

# TOASTMASTER

APRIL 2007

**Toastmasters at McGraw-Hill**  
Q&A with CEO  
Harold McGraw III

## Everyone is **Talking...**

About the International  
Convention in Phoenix,  
Arizona, August 15-18.  
Don't miss it!

**5 Sure-Fire Tips  
for Great Speeches**



## Old Dogs and New Tricks

✦ Several years ago, a friend presided over an orientation meeting for a prospective Toastmasters club. As he extolled the benefits of membership, someone stood up and said, "You can't teach an old dog new tricks!" Taken aback, my friend paused for a moment and in true Toastmasters fashion replied, "That's true. But you are not dogs. So you *can* learn new tricks!"

When I joined Toastmasters, one of our local Toastmasters was an elderly gentleman who had been a member for more than 30 years. I was always awed by his presence. Here was Mr. Toastmaster in the truest sense of the word. He had been around so long (at least from my perspective then) that I was sure he knew all there was to know about Toastmasters.

Despite his age and failing health, he never missed his club meetings. When asked why he kept coming back, he replied, "Because I have never been to a meeting where I did not learn something new." Isn't that Simply Amazing!

Have you been in Toastmasters for so long that you feel you "know it all?" Do you think the program no longer offers anything that could benefit you? Try working in the new *Competent Leadership* manual. Yes, it's very basic. Yes, it teaches leadership to members who just joined our clubs. And yes, even "old dogs" can still learn "new tricks" from working through that manual.

I know this for a fact, because at the February Board of Directors meeting, Deputy Executive Director Dan Rex said, "I challenge anybody to work on the projects in the *Competent Leadership* manual and then tell me they didn't learn something new with every project." I thought it would be interesting to test his statement, so I started working on the manual. And wouldn't you know it? He was right!

Too often, we relegate the "minor roles" of the meeting to new members. "Timer? Let Joe handle it. He's new. I'm a DTM, and that stands for Don't Time Me." Well, the project teaches us the importance of time management as a skill needed in leadership development. Every project in that manual opened my eyes to things I had taken for granted after having been around long enough. Try it yourself! You'll be simply amazed.

At that February Board meeting, I also had a chance to visit with Past International Director Don Ensich. Don has 50 years of Toastmasters experience tucked under his belt. But the best thing I learned about Don was that after years of resistance, he now has e-mail! And what a wonderful new world that has opened up for him! He said, "My computer journey is a long one, but I must admit it has been an enjoyable one in spite of my frustrations, difficulties and temptations of abandonment. The computer has converted me!"

Learn from Don's experience. Let our programs and manuals convert you. You can't teach an old dog new tricks? That only works for dogs, not for Simply Amazing Toastmasters eager to learn new and wonderful things.



Johnny Uy, DTM  
International President



# TOASTMASTER

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The TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to The TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

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

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

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### Everyone is Talking...

Come to the International Convention in Phoenix, Arizona, August 15-18, 2007, at the J.W. Marriott Desert Ridge Resort and Spa!

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#### *The Toastmasters Vision:*

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

#### *The Toastmasters Mission:*

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

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

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

### Rules Count

On my first visit to a Toastmasters club, a member presented a marvelous speech. I was very impressed. It was so perfect, all I could say was, Wow! But the evaluator mentioned that the speaker didn't achieve the speech goals and exceeded the time limit. While listening to the evaluation, one thing came to my mind: "No discipline, no success." The speech was great but the speaker didn't respect the rules, so he failed. I finally understood the meaning of discipline to success in life. I want to keep learning in Toastmasters because it prepares me for everyday life.

Toastmasters is simply amazing!

Antoine Fragé, CC • Club Orchidée • Port Au Prince, Haiti

### Good Luck

I was very impressed with the article, "Team Commandments" by Don Seaton in the February issue. It was like God's voice to me.

I feel safe in Toastmasters, and our club members are very considerate. But I have been devastated by poor teamwork at my office. Thanks to the article, I realized that my attitude was wrong, and that I shouldn't blame others. I am sure that if I follow the 10 team commandments not only in Toastmasters but also in my company, my behavior would influence my executives and co-workers. Wish me luck!

Hiroko Mifune • Fukuoka Toastmasters Club • Fukuoka, Japan

### About Club Officer Training

I was saddened when I read the January *Toastmaster*. On page 22, the first reason given for attending club officer training was to "earn a point in the Distinguished Club Program," while on page 5 a succinct article told us not to do things

just because we could earn points for our club.

I agree totally with Michelle Baker's point in "Running the Numbers" article on page 5, that we should be doing things in our clubs because the members *need* them, not just because we can earn a point for our club. Ideally, the Distinguished Club Program could vanish into thin air and the successful clubs would continue being successful because they provide for their members what the members want and need. Successful clubs go to great lengths to find out what their members really need by repeated use of Member Interest Surveys and every means of feedback possible. Successful clubs listen to their members.

It is astonishing that Sheila Spencer's article, "Why attend Club-Officer Training?" ever needed to be written. Ideally, club-officer training should be so popular that people line up to attend and learn solutions to the problems their club face.

It is evident that club officers are not flocking to these sessions in overwhelming numbers. That this is so obviously the case that TI needs to commission an article giving nine reasons for going to club officer training is remarkable and does not bode well for the future health of the organization.

Brian Duckworth DTM • USC Toastmasters  
Sunshine Coast, Queensland, Australia

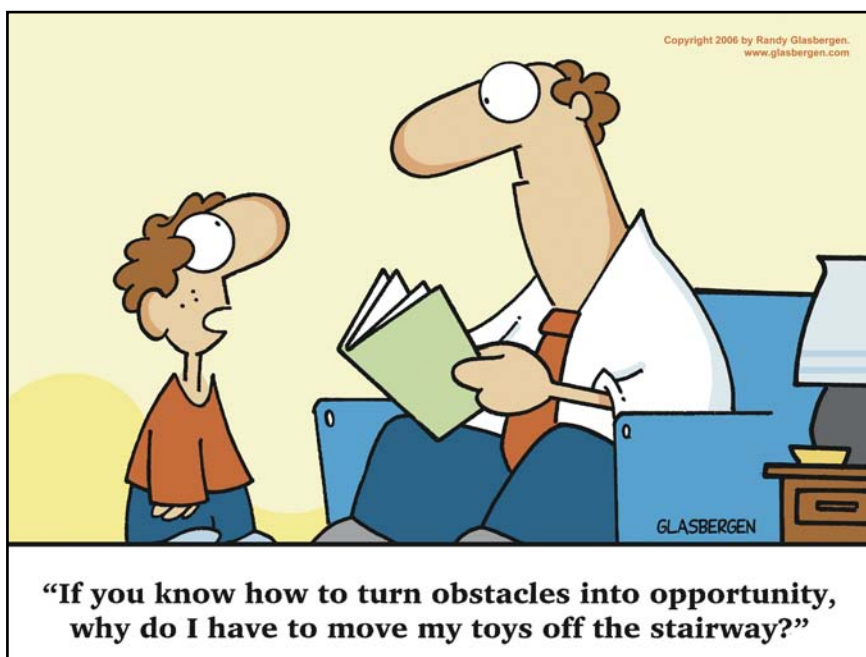
### Support Through Slitsville!

I joined Toastmasters in 1994. I had just been divorced and needed support to go on with my life. I found the support I needed and much more! Over the years, I have developed more confidence, which has enabled me to overcome my shyness at meeting new people.

I've learned that if you can overcome the fear of public speaking, you can overcome just about anything, because you prove to yourself you have confidence in your skills.

I encourage everyone to join a Toastmaster club.

Jim McMorran, DTM • East Coast Raconteurs  
Halifax, Nova Scotia, Canada



**"If you know how to turn obstacles into opportunity, why do I have to move my toys off the stairway?"**

It's OK to thank or apologize to an audience.

## A Question of Manners

As a Toastmaster, have you been advised not to say “thank you” to your audiences? Or have you been told it's inappropriate to apologize to them?

Well, I'm here to dispute both these commands from an etiquette point of view.

When I've heard the advice “never say thank you to your audience” during a Toastmasters evaluation, the reason typically is that “audiences should be thanking *you!*”

Well, audience members *do* thank their speakers – if they've received worthwhile content. They clap, they smile, they may even cry as a result of your talk. And sometimes they even contact you afterward to find out more about your subject. They don't *have* to thank you. But when all goes well, they happily say thanks in these ways. Now that's success.

Remember, you speak to persuade, inform, inspire or entertain others. If those in your audiences don't clap, smile or respond in any way, you get the message loud and clear. It's time to go back to the drawing board!

Look at it this way. Audience members give you something of value as well: They gave you their precious time. What could be more valuable than that? I presume they also listened and gave you their full attention. Those two things alone allow you to do what you came to the lectern to do – present material of importance to them.

I always thank people who make whatever I'm doing go smoothly. Don't you? Then why should good manners change from behind the lectern? Saying “thank you” to your audience members is, quite frankly, just plain good manners.

When I heard Bill Clinton, the former American president, give a speech in Vancouver, Canada, I noticed he took time at the end to thank everybody right down to the lighting technicians. I found this impressive and heart-warming – it demonstrated consideration and impeccable manners.

I do, however, agree that you should avoid using “thank you” as a way to sum up or close your speech. Words of gratitude and acknowledgment come *after* you've given audience members a compelling close that leaves them with a message to remember.

What about apologizing? I often hear Toastmasters emphatically say “never, ever apologize!” I disagree. The need to apologize changes based on circumstances.

**“Good etiquette belongs wherever people gather.”**

When is it bad form to apologize and when is it recommended? Don't apologize if you forgot to bring a handout or didn't get a piece of research done. Never tell audience members what you intended to do and then add on an apologetic explanation. If you did that, you'd be apologizing to benefit *yourself* and not them. Sure, you may feel better by saying something. But don't expect them to feel better as a result.

In addition, I guarantee your presentation will come across more powerfully – and your listeners will be happier – if they don't hear that something is missing. I compare it to receiving a puzzle from someone who then says, “Oops, sorry, but some pieces are still missing!”

Your listeners won't notice an

omission. But your credibility will suffer if you tell them about what you *meant* to do or bring. Remember, no one likes being told about missing puzzle pieces.

Having said that, is there a time when people benefit from your apologizing? Yes. When audience members have been inconvenienced *physically* in some way. (I mean physically, not mentally, such as giving too much data. Apologizing wouldn't help your credibility; after all, you knew the amount of data ahead of time so you're not referring to something you can't control.)

However, I suggest you do apologize for problems that affect everyone in the room: If it's too hot or too cold; if the lights go out; if there aren't enough chairs for

everyone; if you have to tolerate noise coming from another room.

As you know, a prepared speaker checks into these physical considerations before presentation time. But challenges like these happen in spite of your being well organized. So when they do, it's good manners to express regret to people in your audience. Let them know you empathize with their discomfort. It will make everyone feel better – including you – and it's simply the right thing to do.

Good etiquette belongs wherever people gather. It's especially important to show your best manners when you're the one in charge at the podium.

**Margaret Page, CL**, is a member of Sun Shine Toastmasters in Sechelt, Canada, and is a Vancouver-based etiquette and protocol consultant. Reach her at [www.etiquettepage.com](http://www.etiquettepage.com).

# 5 Sure-Fire Tips for Great Speeches

By Patricia Fripp, CSP, CPAE

**“You’ll remember what you intend to say and your audience will remember what they heard.”**

**1 Come out punching!** Grab your audience’s attention. One way is to make a startling statement. For a recent speech to the National Speakers Association, I walked out and immediately started building a word picture: “Columbus, Ohio. December, zero degrees, 2,000 people trudging through the snow to hear four speakers...”

Don’t waste your audience’s time with trivialities. I heard a speaker in my home town of San Francisco starting his presentation with how nice it was to be there, how great the weather was, and how he loves our restaurants. Who cares? I didn’t race across town to hear him talk about weather and restaurants. I was there to hear about sales and marketing ideas and he was supposed to be an expert.

**2 Monitor your “who cares?” factor.** Tape your talks, then listen to them, asking “Who cares?” after every statement or segment of material. If no one really does, don’t say it. This is a great way to see if you are saying anything of value.

**3 Be funny... maybe.** Humor can add a lot to your speech, but it must fit you and your topic. If humor is appropriate to your topic, use it, but go for laughs that grow naturally out of your content. Avoid old, tired jokes that may not be appropriate, or that people may have heard before.

A friend from AT&T called me late one evening. “My boss is giving a speech tomorrow. He needs a joke.”

“Is your boss funny?” I asked.

“Well...not really,” he replied.

“Then don’t try to make him funny,” I said. “Get him to be inspiring.” I looked through my reference books and found quotes that fit the speaker’s points much better than any joke could.

If you decide to risk humor, ask yourself and others, “... Am I really funny?” Be brutally honest.

**4 Organize with a three-part outline.** A good way for both beginning and advanced speakers to organize their material is to use the three-part Alcoholics Anonymous format:

- This is where I was.
- This is where I am now.
- This is how I got from there to here.

It is a great structure because it is so easy for both speaker and audience to remember. A woman in Yuma, Arizona called me. “I have to give my first speech in three

weeks,” she said. “Would you send me one of your tapes so I can learn how to do it?”

“It doesn’t work quite like that,” I told her, “but tell me, what group are you addressing?”

“The Yuma Board of Realtors,” she said.

“Why have they invited you to speak?” I asked.

“Because I have been very successful in the real estate industry.” So I suggested she use the three-part Alcoholics Anonymous outline. (The first two points can be reversed.)

1. This is where I am: “Last year I sold \$18 million dollars in real estate in a slow market.”
2. This is where I was: “Eight years ago when I got my license, I had never sold anything but Girl Scout cookies.”

3. This is how I got here: “First I...”

**5 Develop your content** This is content I suggested:

- Advice from her sales manager that worked
- What she learned from other agents
- What she did well naturally
- What she did not know that amazed her once she had learned
- Sales she fell into
- Sales she almost lost
- Sales that were out of the unusual
- What she would do differently based her eight years experience
- Anything really entertaining.

I also suggested she keep a notepad on her desk so she could jot down ideas as they came to her. Then, when it came time to sit

down and put it all together, it was fine if she lacked some inspiration because most of her ideas were already written down.

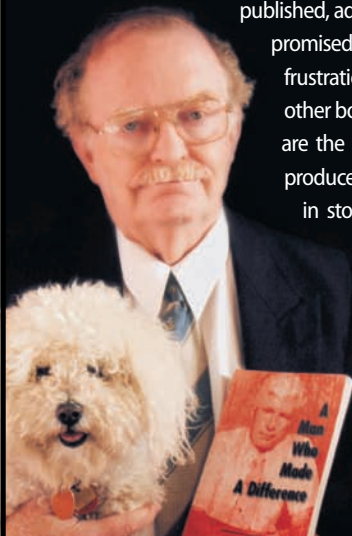
She used the structure and reported later that the talk was a big hit. Even if you add more sections to your speech, keep your outline simple. You’ll remember what you intend to say and, with these five tips, your audience will remember what they heard. **T**

**Patricia Fripp, CSP, CPAE**, is a San Francisco-based executive speech coach, presentation skills trainer and professional speaker. She is the author of *Get What You Want!* and *Make It, So You Don’t Have to Fake It!*, and is a past president of the National Speakers Association. Contact her at [www.fripp.com](http://www.fripp.com).

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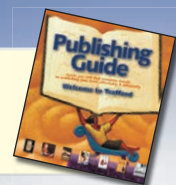
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Take a look at your **plan**,  
your **setup**, your **audience**  
and your **past performance**.

# Look Before You Leap in front of an Audience

By Dan Naden, CTM

**Y**ou have to give a product training presentation to a large number of potential new customers within the next few weeks. What's your plan? Is your audience large or small? What do they already know about the product? Are you trying to educate, to inform and/or to help them grow revenue?

Stay aware and actively **'LOOK'** as you plan, execute, and ultimately learn from your presentation.

## Look at Your Plan:

Your presentation's plan should be simple and straightforward.

- What are the benefits of the new product?
- What are the features and functionality?
- How does this product differ from the former product?
- What will you tell customers about this new product?

As always, leave plenty of time for questions. And don't be afraid to repeat, repeat, repeat. The more you reiterate a specific benefit or feature, the more likely it will stay with your audience.

No matter how much it is indoctrinated at your workplace, PowerPoint is not always the best approach to deliver a message to an audience. The problem with PowerPoint is that the program draws too much attention to itself. Professionals often claim to be PowerPoint experts, capable of spinning, zooming and window-shading a myriad of shapes and sizes onto a presenta-

tion. But doing so draws focus to the slides and away from the audience. Instead of telling the audience about the various features and functionality in the new service, why not try showing them the new product live? If you must use slides, use them as supplementary material and keep the words to a minimum. One of the best PowerPoint presentations I have seen relied heavily on pictures, images and charts. Surprisingly, the visual presentation contained very few words.

If you use PowerPoint sparingly (my recommendation) or not at all, you may want to consider interactive exercises or breakout sessions that involve the audience in your presentation.

## Look at Your Setup:

Once arriving at the destination for your presentation, be sure to check for some key setup particulars.

**Technology:** You want to LOOK prepared. Arrive at least 30 minutes before your presentation begins so you can check the complete technology setup. Check your computer, including cables, connections, projector and mouse. Bring extra batteries for your laptop and an extra





extension cord in case none are available. Be ready to give your presentation technology-free if there is a major glitch at the facility. A presentation that stumbles out of the gate because of a technology or technical issue will have a long uphill climb to credibility. Your audience will undoubtedly remember your awkward start more than the actual point you were trying to make.

**Room configuration:** You have requested a certain room configuration, but upon arriving at your destination, you find something completely different. This happens more often than you might think. But you are prepared. You've arrived early enough that you can help reconfigure the room to your liking, or even move the entire setup to a different room. You will want to check for appropriate lighting, table and chair setup. Remember that slides are not the focus; the audience is. Your room arrangement should encourage dialogue, interaction and discussion.

**How will the session end?** Your setup analysis should include plans for "how people will leave your session." What message do you want each attendee to take home? A handout summarizing key points may help reinforce the covered topics. (You may need an additional table to house the handouts.)

Collecting business cards, although cliché, can serve as a simple way to ensure quick follow-up with all attendees. Attendees will always have questions afterward, and you may not have time to answer them all during the session. Consider distributing your contact information after the session so that each attendee can contact you with unanswered questions. Better yet, you follow up with each attendee by providing a special offer or discount on the new product, or a list of tips on why this product will positively impact his or her business. Keep your message top of mind even after the presentation.

## Look at Your Audience:

Without your audience, you are speaking to an empty room, so treat them well. Your message should be catered to them:

**Look into their eyes.** This is not difficult. If you are intimidated by direct eye contact with strangers, get comfortable practicing eye contact with those you know (significant other, parents, friends, dog). If you are alone, practice your speech in the mirror and work on your eye contact. If you stay riveted to something other than your audience during your presentation, (the floor, the walls, your PowerPoint slides) you will lose your connection to your audience.

**Look at their body language.** If you've made solid eye contact throughout the room, yet you feel as if you've lost the audience, check their body language. Do they have their arms crossed? (Hint: They're disinterested.) Are their hands on their hips? (They're impatient.) Are they leaning away from you rather than toward you? (They're detached from your message.) If someone in the audience is exhibiting any or all of those characteristics, check a few things:

- **Your tone** – Is your voice too loud or too soft? Vary your voice tone consistently to keep listeners interested. You don't want to sound monotonous. Think of that 6th grade math teacher who put you to sleep. People don't want to strain to hear you, nor do they want to cringe if your voice is too boisterous or abrasive.
- **Your gestures** – Get your body into it. Your message will come across smoothly if your gestures match your words. Think of the last great play or movie you saw. Was the lead actor or actress dull or lacking any body or arm movement? No! The actor or actress jumped into the part, using his or her whole being to embrace the character.

- **Your message** – You certainly don't want your talk memorized. Be prepared to make adaptations in mid-stream depending on audience reaction. Depending on the time of your talk, you may catch your audience at the end of a very long day. Your long-winded, informative talk may need to freestyle into a punchy, action-oriented summary. Read your audience. Your success or failure is riding on their shoulders.

It is a rarity, but sometimes your audience will want to hear more from you. Make sure you have material that will cover the allotted time and then some. Give your audience time to breathe and give yourself time to analyze their status by doing something that scares even veteran speakers – *stop talking*. Take five seconds during a good transition point in your presentation and scan the audience. How many people are paying attention? Trust me. These five seconds will pay huge dividends in how the rest of your presentation will go.

## Look at Your Performance:

You've completed your presentation. You take a deep breath. "It's over," you say. Not true. This is where the real work begins. There will be a 'next' speech, so why not get ready for it now?

**Survey.** Your audience members want you to succeed. They want you to give a credible, informative even exceptional presentation, so use them to your advantage. A survey is a great way to get specific feedback from your listeners. If you have the resources, distribute a survey immediately after your talk and offer an incentive to each person who fills it out completely. Or e-mail an evaluation form to each participant shortly after the presentation. You want your presentation fresh in the minds of your audience when they take the survey.

**Ask Your Audience.** After the conclusion of your presentation, get out there and mingle with your audience members. They hold the keys to that one part of the presentation that didn't quite flow, or the one PowerPoint slide that contained too much text. Specifically ask for their thoughts on your performance and encourage them to be as candid as possible. This spur-of-the-moment feedback will go a long way toward improving your effectiveness for that next presentation. Always thank each audience member for attending, and especially thank those individuals who provide specific feedback on your performance. You will make mistakes in your presentation; this is a given. The key, however, is recognizing what those mistakes are so you can minimize them for next time.



**Check yourself.** After your presentation is over, and you've talked with audience members, how do you feel? Your hunch is usually right on more often than not. If you think you sounded monotonous, you probably were. Did your gestures feel stiff and restricted? You nailed it.

As these thoughts come to you, write them down in an "improvement journal." This journal should contain all of your internal talk immediately after a presentation. Next time you are preparing for an important presentation, consult your journal. You can probably avoid some typical mistakes by learning from your past performances. A great presentation today happens when you learn and adapt from the mistakes that you made in the past.

It is now time for you to act. If you follow my four simple points, you will be on your way to solid presentations:

- Look at your plan
- Look at your set-up
- Look at your audience
- Look at your performance

You can be a superb presenter. All it takes is preparation and ongoing reflection. **T**

**Dan Naden, CTM**, is a member of the Balcones Toastmasters in Austin, Texas. Reach him at [dnaden@yahoo.com](mailto:dnaden@yahoo.com).

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Improving the process of setting membership dues.

## We've Heard Your Call!

Your Vote Counts! Please vote "FOR" this proposal



Clubs will vote on this important proposal at the Annual Business Meeting on August 24, 2007. Following is a description of the proposal. If approved, the change will become effective after the Annual Business Meeting in August, 2007:

### Proposal A: Improving the Process of Setting Dues

The current process of voting for any increase in membership dues is lengthy and cumbersome. For all of this effort, no requested increase has ever been declined. Your Board of Directors recommends that you vote "FOR" this proposal. For more information, visit [www.toastmasters.org](http://www.toastmasters.org). Information about the proposal will be included with the proxies being sent to all club presidents on March 31, 2007.

Currently the amount of membership dues is designated in Toastmasters International bylaws. Changing the bylaws requires a vote by the membership – a long, difficult and costly process, as demonstrated in 2005. A member survey was conducted. Respondents overwhelmingly indicated that a more streamlined and incremental approach is needed. During its August 2006 meeting, Toastmasters' Board of Directors drafted a proposal to move the dues amount from the bylaws and place it into policy. Policy already gives the Board the

ability to set fees for new members, new clubs and reinstating clubs.

If the proposal is approved and the amount of membership dues is placed in policy, any future dues increases will be small and incremental as opposed to the larger, less-frequent increases of the past. The new proposal will also simplify the process and allow Toastmasters International to conform to standard business practices used by

other professional associations. Most non-profit, professional and trade organizations include their dues structure in policy rather than in bylaws.

While most members understand the need for dues increases, they prefer to receive them incrementally as opposed to the 50 percent increase endured by members in 2005. Though there had been no increase from 1992 to 2005, members protested when eventually faced with the large increase in membership dues.

Membership dues will not necessarily be increased right away, nor will they necessarily be raised at each review. If approved, the policy will require the Board to review the issue every three years, beginning in 2009. However, no dues increase is projected in the near future.

This will benefit districts, clubs and members. With the streamlined process this proposal provides, districts will be able to focus their energy and time on providing support for their clubs and members. The smaller increases should keep dues more affordable for members. Also, with more moderate increases, the clubs should be better able to attract and retain members. Moreover, this change will allow the organization to direct its resources to develop new materials for members and clubs. ■

### Remembering 2005

In 2005 Toastmasters International faced a crisis. The organization needed a 50 percent membership dues increase to balance its budget. It was the first increase in 13 years, and membership dues went from \$36 annually to \$54, sparking protests from members. World Headquarters was inundated with e-mails and phone calls. While most members understood the need for the increase, they were concerned about the dollar amount and the timing of it. World Headquarters followed up on these comments with a formal survey of members. More than 3,200 replied, and the overwhelming majority were in favor of improving the process for setting membership dues.

**The legendary Apple CEO succeeds on stage because he doesn't sell products, he sells experiences.**

## Wow 'Em Like Steve Jobs

The Apple CEO is well known for his electrifying presentations. Here are five tips to make your next talk just as mesmerizing – or close.

Apple Inc., now celebrating more than 30 years of innovation, has revolutionized the way we use computers and listen to music. Now its charismatic co-founder, Steve Jobs, has transformed the corporate pitch. Anyone who has watched a Jobs keynote will tell you he is one of the most extraordinary speakers in corporate America. Jobs learned a long time ago that a leader must be a company evangelist and brand spokesperson.

As a communications coach and former business journalist, I have spent plenty of time with Apple executives and have watched my share of Jobs' presentations. He is magnificent. But whether you are pitching a hot gizmo, such as the iPod, or a hot sub sandwich, a story is a story and your goal is to win

customers. Here are Jobs' five keys to a dazzling presentation:

### **Sell the Benefit**

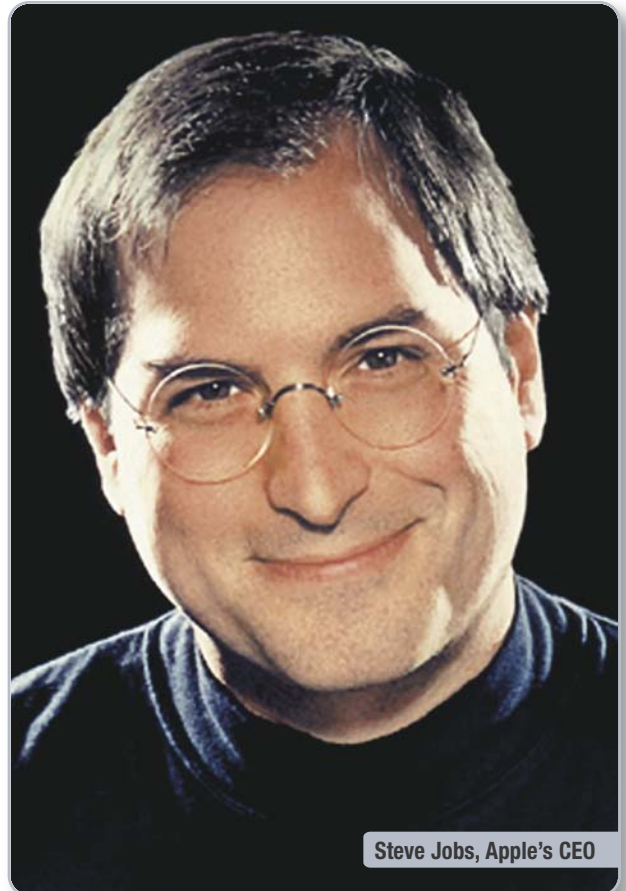
Steve Jobs does not sell bits of metal; he sells an experience. Instead of focusing on mind-numbing statistics, as most technologists tend to do, Jobs sells the benefit. For example, when introducing a 30 GB iPod, he clearly explains what it means to the consumer – users can carry 7,500 songs, 25,000 photos, or up to 75 hours of video. In January when Jobs introduced the first Intel-based Mac notebook, he began by saying, "What does this mean?"

He went on to explain that the notebook had two processors, making the new product four to five times faster than the Powerbook G4, a "screamer" as he called it. He said

it was Apple's thinnest notebook and comes packed with "amazing" new features like a brighter wide-screen display and a built-in camera for video conferencing. It's not about the technology, but what the technology can do for you.

### **Practice, Practice, and Practice Some More**

Jobs takes nothing for granted during product launches. He reviews and rehearses his material. According to a *Business Week* article on February 6, 2006, "Jobs unveils Apple's latest products as if he were a particularly hip and plugged-in friend showing off inventions in your living room. Truth is, the sense of informality comes only after grueling hours of practice." The article goes on to say that it's not unusual for



Steve Jobs, Apple's CEO

## “It’s not about the technology, but what the technology can do for you.”

Jobs to prepare for four hours as he reviews every slide and demonstration

### Keep It Visual

Speaking of slides, there are very few bullet points in a Jobs presentation. Each slide is highly visual. If he’s discussing the new chip inside a computer, a slide in the background will show a colorful image of the chip itself alongside the product. That’s it. Simple and visual.

Apple’s presentations are not created on PowerPoint, as the vast majority of presentations are. But PowerPoint slides can be made visual as well. It’s a matter of thinking about the content visually instead of falling into the habit of creating slide after slide with headlines and bullet points. I once worked with the vice-president of a public company who planned to show more than 80 data-heavy slides in a 40-minute presentation. Imagine how quickly his audience would have tuned out.

After I showed him just how visual his message could be, he went back to the drawing board, dismantled his existing presentation, and reduced it

to about 10 image-rich slides. The next day a newspaper reporter wrote that my client had “wowed” analysts and investors. The stock rose 17% in the days that followed. Take a cue from Jobs and help your listeners visualize the message!

### Exude Passion, Energy, and Enthusiasm


Jobs has an infectious enthusiasm. When launching the video iPod, Jobs said, “It’s the best music player we’ve made,” “It has a gorgeous screen,” “The color is fantastic,” and “The video quality is amazing.”

The first time I watch my clients present, I often have to stop them to ask if they are sincerely passionate about their message. They usually assure me they are, but they tend to lose energy and enthusiasm when they fall into “presentation mode.” Jobs carries his enthusiasm into his presentations.

There is no better example of Jobs’ passion than the famous story of how he convinced John Sculley to lead Apple in the mid ‘80s by asking him, “Do you want to sell sugared water all your life or do you want to change the world?”

The former Pepsi executive chose the latter and, although the pairing ultimately failed to work out, it reflects Jobs’ sense of mission – a mission that he conveyed consistently in the early years of Apple and continues to convey today.

### “And One More Thing...”

At the end of each presentation Jobs adds to the drama by saying, “and one more thing.” He then adds a new product, new feature, or sometimes introduces a brand. He approaches each presentation as an event, a production with a strong opening, product demonstrations in the middle, a strong conclusion, and an encore – that “one more thing!” 

**Carmine Gallo** is a Pleasanton, California-based corporate presentation coach and former Emmy-award winning TV journalist. He’s the author of the book, *10 Simple Secrets of the World’s Greatest Business Communicators*.

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# Toastmas

Many organizations support Toastmasters training for their employees. The McGraw-Hill Companies even offer a \$1,000 incentive to employees for earning their CC awards. To date, they have awarded close to \$120,000 to members of their 12 Toastmasters clubs.



Harold McGraw III, Chairman of the Board, President and CEO of The McGraw-Hill Companies, Inc.

**H**arold "Terry" McGraw III, Chairman of the Board, President and CEO of The McGraw-Hill Companies, Inc.

*graciously took the time last year to explain his corporation's support for Toastmasters clubs. Founded in 1888, The McGraw-Hill Companies provide global information services in the financial services, education and business information markets through brands such as Standard & Poor's, McGraw-Hill Education, BusinessWeek and J.D. Power and Associates. The corporation has more than 280 offices in 40 countries.*

**How long has Toastmasters been active within your organization?**

**Harold McGraw III:** We are proud that 2006 marked our 15-year anniversary.

**How and where did it get started?**

Our first Toastmasters club was chartered in 1991 at The McGraw-Hill Companies' corporate headquarters in New York City.

**Who or what was the driving force behind its inception?**

Communication is a vital component of any successful business. It is the lifeblood of The McGraw-Hill Companies and essential for building strong relationships with shareholders, customers and employees. With that in mind, we founded our first Toastmasters club with the goal of fostering an environment that would provide our employees with opportunities to enhance this important skill set and that would allow them to grow as professionals.



# ters at McGraw-Hill

## Please comment on Toastmasters' growth at The McGraw-Hill Companies.

I'm very excited about how we've broadened our Toastmasters program. Today, we have 400 employees participating in 12 clubs throughout the U.S., and look forward to those numbers growing as we move forward.

## Both personally and corporately, how do you support Toastmasters membership in your organization?

Toastmasters has really put together an excellent program. We are continually raising awareness of the program and the critical skill set it can bring to our employees.

## What the Employees Say:

**M**any McGraw-Hill employees have benefited by the \$1,000 bonus for earning their CC (or CTM) award. One of them is Romina DeNicola, an employee at *Business Week's* customer solutions department in New York City, who says:

"Since joining Toastmasters a year and a half ago, it has helped me to strengthen my communication skills and think on my feet. While I am grateful for reaching my CC status, I still feel I have room for growth, and the best way to improve is by practicing. Toastmasters provides a great forum for doing that. If you are committed to participating in the meetings, your communication skills will improve immensely.

"While the award from the company was an incentive to start the Toastmasters program, ultimately it's up to you to see how far you want to take it."

And Tomas Timko, an account manager for McGraw-Hill Construction in Heighstown, New Jersey, says this:

"At the time I was hired by McGraw-Hill, I had not heard of the Toastmasters organization. During my first month of employment, I decided to attend one of the meetings and was greeted by friendly members and officers.

"I continued to attend meetings and enjoyed listening to members speak about various subjects of their choice. The twice-a-month lunch meetings became a very enjoyable anticipated break from work. As I started my program leading to CTM status, it became evident that I was lacking confidence in public speaking. With each Toastmasters speech I completed, my communication skills improved and I gained self-confidence.

"At McGraw-Hill Construction, people I speak to over the telephone appreciate the communication skills I've acquired through my involvement with Toastmasters. And as president of my son's high school's parent-teacher association, I'm now much more confident in my leadership role.

"Mr. Terry McGraw attended our Toastmasters meeting recently and said he would give everyone a \$1,000 incentive award to better themselves. It was a real treat to have the President and CEO visit our club meeting. My \$1,000 incentive for earning my CTM went directly to my son's college fund. The friends and experiences gained at Toastmasters have become assets in life and resources to real prosperity.

"Mr. McGraw, thank you for building confidence and relationships among employees from around the globe."



Romina DeNicola, CC



Tomas Timko, CTM

For example, we established a \$1,000 incentive award in 2001 for employees who achieve Competent Communicator status. I believe we are the only organization in the country with this type of program. To date, we have awarded close to \$120,000 in incentives to Toastmasters across the corporation.

We also want to be flexible enough so that our employees can be actively engaged in Toastmasters. As a result, most of our Toastmasters clubs meet during the workday, typically during the lunch hour.

**What do you see as Toastmasters' greatest benefit(s) to your organization?**

Having a strong culture that emphasizes effective communication is incredibly important to the success of any company. That's particularly true here at The McGraw-Hill Companies where we are known as a leading global provider of information services. Together with the strength of our leading brands such as Standard & Poor's, McGraw Hill Education, *BusinessWeek* and J.D. Power and Associates, our employees are delivering insight, analysis and solutions that open a world of opportunity for countries, markets, businesses, institutions and people around the globe.

The McGraw-Hill Companies is also a large organization that operates with a number of different business


units. The Toastmasters program provides an important chance for employees to expand their peer network and collaborate with employees whose paths they may not otherwise cross.

Taken together, these professional development and networking opportunities strengthen our business by encouraging our employees to develop their talents and by offering occasions to become more connected to their colleagues.

**Do you personally ever attend meetings or special Toastmasters events?**

I have in the past and continue to attend meetings as a way to show my support and to encourage other employees to become active in Toastmasters. The program is such an asset to our employees that I make a point to be involved.



**What would you say to heads of other organizations to encourage them to support Toastmasters?**

Results tend to speak louder than words. All any leader has to do is look at the benefits individuals receive from their participation in Toastmasters and, more broadly, examine the results Toastmasters in general has achieved to see the value the program adds. 



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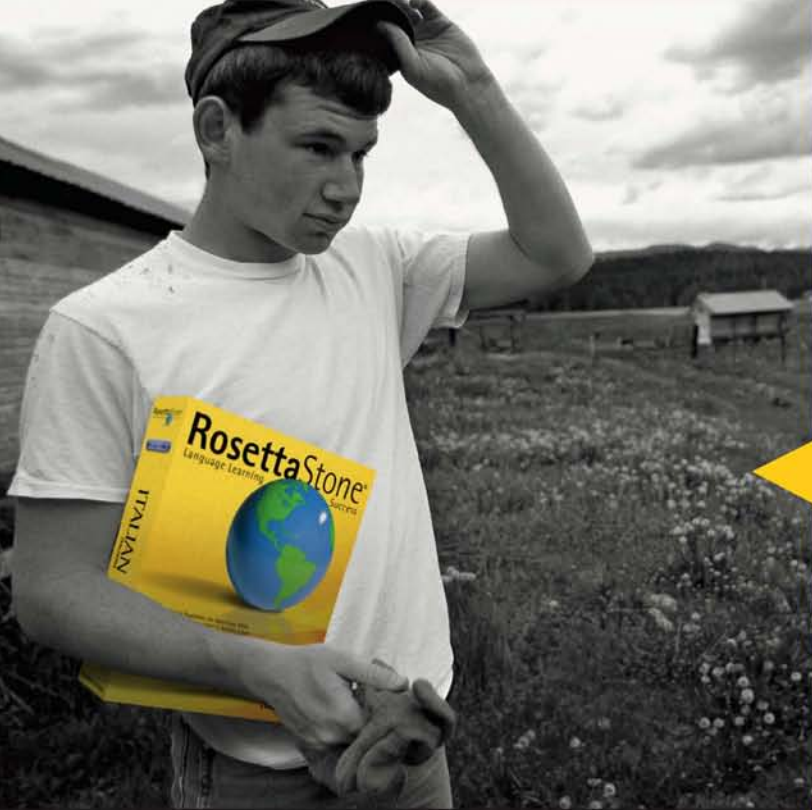
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**He was a hardworking farm boy.**

**She was an Italian supermodel.**





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**Chicago Toastmasters inform and entertain while serving as official parade announcers.**

## District 30 Hosts Thanksgiving Parade

✦ The annual Thanksgiving Day parade along State Street in Chicago consists of a wide variety of marching bands that perform with amazing synchronicity. In keeping with a 74-year tradition, there are extravagantly decorated moving floats, bigger-than-life character balloons, and numerous groups and organizations that come together to celebrate the season and entertain spectators. The 2006 parade was no different in the variety of performers and participants entertaining the crowds. What *was* different however, was the addition of on-site parade announcers.

Historically, only those watching the parade on television learned details about the various parade participants. Last November, for the first time, organizers decided on having onsite announcers informing spectators about entertainers they were seeing. Who better to fit the need for energetic, entertaining and articulate speakers than District 30 Toastmasters? Public Relations Officer Allen Green networked with parade officials, sponsors, contractors and volunteers through months of planning and coordination. This effort resulted in Toastmasters being official parade announcers – and Green earned his Advanced Leader certification!

Early on November 23, District 30 volunteers proudly donned their custom-made Toastmasters sashes



and headed for duty. Speaking to crowds from elevated platforms along the parade route, Toastmasters informed and entertained the crowds during the three-hour holiday event. In addition to providing the onlookers with fun facts and entertaining statistics about the parade participants, they sang, danced and encouraged everyone – from the very young to the most senior – to join in the fun and embrace the moment! They were well received by the crowds and approached afterward by spectators wishing to learn more about Toastmasters membership.

The members and officers of District 30 were pleased to represent Toastmasters International with



**District 30 Toastmasters were energetic and articulate parade announcers.**



pride and polish. In the months preceding the parade, they prepared, practiced and performed to ensure this pilot program would represent Toastmasters International in the best possible light. By all accounts, it was a success. **T**

**Kim Taylor, CC** is an area governor in District 30 and member of Toastmasters Plus Club in Schaumburg, Illinois.

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# Confessions of a Freelance Speechwriter

By Colin Moorehouse

**The work is hard, independent and anonymous, but the rewards are many.**

I remember the day I told my professional colleagues that I was quitting my job in government communications. They e-mailed me back saying how brave I was – which I took as code for how stupid I was. Here I was quitting my well-paying, fully pensioned, health-cared job to make money as a flak for hire. I could visualize them rolling their eyes, thinking I had taken

leave of my senses. “How could he choose the most boring form of writing?” I could hear them muttering, and reflecting, I suppose, on all the boring speeches they had heard or written.

I took another view. I hated all the other stuff: The endless meetings. The bureaucratic rules. Everything that actually got in the way of doing your job. I had written or reviewed a ton of speeches on the job, so I knew I had the necessary skills. I had also come across a statistic that said in the United States alone, more than 100,000 speeches are given every 24 hours. I knew, too, that most speakers didn’t write their own speeches. Hmm. There might be a market here. And my timing was great because in 1993 e-mail was just becoming common. That meant I could deliver speeches to potentially any client anywhere rather than being restricted to my home city.

So I abandoned my doubts to embrace a new challenge. I’ve never regretted it for a moment.

But before you chuck your well-paying, fully pensioned, health-cared job, let me give you a checklist of the pros and cons of the freelance life.

On the plus side, freelance speech writing can be endlessly

fascinating because you never know what you are going to be asked to write about – social policy, health or environmental initiatives, labor relations and worker compensation, banking, corporate social responsibility, international affairs or finance. Your topic could be anything!

The second plus is that we sometimes get to rub shoulders with the rich and semi-famous. These are people who in other circumstances would be out of my league. I mean no self-deprecation by this. It’s just that under normal circumstances I don’t get to hang out with multimillionaires or captains of industry or senior members of government. But when they turn their attention to the words that will come out of their mouths, they want to talk to their speechwriters. And they want to talk to them now! So, we are brought into their professional circle for a short time – a brief vicarious thrill.

What else? We don’t often get roped into office politics or useless meetings. Our clients really like us because we are saving them their most precious commodity – time. And, oh yes, the pay is pretty good.

But the most satisfying part of freelancing for me is this. As speechwriters we may not make



**“In the United States alone, more than  
100,000 speeches are given every 24 hours.”**

policy, but we sure get to “nuance” it. The first time you hear your words on a 15-second sound bite on the evening news, you realize that *you* get to articulate the first expression of a new policy or service. And if you do a really good job, you might find that articulation becomes an oft-repeated mantra within your client’s organization. With all this excitement it might be easy to forget that there is a downside. You won’t forget for long.

First, we work like the industrious ant. Because we have clients across time zones we get phone calls at very strange hours. We have to be prepared to work on “emergency” speeches, which can mean many lost weekends and late nights. We need to have very understanding families.

Second, the consequences of error are huge. Nobody is going to conduct detailed fact checking of our research. Embarrass a client just once by putting incorrect facts or clumsy syntax in her mouth, and we won’t hear from her again. Not ever. For good reason, too.

Also, the joy of sharing their passions notwithstanding, once you have agreed to a speech assignment

you are pretty much on your own. All communications directors want to know is if you can do the job. If the answer is “yes” they are on to other things. There won’t be a lot of hand-holding.

There’s more. Like a news reporter, you will have to do a lot of mining for factual details and their significance and do it all with a certain finesse so you don’t throw any political plans or aspirations into disarray. You must be able to absorb huge amounts of new information, all the while understanding you won’t be using 98 percent of it. But you have to inhale the useless so you can exhale the useful.

You need very finely tuned political antennae. You may be writing a speech for the CEO, but you aren’t a senior member of his or her staff. Moreover, your clients might not even want to let their people know that they are using freelancers. So you can’t go blundering around like a wounded walrus when you go digging for information.

Did I say the pay is pretty good? Well it is. But not nearly what it should be. And as for that working with celebrities, for every time that

happens, you will have 20 other occasions when you never meet the client. In fact, many of your clients will be thousands of miles away.

Sometimes you’ll wonder when burnout will come, or if you can ever have another original thought for a long-term client.

Perhaps I have deterred you from quitting your day job. Perhaps that’s a good thing. If you want to be a prophet honored in your own time, don’t be a freelance speechwriter.

You will be confined to relative anonymity. The best you can hope for is a good reputation in the communications community and possibly “he wrote good rah-rah” as your epitaph. *But it is such fun “rah-rah!”*

If I had my life to do over, I would be a Hollywood scriptwriter, composing dialogue. At least, in my current life, I’m able to write monologue. I get paid to put words in other people’s mouths...and I never know what the next phone call will bring.

Pretty cool. **T**

**Colin Moorhouse** has been a freelance speechwriter for more than a decade. Visit his Web site and free newsletter at **[www.weneedaspeech.com](http://www.weneedaspeech.com)**.



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# Everyone is Talking...

**Come to the International Convention in Phoenix, Arizona, August 15-18, 2007, at the J.W. Marriott Desert Ridge Resort and Spa!**

*Perhaps you joined Toastmasters a year ago, and you're happily working through your CC and CL manuals. You've attended meetings regularly, enjoying the camaraderie and learning that come with the experience. But is that the entire Toastmasters tradition? Could you be missing something?*



If you haven't yet attended a Toastmasters' International Convention, then you have indeed missed an important part of the TI adventure. Here's your opportunity to remedy that!

Each year, the Convention is staged in a different location, so you get to expand your horizons geographically as well as socially and intellectually. It's an opportunity to make new friends from clubs all over the world. Inspiring seminars will teach you the latest tips and techniques for success as a speaker and leader. Many speakers have names you'll recognize from the *Toastmaster* magazine. Special events are included, such as sightseeing tours for spouses or guests of Toastmasters. For the devoted Toastmaster, the International Convention is the highlight of the year. And if you haven't yet seen the World Championship of Public Speaking, you don't know what you are missing! It's the ultimate speech contest, an annual event that showcases the best speakers from around the world. Come and find out what everyone is talking about!

You will find the schedule of events on the next few pages. The adventure awaits!

## **Register Early!**

Toastmasters International offers registration options so you can save money. Early registration is strongly recommended. After July 23, 2007, registration fees will go up by as much as \$50. Registering for the convention is easy. Simply complete the convention registration forms on pages 29-31, or register online by visiting the Toastmasters International Web site at [www.toastmasters.org](http://www.toastmasters.org).

## **Convention Schedule**

The convention begins Wednesday, August 15, and ends Saturday evening, August 18, featuring great speakers and fun events. Join friends in a week filled with learning, achievement and fun! Take advantage of an educational program that lets you choose from four tracks: Communication, Skill Building, Leadership, and Club and District Success.



## Tuesday, August 14

### Interdistrict Speech Contests – 6:30 p.m.

Be sure to attend one of two concurrent interdistrict speech contests and watch speakers from districts outside North America compete for a final spot in Saturday's 2007 World Championship of Public Speaking. Be sure to mark your registration form to reflect the districts you wish to attend.

## Wednesday, August 15

If you're preregistered, you may pick up your ticket packet beginning at 10 a.m. World Headquarters will automatically pre-select your seats for the Golden Gavel Luncheon, the Folklorico Fun Night Dinner and Show, the World Championship of Public Speaking and the President's Dinner Dance. You can purchase remaining event tickets, but remember, these are subject to availability. So preregister and buy your tickets early.

Visit the District 3 Information Desk. Its hosts will introduce you to Phoenix's popular attractions. The Candidates Corner and Credentials Desk open Wednesday afternoon.

### TI Bookstore

Visit the TI Bookstore beginning at 1 p.m. It's stocked with great items for you to bring back to your club. Browsers are welcome!

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

Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International.

### First-Timers Orientation – 4 p.m.

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

### Opening Ceremonies – 7 p.m.

*Featuring W. Mitchell*

The traditional Parade of Flags kicks off this popular event at 7 p.m. Hear the report of International

President **Johnny Uy, DTM**, and get motivated by keynote speaker and author W. Mitchell, whose message is based on his book *It's Not What Happens to You, It's What You do About It*.

### Candidates Reception

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

## Thursday, August 16

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

Begin your day with a lineup of outstanding speakers. Choose from four tracks: Communication (*Track #1*), Skill Building (*Track #2*), Leadership (*Track #3*), and Club and District Success (*Track #4*).

### "Increasing Your Speaking Power to New Levels of Excellence" (Track #1)

*Jerry Teplitz, CSP*

Better understand and tap into your power as a speaker. This interactive session will show you how to maximize your presentation power by exploring the elements of a meeting environment.

### "Conflict Resolution: From Confrontation to Collaboration with the 3 C's" (Track #2)

*Dawn Frail, DTM*

Resolve conflict with an ethical mindset. Compromise for results that allow you to accomplish your goals. Choose the best solution and implementation plan to maximize team buy-in and turn confrontation into collaboration every time.

### "Twisting Attitudes, Not Arms" (Track #3)

*Debra Ann Ristau, DTM*

Learn a five-step process to develop a cohesive and success team. Discover how to overcome obstacles, understand differences and eliminate distractions that will keep you from accomplishing your goals.



International President  
Johnny Uy, DTM



W. Mitchell



Dr. Barbara DeAngelis  
Golden Gavel Award Recipient



Jeff Crilley



Ann Barab

**“Recruit New Club Members Without a Sales Pitch” (Track #4)**

**Terry Mayfield, ATMB, Accredited Speaker**

Membership growth is vital to any successful club, but knowing the best way to recruit members is sometimes difficult. Change your mindset from “selling” to “helping” people become members. Identify four different types of potential members.

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

**“Going Pro: Making the Move to Paid Professional Speaking” (Track #1)**

**Mike Rounds**

Mike Rounds, author of the *Clueless* book series, shares industry tips on what it takes to become a successful professional speaker. Don't have a media kit? Mike will show you how to create one that helps you get more paid speaking engagements.

**“How to Get Massive Free Publicity for Your Club” (Track #4)**

**Tony Rubleski, ATMS**

Do you know the question that will make or break your next chance for free media coverage? Find out why some press releases attract media coverage while the rest are ignored. Increase your membership by creating press releases that win attention and free publicity.

**Golden Gavel Luncheon – Noon**

Toastmasters International proudly presents media personality **Barbara DeAngelis, Ph.D.** with The Golden Gavel, Toastmasters' highest honor for communication excellence. An influential teacher in the fields of relationships and personal growth, she has reached millions of people worldwide with her positive message about love, happiness and the search for meaning in life. Barbara is the author of 14 books. Well-known for hosting a television show on **CBS TV** and a long-running radio talk show in Los Angeles, she has been a frequent guest on **Oprah, The Today Show, Good Morning America, The View,**



Jerry Teplitz



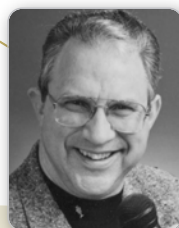
Dawn Frail



Debra Ristau



Terry Mayfield



Mike Rounds



Steve Howard



Mark D'Silva

**“The World's Worst Evaluators” (Track #2)**

**Steve Howard**

**Mark D'Silva, ATMB**

Laugh while you learn! These self-proclaimed “world's worst evaluators” will teach you what to avoid during the evaluation process. This audacious interactive presentation exposes the unpleasant characteristics of bad evaluators.

**“To Lead is to Serve: A Leadership Philosophy for Toastmasters” (Track #3)**

**Tim Keck, DTM**

**Alfred Herzing, DTM**

What are the core values of leadership and their importance in a club? Past International Presidents Tim Keck and Alfred Herzing lead a discussion about how to prepare yourself for future leadership opportunities. Learn more about the new *Competent Leadership* manual and the opportunities for leadership development within the Toastmasters learning laboratory.

**Geraldo**, and **Politically Incorrect**, as well as a regular contributor to **E Entertainment** and **E News**.

**Spouse/Guest Tour Package – Day #1 – 2:15 p.m.- 6:15 p.m.**

Back by popular demand! This tour features the Heard Museum in downtown Phoenix, which specializes in Southwestern Indian culture. Native American artisans demonstrate beadwork, weaving, sculptures and carvings, allowing visitors the opportunity to talk with them while they work. **Tour does not include refreshments.**

**Afternoon Sessions – 2:45 p.m.**

**“Blowing the Lid off Canned Presentations” (Track #1)**

**Daniel Goodrich, DTM**

Dan shows you how to personalize modules from *The Better Speaker Series* and *Success/Communication Series*. You'll learn creative techniques to modify scripted materials without changing the content or program objective.

### **“Turn Your Accent Into an Asset” (Track #2)**

**Ola Joseph, DTM**

So you have an accent. Everybody does! Don't let it negatively influence your presentations. Ola shows you how to turn your accent into an asset.

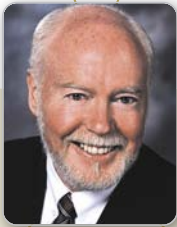
### **“How to Charter a Club in 60 Days” (Track #4)**

**Jack Mackey, DTM**

Do you know which organizations could benefit from participating in Toastmasters? Find out! Discover a step-by-step method to organize a Toastmasters demonstration meeting that will attract 20 or more people. Walk away with Jack's proven give-aways and charter your next club in 60 days.

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

You are invited to see Toastmasters give their second-level presentations for the 2007 Accredited Speaker Program.



Tim Keck



Alfred Herziing



Tony Rubleski



Dan Goodrich



Ola Joseph



Jack Mackey



Pat Gangi

### **Candidate Showcases – 5 p.m.**

Meet your international officer and director candidates as they address convention delegates.

### **Open Evening**

Stop by the host district information desk for some great dining and entertainment ideas.

**Friday, August 17**

### **Annual Business Meeting – 8 a.m.**

**Johnny Uy, DTM, Chairman**

**Herb Nowlin, DTM, Parliamentarian**

Delegates gather to elect international officers and directors.

### **Spouse/Guest Tour Package - Day #2 - 10 a.m.- 2:30 p.m.**

Enjoy a professional cooking demonstration with the desert valley's renowned chef, Vincent Guerithault. Chef Guerithault will delight you with a display of

kitchen tips and exciting recipes prepared while you watch. Immediately following the demonstration, lunch will be served! Bon Appétit!

### **Club Leadership Luncheon – 11:30 a.m.**

#### **“They Did What? Handling Ethical Challenges”**

Don't miss **Pat Gangi's** important presentation at this special luncheon for DTMs, immediate past and current club officers. Join fellow Toastmasters leaders and celebrate the success of Toastmasters International's 2006-2007 Distinguished Clubs.

### **Toastmasters and Guests Luncheon – 11:30 a.m.**

Are men commitment-phobic? Are they unable to talk about feelings and hopelessly resistant to change? Toastmaster Neil Chethik, author of the books *VoiceMale* and *FatherLoss*, tells you what men really think about their lives and relationships. You'll be surprised! This popular event is open to everyone, so be sure to purchase your tickets in advance.

### **Hall of Fame – 1:30 p.m.**

Toastmasters International's top performers are recognized for their outstanding accomplishments in 2006-2007.

### **General Education Session – 4 p.m.**

#### **“Positive PR – The Inside Scoop!”**

**Jeff Crilley**

Emmy-award winning television reporter and Toastmaster Jeff Crilley shares tips for getting publicity. Combining laughter with learning, Jeff's interactive presentation offers practical ideas on how to promote your cause without spending money.

### **Folklorico Show and Dinner – 7 p.m.**

Unwind with other Toastmasters and guests and enjoy this dinner and cultural performance. After the show, dance the night away. Cash bar provided.



# Saturday, August 18

## International Speech Contest – 9 a.m.

Watch the best in public speaking as 10 finalists compete for the title “World Champion of Public Speaking.” This is a popular event, so order tickets now!

Members interested in attending only the International Speech Contest may purchase an individual ticket for that event. This is a limited ticket allowing access *only* to the contest. See the convention registration form for more information.

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

### “Magnetic Moments: How to Connect With Your Audience”

*Anne Barab, DTM, Accredited Speaker*

Anne shows you how to craft a memorable keynote presentation. Discover the difference between teaching,

### “Beyond Bullet Points: Create Presentations that Inform, Motivate and Inspire” (Track #2)

*Cliff Atkinson*

Unload those boring, bullet-riddled slides and unlock the amazing story buried in your presentation. Communication expert Cliff Atkinson shares a three-step system for increasing PowerPoint proficiency.

### “Overcoming Your Self-Imposed Limits” (Track #3)

*Edward Hearn*

Ed Hearn, the 2006 World Champion of Public Speaking, will inspire you with examples of how to take charge of your life and become the leader you want to be. Learn to overcome negative self-talk and tap into your strengths!



Neil Chethik



Keri Sutter



Cliff Atkinson



Ed Hearn



Jon Greiner



Denise Abero



Catherine Angus



Theo Black



Eileen Hope

preaching and entertaining and learn tips for improving your storytelling and how to punch up your presentation with compelling visual techniques.

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

### “Make Your Point with Gestures” (Track #1)

*Keri Sutter, ATMS*

Keri gets you out of your seat in this experiential workshop. Learn the importance of speed, level changes, pathway, direction and rhythm, and how these movements can enhance your next presentation.

### “Panel Discussion: Achieving Success in the Distinguished District Program” (Track #4)

*Jon Greiner, DTM - Moderator*

*Denise Abero, DTM*


*Catherine Angus, DTM*

*Theo Black, DTM*

*Eileen Hope, DTM*

Join Past International President Jon Greiner, DTM, as he moderates a distinguished panel of experts who have served as governors of President’s, Select and Distinguished Districts. Learn from these Toastmasters as they share what it takes to achieve area, division and district success.

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

Dine and dance in elegance at this extravagant closing event. Past International President Dilip Abayasekara, DTM, is the Toastmaster for the evening, presiding over the installation of newly elected officers and directors. 

# Register On-line!

Register on-line at [www.toastmasters.org](http://www.toastmasters.org). Receive a confirmation of your convention registration instantly!

For airline and travel information, tax deductibility and automatic seat selection, visit the Toastmasters International Web site for information and details.



# 76th Annual Convention August 15-18, 2007

# REGISTRATION FORM

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

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

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

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

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

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

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

This is my first TI Convention  I require special assistance

## 1 "PRE-CONVENTION" INTERDISTRICT SPEECH CONTESTS

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

Interdistrict Speech Contest A (Tuesday)  
(Districts 51, 59, 67, 69, 71 and 79) \_\_\_\_\_ Member(s)/Guest @ \$40.00 = \$ \_\_\_\_\_

Interdistrict Speech Contest B (Tuesday)  
(Districts 70, 72, 73, 74, 75, 76 and 80) \_\_\_\_\_ Member(s)/Guest @ \$40.00 = \$ \_\_\_\_\_

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

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

## 2 "FULL" CONVENTION PACKAGE... ONLY When received before July 23 – \$535.00 When received after July 23 – \$585.00

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

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

Club Leadership Luncheon (Friday)

OR

Toastmasters & Guests Luncheon (Friday)

\_\_\_\_\_ Member(s)/Guest @ \$535.00 (received before July 23)  
\$585.00 (received after July 23) = \$ \_\_\_\_\_

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

## 3 "SPOUSE/GUEST" PACKAGE... ONLY \$425.00

Spouse/Guest must be non-member. This registration includes one ticket to each of the following:

- Tour: Heard Museum (Thursday)
- Golden Gavel Luncheon (Thursday)
- Tour: Culinary Workshop (lunch provided) (Friday)
- Folklorico Fun Night Dinner & Show (Friday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)

**No access to any educational sessions!**

\_\_\_\_\_ Spouse/Guest(s) @ \$425.00 = \$ \_\_\_\_\_

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

### 4 SATURDAY PACKAGE – ONE DAY ONLY

This **includes** only a ticket to the International Speech Contest and does not allow access to the educational sessions on Saturday, August 18. You may also purchase a ticket to the President's Dinner Dance.

\_\_\_\_ Member(s)/Guest @ \$75.00 = \$ \_\_\_\_\_
 \_\_\_\_ President's Dinner Dance @ \$85.00 = \$ \_\_\_\_\_  
**SECTION 4 TOTAL = \$ \_\_\_\_\_**

### 5 “A LA CARTE” REGISTRATION

**In order to purchase additional event tickets, you must have purchased package 2, 3, 4 or the “A La Carte” registration #5. A maximum of two additional tickets per event may be purchased – no exceptions! Access to all educational sessions included.**

<b>STEP 1</b>	—		____ <b>Member(s)/guest registration @ \$220.00</b> (received before July 23) <b>\$245.00</b> (received after July 23) = \$ _____
			____ Golden Gavel Luncheon ( <i>Thursday</i> ) @ \$75.00 = \$ _____
			____ Toastmasters & Guests Luncheon ( <i>Friday</i> ) @ \$55.00 = \$ _____
<b>STEP 2</b>			____ Club Leadership Luncheon ( <i>Friday</i> ) @ \$55.00 = \$ _____
			____ Folklorico Fun Night Dinner & Show ( <i>Friday</i> ) @ \$85.00 = \$ _____
			____ International Speech Contest ( <i>Saturday</i> ) @ \$75.00 = \$ _____
			____ President's Dinner Dance ( <i>Saturday</i> ) @ \$85.00 = \$ _____
			<b>TOTAL STEP 2 = \$ _____</b>
<b>STEP 3</b>			<b>SECTION 5 TOTAL = \$ _____</b> <i>(Add Step 1 and Step 2 totals)</i>

### 6 REGISTRATION TOTALS

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

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

**DEADLINE:** Advance registrations must reach World Headquarters by July 23. Cancellations and refund requests will not be accepted after July 23. Cancellations will not be accepted on-site – sorry, no exceptions!

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

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

MasterCard   
  VISA   
  American Express   
  Discover   
 Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_     
 Signature \_\_\_\_\_

**For quick, easy and instant registration confirmation, register online at: [www.toastmasters.org](http://www.toastmasters.org).**  
**Mail or fax this form to:** Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255  
 By attending this convention, attendees and speakers are hereby notified that their image or likeness in the form of live video, recorded video and still photography may be captured.

# J.W. Marriott Desert Ridge Resort & Spa

Welcomes...

Toastmasters International's  
**2007 Convention**  
 August 15-18, 2007



**MAIL THIS FORM TO:**

**J.W. Marriott Desert Ridge Resort & Spa**

5350 E. Marriott Drive  
 Phoenix, Arizona 85054  
 Hotel: (480) 293-5000  
 Toll Free in Canada and  
 U.S. 1 (800) 228-9290  
 FAX: (480) 293-3891

## Hotel Registration Form

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Number of nights you will stay: \_\_\_\_\_

Number of people in room: \_\_\_\_\_

Approx. arrival time: \_\_\_\_\_

(CHECK-IN 4:00 P.M. – CHECK-OUT 12 NOON)

Method of transportation:  Car  Air  Other

Late departures will be charged a full night's rate plus taxes.

**SPECIAL CONFERENCE RATES**

STANDARD GUEST ROOM	SUITE
\$139.00 Single/Double \$30 for third person per night	Phone hotel directly if suite is desired. Cost and availability vary.

**Please Note:** Special conference rates are based on reservations received by July 19, 2007, and room block availability.

After July 19, all subsequent reservations will be subject to availability at the current hotel rack rates.

**Please Reserve Accommodations For:** (please print or type)

Name (Last) \_\_\_\_\_ (First) \_\_\_\_\_ (Initial) \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Sharing Room With \_\_\_\_\_ E-mail \_\_\_\_\_

Special Requests:  King  2 Double Beds  Other (specify) \_\_\_\_\_

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.) ALL GUEST ROOMS ARE NON-SMOKING!

To guarantee your reservation we require first night's deposit by credit card or check. All rates are subject to applicable state and local taxes (12.07% per night). DO NOT SEND CASH.

Make check or money order payable to the **J.W. Marriott Desert Ridge Resort & Spa.**

Credit Card type \_\_\_\_\_

Credit Card # \_\_\_\_\_

Check # \_\_\_\_\_ Amount \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE DATE

**Don't Be a No-Show**

To cancel your reservation call (800) 228-9290 or (480) 293-5000. If you fail to arrive by midnight the day of your scheduled arrival, your room will be released and may not be available. **You must cancel your reservation 7 days prior to arrival to avoid being charged one night's room and tax.** Fax: (480) 293-3891

A room confirmation will be mailed to you as soon as possible.

**DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL**

# Get paid to speak by next week<sup>tm</sup>

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**From the desk of Darren LaCroix**

**Make 2007 your year!**



Dear Fellow Toastmaster:

Ever dream of being a professional speaker? What are you waiting for?

**Give me just 8 hours and I will knock 8 years off of your learning curve.**

Here's your chance to make 2007 the best year of your life by **launching your professional speaking career** while laying the foundation for multiple streams of speaking income! Let me show you how.

I don't want you to quit your day job—yet. However, what you *can do* is earn \$500-\$1,500 extra per month while learning to earn even more. What would that be worth to you?

My very first professional speech paid just \$75. Now, I earn more than I ever dreamed possible. I've condensed 12 years of my speaking business experience into this **proven, simple, and step-by-step system**.

**In this 8 CD set with 125-page system you will learn:**

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- Who will pay you and how to reach them.
- The 16 biggest mistakes that could stop your speaking career before it gets started.
- 5 specific ways to GET PAID TO SPEAK BY NEXT WEEK<sup>tm</sup> (these tips alone will pay for this program).
- One secret question that can get you a \$1,500 - \$6,000 bonus!
- 29 tools and forms that you need to get started quickly (they took me 12 years to develop).
- Seven different speaking business models and which is best for you.
- How to speak for free and still earn a huge income

**...And much, much, much more**

**What people have said:**

*"I have received my first speaking paycheck! You helped me avoid many of the pitfalls that others make."*

- Theresa Westcott, Houston, TX

*"You really helped me focus on my assets and realize that I am sitting on a gold mine!"*

- Andy Dooley, Orlando, FL

*"We increased our speaking rates 150% and they didn't hesitate."*

- Charlotte Endorf, Norfolk, NE

Take *your* next step. Satisfaction Darrenteed.

Stage time, stage time, stage time,

Darren LaCroix, 2001 World Champion of Public Speaking

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