in recent years has produced many theories that influence today's styles and serve to class leaders as professional managers. Thus, those who successfully reach key leadership roles today usually have a wealth of personal experience supplemented by a keen understanding of a few well-founded theories.

The secret in reaching some of these much sought after manager roles is skill development, primarily in people relationships. The strength of a leader is usually evidenced by the ability to get work done through people. Many successful leaders pursue their role using varying tactics. But the mystery of what makes some leaders more effective than others prevails in spite of the many theories. While a perfect model for leadership does not exist, ideal models have evolved from the myriad of research on effective leadership styles.

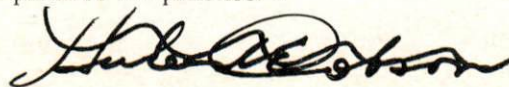
Skill development in any vocation or avocation can be acquired in only one way, and that is through *practice*. Leadership skills can be learned, theories can be mastered, but application requires practice. Compare the skill level of the professional golfer who hits 250 practice balls and plays 18 holes each day when not in a tournament with the accomplished musician who practices six hours each day for weeks in preparation for a 30-minute concert. The skills vary, but their skill development comes from the same source. Practice.

Just what and where does one practice to acquire these leadership skills? The ingredients of such roles are many and varied, but generally focus on the work of *planning, organizing, leading and controlling* to accomplish specific goals. Few organizations can afford to offer these positions for practice. One major exception is, of course, Toastmasters. Our educational materials and support programs are structured for skill development in communication and leadership. All members regularly pursue development of their communication skills. And over one-third hold officer roles and have the opportunity to practice leadership skill development.

Additionally, well-structured programs are in use today for training club, area and district officers. These training programs incorporate the same proven leadership and behavioral theories utilized in training leaders for industry and business. Each officer position throughout Toastmasters unfolds the opportunity to practice the functions of *planning, organizing, leading and controlling*.

Yes, the image of leadership in recent years has changed. Leaders for tomorrow are being developed today. And Toastmasters is playing a vital role for thousands by offering building blocks for leadership skill development and the secret for putting them to use.

Remember, it's practice . . . practice . . . practice. ■



Profile

Alex P. Smekta



Alex P. Smekta — Mayor, Rochester, MN Past Intl. President

To those who have worked with him — and for him — during his 30-year affiliation with the Toastmasters organization, he is simply "Alex." To the citizens of Rochester, Minnesota, however, Mayor Alex P. Smekta is much more than that.

"Seldom is a community so blessed with the services of a sincere, dedicated and devoted citizen for such a long period of time," says Darryl Lee, executive director of the Rochester Chamber of Commerce. "Alex P. Smekta is more than the mayor of the city of Rochester. He is the American Dream personified . . . he is the wisdom of experience and the hope for a better tomorrow . . . he is morality in officialdom and compassion in action."

A longtime member of the Rochester Toastmasters Club 271-6 in Rochester — and Toastmasters' 1963-64 International President — Alex's success both in and out of the political arena has been well-documented. The son of immigrant Polish parents who was brought into America at the age of three, he

"Toastmasters gave me confidence. It taught me how to organize and conduct a meeting. And it made me more alert of the manner in which I spoke. As a result, I found I was able to communicate my thoughts with greater precision and forcefulness."

put aside a successful business career to become mayor of Rochester on April 1, 1958. He eventually served five two-terms before retiring in 1969 because of the pressures of his own business and the fact that being mayor was becoming more than the part-time job the city had designated it to be. A few years later, however, in 1973, community leaders again urged Alex to seek reelection. He consented, won by an overwhelming majority, and was elected to a second term in 1975 with 92.3 percent of the votes cast. Alex is currently in his sixteenth year as mayor, giving him the distinction of serving longer than any other mayor in Rochester's history.

There have, of course, been a number of memorable events during Mayor Smekta's unprecedented 16 years in public office. In 1961, for example, he was one of 24 U.S. mayors invited by the United States State Department to show American support for free Berliners in Germany, during which time he was given the opportunity to speak in Polish over Radio Free Europe and spend some time in East Berlin.

In addition, because of the famous Mayo Clinic which is housed in Rochester, Smekta has been the

official host to thousands of visitors who annually come seeking diagnosis and treatment from the world's largest private medical facility. Mayor Smekta fosters an "open door" policy to these visitors — a policy that has given him the opportunity to visit with personalities such as Ed Sullivan, Jack Benny, Eleanor Roosevelt, Hubert Humphrey and Walter Mondale, as well as the last six U.S. Presidents.

Of course, say those close to him, Toastmasters continues to be very much a part of Mayor Smekta's life. Some estimate that Alex has recruited over 200 young people for Toastmasters. Why? Because, says Suzanne Norris, his secretary, "he feels everyone should share in what he says has been his most valuable learning experience."

"Toastmasters gave me confidence," Smekta says in retrospect. "It taught me how to organize and conduct a meeting. And it made me more alert of the manner in which I spoke. As a result, I found I was able to communicate my thoughts with greater precision and forcefulness."

"I attribute all of my success in business, my community and my political life to the improvement of my communication with my fellow man . . . and to Toastmasters." ■

**CONTEST ENDS
DECEMBER 31!**

Help . . . Others!
Share . . . Toastmasters!
Grow . . . Together!

Get into the spirit of Toastmasters. . .

**Help . . . Share . . . Grow
is your chance to share
the benefits of Toastmasters
with others and take a little
credit for yourself!**

You can win one or more of these awards:

- Your choice of the blue and gold silk Toastmasters tie or ladies' brooch 15 SHARING POINTS
- The handsome Toastmasters paperweight 10 SHARING POINTS
- The functional Toastmasters desk calendar 5 SHARING POINTS

Add new members to your club or help sponsor a new club (see rule #3).

Sign-up your new members and submit your application today. Your prize will be on its way to you!
Help . . . Share . . . Grow in 1978!

Contest Rules

1. All Toastmasters are eligible.
2. In order to receive credit for sponsoring individual members, the sponsor's name must appear on the Application for Membership (Form 400). The new member must join the calendar year 1978 and the application must reach TI World Headquarters by January 10, 1979, and contest credit must be claimed by January 31, 1979. (Membership applications available from World Headquarters).
3. FIVE SHARING POINTS are awarded for each five new, dual or reinstated members sponsored into existing Toastmasters clubs. Charter members of new clubs do not count individually, but FIVE POINTS may be claimed for each new club sponsored (name must appear on the "Application to Organize" as either sponsor or mentor).
4. Each HELP . . . SHARE . . . GROW participant may select the award(s) he is entitled to, but each SHARING POINT may be used only once toward one award. For example, 15 SHARING POINTS would be required to receive both the calendar (5 points) and paperweight (10 points), with 30 SHARING POINTS required to receive all three awards.
5. PRESIDENT'S CIRCLE and PRESIDENT'S SPONSOR awards do not include transportation, etc., to district or International conferences. Awards will be mailed if recipient is not in attendance.
6. Please allow six weeks for delivery of awards to U.S. addresses, slightly longer outside continental U.S.
7. Customs duties (or taxes) on awards are the responsibility of recipients.



Complete and mail to:
Toastmasters International
2200 N. Grand Ave.
P.O. Box 10400
Santa Ana, CA 92711

TOASTMASTER	NAME: _____	
	ADDRESS: _____	
	ZIP: _____	DISTRICT: _____
NEW MEMBERS	1. _____	CLUB NO.
	2. _____	
	3. _____	
	4. _____	
	5. _____	

NEW CLUB SPONSOR MENTOR CLUB NO. _____ CHARTER DATE _____
(FIVE POINTS)

DATE _____ SIGNATURE _____
PRIZE SELECTED:
 CALENDAR (5 PTS.) PAPERWEIGHT (10 PTS.) TIE (15 PTS.) BROOCH (15 PTS.)



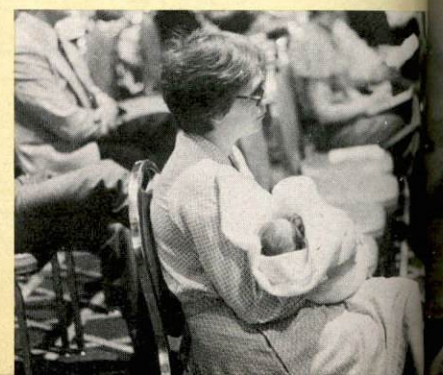
The Magic of Vancouver

Toastmasters' 1978 Convention

Those who have ever traveled the United States will tell you that the city of Vancouver will tell you that she holds a certain kind of magic for all those who pass through her beautiful and majestic gates. That magic was never more evident than it was during Toastmasters International's 47th Annual Convention, August 16-19, at the Regency Vancouver in downtown Vancouver.

Undoubtedly responding to the organization's recent success and newfound enthusiasm, more than a thousand Toastmasters from all over the world braved the stormy Vancouver skies to be a part of what has been called "one of the most unique communications gatherings in the world." Canadian Toastmasters' 1978 Convention

ALWAYS THE PEOPLE — As Penny Kittredge, ATM, so obviously demonstrates below, it was the spirit and camaraderie of those who attended the Vancouver Convention that made the week-long gathering such a rousing success. From the opening of the registration desk on Tuesday afternoon to Friday's educational sessions, there was an unparalleled feeling of optimism among all those who attended.





Photos by Gene S. Selig, DTM

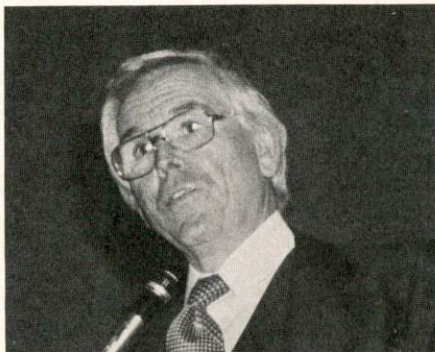
traveled the United States . . . South Africa
 ll tell you Australia . . . New Zealand . . .
 n kind of Bahamas . . . Ethiopia . . . Mexi-
 s through . . . to name but a few. All sent
 tic gate representatives to take part in this
 re evident learning experience.
 stmaster and they were not disappointed.
 ual Con from the opening rap of the gavel
 the Hyatt Wednesday morning to the cele-
 own town International Speech Contest
 Saturday, enthusiasm was at a
 g to their pitch. The feeling among
 cess and participants and officials alike was
 re than that the organization had "turned
 from a corner" and was finally realizing
 he offer of benefits from years of intense work
 o become and dedication. "And," observed one
 d "one of our time Toastmaster, "it shows on
 nication our faces."
 anada . . . Toastmasters International has

been reawakened," Executive Direc-
 tor Terry McCann told the packed
 house during the convention's
 opening ceremonies. "We have been
 reinvigorated because we have
 added young new roots. This is best
 characterized by our enhanced
 growth. Membership, as we all
 know, was in a ten-year decline. But
 we're now in an upswing. Based on
 the October-March semiannual
 reporting period, we topped the
 66,000 mark for the first time in
 eight years. This is a six percent
 increase in membership. No doubt
 about it, we are in a positive growth
 mode."
 "Toastmasters International is
 recognized as a leader in providing
 communications training," added

President Durwood English during
 his year-end report to the assem-
 blage, "and the office of the Toast-
 masters International President is
 highly-respected throughout the
 world. Our Toastmasters members
 are proud of our programs, under-
 stand them and are following them.
 This signifies to me that our pro-
 gram is working . . . and that's
 important."
 Throughout the week, that same
 kind of spirit and optimism filled the
 lobby, hallways and restaurants of
 the Hyatt Regency, carried by ex-
 cited Toastmasters who had made
 their way to this great city to hear
 some of the finest speakers in the
 world, conduct their business and
 continued on page 24

A JUBILANT WINNER — Helen Blanchard, DTM (far left), celebrates her election as the first woman member of the TI Board of Directors. Later that night, it was on to the "Maritime Masquerade" for a bit of rest and relaxation.





Dr. Robert H. Schuller: 1978 Golden Gavel Recipient — "You and I — in our strong urge to build self-dignity, to maintain our self-respect and to protect our dignity from assaults and our ego from blowouts and bruises and bangs — deliberately set our goals so low that we protect ourselves from the possibility of failure. That's what we do. And so, when the big ideas come, we throw them away. And for one simple reason. Not because they're not great ideas — not because it wouldn't be a great thing for God or for our fellow man. We simply throw them back because they're too big."



Cavett Robert: "Speech Clinic" — "There's no quality in the world that contributes to an individual's success more than the ability to stand up on one's feet courageously, speak understandably and present our thoughts in the logical order of their sequence. I am not here to tell you an easy way to do it. In the difficulty lies the opportunity. My friend, if speaking were easy, every Tom, Dick and Harry would be in it. I thank God that speaking is difficult. It's a grindstone. But whether it grinds us or polishes us depends upon the substance of which we are made."



Christopher Hegarty: "Speak Easy to One or One Thousand" — "It really isn't the standing ovations or the lack of them that determines your value and your worth as a speaker. What really determines your worth is the risks you're willing to take and the clarity you have about who you are and what you're standing up to say. And yet, I'm aware that many speakers totally react to what an audience does. And if the feedback from the audience isn't what they hoped for it to be, they're crushed by it."



George Jessel: "Toastmaster General of the World" — "I'm called upon to speak at almost every occasion in my beloved country. And it isn't because I'm so good. It is because there is nobody around that can make a speech without the aid of — particularly the television guys — 15 or 20 writers. They don't have to remember anything. It's either written on cards or on a revolving camera. I met a very important TV comedian the other day in Hollywood. I said to him, 'What time is it?' He said, 'My writers will be back in a little while. They'll tell me.' Not that I have anything against Bob Hope. . . ."



Patricia Fripp: "Communicating Business" — "Individually and collectively, our companies spend a fortune promoting our public images to the outside world. It only takes one person to spoil the image for a certain segment of the population. And I think in this area and age management's biggest problem is to make everybody realize the important part they play in the overall picture of our business, even if they're only working for three dollars an hour!"



Gilbert Hamblet: Keynote Speech — "People like to argue. So be sure you're not one of this class. . . . They're like the men who laughed at Socrates when he tried to teach them to reason in a proper manner. They forced him to drink the hemlock, and a whole civilization was lost over that one cup of poison. As you cooperate, realize there is no competition in whatever you do, and don't take it too seriously in the business world or anywhere else. Laugh at it. Enjoy yourself. Winston Churchill pointed that out in 1949. In a speech in Boston, he said it is quite certain that man would not agree to starve equines, but that there's going to be some very strong disagreements as to how the last crust is going to be shared."



Wood E. English, DTM: 1977-78 International President — "Many Toastmasters and activities have transpired since the election that took place in Toronto one year ago. We traveled over 53,000 miles and made 17 major district and region visitations, many corporate and media appearances, and during these visits I found that corporate and business leaders are probably more aware than ever of the need and importance of communications and leadership training. And that can only mean good things for us."



Nick Carter: "Getting Serious About Personal Growth in Toastmasters" — "In many cases, you and I have gaps in our learning. Many times, we don't have the information we need. And we have to fill those gaps. Many times, the gaps are filled, but they're filled with erroneous information — information that stops us cold in our lives as far as growth and development are concerned. If you say 'I can't,' you can't. If you say to your subconscious mind 'I can't do it,' your subconscious turns into a very, very fine little robot and says, 'Yes sir' or 'Yes ma'am.'"



Hubert E. Dobson, DTM: 1978-79 International President — "Toastmasters is more than a self-development organization in communications and leadership. Our scope is much wider. We are, in fact, 'people builders.' We help to shape the lives of people. We offer people vital building blocks of life. Think of the influence our organization has on people. On business and industry. Think of the awesome but thrilling responsibility we hold in our hands. Think of the impact we have on society, not just in helping people become better communicators, but in becoming better builders of people."



Jerry McCann: TI Executive Director — "Our communication needs are ever-changing. A study of a cross-section of American managers shows they spend more than 70 percent of their working hours communicating verbally and non-verbally — either speaking, listening or reading. Industry and the professions are increasing their demands for people who verbalize in a persuasive manner. . . . It is our objective to develop 'silver-tongued orators' with the eloquence of a William Jennings Bryan and a Paul Harvey. Our hope is to help people meet the problems of everyday communications."



Ed Bliss: "The ABC's of Time Management" — "There is nothing quite so important as getting people to step back away from the daily grind and think a little bit about how they allocate their time. So few of us really do that. Most of us live from one day to the next on the same basis as we brush our teeth or tie our shoes or anything else. We operate on the basis of habit. We don't analyze the time management habits which we have fallen into and how we got into them. And believe me, we can change those habits."



Bernie Searle, ATM: "Total Communication" — Preparation means a number of things. First of all, it means that you've got to read the total assignment. Read it, reread it and understand it. Because if you don't, you've got nobody else to blame if, at the end of two or three years and at the end of maybe 30 speeches, with your ATM proudly held in your hand, you don't deliver a better speech than you did when you first joined the club, except that this time you're confident. There's nothing worse than a guy who can't speak that's full of confidence."

*How effectively do you communicate? Don't know!
Why not ask your listeners?*

Stop Shortchanging Your Audience

by Joseph G. Lagnese

The speaker talks on. He is paying little heed to the effect of what he is saying on his audience. Soon, the listeners begin to look at each other, shifting uncomfortably in their seats.

How often have you seen this happen? How many times have you been part of the scenario?

What is the speaker doing that is causing the audience to lose interest? What should be done to revive that interest?

Like a great many speakers, this one has to stop speaking subjectively, talking only to please himself. He has to begin talking objectively, concerned with the effect of what he says upon his listeners. Of course, like you, he has heard it is the responsibility of the speaker to put an idea or message across, and that the sole responsibility of the listener is to give courteous attention. Knowing and doing, however, are two separate things.

Do you make it a point to assume a speaker's responsibility every time you stand to give a talk?

One who, perhaps more than anyone, did so with great success in recent times was President Franklin D. Roosevelt in his "Fireside Chats."

Before Mr. Roosevelt gave one of these now famous talks, not only did he evaluate his content and phrasing, he also visualized himself in an average home listening to the talk. What effect would it have on him? After answering the question, he, then made the necessary changes.

You, too, do this in many everyday situations.

Anticipating Reactions

When a wife wishes to buy something and seeks to convince her husband of its need, does she not anticipate his reactions, preparing her re-

quest accordingly? Similarly, the same is true when a husband wants to buy that new car.

Looking ahead to anticipate reactions isn't anything new. Man, from his earliest days, has always sought ways in which to have others do his bidding. In fact, it reached the zenith in the democracy that was Athens.

At the time, teachers of rhetoric received payment on a contingency basis according to the success achieved by the pupil. The practice eventually led to the teaching of unethical methods to attain a desired end, and was condemned by Aristotle and many more.

If you were a young lawyer in Rome at the time of Cicero and sought advice from the great Roman orator, his words may have well been, "Not only exercise great care in the choice of proper words and effective way to say them, but also pay heed to the folds of your toga for maximum favorable effect upon the judges."

As a speaker, then, what should you keep in mind?

The Need for Flexibility

Remember not only the concept of the responsibility of the speaker but, even more, the great need for flexibility in adapting to a specific audience. You will see what I mean by this when you examine the following speaking situations. In both, topic and basic material are the same.

In the first, you are speaking to a group of housewives. Your subject is crime and you use the word "surveillance." You know most have a hazy idea of its meaning, and you desire to clarify it without offending sensibilities.

You may say, "A professional criminal also makes use of 'surveillance.' He, too, will keep a place or

person under observation before the commission of the crime."

You have clarified the meaning of it to listeners in a favorable manner.

In the other talk, however, you are addressing people familiar in law enforcement. It therefore suffices to say, "Surveillance, as you know, is also practiced rather extensively by the professional criminal." Anything further evokes the possible reaction of "Does he think we are stupid?"

So it is imperative to recognize the needs of every audience and present material to satisfy only that need. Nothing more. Nothing less.

You As Listener

If you are an authority or an expert on a subject, there is, unfortunately, another possible pitfall you must guard against: making the assumption that your listeners possess the same knowledge of a subject you do. As a result, you leave out a fact or step you feel is minor. Often this is the one that makes the difference between understanding and confusion to the listener.

How many times have you sat in on a lecture and received instructions which, because of the omission of something considered minor, have stymied you? That's why it is so important to see yourself as the listener.

A talk that intends to hold the interest of listeners needs to be substantive. Like a sandwich, the content is most important.

Avoid presenting material of general nature or familiar to the listener, unless you present it for a purpose or in a novel way.

You are aware, for example, that a will contains certain essential phrases, as are your listeners. However, what about the "why" for

them, significance, impact of their omission? If you were pointing out the need to name an alternate executor, unless the executor is a bank, a corporate identity, your stress is upon what happens when you do *not* name one.

You say, "If your executor is unable, for any reason whatsoever, to serve and you have not named an alternate, the state will appoint an administrator, often a stranger, to manage your estate."

You can make the "why" more relevant by citing an actual or a personal experience. Something with which listeners can personally identify, or one which involves a well-known individual.

Your Poisoned Apple

Further, be aware of what people can absorb. Otherwise, what you present will be rejected. Like the poisoned apple in *Snow White*, it cannot be digested.

You have undoubtedly experienced situations where a speaker or lecturer keeps throwing material at you faster than you can absorb it. It is much the same with others when you are the speaker.

Again, it demands you to become the listener under identical speaking circumstances, which includes whatever physical conditions are involved. The latter may involve speaking louder, slower or with more intensity. Are people sitting too long and becoming restless? Are there interfering noises? In other words, examine the entire speaking situation and make the needed adjustments. Is audience interest flagging? Revive it with an illustration, a story, a humorous line.

Shakespeare was a master in recognizing what an audience can absorb and the value of changing pace to revive interest. He did it with characters such as Flagstaff and many relief scenes.

The need from absorption relief and change of pace applies to all talks. Again, using the talk on wills as an example, in talking about the freezing of safe deposit boxes when a person passes away, you more effectively make the point if you inject little humor, such as, "After all, the safe deposit box may contain hidden money, gold bars, valuable jewelry. If it were opened before an inventory is taken by the proper authorities, those items could be

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removed, thus escaping taxes. How then would our legislators be able to take junkets?"

Notice the chuckles it does or does not get. They are an indication of the hold you have on the audience. Evaluate. And then act accordingly.

Finally, it is important that what you say is as clear to the listener as it is to you.

Two recent presidential campaigns dramatically point out the effect of not keeping this in mind.

Make It Perfectly Clear

In the 1964 presidential campaign, Senator Barry Goldwater, concerned about social security, was campaigning in Florida. Mr. Goldwater always thought of himself as a friend of the senior citizens. And, since Florida has many retired people, he was expected to carry the state.

However, in pointing out the weakness of the system that needed correction, he created the impression he wanted to do away with social security. The result? Mr. Goldwater did not carry Florida. What had been clear to him was *not* to his listeners.

The same was true of George McGovern in his 1972 presidential election with his statement about giving a thousand dollars to everyone. Because he was unclear about it, it was pounced upon to his detriment.

In both instances, Goldwater and McGovern failed to assess what they said from their listeners' point of view — to see whether or not it actually expressed what they had in mind.

Franklin Roosevelt, on the other hand, running for an unprecedented

third term in 1940, skillfully turned a potentially explosive issue to his advantage.

Uppermost in the minds of most people at the time was the fear that American men would be called to fight abroad. Reality also dictated it was almost impossible for America not to become imbroiled in the war. How did he handle the situation?

First, in his famous Chicago speech, he said, "I promise the mothers and wives of America that no American men will be called to fight on foreign soil."

It was what people wanted to hear. To take care of the reality, he later added, "... as long as it is within my power."

It was skillfully, yet ethically, handled.

So if you desire your communication of ideas to be effective, keep in mind a speaker's basic responsibility. And put it into practice every time you give a talk.

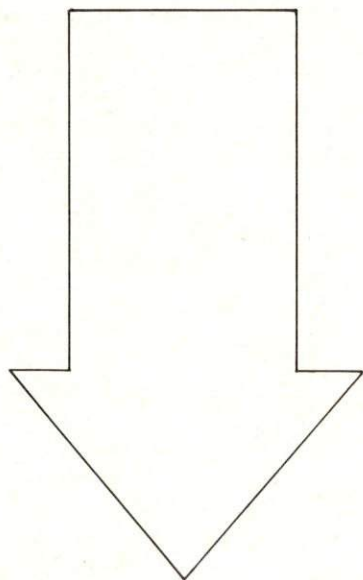
Remember, further, that every speaking situation is unique. It demands you approach it differently, and that you make concepts and rules work for you — not bind you.

If you always keep in mind that it is not you, but your listeners' reaction to what you say that is important, you will be able to communicate effectively.

And that's what we're all here for. ■

Joseph G. Lagnese has taught speech, debate and English in schools throughout California for over 26 years. A freelance writer, he is a member emeritus of the California State Speech Council and winner of the Freedom Foundation Classroom Teachers' Medal.

HOW TO HANDLE THE PUT-DOWN



*Put-downs are as inevitable as old age, rain and taxes.
There isn't much you can do to change that. But fear not!
There are some things you can do to improve the way you deal with them.*

by Peter B. Wylie
and Mardell S. Grothe

How often have you been in situations like these?

- You're making a presentation to a group of the senior executives in your organization. One particularly crusty gentleman interrupts you in the middle of a sentence to say, "You know, if you'd stop using all those 50-cent words, I'd be able to understand you a whole lot better."
- You've been trying to find a job for months. One day you happen to bump into an acquaintance you haven't seen in a long time. He says,

"You mean you're *still* looking for a job?"

- You were supposed to be home right after work, but you got caught up at the office. You forgot to call to say that you'd be late. When you finally get home, your spouse says sarcastically, "Oh, thanks for calling to say that you'd be late! It was so considerate of you!"

If you're like us, and most of the people we deal with professionally, you probably thought, "Are you kidding? I get that kind of remark all the time! Who doesn't?" Right. Who doesn't? Everybody, but *everybody* gets put-down, criticized or just

plain old insulted every now and then. It's part and parcel of daily adult life.

Okay. Put-downs are as inevitable as old age, rain and taxes. And there isn't much you can do to change that. But there are some things you *can* do to improve the way you deal with put-downs and insults. There really isn't any need for you to think an hour or day later, "Oh! If only I could have thought fast enough to say. . . ." Nor is there any need for you to spend hours (or even days) thinking about what your "downer" said, and wondering and worrying about it. You don't have to keep getting that sinking feeling, listening to that little voice inside saying, "You know, I hate to admit it, but maybe I should have found a job by now." If you consistently practice the five simple techniques we suggest for dealing with put-downs, you ought to be able to almost completely eliminate these negative feelings that most people needlessly experience when they get put-down.

How Not to Cope

Before covering effective ways of responding to put-downs, let's look at some things that you definitely ought *not* to do when somebody tries to put you down.

- *Don't avoid the put-down.* Sam Jackson is the district freight manager for the eastern division of a major trucking firm. Like lots of former athletes, Sam is about 20 pounds overweight. Most of his friends from college tease him good-naturedly about his paunch, but one or two of his former classmates do a little bit more than tease. Sam gets pretty tired of being called "El Rotundo" in front of his wife and kids by one particularly obnoxious classmate. Even though Sam would like to let this guy have it with both barrels, he holds back because he doesn't want to "make a scene." So instead of dealing with the put-down, he laughs good-naturedly or just tries to ignore the guy. But inside he fumes . . . he really fumes.

Don't be like Sam. Don't avoid put-downs by just smiling or ignoring them. Like Sam, you may avoid causing a scene, but you'll pay a pretty heavy price. You're likely to spend hours saying over and over to yourself, "Man, would I like to tell that turkey a thing or two" or "Is he

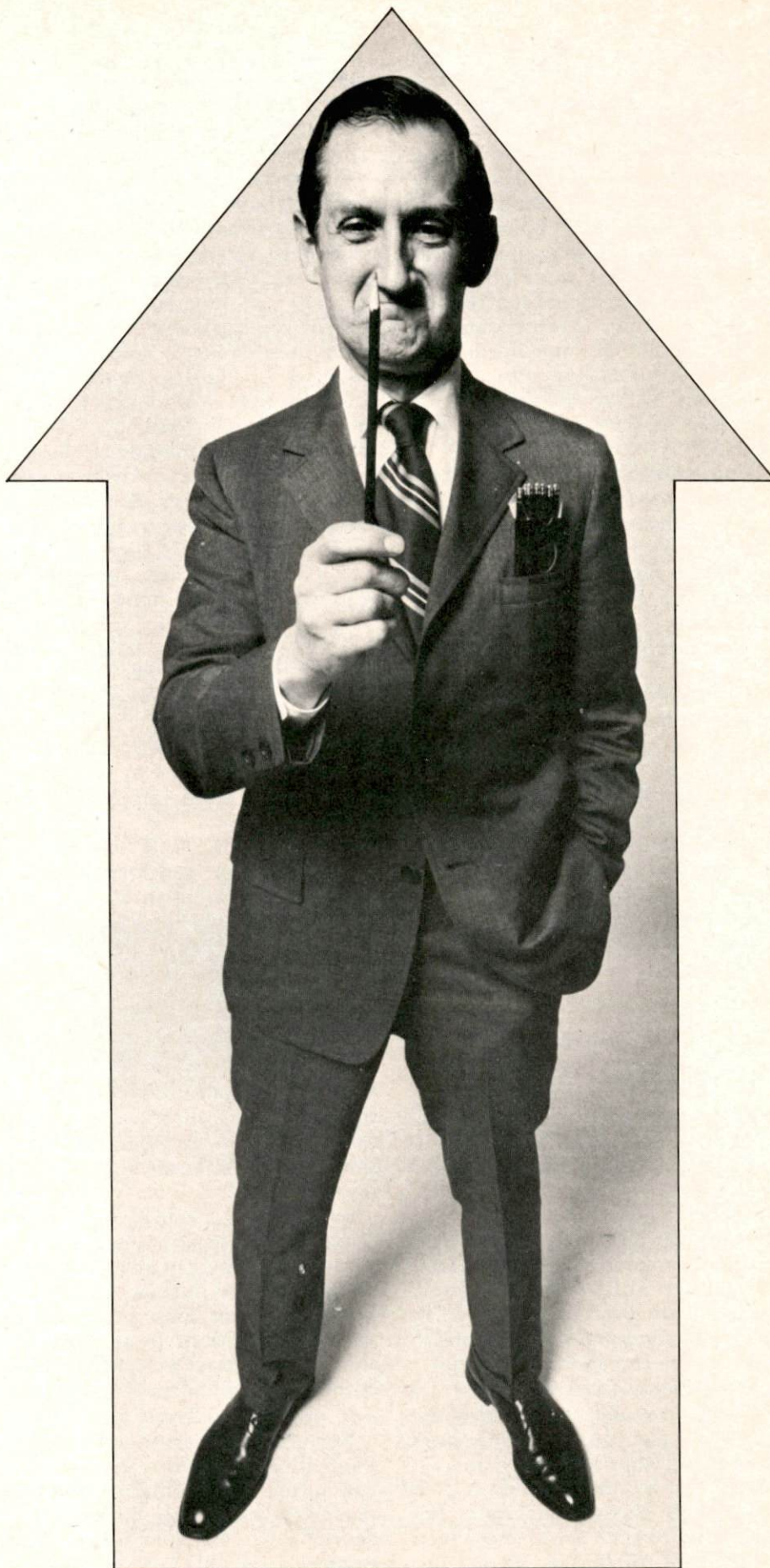
lucky I'm so easygoing." This kind of ruminating is just a big waste of time. It doesn't help you change what's already happened and, more importantly, it doesn't help you learn how to deal more effectively with future put-downs.

• *Don't respond aggressively to put-downs.* Charlene Wright is in her early thirties and is a customer consultant for a computer software firm. Even though she's very intelligent and quite capable in her job, Charlene has some difficulty in accepting criticism, especially of her job performance. On more than one occasion she's been heard to say rather loudly, "Now just what the hell do you mean by that?" when somebody has said something critical of her work. When somebody tries to put her down, the skyrockets really go off.

Unfortunately, you don't gain much by losing your temper when somebody tries to put you down. While you may be so intimidating that people won't try to down you in the future, you'll still lose on several counts:

1. You upset yourself and may well end up eventually giving yourself ulcers, high blood pressure or any number of other physical ailments associated with poor temper control.
2. You lose the respect and credibility of people around you. If you develop the reputation of somebody who needs to be handled with "kid gloves," you really limit your options in terms of friendships, promotions and other positive consequences of being able to get along with people.
3. You often unwittingly reward your downer. Some people, no, a lot of people enjoy going around making people lose their tempers. Kids do it all the time with their parents and friends. They'll even say things like, "Watch what happens when I call Sally 'Chubberino.'" Well, it almost goes without saying that a lot of those "kids" never grow up. Watch out for 'em. Keep your cool.

• *Don't respond in kind to put-downs.* One of the most common ways of responding to put-downs is to immediately return fire; that is, to try to put the other person down. A classic example of this method is



revealed in the story about Sir Winston Churchill and Lady Astor. It was a social gathering and the famous statesman was imbibing rather heavily. Lady Astor, patently appalled at his unstatesmanlike behavior, informed him summarily, "Sir Winston, you're most obviously drunk." Without hesitation, Mr. Churchill fired back, "I plead guilty to the charge, Madam, and inform you that you are most obviously ugly — a condition I find as offensive as you find my intemperance. I hasten to add that, come the morn, I fully expect to achieve sobriety. The prognosis for your dysfunction, however, is considerably less optimistic."

Unfortunately, it's very difficult for most people to respond to put-downs with such devastating or disarming retorts. Most of us just aren't that nimble-witted. But even if we were, responding in kind to put-downs still constitutes an ineffective response because it means playing the game by the other person's rules. As soon as you respond to a put-down with another put-down, you're in a boxing match. Even if you score a knockout the way Churchill did with Lady Astor, you still have to put the gloves on and climb into the ring. Who's to say that you'll always be as lucky. Next time *you* might be lying on the canvas with a cut lip and an eye as big as a baseball. Better never to enter the ring in the first place.

How to Cope

All right. We've talked about how *not* to deal with put-downs. Now let's look at five techniques that work pretty well when somebody tries to take a shot at you. There's nothing particularly fancy or complicated about them, and they're very easy to learn. The tough part is actually using them when you get put-down. Like any skill, it takes lots of practice until the techniques become "second nature." Later, we'll talk about some ways you can make this practice fun and interesting.

1. Agreeing to a Reduced Charge.

Every now and then somebody will try to put you down by saying something that's frankly outrageous. For example, an annoyed boss who's frustrated because he can't seem to get a point across to a subordinate might say, "Fred, you

know, you just *never* listen to me." Or one spouse might say to another, "Sometimes you're the most inconsiderate person in the world!"

While they may contain a grain of truth, put-downs like these are absurd generalizations about you or your behavior. Because they're exaggerations, they tend to make it very easy to say things like, "That's ridiculous, I listen very carefully to what you have to say" or "How can you say that, especially after what I did for you last week?" The trouble with these kinds of denials is that they just add fuel to the fire. Now the other person is going to try even harder to convince you that you *don't* listen, or that you *are* inconsiderate.

We think there's a better way. Since there's always *some* truth (no matter how little) in what your downer says, *agree to a reduced charge*. For example, to "Fred, you know, you just *never* listen to me," you can say, "Lee, you're right, sometimes I *don't* listen to you as carefully as I should." To "Sometimes you're the most inconsiderate person in the world," you can reply, "You're right, sometimes I *can* be inconsiderate." By responding this way, we think you gain several important advantages:

- You take the "sting" out of the put-down. You transform the absurd generalization into a reasonable statement that could be applied to almost anybody.
- You don't have to stumble over your tongue thinking up some witty retort to outdo your downer. You just calmly agree with whatever you feel you can.
- If the other person persists in trying to put you down, you can exhaust him by simply continuing to agree with a little of whatever he says.

By *agreeing to a reduced charge*, you convey an important message: "No matter what you say about me, I'm not going to feel hurt or angry. I can keep this up as long as you can. Anytime you want to stop taking shots at me and tell me what's really bothering you, I'm ready to listen."

2. Agreeing to a True Charge.

Sometimes a person will charge you with a "crime" that you've truly committed. The problem is that the person makes a simple misdemeanor sound like a heinous felony. For example, take Bill Marshall, who's a

junior partner in a prestigious law firm where one of the senior partners has a reputation for being pretty domineering. Bill arrives about ten minutes late to a staff meeting. As he walks into the conference room, the senior partner says in a scolding tone, "Bill, didn't you know this meeting was going to start at 9:00?"

In spite of the fact that the senior partner has behaved very inappropriately in this situation, Bill's best bet is to *agree to a true charge*. He can say very calmly and very firmly, "You're right. I'm ten minutes late. Please excuse me."

Notice some of the important characteristics of Bill's response:

- He agreed completely with the *content* of the put-down because it was true. He was accused of being late and promptly owned up to it.
- He did not feel or sound guilty and embarrassed. In spite of the senior partner's attempts to humiliate him in front of his peers, Bill didn't act cowed or chagrined. He committed a very common human error that no amount of guilt or anguish could change, and he wasn't going to waste his time doing "penance."
- Bill didn't allow himself to become sidetracked by the senior partner's attempts to make him feel small. Rather than respond to the emotional tone of the remark, he responded *only* to the undeniable fact that he was late.

The next time you make a mistake and somebody points it out to you with a tone of disgust, sarcasm, anger or some other inappropriate emotion, *agree to a true charge*. You'll be conveying the message: "I'm able to accept criticism without becoming defensive, feeling guilty or getting anxious. I'm agreeing with your statement because it's true. I'm ignoring your emotional tone be-

Drs. Peter B. Wylie and Mardell S. Grothe have both had extensive experience in teaching interpersonal skills and dealing with industrial performance problems. Dr. Wylie is a private consultant based in Washington, D.C., where he teaches managers and supervisors how to deal effectively with "problem" employees. Dr. Grothe, a counseling psychologist in the Boston, Massachusetts, area, is actively involved in the design of human development training interventions for a wide variety of adult target populations.

cause that would only divert us from the truth of your message."

3. Assertive Inquiry.

For a number of reasons, people in professional and work contexts seem to receive a lot of put-downs on papers, reports, proposals and other projects that they've invested themselves in. For example, Jane Christie works for a management consulting firm in New York. After drafting a proposal for a half-million dollar contract with the Department of Labor, she asked a co-worker to react to it before showing it to her boss. The co-worker skims through the proposal for a few minutes and quickly says, "Jane, you're not seriously thinking of showing this to Tom, are you?"

At times like these, it's almost natural to feel threatened and to say to yourself, "Oh, no! It really is terrible, isn't it?" or "I'll never be good at proposal writing!" But why? You don't have any specific evidence that what you've done is all bad, half bad or bad at all. Rather than engaging in negative self-talk, or responding defensively, Jane would be much better off using what we call *assertive inquiry*. For example:

Jane: Tell me, what don't you like about the proposal?

Co-worker: Well, actually it looks pretty good from what I can see. But it still needs a lot of work before you show it to Tom.

Jane: What could I do to make it better?

Co-worker: Well, the content looks good, but it could be better organized.

Jane: How could I improve the organization?

Assertive inquiry involves the persistent use of *focused* questions to force your downer to clarify exactly what was meant by the put-down. As Jane's example shows, the technique gives you the chance to turn a put-down (a totally unhelpful remark) into some sound, *free* advice.

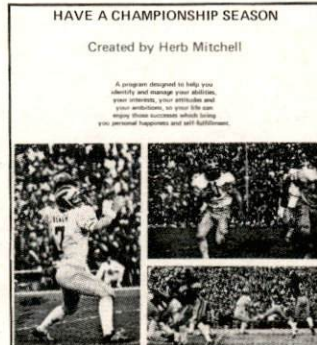
Of course, it doesn't always turn out this way. If Jane's co-worker can't give her some *specific* suggestions on how to improve the organization of the proposal, then Jane is better off cutting the conversation short and showing the proposal to someone who can be more helpful.

Whether your downer eventually ends up giving you helpful advice or not, *assertive inquiry* allows you to

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convey a pretty clear message: "I've heard your remark about what I've done. Even though you've expressed yourself unhelpfully, I'm giving you another chance by asking you to clarify what you mean. If you can tell me or show me what I can do to improve, great. If you can't, I'm just going to ignore you."

4. Reflecting Feeling.

Many put-downs are simply indirect ways for people to express strong feelings that may or may not have anything to do with you. Let's say you ask a clerk in a supermarket where the meat counter is. He rudely replies, "It's in the back where it's always been!" Or imagine you're playing bridge with some friends. You make a bid and your partner says loudly, "Oh, Terry! How could you make such a stupid bid!"

Both put-downs are harshly stated and come as a real surprise because you haven't done anything terribly unusual. Once your surprise wears off, it's easy to get pretty mad and strike back at your downer. In situations like these, we recommend that you try *reflecting feeling*. For example:

Clerk: It's in the back where it's always been!

You: Sounds like you've had a bad day . . . (or) . . . You seem pretty impatient with my question.

Your Partner: Oh, Terry! How could you make such a stupid bid!

You: You seem pretty angry at me . . . (or) . . . Sounds like you're very upset with the bid I made.

In both examples, you respond to the *feeling* the downer seems to be expressing rather than the specific content of the put-down. Doing this can often help you turn a negative encounter into a rewarding experience. The supermarket clerk might well say, "It has been a terrible day. I'm sorry. I think I was just taking my frustration out on you." Your partner might reply, "Listen . . . uh . . . I'm sorry. That was uncalled for. I shouldn't get so wrapped up in winning."

Whether or not you get this kind of positive response from people who try to put you down, *reflecting feeling* extends an invitation to people to talk about what's really on their minds. If they reject the invitation, at least you're not on the

defensive. If they accept, the results can be very gratifying.

5. Confronting Your Downer

Confronting your downer is the most complex of the five techniques and, in many ways, the most powerful. Since it requires taking some risks, we especially recommend using it with friends and intimates . . . or when the situation really matters to you.

The technique involves (1) confronting downers with a description of what they did or said, (2) telling them your reaction to their behavior and (3) indicating specifically how you would like them to change their behavior. We call the three steps *describing, disclosing* and *prescribing!*

1. You *describe* precisely what the person you did or said that you feel was a put-down.
2. You *disclose* your reaction to the put-down. That is, you tell the person how the put-down made you feel.
3. You *prescribe* a change in behavior. You tell the person precisely what you would like done differently in the future.

For example, let's say you're a woman having dinner with a man you really care about. You've finished the meal, and you've picked up the check to pay for both of you. Instead of thanking you, he says, "Dammit, Marianne, do you always have to pull this women's lib bit?" You can confront your downer by saying, "When you talk to me in that tone of voice I feel hurt . . . and angry. If you feel uncomfortable about my paying for the meal, I'd like you to tell me so directly."

In this example, you *describe* the behavior and *disclosed* your reaction by saying, "When you . . . I feel. . . ." The rest of the message was a *prescription*, containing the key words, "I'd like you to. . . ."

It's not likely that somebody will misinterpret the message you send when you *confront your downer*: "When you say or do something that makes me feel bad, I'm going to let you know about it. I'm going to tell you exactly how I feel so you'll know how your behavior has affected me. I'm also going to suggest a way that you can act in the future that will have a much better effect on me."

Putting It Into Practice

So there they are. Five simple

techniques for responding to put-downs. Now you're ready to go out and field anything they throw at you, right?

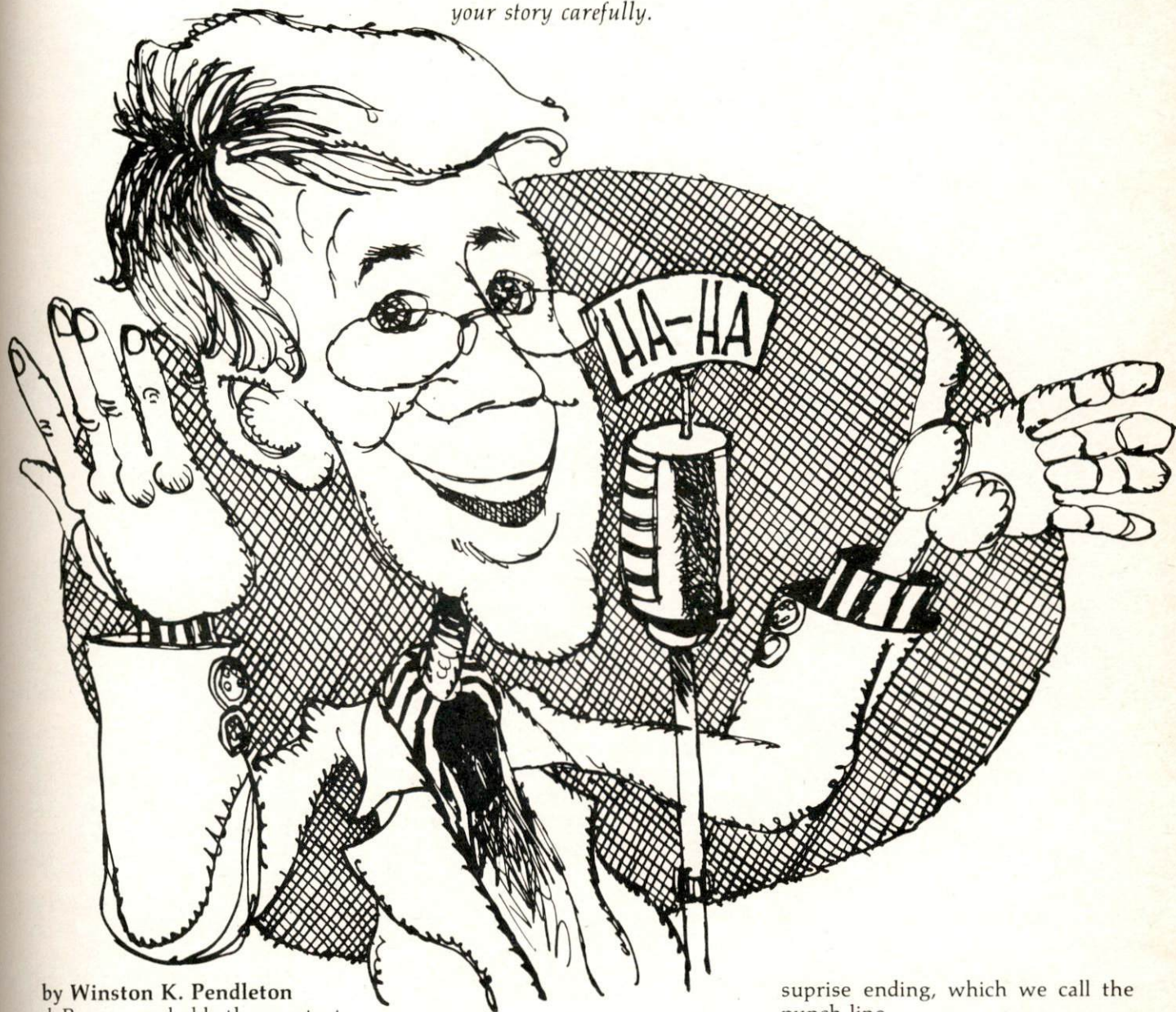
Oh, were it only that simple! The truth is, as in learning any new skill, you're going to have to practice. You'll be going through the process of replacing a set of old habits with new ones, and that simply doesn't happen overnight.

But, you needn't despair. Practice can be (in fact, should be) interesting and fun. We suggest the following:

1. Don't attempt any of the techniques for the next two weeks. When you receive a put-down, just respond as you normally would. However, afterwards imagine yourself responding with at least one of the techniques. This approach will help convince you of the power of the techniques.
 2. In *teasing* situations, where people are "just kidding around," try out the techniques right away. There's no real risk to this approach, and you'll have a lot of fun. We know. We do it all the time.
 3. Keep your eyes and ears open for the put-downs that *other* people receive. You'll probably be amazed at how many you hear. When you hear or see a put-down, immediately imagine how you would respond using one of the five techniques. You'll get lots of safe practice this way.
 4. Read over the descriptions of the five techniques and then teach them *one at a time* to friends, family members and co-workers. You've probably heard the expression, "You never *really* learn anything until you try to teach it to someone else." It's true. Try it and see!
 5. After you've begun to feel comfortable with the techniques, get a group of your friends together in a circle around you and ask them to put you down. After each put-down, show off your new techniques. You'll have a ball and will feel like a "pro." They'll soon get very involved and will want to try their hand at responding to put-downs. Let them. They've got a lot to learn, too.
- Remember: Maybe people *can* put you down . . . because you know how to get up again. ■

If It's Laughter You're After

*If it's laughter you're after,
you've got to build
your story carefully.*



by Winston K. Pendleton

Jack Benny, probably the greatest laugh-getter ever to walk across the American stage, once explained his theory of humor: "I never tell jokes," he said. "I tell funny stories, but not one-liners like Bob Hope or Milton Berle dream up... Everything I say on the stage is a true story — or at least it has some

basic truth to it. I just embellish things a little. And that's when it's fun."

Jack put his finger on the greatest single requirement for making people laugh at your stories — *they must sound like the truth* up to the

surprise ending, which we call the punch line.

The question most frequently asked whenever I hold a humor seminar for Toastmasters is this: "How can I build a joke that only got a slight chuckle when I told it into a humorous story that will bring down the house?"

To answer that question, let's see

what must be done to a joke to make it into a "Grade-A" funny story. Then let's do it.

The Essential Elements

You must put into your funny story all of the elements that go into a well-written newspaper story. Above all, it must sound like the truth. Then you must tell *who*, *when*, *where*, *why* and *how*.

- **Who** — The best "who" to put in your story is yourself, because people came to hear you speak. They want to know about you. So tell them. Remember, Mr. Benny involved himself in every story he ever told. The second best "who" would be someone who is well known to the group. If he or she is present, so much the better. The worst "who" is the imaginary third person in some unknown distance place. Avoid that one.

- **What** — When you tell what happened, you lay the scene for the laugh. Tell it as succinctly as possible. Get to the point.

- **When** — Place the time of your story as recently as possible. Make your story current. Stop telling those Churchill stories. Several months ago I heard a friend of mine tell one and nobody laughed. He couldn't understand why. He thought it was funny when he first heard it in 1944. But when he told it in 1978, 95 percent of his audience hadn't even started in the first grade before World War II was over. If you feel you must tell a story about some prominent figure, pick someone in the news.

- **Where** — Place your story in a location that everyone can visualize — that your listeners can relate to.

- **Why** — Figure out a good reason for what is going on. Why were you there? Why did you say what you did? Why did the punch line come out as it did?

- **How** — How did it happen? You were there. You saw it. You were a part of it.

Those are the elements that go into your story. Now, let's see how we put them there.

Putting It All Together

This is an actual case — a story I put together in about two hours one afternoon. I'll take you from the beginning to the end as though you were doing it, but with my own thoughts and discoveries put in.

Starting at the beginning, you

look for a story to liven up a speech you are working on. You are looking through a copy of "Jokes Un-Ltd.," "Orben's Current Comedy," or any other monthly joke list, and run into this one-liner: *They just opened a very exclusive restaurant in Plains, Georgia . . . their specialty is Poulet a la Chevrolet. That's a chicken that was run over by a pickup truck.*

If you throw it at your audience in that form, the odds are against you



getting much of a laugh. Instead, let's follow Jack Benny's principle. Let's turn it into an uproarious story. Let your imagination run wild. Once you get going, all sorts of ideas will creep in.

First, let's get to Plains. Who are you going to put in the story? Who was in Plains, Georgia? Let's look at three possibilities:

- "Last summer my wife and I were driving to Florida for our vacation. As we drove down I-75, my wife pointed out that we were only about 30 miles from Plains, Georgia, and suggested that we take a look at that famous little town. So we went to Plains, Georgia . . ." That puts you in Plains so that you can tell the story in the first person.

Winston K. Pendleton is one of America's best known after-dinner speakers. The author of five books, including his latest, How to Make Money Speaking, he is a frequent contributor to The Toastmaster. (Ed. Note: Mr. Pendleton's best-selling book, How to Win Audiences With Humor (B-4), is now available through the Toastmasters Supply Catalog for \$3.95, plus 20% postage and handling.)

- But suppose you live in Oregon. Suppose everybody in the audience knows you have not been out of the state in ten years. That opening wouldn't sound like the truth. But it would sound all right if you told it like this: "Last night I had the wildest dream I ever had. I dreamed that my wife and I took a trip to Plains, Georgia."

- Or, you can tell it about your brother or cousin or uncle, but it isn't quite as effective. Under no circumstances say, "I heard a story about a man who visited Plains, Georgia," because if you do, you have taken away half the fun — and few storytellers can afford to lose half of the laughter and still come out ahead.

Second, let's find that restaurant. "It was about noon when we got to Plains, so we drove into a service station to ask about a place to eat."

Finding the Restaurant

At this point you could have the attendant tell you to "go down three blocks on the left and that's a good restaurant." But let's do better than that. What is the name of that restaurant? Think a moment about the name of a French restaurant and you'll come up with "Chez Paris." So put that in. And while we are at it, let's "milk" that story for an extra laugh.

Tell it this way: "It was about noon when we got to Plains. We drove in a filling station. There's only one. It's the first time in my life that I ever saw a man pump gas with one hand and drink beer with the other."

What's happened? You have stolen an extra laugh. Everybody knows who you are talking about without mentioning any names. This is getting funny. Let's get on with the story. Let's ask him about a place to eat.

"We asked him if there was a good restaurant in town and he said, 'There's a new restaurant just opened about three blocks down the street on the left. (Hold it! That country boy can't say "Chez Paris" correctly, so you have him say it in Plains-language.) It's Chess Parises place.'"

Third, let's prepare for the punch line. Use your imagination a moment. What kind of food would you find in that cozy little French restaurant? French cuisine, of course. So, let's

ask that man in the filling station about it. (Remember, he is not going to pronounce "French cuisine" properly. Listen when he answers that question.) "What sort of food do they have there? He said, 'His French cousin's cooking. Their specialty is chicken. You go in there and order (Careful. Make him mispronounce poulet.) the pullet and you'll get the best meal you ever et!"

The Final Story

So, there you are. You are in Plains. You have found your way to the restaurant. You have found a few laughs along the way. Now, let's put it all together. And you tell it like this:

My wife and I were driving down I-75 on our way to our Florida vacation when she said, "Honey, the map shows that Plains is only about 30 miles out of our way. How about driving through that famous little town. Everybody is talking about it. Maybe we could even eat there. It's almost lunch time."

So we went to Plains. And she was right. We got there just about noon and I drove in the filling station. There's only one. It's the first time I ever saw a man pump gas with one hand and drink beer with the other. I said to him, "We've never been here before. Is there a good place to eat in town?"

"I'll say there is. Right down the street about three blocks on the left, Chess Parises' place."

"What kind of food do they have?"

And he said, "His French cousin's cooking."

I asked him what their specialty was and he said, "Chicken. You go in there and order the pullet and you'll get the best meal you ever et."

So we went there. But it wasn't exactly like he said.

It wasn't Chess Parises' place. The sign said "Chez Paris." And it wasn't his French cousin's cooking. The little sign on the door said "French cuisine." We went in and sat down and a young girl waited on us. (She was barefooted.)

I said to her, "What's the specialty of the house?"

She said, "Chicken. It's wrote on the menu if you can read French."

So I opened the menu. Sure enough, it wasn't "pullet." It was "poulet." The special for the day was "Poulet Chevrolet."

I asked her, "What in the world is Poulet Chicken?"

"Oh," she said, "That's a chicken what was run over by a pickup truck."

Even Jack Benny would be proud. ■

The Idea Corner

Club Success:

Spell It S-U-R-P-R-I-S-E!

As most educational vice-presidents will tell you, the job of providing meeting programs of interest to such a diverse group as Toastmasters is a constant challenge . . . and a giant responsibility. It can, however, prove to be a very rewarding experience, says this proud Toastmaster, especially when your club happens to be a "President's 40."

"We are always looking for creative programming ideas to stimulate the talents of all of our members," writes Patricia Van Buren, educational vice-president of the Uncle Sam Club 1138-53 in Troy, New York. "One recent program was a great success. We called it 'A Lesson in Listening and Thinking.'"

How did this programming idea work? We'll let Patricia explain:

"Generally, our monthly bulletin outlines the program for the coming meeting and lists the participants. For our 'Lesson,' we publicized the program only as a 'surprise.' The only people aware of what was to happen were the club officers and our district governor, Marc Ruggeri, DTM, who was to serve as Toastmaster for the evening.

"Well in advance of the meeting date, each segment of the program was written on the back of large cardboard circles which had large numbers printed on the front of them. These circles were then randomly mounted on large posterboards which would eventually be placed on easels at the front of the meeting room. At the same time, numbers from one to 50 were written on small slips of paper and put into a hat for drawing during the meeting.

"Each member and guest who cared to participate was asked to draw a number from the hat, with every segment of the program being impromptu. Of course, our featured speakers were confirmed in advance so the usual prepared manual speeches could be programmed into the meeting format and the Toastmaster could prepare his introductions. We also advised the Table Topicmaster to be prepared, but did not explain the surprise format.

"Following the Table Topics portion of the program, the Toastmaster was asked to call a number, and the person with that number was asked to come forward and choose a circle from the board. He or she was then required to complete the assignment shown on the back of the circle. For example, when the circle which read 'Business Meeting' was chosen, that person took the position of the club president and conducted the meeting. In addition, two circles read 'Off the Hook' and those persons were allowed to be seated. Another read 'Take a Ten-Minute Break,' and the meeting was adjourned for ten minutes. When all numbered circles had been drawn, the Toastmaster called for guest comments while the speaker evaluation forms and ballots were collected and counted."

A successful idea? We think so. While the guests that attended that night's Uncle Sam Club meeting did not see a true picture of what a real Toastmasters meeting is all about, they undoubtedly came away with a very good idea of a Toastmasters ability to perform under pressure of an impromptu situation. As a result, says Patricia, they'll hopefully return again.

"It was quite an evening! Our members and guests went along with the spirit of the program, and each took his or her responsibility seriously. We learned that even when called upon and asked on the spur of the moment, we can perform . . . and perform well." ■

Are You Guilty of Over-communicating?

*To some extent
we are all victims
of the communication
technology around us.*

*Some, however,
are worse
than others.*

by Jane G. Bensahel

The business of management has always been communication. Yet it is only since about the mid-point of this century that managers have had the sophisticated tools of the trade that have altered the very nature of that communication.

Between the days of quill pens and wax-sealed letters and today, both the means of communication and its effect on every aspect of business have changed.

The speed, availability and ease of use have all contributed to the ever-increasing dependence on modern communications media. These factors have also seduced many managers into over-communicating.

Not only does over-communication waste your time and that of other people; it can also be expensive. Superfluous telephone calls, photocopying and postage can place an unnecessary financial burden on any organization.

Certainly, few of us would choose to live or work without telephones, cables, telexes, photocopying machines, tape recorders and all the other wonderful gadgets that make it possible to transmit, record and duplicate any message that an executive wants to relay. But the magnitude of these benefits often obscures the human and financial costs that over-use and over-dependence on these machines exact.

To some extent we are all victims of the communication technology around us.

• *When you go away from the office for business or personal reasons, do you constantly call in or have someone telephone you?*

If you engage in this practice simply to "keep on top of things," you are over-communicating. It is perfectly reasonable to be on call for a serious crisis. But if a serious crisis occurs every day, then there is

something wrong with your organization and staff.

The keeping-in-touch call is not only a waste of time and money; it is a poor management practice. It throws away the opportunity for your subordinates to manage on their own, as they may have to some day. It is also demotivating in that it implies that you have no confidence in their ability to handle even routine matters in your absence.

• *Do you send out reams of "for your information" material to colleagues, superiors and staff members in the course of a week?*

Often this form of over-communication is well meant. The executive simply wants to keep everybody informed about what is going on. Some executives send copies of all their correspondence to superiors and colleagues in an attempt to "look busy." And some executives simply route material to colleagues or staff members because they can't bring themselves to throw it in the wastepaper basket where it probably belongs.

If you overwhelm your colleagues with information of dubious value, they may begin to give it a perfunctory glance and then throw it away. You can hardly blame them when something that you had considered very important gets overlooked in the midst of trivia.

To check on whether you are overburdening people with communications, keep a list of what you forward, and to whom, for a week. The following week visit them and find out what they read, what they felt was important and what was of no value or interest to them. This knowledge will be valuable when you are next tempted to route something.

• *When you call a meeting, does your secretary sigh audibly because of the paperwork that is certain to be generated?*

Perhaps you could dispense with

minutes of routine meetings. Rather than tying up a secretary, let everyone jot down what is important to him or her. If some record of the meeting needs to be circulated, it could be dictated quickly and briefly after the meeting with all unnecessary detail omitted.

• *When you supervise someone at a far-off location, do you pick up the telephone or receive a call every time a small point or query arises?*

While it is important to keep in touch with staff members who are out of the main office, it is important not to overdo it. Arrange a set time each week or every two weeks to talk on the telephone about routine matters.

When a question or problem arises, decide on the urgency before reaching for the telephone. If the matter will keep, then make a note of it on your desk calendar, and discuss it during your scheduled long-distance chat.

• *Do you use a tape recorder instead of paying attention?*

There are some cases where you need an exact record of what was said, or where it is helpful to review a long session where many ideas are put forward. But an executive should be very selective in the use of this device, especially if he or she expects to give it to someone to transcribe.

Usually absolute word-for-word recall is not necessary; notes will suffice to jog the memory about the central points. Also, in most discussions the key ideas are buried in a mountain of questions, explanations, and even banter.

• *Do you allow the communication media to pressure you into inappropriate responses?*

Examine the urgency of a communication, rather than how it comes to you. A letter may require quicker attention than a telex that has been shoved under your nose. A telephoned request for information does not necessarily mean that you should drop everything so you can call back that day with the answer.

• *Are you worn out after a dictating session or returning a number of telephone calls?*

If the matters dealt with were fairly routine, then you are probably exhausting yourself by over-communicating. The answer is to look over a stack of letters you have dictated and try to detect wordiness.

Then keep this in mind next time you dictate and train yourself to be brief without being brusque.

Next time you reach for the telephone, draft a cable, request photocopies or think of using the tape recorder, stop for a moment. Ask yourself what you would do, alternatively, if that particular tool were not available.

This will help you get past the technology and down to the essence of what your *real* purpose is. You may find that if the medium were more difficult, the message could be

dispensed with. Or you may realize that a different medium would in some way alter the meaning or import of the message.

The more you limit your communications with others to genuine need, the more you will find that you regain some of your quiet time and energy to devote to more vital business. ■

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A MASTER SPEAKER SHARES HIS SECRETS

He is the only living student of the late Professor Shaftsbury, noted instructor of Winston Churchill, Franklin Roosevelt, and others. He was a colleague of the late Maxwell Maltz (Psycho-cybernetics). And, today, he thrills audiences throughout the world with his oratory, always speaking without a microphone.

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RUNNERS-UP — Harlan Crouch (above) and Jeff Young (right) receive their trophies from President Dobson at Saturday morning's Speech Contest. Crouch finished third for "Failure Resistant," while Young's "A Cause for Dying" earned him second place.

continued from page 9

experience the unique kind of fellowship that Toastmasters has to offer.

Always Education

As always, education was of prime concern of everyone in attendance. And those who were fortunate enough to come to Vancouver were treated to the best in communication and leadership theories, concepts and techniques from a wide variety of the most respected and authoritative speakers in the world today.

Perhaps the most truly "international" field of speakers that has ever been featured at a Toastmasters convention, the line-up could have easily been taken from the

latest listing of *Who's Who in Communications*: Wednesday's program featured such prominent personalities as Dr. Robert Schuller (this year's Golden Gavel recipient), Cavett Robert, George Jessel and Gilbert Hamblet, while Friday's spotlighted Christopher Hegarty, Patricia Fripp, Ed Bliss, Bernie Searle and Nick Carter. Speaking on a number of interesting and diverse subjects (see page 10), each provided the attending delegates with valuable information and ideas to take back to the people in their clubs, areas and districts.

"You can be a supersuccess," Dr. Schuller told his captivated audience after receiving the 1978 Golden Gavel Award from President Eng-

lish, "if you'll just think bigger, attempt to believe bigger . . . and confront other unpredictable possibilities with The attitude that just because it's been done before simply means that this is your opportunity to be an Excel setter. That's all."

"I'm convinced that your competence or lack of competence as a public speaker has absolutely nothing to do with your self-esteem as a human being," said Chris Heuredt in what will perhaps be the most remembered presentation of the week. "I'm also convinced that self-esteem as a human being has a great deal to do with your competence as a speaker. The more you assess the power and energy of the more clarity you will have in business

A SPECIAL OCCASION — Hubert E. Dobson, DTM, addresses the large crowd that had earlier witnessed his installation as 1978-79 International President. Dobson called the moment one of the greatest experiences in his life.



VIPS
and ta
(show



THE BEST IN TI — Michael Aun, II (above and right), displays the winning form that earned him top honors in this year's "world championship of public speaking." Aun, who also competed in last year's contest, captivated the audience with his speech, "Where Do You Stand?"

CONVENTION '78

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from clubs and districts from all
over the world gathered together to
elect their leaders for the coming
year and to vote on certain bylaw
amendments that had been pre-
sented to them.

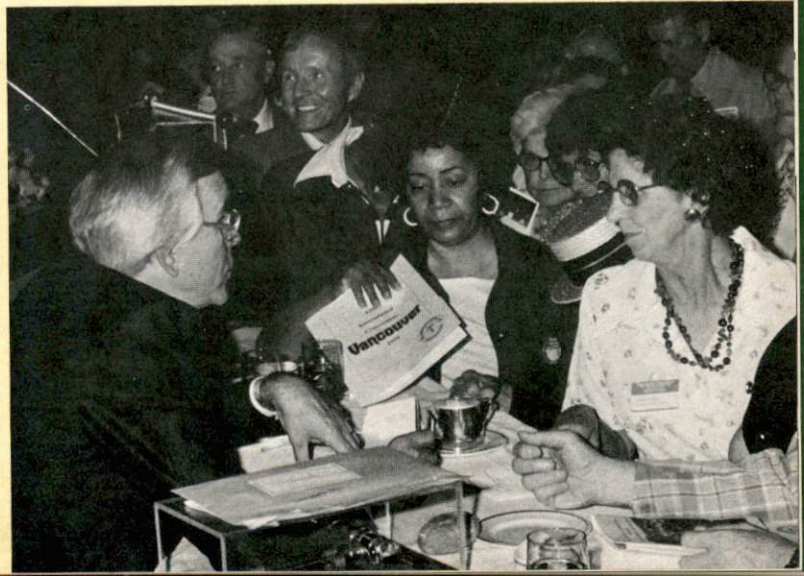
With almost three days of hard
campaigning and politicking behind
them, the delegates unanimously
elected Hubert E. Dobson, DTM, as
their 1978-79 International Presi-
dent; Eric K. Stuhlmuller, DTM, as
their Senior Vice-President and
Patrick A. Panfile, DTM, as Second
Vice-President. In the only con-
tested officer race, William D.
Hamilton, DTM, a 1975-77 Interna-
tional Director, gained a first ballot
victory to become Toastmasters
International's Third Vice-Presi-

dent for 1978-79.

Convention delegates were also
asked to elect eight Toastmasters to
two-year terms on the TI Board of
Directors — an election made even
more noteworthy because it marked
the first time that a woman has ever
been elected to the Board. Helen
Blanchard, DTM, an unsuccessful
candidate in last year's election and a
native of San Diego, California,
surprised no one with her over-
whelmingly victory over two male
opponents from Region II.

Also elected to the 1978-80 Board
were: Sid M. Smith, DTM, Salt Lake
City, Utah (Region I); Larry C.
Selby, DTM, Oklahoma City, Okla-
homa (Region III); Neil R. Wilkin-
son, DTM, Edmonton, Alberta,

VIPS — Many of those attending this year's convention were given the opportunity to meet and talk with two of the most successful communicators in the world today — George Jessel (shown below with President English) and Dr. Robert Schuller (far right).



Two Named to Fill Vacant WHQ Posts

Toastmasters International Executive Director Terry McCann recently announced the addition of Robert M. Tucker and Larry Langton to the World Headquarters management team in Santa Ana, California. Mr. Tucker was named to succeed Bruce Anderson as Manager of Education and Club Administration, while Mr. Langton, a ten-year Toastmasters employee, was promoted to Production Manager.

A graduate of the University of California at Santa Barbara and UCLA, where he studied for a Master of Fine Arts Degree in Media (film, television, theatre arts), Mr. Tucker comes to World Headquarters from a professional background in educational and industrial television and the instructional media.

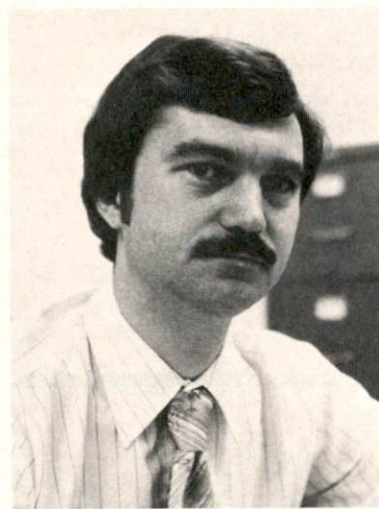
He recently worked for Wolper Productions as a journalist and also writes screenplays and fiction intended for film, television and publishing markets. While a graduate student at UCLA, he was honored with the Samuel Goldwyn and Donald Davis literary awards.

Mr. Langton's promotion to Production Manager comes as a result of ten years of service to the organization. Under the guidance of the now-retired John Bartlow, Larry first came to World Headquarters as a receiving clerk, was promoted to bindery operations and then to pressman.

A graduate of Indio High School, Larry studied graphic arts at the College of the Desert in Palm Desert, California. ■



Rob Tucker



Larry Langton

Canada (Region IV); Floyd O. Swathwood, ATM, Ft. Wayne, Indiana (Region V); Carl A. Johnson, DTM, Granville, Ohio (Region VI); Telesphore Ted Wilga, Bedford, Massachusetts (Region VII); and Oscar L. Olive, DTM, Smyrna, Tennessee (Region VIII).

Delegates also approved, among others, an amendment that removes any restriction on Toastmasters clubs as to their membership admissions, so long as the person invited to become a member is at least 18 years of age. As a result of this action, those clubs wishing to open their membership to women members are no longer required to file a bylaw change with World Headquarters. (The approved amendments will be discussed in greater detail in next month's Board report.)

But it wasn't all work.

A record number of Toastmasters turned out for the convention's nighttime events — the "fun" parties that always show the strength and great fellowship of the Toastmasters organization. The Proxy Prowl. The Maritime Masquerade. The President's Dinner Dance. All were reflective of the new feeling in the organization — a feeling that 1978-79 International President Hubert E. Dobson singled out in his inaugural address:

"Throughout the past 54 years, the officers and leaders at all levels have been clipping away to shape a great edifice, the Toastmasters organization. Today it reflects a solid, majestic structure standing on a firm foundation — a structure in which we can all reflect pride in what it represents. It is the only self-development organization devoted strictly to communications and leadership in the world. And we are known throughout the world as the leader in this field. During the past few years, the momentum of growth and service to others has been significant. This has real meaning to me. People have a need. We have a product to meet and satisfy that need. Let us grasp on to the momentum that currently exists, get aboard the cable car that will carry us to another higher mountain and continue to add stepping stones along the way for others."



CONVENTION '78

The World Championship

Despite all of this, however, the real highlight of the week had to come on Saturday morning, when nine of the finest speakers in all of Toastmasters gathered in the Regency Ballroom for the International Speech Contest — the "World Championship of Public Speaking."

As could be expected, tickets for the contest were going for a premium; many came into Vancouver for this event alone. While the final count varies, it is estimated that more than 1200 Toastmasters and their guests took part in, what many called later, "one of the best contests in recent years."

The nine put on a show that those in attendance will surely never forget. And when it was all over, the final ballots counted and judges' decision made known, Michael Aun, II of the 7 A.M. Club 3391-58 in Columbia, South Carolina (Region VIII), came away with the top honors for his speech, "Where Do You

Stand?" Second place went to Jeff Young of the Glendale 1 Club 8-52 in Glendale, California (Region II), for "A Cause for Dying." And Region V's Harlan Crouch, a member of the Lincoln Douglas Club 1196-54 and mayor of Canton, Illinois, came away with third place for his speech, "Failure Resistant."

"I have to say that this represents somewhat of a victory," said Aun, who had also competed in last year's contest. "A friend of mine who's a scientist says if you don't have the degree and you don't have the opportunities given to you, you have to learn to work twice as hard and twice as long for half as much. The problem with that is that only two-thirds of his theory is correct. I contest the third part . . . it's twice as much! That's what this represents today. I thank you all very much."

Michael Aun's victory in the International Speech Contest was only one of the many factors that contributed to the overwhelming

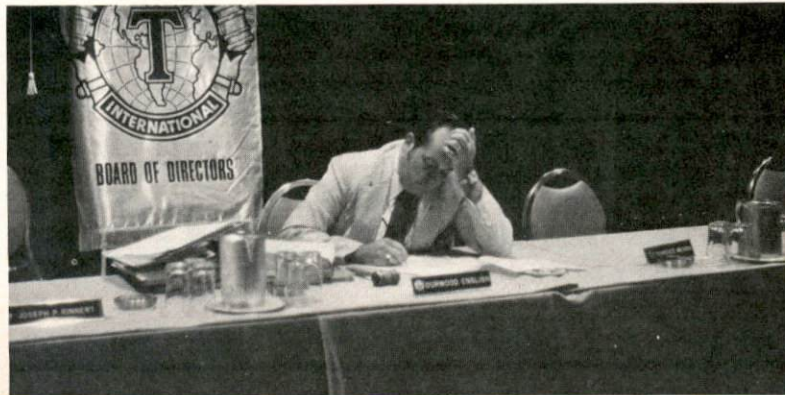
success of this year's convention. Just ask anyone who was there.

Few will ever be able to forget that certain kind of enthusiasm that could be felt in the hotel all week long. Few will forget the splendid educational sessions and speakers . . . the excitement of the elections and International Speech Contest . . . the good times that were had by all at the Maritime Masquerade and President's Dinner Dance . . . the city of Vancouver itself. And few, if any, will ever forget the unique kind of Toastmasters fellowship that was so prevalent in everyone taking part in what was, perhaps, the biggest and most successful convention in Toastmasters history.

Yes, the magic of Vancouver. Few will forget it. Until, of course, next year . . . when District 6 will host the 48th Annual Convention, August 22-25, 1979, at the Radisson Downtown Hotel in Minneapolis, Minnesota.

You can't afford not to be there! ■

BUSINESS AS USUAL — Despite everything else that was going on throughout the week, it was "business as usual" for most of the convention delegates and TI's Board of Directors. And, as always, there were ballots to be counted, motions to be raised and subjects to be debated.



How to...

Put the "E" Into Club Programming

*Educational excellence in your club can make the difference.
Try it and see.*

by Richard A. Taylor, ATM,
and Marcia A. Taylor, DTM

Let's capitalize the "E" for *excellence in education*, Toastmasters! In Toastmasters, education is number one. Education is our reason for existence as an organization; without it we'd be just another club. Excellence in club programming is the goal that can satisfy the needs of existing Toastmasters and attract new members to our organization. Educational excellence is the result of individual Toastmasters' conscious and systematic efforts to (1) create a climate conducive to learning and (2) plan and control the content of programs to match their own and other members' needs.

Here are a few "E's" for excellence that can help ensure that your club provides its members with worthwhile programming time after time — programming that will keep members on a track of continuing improvement and keep your guests asking for membership applications:

- *Enthusiasm* — Surprized? What does "enthusiasm" have to do with educational excellence? Everything! Enthusiasm is one of those essential climatic conditions which must be present to create the best possible atmosphere for learning. The first words spoken after the gavel falls are especially important. If the presiding officer opens the meeting with vitality and enthusiasm, the expectations of the group are immediately — and positively — influenced. If these expectations are already high, they will remain high. ("Just as I thought! We're going to have a great meeting!") If, on the other hand, expectations are low, an

enthusiastic opening can raise them. ("Contrary to what I expected, this is going to be a great meeting!")

It's Contagious!

It's almost a law of inertia: meetings tend to continue as they begin — either interesting or dull. Enthusiasm is contagious. An enthusiastic opening will stimulate interest and more enthusiasm. Unfortunately, the *lack* of enthusiasm will also spread — that is, unless someone recognizes the malady and intervenes with a cure. Let that "someone" be you. Keep this attitude throughout the meeting. If you follow a ho-hum speaker, resolve to be enthusiastic. Give the meeting a boost. Show your eagerness to learn, share and grow by infecting others with your enthusiasm.

- *Enjoyment* — Dr. Ralph Smedley, founder of Toastmasters International, held as a basic tenet that "learning by doing in moments of enjoyment" is a highly effective approach to developing communication and leadership skills. We totally agree. Although "having fun" is secondary to educational goals, there is no law which says that we can't mix fun with education. In fact, we *insist* upon it. We echo Dr.

Richard A. Taylor, ATM, administrative lt. governor of District 58, is a former editor of District 58's bulletin, "The Palmetto Toastmaster," and a training and safety supervisor at Celanese Fibers Company in Rock Hill, South Carolina. Marcia A. Taylor, DTM, former editor of District 63's bulletin, "The Volunteer Blazon," and 1977-78 District 63 governor, is a chemist for Tennessee Eastman Company in Kingsport, Tennessee. The authors are not related.

Smedley's premise that enjoyment of the educational process aids mastery of its content.

The warm, personal association with other members is a major source of enjoyment for most of us. It is certainly a prominent factor in retaining members who have substantially achieved their original educational goals. Need ideas for activities that can "turn on" Toastmasters through personal interaction? Try these: interviews, debates, group discussion and problem-solving, question-and-answer sessions after a speech, and continuing dialogue Table Topics.

- *Effectiveness* — Know why you are a Toastmaster. Know your personal goals and the goals of the organization. Know *exactly* what you want from your Toastmasters membership. Remember, as the slogan of some years ago so clearly stated, we are the "action" people. What we want (and are willing to work for) is what we get!

Plan for program effectiveness. Plan for *personal* effectiveness. (They go together.) When you have an assignment to fulfill, do your very best and you will experience the rush of adrenelin that gets you to your feet to speak. Every job well done makes you a better communicator and leader. Be a pace setter. Prepare creatively and add your own large, personalized dose of excitement to every assignment, and your effectiveness as a communicator will continue to improve.

The immense volume and variety of educational literature and programming aids available from Toastmasters International is staggering.

Your programming can be improved simply by taking better advantage of the materials available. Your club reference file, as well as your *Communication and Leadership* manuals, are excellent resources that are seldom used to their maximum potential.

Your Hidden Talent

Another resource seldom used to its fullest advantage is your club's "hidden talent." Encourage your members to use their special skills in presenting seminars on special-interest topics, such as leadership, salesmanship, effective writing, art, literature, time management or listening skills.

• *Evaluations* — That great difference! The unique advantage we have over other somewhat similar organizations lies in our evaluation process. What can we say about evaluations that hasn't been said? Let's just emphasize the need for both positive and negative feedback for the speaker. Remember that all good evaluations contain some constructive criticism. Leave the white-wash to the campaigners at election time, when we'll probably get enough to last all year. And don't forget the spirit of fellowship and mutual growth which accompanies the evaluation process and sets Toastmasters apart from most other educational institutions.

Why not try some new approaches to evaluations? Horizontal, group/panel discussion, impromptu and self-evaluations are great for a change in pace. Or for a real zinger, try "cross-evaluations" by the speakers. With a little improvisation, the evaluation session can be a new and exciting experience.

• *Extroversion* — That turning outward to others is the "E" that keeps new ideas, new members and new blood coming into your club. Bring prospects to the meetings. The ability to invite guests to meetings — and get them there — is a skill of salesmanship, closely correlated to leadership skill. Why not try a program centered around the pamphlet, "From Prospect to Guest to Member"?

The willingness to share your program with others is a personal admission that your investment in Toastmasters is a good one — one which you endorse. A continuing membership sales program can help ensure that a standard of showmanship and educational excellence is

maintained. Besides, can any red-blooded Toastmaster deny the latent desire to flaunt his or her ever-improving ability to communicate?

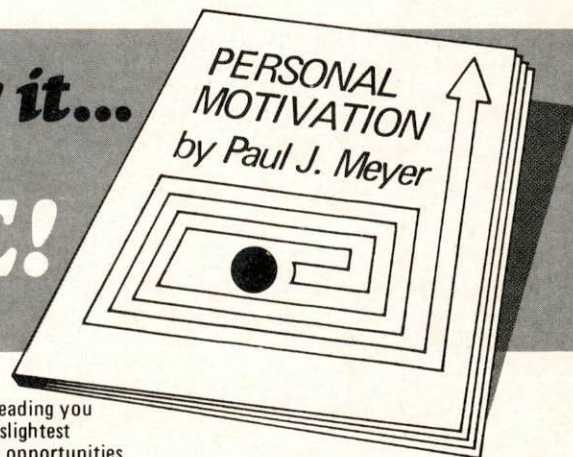
How about a Speechcraft program? It's great for introducing the uninitiated to the benefits of Toastmasters while offering the current members a chance to brush-up on basics. It is a "sixty-day-trial offer" or a "real bargain" (like the rest of

the Toastmasters program) for those who can't resist a good buy.

Programming excellence does not mean programming without mistakes. It means programming that meets the continuing educational needs of club members. You can be that extroverted enthusiast who capitalizes the "E" in your club, with programs that are enjoyable, effective . . . and EXCELLENT! ■

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Hall of Fame

DTM's

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Tecumseh 485-11, Lafayette, IN

Henri K. Lese

Monroeville 2954-13, Monroeville, PA

Allen R. Coburn

John C. Brockway 2393-24, Omaha Offutt AFB, NE

R. Stewart McDonald

Aurora 750-U, Anchorage, AK

ATM's

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

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Whittier Breakfast 3280-F, Whittier, CA

Theodore L. Schellhase

Chief Seattle 23-2, Seattle, WA

Brooks G. Connally

Davis Monthan Saguar 16-3, Tucson, AZ

Virginia Prud'homme

Demosthenes 1282-4, San Francisco, CA

John J. Madden

Daly City 1881-4, Daly City, CA

Don R. Brill Jr.

Valley 3626-4, San Jose, CA

Gary M. Morgan

Fireside 851-5, San Diego, CA

James A. Richman

Missicroix 2813-6, Prescott, WI

Arthur J. Johnson

Newburg 588-7, Newburg, OR

Morgan W. Tover

Cedar Hills 751-7, Beaverton, OR

J. Ronald Miner

Yawners 982-7, Corvallis, OR

John H. Bender

Columbia Communicators 440-9, Richland, WA

D. Roy Richards Jr.

Cascade 993-9, Yakima, WA

Arnold H. Spiering

Early Bird 3293-11, Ft. Wayne, IN

John W. Hearn

Old Economy 2682-13, Ambridge, PA

R.F. Roberson

Columbus 2037-14, Columbus, GA

Lynn J. Nielsen

Mt. Ogden 1614-15, Odgen, UT

Frank E. Bradley

Speak E-Z 1130-16, Tulsa, OK

James Van Whitehead

Southwest 2066-16, Oklahoma City, OK

Charles H. Rust

Big Sky 3175-17, Bozeman, MT

Howard I. Jensen

Hiway 2187-19, Ames, IA

Richard R. Clothier

Esquire 2388-19, Des Moines, IA

Frank A. Appleyard

Thunderbird 396-21, Victoria, B.C., Can

Roberta R. Comstock

Knorthern Knights 3808-22, Kansas City, MO

Dalyce F. Ronnau

Road Toasters 1761-24, Lincoln, NE

William F. Soss Jr.

A Rousers 2202-24, Omaha, NE

Glen G. Boire

John C. Brockway 2393-24, Omaha Offutt AFB, NE

John Lantefield

Breakfast 2981-24, Freemont, NE

Ronald W. Presley

Arlington 1728-25, Arlington, TX

Robert G. Hoag

Housing & Urban Development 1795-36, Washington, D.C.

Reed D. Hamilton Jr.

NUS 2408-36, Rockville, MD

Della A. Whittaker

HDL 3323-36, Adelphi, MD

Wayne A. Lewis

Goldmine 241-37, Concord/Kannapolis, NC

Dave E. Downs

Twin City 1356-37, Winston-Salem, NC

William Joseph Edwards

New Bern 2812-37, New Bern, NC

John E. Koop

Sperry New Holland 3155-38, New Holland, PA

Ginny Goodrum

Knights of Speech 3196-38, Upper Darby, PA

Dencil K. Backus

Parkersburg 2891-40, Parkersburg, WV

Bill Dunning

King Cotton 1310-43, Memphis, TX

Billy B. Johnson

Daybreak 1033-44, Lubbock, TX

August H. Ganze Jr.

Early Bird 1061-44, Odessa, TX

Thomas J. Golden

Traffic Club of New York 2286-46, New York, NY

Michael G. Hlavaty

Cosmopolitans 2655-46, Whippany, NJ

Samuel N. Kram

Great Ft. Lauderdale 2004-47, Ft. Lauderdale, FL

Bryan C. McAdams

Pompano Beach 3003-47, Pompano Beach, FL

Arthur Carlan

Northridge 1906-52, Northridge, CA

Robert L. Ayers

Spellbinders 3252-52, N. Hollywood, CA

Loering M. Johnson

CE 1333-53, Windsor, CT

Everett Bruce Lomax

Baytown 2329-56, Baytown, TX

John J. O'Connell

Castro Valley 961-57, Castro Valley, CA

H. Eino Yost

Tri-City 1579-57, Livermore, CA

John A. Wagar

Early Bird 3719-62, Grand Rapids, MI

Frank Kincaid

Breakfast 72-63, Nashville, TN

E.B. Dyer

Brentwood 1673-63, Nashville, TN

J. Fred Powell

Dublin 2870-66, Dublin, VA

Carl D. Chandler

RAAP 3633-66, Radford, VA

Phillip Bate

Brisbane Central 3433-69, Brisbane, Qld., Aust

John J. O'Dwyer

Parramatta 2274-70, Parramatta, N.S.W., Aust

Dorothy S. Gudgeon

Cobar 3693-70, Cobar, N.S.W., Aust

New Clubs

550-F OCTD

Santa Ana, CA — Wed., 12:00 noon,
Orange County Transit District,
1200 N. Main St. (834-2441).

3463-4 San Jose Mercury-News
San Jose, CA — Tues., 12:00 noon,
San Jose Mercury-News, 750 Ridder
Park Dr. (289-5554). Sponsored by FMC
2873-4.

3790-7 Stassens
Portland, OR — Thurs., 7:30 a.m.,
Kopper Kitchen, Ione Plaza, 1717 S.W.
Park Ave. (243-6100).

1532-11 Grissom
Grissom AFB, IN — Tues., 11:30 a.m.,
Grissom AFB Officer's Club (689-2941).
Sponsored by Logansport 621-11.

3420-24 Rail Talkers
Omaha, NE — Mon., 12:05 p.m., Union
Pacific Railroad, 1416 Dodge St.
(71-4573). Sponsored by Energizers
3010-24.

2837-29 Top Cats
Tillman's Corner, AL — Wed., 12:00 noon,
Bonanza Sirloin Pit, 6333 Highway 90
West (344-1154). Sponsored by
Hilltoppers 3232-29.

887-33 Mineral King
Visalia, CA — Thurs., 7:00 p.m., Visalia
Y.M.C.A., 211 W. Tulare St. (732-7845).
Sponsored by Visalia Breakfast 909-33.

3388-33 Motiv8ors
Oxnard, CA — Wed., 7:30 p.m., Sumthing
Special, 210-D St. Mary's Dr. (488-1808).

3780-39 Ad Lib
Reno, NV — Wed., 7:00 a.m., Nevada
National Bank, 350 South Center St.
(785-6779). Sponsored by Sierra Sunrise
2318-39.

2800-44 Jet Expressions
Amarillo, TX — Wed., 11:30 a.m., Canyon
Room (Ogden Food) Amarillo Int'l. Airport.
(335-1691). Sponsored by Natural Gassers
1875-44.

1134-47 Sunrise
Daytona Beach, FL — Wed., 7:00 a.m.,
La Tiffany's, 613 Volusia Ave., (253-3105).
Sponsored by Eye Openers 1988-47 and
Twilite 1669-47.

2755-49 TLALOC
Honolulu, HI — Fri., 5:00 p.m., La Paloma
Restaurant, 1216 Kapiolani Blvd.
(737-9981). Sponsored by Aloha Spanish
1699-49.

**342-52 San Fernando Valley Board
of Realtors**
Encino, CA — Wed., 7:00 p.m., Lobster
House, 17499 Ventura Blvd. (344-4544).
Sponsored by Van Nuys 172-52.

3713-69 Myalla
Brisbane, Qld., Aust — Wed., 7:30 p.m.,
Knox Church Hall, Kipling St., Moorooka,
Qld. (392-2810). Sponsored by M.D.I.
2764-69.

823-U Pinetown
Pinetown, Natal, South Africa — Mon.,
7:00 p.m., Lahee Park Club (76429).

462-U Steyn Douglas
Johannesburg, Transvaal, South Africa —
Wed., 5:15 p.m., Steyn Douglas & Co.,
10th Floor, Bank of Lisbon Bldg.
(833-6700). Sponsored by CIS 1150-U.

1997-U Kuala Lumpur
Kuala Lumpur, Malaysia — Tues., 7:30 p.m.,
Holiday Inn, Asean Rm., Jalan Pinang
(761-677 ext. 70).

2977-U Bacolod City
Bacolod City, Philippines — Thurs.,
7:00 p.m., Planters' Den, Sugarland Hotel,
Araneta St. (2-64-03).

2987-U North Sea
Wilhelmshaven, West Germany — Tues.
evenings, Gorch-Fock Hause, Virchow-
strasse (04421-32326).

3852-U Insurance Institute
Johannesburg, Transvaal, South Africa —
Mon., 6:30 p.m., The New Club, 12
Loveday St. (836-7751/464951). Sponsored
by Johannesburg 113-U.

Anniversaries

35 Years

Winnipeg 250-64, Winnipeg, Man., Can

30 Years

Moscow 575-9, Moscow, ID
C.M.B. 517-11, Indianapolis, IN
Stillwater 576-16, Stillwater, OK

25 Years

Beyond Basic Training 1360-7, Portland, OR
Valparaiso 255-11, Valparaiso, IN
Columbus 549-11, Columbus, IN
Somass 1303-21, Port Alberni, B.C., Can
Battelle 1369-40, Columbus, OH
Gaveliers 1277-52, Crescenta
Valley, CA

20 Years

Early Risers 2117-4, Mountain View, CA
Lufkin 2848-25, Lufkin, TX
Gordon 2801-26, Gordon, NE
Gilbraltar 2819-30, Chicago, IL
Urbana 2770-40, Urbana, OH
Calliope 2821-47, Orlando, FL
Randolph 2845-56, Randolph AFB,
San Antonio, TX
Downtown 2853-56, San Antonio, TX
Forest City 2729-60, London, Ont., Can
Sydney 1921-70, Sydney, N.S.W., Aust

15 Years

Rhode Island Credit Union 854-31,
Warwick, RI
Hales Toasters 3667-35, Hales Corners, WI
White Oak Speechmasters 3637-36, White
Oak, MD
Revenooers 3653-36, Washington, D.C.
Topo Center 3660-36, Washington, D.C.
State Farm 3513-48, Birmingham, AL
UBETWECAN 3672-52, Woodland Hills, CA
Big M 2145-56, San Antonio, TX
Martinsville 3115-66, Martinville, VA

10 Years

S.T.A.C. 3046-16, Oklahoma City, OK
Lonestar 1286-25, Fort Hood, TX
Union League Club of Chicago 760-30,
Chicago, IL
Sperry New Holland 3155-38, New
Holland, PA
Telstar 3217-45, Halifax, N.S., Can
Telco 3819-45, Halifax, N.S., Can
Seminole Chiefs 736-47, St. Petersburg, FL
Metairie 2940-68, Metairie, LA

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1921•1922•1923



1930



1917



1920

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