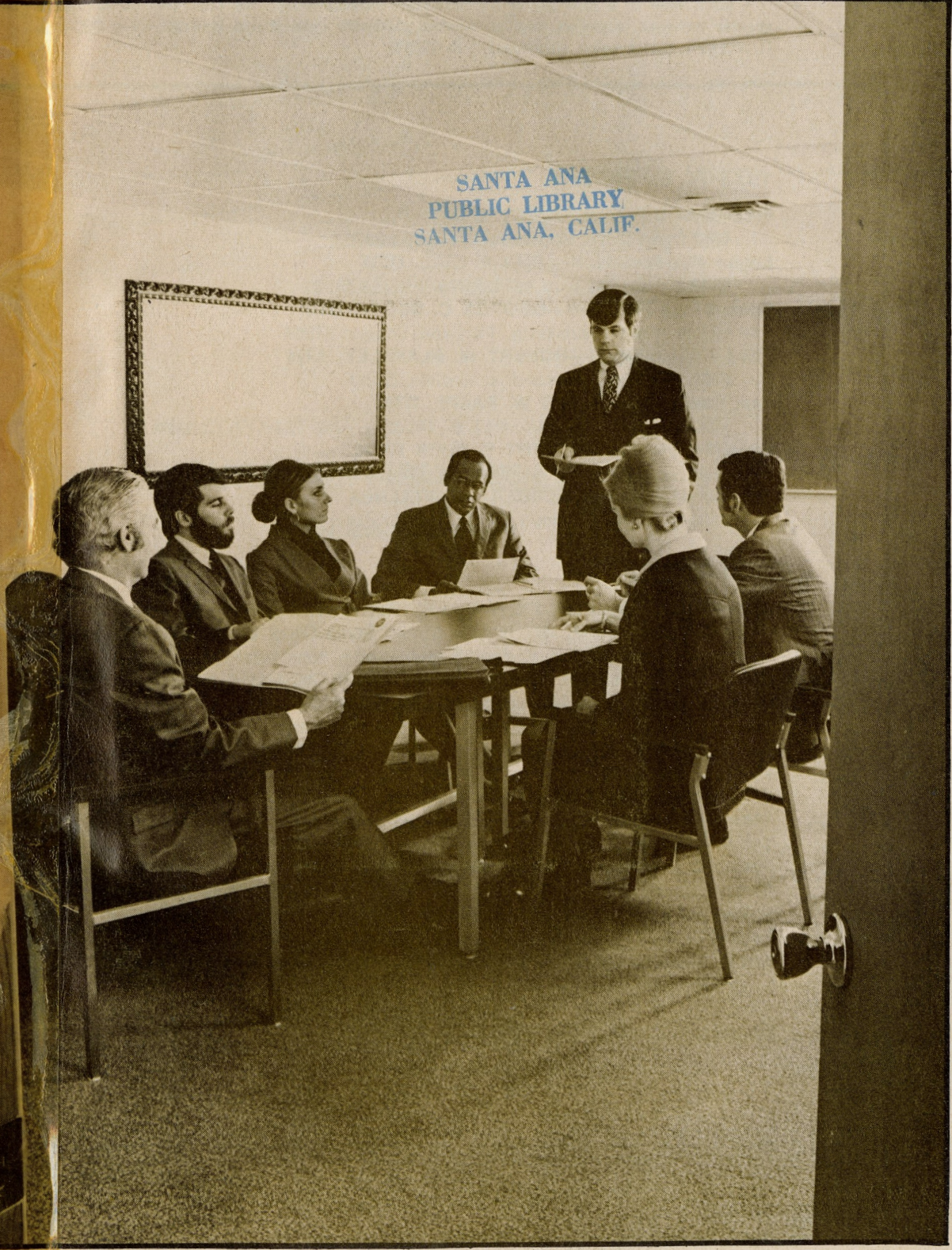


NOVEMBER 1973

November 1973

# THE toastmaster



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planning  
for the  
**50th**  
anniversary

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

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves, in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.

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## You Can Bank On This!

International President David A. Corey, DTM



It's a matter of simple bookkeeping to compute one's net worth by posting liabilities against assets. But there's more to it than that. What is not so simple is determining what are assets and what are liabilities—and putting a value on them. Oh, it's easy to count pennies and quarters, but how do you measure the worth of such assets as education, experience, membership in a Toastmasters Club? Liabilities such as mortgages, short-term notes and the like can be listed without difficulty—but how much will apathy, disinterest, and lack of confidence cost you in the long run?

To get a complete picture of net worth, therefore, all these factors will have to be considered. Moreover, one must include dividends which may be received on investments—not only possible monetary gains, but others. And this is where Toastmasters membership enters the picture.

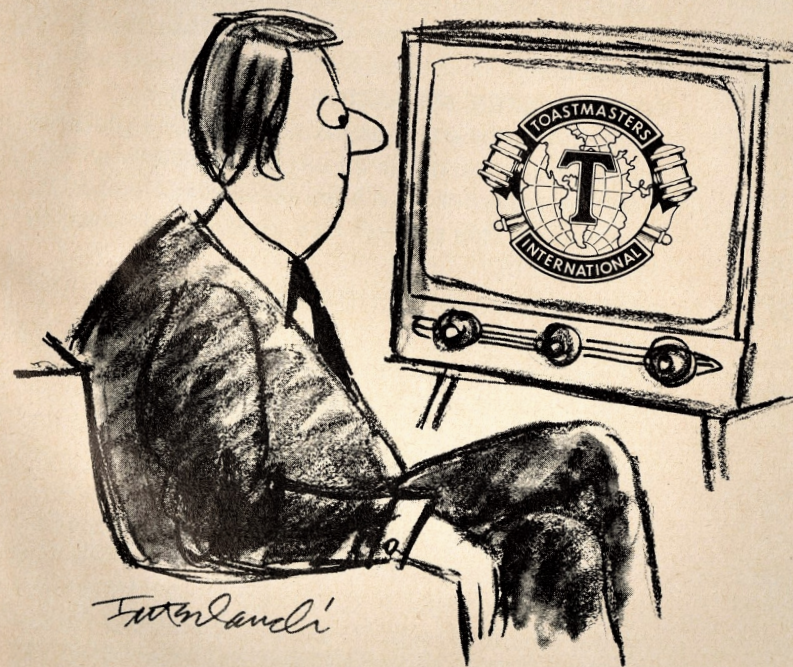
Have you ever compared your Club to a bank? That is, have you considered the dividends you receive from participation in the Toastmasters program, dividends such as experience, confidence, education? And have you estimated the value of these returns in comparison to cost in time, energy, and involvement?

It has been said that the most brilliant among us might as well be stupid if he cannot convey his wisdom to us. The dividends of the communication and leadership experience we receive in the total Toastmasters program probably will not make us brilliant—but there is little doubt they will increase our communicative skills immeasurably.

And you can bank on this: the dividends we receive will directly relate to the investments we make.

# project spot 50

## starts January 1!



Your district is now preparing for one of the greatest opportunities in Toastmasters history — Project Spot - 50! Beginning January 1, 1974, every district will have the opportunity to use free radio and television time to get the Toastmasters message to your community in a big way!

Community coordinators throughout North America have been sent comprehensive Project Spot packages containing Toastmasters literature, professionally-approved radio and TV public service announcements, and slides for use on television. The Fiftieth Anniversary offers the chance of a lifetime...to add timely news value to all Toastmasters publicity campaigns.

What is your role in Project Spot - 50? If you have special access to radio or television outlets in your community, contact your district governor for information on how you can help in this effort.

But most important — prepare your club to make a major effort during the month of January to invite guests and motivate them to become members of your club. Find out through your area governor what stations will be airing the Toastmasters message in your community and key your membership efforts in that direction. Then, as a natural opening to a prospective member, you can say, "Did you hear about Toastmasters on XXZZ?"

Project Spot - 50 involves a major effort by your district team and your World Headquarters staff, but the key to these efforts is *YOU!* Without the follow-up by you and your club, the efforts are worthless. So begin planning now to make January a month of concentration on bringing in as *members* those people who are brought in as *prospects* by Project Spot - 50.

Don't miss this Golden Opportunity! (continued) ➡

# The Key to a Successful PROJECT SPOT — Planning

by Jim Sartori  
District 65

There I was, with six weeks left out of the eight allotted for Project Spot, and I had just received my material from World Headquarters. How could I make this program a success?

With six radio and three TV stations in my home city, Rochester, New York, I would have to work quickly. I telephoned each of the stations, but only one radio and one TV station would allow me an interview. The remainder wanted me to mail the material for the announcements to them. I knew that my cover letter and material had to be strong, if I wanted good coverage. I therefore followed this plan:

- A. Request an interview.
- B. Send Project Spot material to interested stations, including:
  1. Letter of Introduction.
  2. Fact sheet on Toastmasters International.
  3. Copy of *The Toastmaster* magazine.
  4. Pamphlet: The Action People.
  5. Pamphlet: Communication and Leadership Program.
  6. Sample Spot Announcements.
  7. TV slide where appropriate.
- C. Prepare club and district publicity for Spot follow-up.
- D. Obtain station feedback after the Spot month.

- E. Send Thank You and Certificate of Appreciation to the station.
- F. Obtain club and district membership results.

## INTERVIEW

1. Call each Radio and TV station on the list for interview.
2. Explain the purpose of your call and request for interview.
3. Some of the stations will not afford you the time for interview; therefore, you will forward on to them your material by mail.
4. Spot Announcements — be sure to explain that you will supply the station with pre-printed spot announcements. (This will be a definite selling point.)
5. TV Stations — be sure to explain that you will supply them with a 35 MM slide of the Toastmasters Emblem. (If you do not have any slides, you most likely will not receive any TV announcements.)

## LETTER OF INTRODUCTION

Using the sample from World Headquarters, prepare a letter of introduction, short but to the point, stating your purpose and enclosing the FACT SHEET — TOASTMASTERS MAGAZINE — PAMPHLETS — and sample SPOT ANNOUNCEMENTS.

## FACT SHEET

Be sure to add such information to your fact sheet (prepared by TI) as the number of Toastmasters clubs and membership within your city or area.

## TOASTMASTER MAGAZINE

Many *Toastmaster* magazines will have pictures and articles on other Toastmasters Clubs within the organization who have secured radio and TV coverage. This too will be a good selling point to the station.

## PAMPHLETS: THE ACTION PEOPLE — C & L PROGRAM

These two pamphlets, above all other Toastmasters pamphlets, explain the real purpose of Toastmasters International. Several stations have used one of these pamphlets as a source of questions during interviews.

## 10—20—30 SECOND SPOT ANNOUNCEMENTS

World Headquarters will supply each Project Spot coordinator with enough 10-20-30 second spot announcements to cover the stations finally selected (i.e., one radio and one television). If more are needed, extra copies can be made or they may be obtained from World Headquarters. Each spot announcement has space for you to

print the name and telephone number of either the station or a Toastmaster as the contact for listeners who are interested in further information. If possible, it is preferable to use the station's name and telephone number. Remember, the individual listening to the announcement will remember the name of the station before he will remember the name of a Toastmaster.

Just remember to also leave the name of a Toastmaster and his telephone number with the station for feedback. Be sure you pick a Toastmaster who is readily available to receive these calls. Offer to bring in a Toastmaster who will tape the spot announcements at the station for their use. On some stations this may be the preferred approach, so the engineer need merely to plug in a tape cartridge to run the appropriate spot announcement.

## 35 MM SLIDES

Be sure that you secure a sufficient number of slides to cover each TV Station, since without any slides your chances of receiving any TV announcements will be slim. Again, offering to have a Toastmaster tape the spot announcements may make the TV station more receptive to your request to use spot announcements.

Be sure that Project Spot is not done in the dark by the district governor and a few coordinators. This is every Toastmaster's chance to participate in membership-building. All clubs and the bulletin editors should be kept up-to-date on the progress of Project Spot and all members should be encouraged to use it in their membership-building efforts. Contacts with potential members could open, "Did you hear our message on the radio last night? Well, let me tell you about Toastmasters . . ."

Now that you have received all these free spot announcements, WHAT DO YOU DO?

## FOLLOW UP LOG TIME

The week following the end of PROJECT SPOT, be sure to call each station (your contact person) for estimated SPOT TIME.

With TV stations be sure to secure your 35 MM slide, so you will have it for next year.

## CERTIFICATE OF APPRECIATION

Order from World Headquarters a supply of Certificates of Appreciation plus Certificate Holders (they are inexpensive).

At the completion of Project Spot, and after you have received your estimated Log Time, write a personal "thank you" to the station and include

the Certificate of Appreciation enclosed in the Certificate Holder.

This puts the finishing touches on an excellent campaign, and don't think for one minute that the station personnel do not appreciate receiving this Certificate. Believe me, I know; several station personnel personally thanked me for the Certificate. Besides, this also maintains good relations for future Spot Announcements.

## PHOTOGRAPHS

For those stations who afford you a live interview, try to have someone there who will take photos. Send a copy to World Headquarters and you may possibly receive coverage in *The Toastmaster* magazine. Also, send a copy to your local newspaper, with an article. Surprisingly enough, many will print your article, with photo. Again, send a copy of each photo to the station with your Thank You letter and Certificate of Appreciation. You can never overdo something like this. Again, I was complimented several times by station personnel for being thoughtful enough to send them a photo.

## CONCLUSION

Remember, when dealing with radio and TV personnel, Spot Announcements are COST FREE. Be polite; don't be pushy. Most stations will be anxious to make your announcements. Also remember to make all your interviews or letters short and to the point.

## RESULTS

Unfortunately, because District 65 had not secured a 35 MM slide, we were not afforded any TV SPOT ANNOUNCEMENTS; however, we were given a 30 minute interview. Most of the questions on this interview were directed from the C & L Program Pamphlet that was sent to the station.

As chairman for Project Spot in Rochester, New York, I personally followed these steps and as a RESULT . . .

### Total Spot Announcements—Project Spot

|            |              |            |
|------------|--------------|------------|
| RADIO TIME | .....4 hours | 3 Minutes  |
| TV TIME    |              | 30 Minutes |

THE KEY TO THIS PROJECT SPOT SUCCESS WAS CAREFUL PLANNING!

To Re-Coin An Old Phrase . . . You Will Get Out of Project Spot Exactly What You Put Into It . . . ■

James T. Sartori was District 65 Public Relations Chairman and 1972-73 District Treasurer.



CONVENTION

73

HOUSTON



A photo  
summary of  
activity at the  
42nd annual  
convention



1. Delegates to the Houston Convention give a rousing acknowledgment to the playing of their state songs.

2. International President David A. Corey, DTM, receives the gavel of office from outgoing President Donald W. Paape, DTM, as Past International President Dr. Russell G. Herron looks on.

3. Dr. S. I. Hayakawa proudly accepts the 1973 Golden Gavel Award from President Paape.

4. Col. Laird Gutteresen receives the banner and charter of the Hanoi Hilton Toastmasters Club.

5. Charles W. "Doc" Stewart of San Antonio, Texas (Region 3), won first place in the international Speech Contest with "Reach Out and Help Me."

6. Speech contest second place was won by David Johnson of Minneapolis, Minnesota (Region 4), with his speech "Imagine That."

7. Charles W. Day of Rockville, Maryland (Region 7), won third place in the speech contest, speaking on "The Winner."

8. Representatives from International Top Ten Clubs proudly display their certificates of recognition.

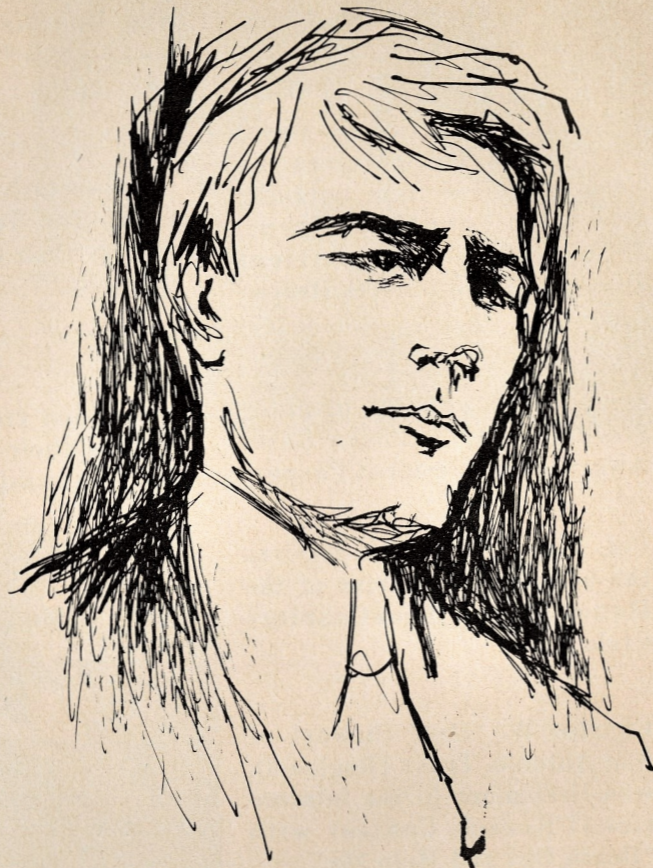
9. Delegation from the Bahamas present their national flag to the Toastmasters Convention.



# MANAGEMENT — BY LISTENING

## PART 4:

### *Learning to Listen*



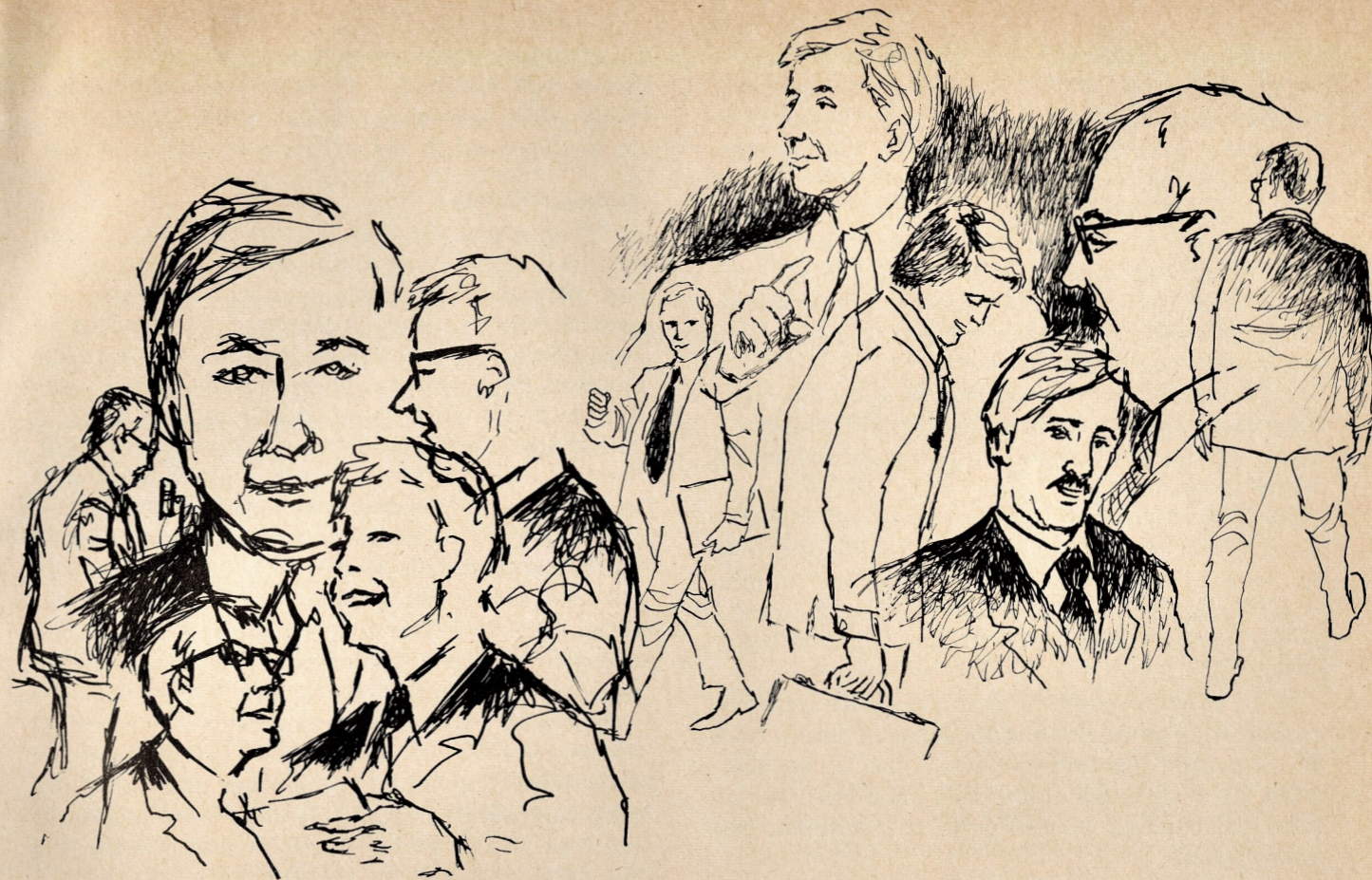
*This article concludes our series on listening, but it is only the beginning of Toastmasters' involvement in effective listening. As you have learned from Mr. Weismantel's articles, proper listening techniques are at least as demanding as proper speaking techniques, and every Toastmaster should be skilled in listening to become a really effective communicator.*

*The new Toastmasters Listening Program is the ideal way for your club members to become proficient in their listening skills. The program takes only a small part of your club time and all those who have participated in the program have thoroughly enjoyed the experience. Your club can join the growing number of clubs who are improving their listening abilities. The materials required are: the Listening to Learn package (Code 1202.3; \$20), which includes materials for ten participants, and*

*enough additional Listening to Learn manuals (Code 1200; \$1.00 each when ordered with the package) and Listening Response Sheets (Code 1202.1; \$1.00 for pack of 25) to equal the total number of participants in your club. As an example, if your club has 14 members who wish to participate in the program, you would order the Listening Kit, four additional manuals, and one additional Response Sheet package, for a total cost of \$25.*

*Once your club has made the initial purchase of the Listening materials, the program can be run again and again, as your club gains new members and members wish to renew their skills. So, for a small initial investment, your club can keep the Listening Program on permanent file for members' use for years to come. Get into the listening part of Better Listening, Thinking, and Speaking — see the back cover of the October magazine for full details.*

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by Guy E. Weismantel

I know of no studies showing that engineers are worse listeners than the average American, but I do know that many engineers do not always realize when they are being too technical and are talking over the heads of their listeners. This is true not only in person-to-person conversation; I've seen engineers have major communications problems in front of judges, city councils and in conferences — they often don't listen to the feedback an audience is giving.

For the moment let's forget about the communication and listening problems involved when an engineer addresses a nontechnical audience. Most people are aware of that problem even if they are sinners themselves. Instead, let us concentrate on a method engineers can use to improve their ability to listen to each other.

#### **Planned Listening**

The concept of triggering (having a specific word initiate a listening response) was described in an earlier article. While triggering presumably is a personal technique for tuning in, there is a broader concept, "prepared triggering," that creates a rapport between speaker and listener even before a speech begins. "Prepared triggering" is based on the adage Proper Prior Planning Prevents Poor Performance.

Engineers are often required to attend staff meetings or conferences that have a specific agenda; and one goes into such a gathering armed with his own contributions. But, it is not unusual to attend a lecture, seminar or meeting where you will know only the title of a speech or the topic to be discussed. It is in these situations that "prepared triggering"

offers benefits. Here is how it works:

Once a topic or title is chosen, both the speaker and the listener prepare themselves for the meeting (instead of just the speaker himself). The speaker writes his manuscript and chooses two or three trigger words that he will use whenever he wishes to stress a point or assure audience attention. Then, he sends these trigger words to the attendees. They, knowing of the triggering concept, will acquaint themselves with the trigger words so that the word will work when it is supposed to.

This doesn't take a long time; in fact, it is possible that a speaker could hand out a little sheet of paper (listing the trigger words) right before he begins to speak.

The advantage of the "prepared triggering" technique is that it provides for continuation of a central thought or idea without a physical interruption or call for attention. And, if interest lags, the speaker can always throw in the trigger word to wake people up.

It is entirely possible that prepared remarks should also include one-minute periodic pauses that would permit listening review time. A speaker could give an explanation and announce use of effective listening pauses prior to beginning his presentation.

#### Tips and Techniques

Most of the listening books are loaded with how-to-improve-listening lists, but some don't receive attention. For example, an older book by Nichols and Lewis is sometimes overlooked, yet it has a very good section on note taking.

In meetings where one can't take notes, listening becomes a very important factor. Nichols has found that the average person remembers only 50% of what is said no matter how carefully he was listening. Two months later, the remembrance percentage drops to 25%.

Consequently, listening for facts involves attention and receptivity, a person's conscious attempt to concentrate and memorize. Adding to the problem of concentration is the listening barrier created by differences in listening and speaking speeds. "People usually talk at between 100 and 150 words/min. Thinking time varies greatly, depending somewhat on intelligence and the brain's operational speed, but also on one's knowledge of the subject. It can vary from just a few words to over one thousand words/min. although it cannot be measured accurately."

It seems probable that our failure to listen well also stems from an inability to quickly classify and weigh the importance of what a speaker is saying—

this is particularly true in a disorganized talk that is not well outlined, e.g., in off-the-cuff remarks. Thus it becomes very hard to use the listening structures described in the previous listening articles.

#### Speed Listening

When speed reading, a person normally dismisses the irrelevant and passes to the key words and phrases as he scans a page. Thus evolves a central theme or idea. A person can't speed listen because there is dependence on the word rate of the speaker. So, what one must do is fill in the voids (spare time) with items that relate to what is talked about, while continuing to hear what is said. This is analogous to playing the piano and singing at the same time. How do you do it?

One way is to hear for awhile and then very quickly repeat back in your mind everything that the speaker has said, emphasizing key elements and tying them to a listening structure. "We can also use spare time to analyze what we hear, to consider the quality of thought, the validity of evidence, the accuracy of illustration, and adequacy of idea development. We can learn to add examples of our own to those given by the speaker and to wonder why the speaker failed to talk about some aspects of the topic that might be considered important. We can think ahead of the speaker, guess how he will develop a point and compare our guess with what he actually does."

#### Listening to Jabber

Bell Telephone Laboratories, Murray Hill, N.J., has developed an electronic device to enable speed hearing of recorded speeches at word rates comparable to speed reading. The device, called a harmonic compressor, permits making recordings of the human voice that are played at twice their normal speed while retaining normal voice pitch. It eliminates the high pitched "Donald Duck" babble that results when an ordinary recording is speeded up. The faster word rate made possible by harmonic compression approximates the speed at which many persons speed-read printed material.

The harmonic compressor divides in half the frequency components (harmonics) in a voice recording, while preserving the original time duration. By doubling the speed of this half-frequency recording, the frequency components are restored to their original values. The result is a normal pitch, double-speed recording. This naturally eliminates some of the spare listening time one has when listening to normal speech.

Because the device would permit blind persons to listen to recorded material at the same rate as

material is read by many sighted persons, the American Foundation for the Blind is studying possible applications in its programs of providing tape and disc recordings.

Research on speed listening has yielded a very interesting and unexpected finding. Emerson Foulke, University of Louisville, and head of the Center for Rate Controlled Recordings, has found that a listener does not necessarily prefer the word rate that yields the most information. For example, one of his studies showed a preferred listening rate of 207 words/min., with profound loss of comprehension at 350 words/min.

#### Listening Tests

Intelligibility of speech and comprehension are not the same thing. Dr. Foulke has stated, "A word is termed audibly intelligible if, when heard, it can be repeated accurately by a listener. Comprehension, on the other hand, is demonstrated by the listener's ability to show a knowledge of the facts and implications of a listening selection."

Some methods of measuring comprehension are more sensitive than others, and it appears that testing for recognition (e.g., by multiple-choice tests) produces higher results than those obtained from a test aimed strictly at recall. It has been suggested that information-retrieval problems arise from incomplete encoding (in the brain) of stimulus material. Consequently, such an incomplete message may be released (from the memory) in a recognition test, but may prove irretrievable in a recall test.

A "tape-and-test" technique was developed by a Los Angeles group. The program consisted of listening to five-minute tapes, followed by a written test for comprehension; such a test was given one day a week for six weeks. After the fourth week, there was no improvement in listening. As with all things, there is a point of diminishing return.

#### Importance of Importance

The prerequisite to real listening is an honest determination to make whatever a speaker says important to you.

In some listening, it is the event that is important, e.g., the Nixon-Kennedy debates. The impact caused by Kennedy's acceptance speech ("Ask not what your country can do for you, but what you can do for your country.") came from the personal identification of what the listener was hearing. There was a personal important meaning regardless of agreement or disagreement.

Importance and personal sublimation go hand in hand whenever there is an honest attempt to listen.

Developing importance is especially necessary when listening to poor speakers, or topics that are old hat, mundane or of little concern to the individual.

One example that backs up the importance of importance is described by Seth Fessenden, California State College, Fullerton, Calif.

"After giving half a lecture, students were informed that there would be a test on the material covered. Six of the test questions were taken from the first half of the lecture and six from the last. Always there are better scores on the last six questions, even though all the questions are equally difficult."

In terms of dollars, there is no way to estimate the money lost due to poor listening. Anyone could list myriad examples. Yet, I still advocate the principle of: "Don't write it—say it."

People have got into the habit of writing memos for everything, and many of these are so lengthy it is impossible to find the important points. Some letters never need to be written. Cases occur where an engineer will write a letter in longhand, and give it to his secretary who types it (twice) at a total time of half an hour. A phone call to the person involved (even long distance) would save the company money, and perhaps a week's delay in receiving a reply and ultimate action on a project. If a company considers these values, listening becomes much more important.

#### The Listening Bonus

Once you develop the listening habit, it is surprising how often you will shut up while other people show their ignorance. Proper listening improves decision-making prowess by promoting thinking and evaluating instead of talking. While temptations to give a verbal salvo always exist, one will find a different satisfaction in listening opportunities. You can also develop a listening etiquette that should bring meaningful enjoyment. This will be characterized by:

1. An interest in people.
2. Patience in hearing the other person out.
3. Respect for the other person's right to express opinion.
4. Interest in comparing points of view.
5. Interest in broadening a viewpoint rather than defending a position. ■

Guy E. Weismantel is the Western Regional Editor of *Chemical Engineering* and lives in Los Angeles.



# TI Board of Directors Meeting

August, 1973

The Toastmasters International Board of Directors closed its 1972-73 year with a meeting at the Houston convention in August. The Board received the Executive Director's report and the report of the President.

Reports were submitted of visits to 48% of the clubs by district officers; reports were not received from Districts: 9, 41, 43, 45, 61, 67, 68 and 69. Under the Distinguished Club Plan, 87 clubs from 38 districts were presented Distinguished Club certificates (1200 - 1799 points); 170 clubs from 57 districts were designated Distinguished Blue Ribbon Clubs (1800 or more points). No recognition information was received from Districts: 7, 9, 12, 27, 43, 52, 61, 68, 69 and 72. The "President's 40" program showed a substantial increase in 1972-73, with 105 clubs in 41 districts earning the recognition, against 66 clubs in 35 districts last year.

In addition, the Board noted that the research phase of the Evaluation Program had been satisfactorily completed, and that a report on the program would be forthcoming. The reorganization of the World Headquarters staff to better serve the needs of members and to meet corporate objectives has been accomplished. The committee recommended approval of the charter of the Hanoi Hilton Toastmasters Club 3535-U, composed of former prisoners of war who participated in the Toastmasters program while being held in North Vietnam. The Board noted that the success of the overall Toastmasters Goals program is highly dependent upon the performance of the district governors and recommended that high priority be given to study of an effective way to deal with this important matter.

The new Listening Program was reviewed and approved in its final form and the status of revis-

ions to the Communication and Leadership Manual was studied, including a recommendation that the revised manual be given a thorough field test prior to its scheduled release date of July, 1974. Translation of the C & L Manual is being deferred until the completion of all revisions. The Board received copies of the new French translation of the *Action People* brochure (100) and the *C & L* brochure (99). The functions of educational officers at club, area, and district levels were reviewed, and it was concluded that the creation of an educational position not in the administrative chain merits further study.

The Board continued to consider the reorganization of Board and Region structures, and the Nominating Committee Procedural Rules. Study of these items will continue during the 1973-74 term.

The Board also considered the recommendation that district governors be elected in November. Recognizing some of the problems inherent in that procedure, the committee will continue its study. The Board endorsed the concept of area governor training by the district, with guidance from World Headquarters, and made recommendations for staff study regarding non-performance of district personnel in meeting district goals. The district organization structure, redistribution of funds to district, possible new and existing district requirements, and the general concept of field staff representatives for district, area, and club officer training were all continued items of study by the Board.

The Board asked World Headquarters to consider the possibility of a formal Speechcraft program developed for educational television. The Board reviewed and approved revisions in the 1974 Speech Contest Rules, and reviewed several other items.

The Board took action on a letter from Executive Director Engle, dated August 8, 1973, advising of his decision to retire as Executive Director of Toastmasters International and requesting that the effective date of the retirement be December 31, 1974. It was moved, seconded and carried, that the letter from Executive Director Engle be accepted with regrets and the retirement date requested be approved.

The first meeting of the Board of Directors for the 1973-74 administrative year was also held in Houston. The Board accepted a proposal that the functions of the District, Club and Member Committee and the Community Relations Committee be combined into a new District and Club Development Committee.

# Toastmasters International 1972-1973



TOASTMASTERS INTERNATIONAL  
SANTA ANA, CALIFORNIA 92711

DONALD W. PAAPE, DTM  
INTERNATIONAL PRESIDENT

Dear Toastmaster:

Take a moment and reflect upon your life during the last year. What highlights immediately come to mind? Was it a fun-filled Christmas? A gala New Year's party? A ski weekend? A drive in the country with the first blossoms of spring? Chances are that most of our personal reflections included episodes which were pleasant. My year as President was indeed such a pleasant experience. Our founder, Dr. Smedley, realized this when he stated that Toastmasters is most effective when we are learning in moments of enjoyment. From my own personal experience, Toastmasters is only as successful as are its active members who are starting toward goals of better listening, thinking and speaking.

As we embarked upon the Toastmaster's year of "Success Is... Members in Action," our aim was to bring about action by the individual member in improved programming and membership growth. Measuring of these successes has shown that the 1972-73 year was indeed one in which members were active in improving their clubs and membership.

It would not be realistic to assume that we have reversed trends or set new ones, but we can certainly take satisfaction from the fact that there has been enough action created by some districts and their members and clubs to stop what has been a continual decline in membership in these districts. There has not been sufficient action by all members, clubs and districts to stop the overall downward trend of membership.

This report will reflect action by the individual in all facets of his club work. It is intended to capsule the results of a year of individual achievement within the club to help it grow, as well as aid in the individual's personal growth.

We see that much has been done to keep Toastmasters a vibrant part of today's society. More could have been done, and should have been done, by each of us to make Toastmasters a strong influence with the individual and today's fast-moving society.

If you will become goal orientated and strive to motivate your club members to action, this coming year we truly will move "Forward From Fifty".

annual report

## INTRODUCTION

In 1971-72 the Board of Directors initiated a long-range plan for growth and development of the organization with specified objectives for each year for a five-year period. This program calls for clubs, areas, divisions and districts to set goals and objectives within the framework of the total plan.

During the 1972-73 year, each district was informed of their status in working toward these set goals. The primary goal for all districts was to equal or exceed the 1971-72 level of achievement. Particular emphasis was placed in the areas of Educational and Membership Action. The following two sections reflect the districts' action in these goal areas. Following these is a summary of publicity activity and club programming.

## EDUCATIONAL ACTION

The 1972-73 year was most successful in all areas of Educational Action as indicated in the following sections.

### Able Toastmasters Awards

In the second year under the expanded requirements for ATM achievement, 603 Toastmasters were given this recognition, bringing the total ATMs within the organization to 2,938.

As a measurement of the organizational educational accomplishment, ATM recognition continues at a healthy pace, exceeding the previous year (1971-72) when 496 ATMs were awarded.

### Speechcraft

Educational and membership opportunity for the individual Toastmasters and guests were experienced by 652 clubs through the Speechcraft Program, as compared with 632 clubs last year.

### Youth Leadership Program

The Youth Leadership Program showed growth in participation. Some 8,323 youths participated in the program during the year in comparison to

8,143 in 1971-72. The program is a Community Interaction Program sponsored by Toastmasters Clubs that attempt to improve speechmaking with youth.

### Member Program Completion

Program completions reached new highs during the 1972-73 year. There were a total of 2,446 completions of the Communication and Leadership Program (both manuals): in the previous year there were 2,217 completions. The greatest growth has come in the Advanced Communication and Leadership program. In 1972-73 some 548 completions were recorded; whereas in 1971-72 there were only 311 reported.

Finally, a new listening program was developed during the year. This program will aid Toastmasters in the near future in the field of better listening techniques.

## MEMBERSHIP ACTION

The official membership for Toastmasters International as reported by our auditors in the annual report on the year-to-year basis based on the per capita payments received during the reporting period from October, 1972, to March 31, 1973, showed an actual membership of 63,280. This was 374 more members than Toastmasters International had in the same period for 1971-72 which was 62,906.

Membership action as reflected by new, charter, transfer, reinstated and dropped members for the 12-month period July 1-June 30 years as indicated below (which does not include semi-annual per capita payments of continuing Toastmasters) reflects that our clubs had a net loss of 2,228 members for the 1972-1973 period.

|                     | 1970-71 | 1971-72 | 1972-73 |
|---------------------|---------|---------|---------|
| New Members*        | 28,740  | 28,992  | 28,382  |
| Dropped Members     | 30,878  | 29,475  | 30,610  |
| Net loss of Members | 2,078   | 483     | 2,228   |

\*Includes reinstates, transfers, and charter members.

### New Club Action

New Club development has shown a steady rise over the past three years. There were 220 clubs chartered in 1972-73 — 8 more than the previous year. However, there was a net loss of 38 clubs as compared to 21 in 1971-72.

|               | 1970-71 | 1971-72 | 1972-73 |
|---------------|---------|---------|---------|
| New Clubs     | 176     | 212     | 220     |
| Dropped Clubs | 241     | 233     | 258     |
| Net Loss      | 65      | 21      | 38      |

Eleven districts met Toastmasters International's goal of having the same total number of clubs in the district at the end of this year as they had at the beginning of the year. Fifteen districts met and exceeded our established goals for club development. Twenty three districts gained clubs over the 1971-72 period. However, 34 of 68 districts closed their 1972-73 year with less clubs than they had at the opening of the year.

### Membership Exceptions

Under a provision of the International Constitution and Bylaws permitting the Board of Directors to make exceptions to the membership criteria, 184 clubs were added in 1972-73 to make 369 clubs affiliated with government, business, or organizations requiring open membership for organization-sponsored and assisted clubs.

## PUBLICITY

An ongoing effort to broaden community awareness of Toastmasters included presidential visits, district participation that included Project Spot, and the Communication and Leadership Awards, and club participation that included April Invitation Month.

Visits by the International President in 11 of the districts resulted in numerous TV and radio and public appearances. Potentially beneficial contacts were also made with business and industry, along with other civic-minded groups.

Forty-three districts of 68 reported participation in the Project Spot program. This program

obtains free public service time for Toastmasters on radio. Many clubs and districts have also obtained considerable public service TV time.

The April Invitation Month program was an important tool for development of new members and new friends by many clubs.

During the year, 30 districts presented Communication and Leadership Awards to outstanding civic leaders. As a result excellent publicity and community relations were reported by the districts.

Over 1,100 clubs submitted bulletins to World Headquarters during the year. Most clubs reported submitting these to newspapers, chambers of commerce and company publications for further dissemination.

The chartering of the Hanoi Hilton Toastmasters Club on January 27, 1973 brought attention to the fact that many of our former POWs benefited from Toastmasters programs while in captivity.

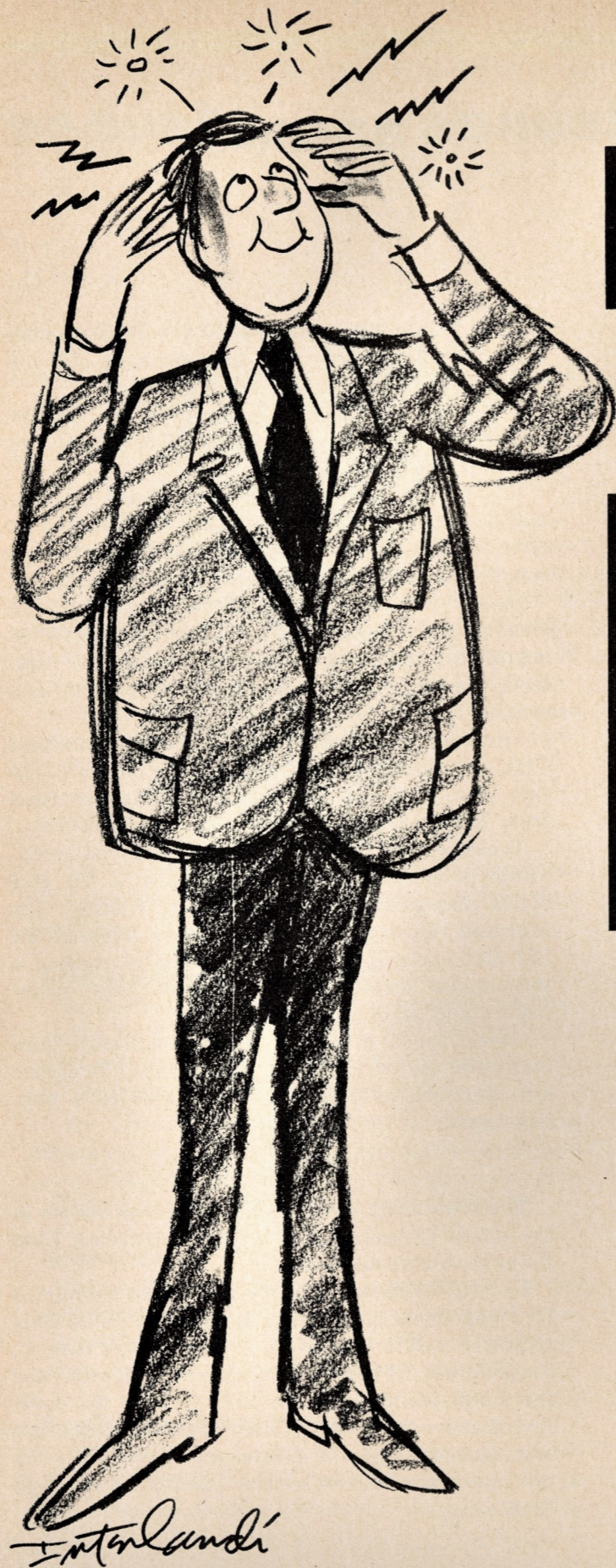
Toastmasters International also received recognition in numerous publications such as the *Boy Scout* magazine, *Chicago Tribune*, *Kansas City Star* and *Houston Post* to name a few. Most of the 257 clubs who submitted DCP reports showed a tremendous amount of publicity by local newspapers and other publications.

Career booths at county, province, and state fairs and publicity of the Youth Leadership Program also highlighted the 1972-73 Toastmaster's publicity year.

## CLUB PROGRAMMING

The drive to attain club excellence was shown in the quantity and quality of Distinguished Club Plans that were reported.

In 1972-73 there were 257 clubs who submitted DCP reports in comparison to 107 in 1971-72. This indicates a 61% increase in clubs participating in the program. Of the reports received, 132 were over the 2,000 point mark. In 1971-72 only 28 clubs scored above 2,000 points. This is a clear indication that clubs are striving toward excellence by using the management tool of the Distinguished Club Plan.



# Have A "How To" BRAINSTORM

*Beginning this month's "How To" section, we present the story of how Dayton Club 405-40, Ohio, devoted part of a club meeting to "brainstorming" and the results of that effort. The story was written by Thomas Listerman, administrative vice-president of the club, with additional details supplied by the past AVP, Joseph Griffin. So we begin a look at*

## Brainstorming

Want a program item that's educational, fun, and may lead to solutions to your club's or your community's problems? Try brainstorming as Dayton Club 405-40 recently did.

The chairman opened the session with a brief introduction to group brainstorming [see Alex F. Osborn, *Applied Imagination, Third Revised Edition* (New York: Charles Scribner's Sons, 1963) Chapters XII and XIII]. This included an explanation of the four basic rules of brainstorming:

- (1) *Criticism is prohibited.* Criticism and the fear of criticism stifle creativity. All ideas are accepted without criticism and evaluated later.
- (2) *"Free-wheeling" is welcomed.* The wilder the ideas suggested the better; they can always be tamed down later.
- (3) *Quantity is wanted.* Quantity breeds quality in brainstorming; the more ideas the better.
- (4) *Combination and improvement are sought.* Combinations and improvements of previously suggested ideas, called "hitch-hikes," can be some of the best contributions since they represent the collective thought and expertise of several participants.

The chairman then introduced the problem to be brainstormed to the club: "How can we get the Toastmasters message to the community?" After a short discussion of the problem and its relationship to the recruitment of new members, the chairman answered questions from the members regarding both the brainstorming technique and the problem to be brainstormed.

When the chairman called for ideas, several hands shot up simultaneously. One by one each volunteer was recognized, and he stated his idea. The chairman repeated the idea and then wrote the idea on a blackboard in front of the group. Some of them were:

"Have several of our best speakers appear as guests on a local TV talk show."

"Write letters describing Toastmasters clubs to graduates of speaking courses."

"Send up a balloon over the downtown area with a sign on the side saying the hot air inside came from TM Club 405."

"Hold public meetings on a downtown street corner or in a downtown park."

Since recording the ideas was a relatively slow process, each member jotted down his ideas on paper so he wouldn't forget them before being rec-

ognized by the chair. When a member had a "hitchhike" to contribute, he snapped his fingers as everyone was instructed to do before the session and was recognized immediately.

Whenever the group seemed to run out of ideas, the chairman suggested some particular aspect of the problem that the group should consider to stimulate more ideas:

"How can we get the TM message to recent college graduates who have found they have inadequate public speaking skills."

"How can we get the TM message to engineers and other specialists who were promoted to managerial positions due principally to their technical skills and have since discovered they have inadequate public speaking skills for these positions."

Once or twice during the session a member made an evaluative comment about an idea contributed by another member. The group was so involved with the spirit of withholding judgment, however, that they called down the errant member before the chairman could say anything about it.

In the 10 minutes allotted to the actual brainstorming session, the group produced 30 ideas. The chairman asked the group to continue to think about the problem during the following week. At the next week's meeting, he distributed copies of the list of ideas. He asked the members to review the list, to jot down any additional ideas they had had since the session, and to give him their lists of additional ideas.

A final list of ideas was then compiled and turned over to the administrative vice-president, the office most directly concerned with publicity and recruitment, for evaluation. Among the ideas we used were the addition of our club listing in the Yellow Pages of the telephone book, the preparation of a booth for next year's county fair, and a mailing to professional groups beginning with 1,000 names from the local engineers' club.

We heartily endorse the idea of brainstorming as an educational and enjoyable program item and an effective way to plan "getting the Toastmasters message to the community."



More "How To" Ideas →

Ray Croce, of Rolling Hills Club 139-1, Los Angeles, has a new contribution beyond his "Topic Challenger" in the April Toastmaster. This one, also designed for Table Topics, is the "Topic Wheel." Maybe it will inspire your club to create something similar. Keep it up, Ray! Here is an explanation of

## The Topic Wheel

Round and round and round she goes! Where she stops nobody knows! This is a wheel-of-fortune game that I designed, built and painted. The game rules are:

- (1) Impromptu speaker selects a number, 1 to 24, and the Topic Master spins the wheel. If the number comes up—the speaker gets a couple doll.
- (2) The four subject categories on the wheel are the various topics. The speaker is then asked a specific question on that topic. There is an indicator dial at the top center of the wheel.
- (3) No betting is allowed.

When I gave this topic session, I called it "Fun and Games," with the emphasis on humor. Everyone at this meeting agreed that this was probably the best meeting our club has ever had. It certainly gave me satisfaction to know my efforts have been rewarded. Which proves—You get out of something what you put into it.



Our next contribution relates the use of television both as an educational device and a means of "telling our story" to the community. While this club had a unique access to a television station, your club could think of a similar opportunity if some time were devoted to "brainstorming" the idea. Many communities have cable television systems crying for programming and a Toastmasters meeting would have a good chance of receiving free time. Even if you are not broadcasting, you still have many openings available for videotaping and playing it back for your members. Many high schools, colleges, and businesses now use video equipment and generally will make it available on an "occasional use" basis. Some large cities have non-profit video outlets that will donate their equipment for your use. Start your thinking along these lines and the possibilities are endless. As an incentive to your planning, we present this feature, sent to us by Gerald Ratchford of Endicott, New York. He calls it

## See Yourself In Action

Endicott Club 2354-46 had been interested for several years in using TV as a Toastmasters tool. We had two objectives to attain in maintaining our interest:

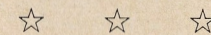
- 1) Expose our members to a TV taping so that they could see their good and bad points.
- 2) Put a TV program on the air so that we might make the Toastmasters clubs and mission better understood in the community and perhaps gain some new members.

Recently, Mr. Sal Fauci, a past director of Toastmasters International and a member of our local club, became a director of our local educational TV station (WSKG). We approached him with our interest and objectives and he expressed a willingness to help. He was able to arrange a half-hour TV taping on WSKG in July. We planned a dinner meeting at a restaurant near the TV station. Twelve members participated in the taping and all had a part in the program. The program was arranged as follows:

- 1) Mr. Fauci briefly described the Toastmasters club and told the audience that they would now see a club meeting in progress.

- 2) The next twenty-five minutes were then devoted to a condensed club meeting.
- 3) The club president acted as Toastmaster and introduced the Table Topics chairman, who had arranged five Table Topics in which members described various aspects of the Toastmasters club.
- 4) There were two main speeches and formal evaluations of these speeches.
- 5) Mr. Fauci closed the meeting with a short history of Toastmasters International.

The taping went well and everybody, though nervous at the thought of being before the camera, performed well in their roles. The real learning occurred when the tape was re-run to determine if it was worthy of programming on the air. Each Toastmaster saw himself in action and was able to



We now present a club anniversary idea sent to us by Hugh Southworth of Walnut Creek, California, on his club's 25th anniversary. He presents a new twist to a common problem, namely, how do you make your club's anniversary memorable? The feature is titled

## Have A Sterling Silver Anniversary

The following suggestions are offered by Diablo 598-57 Toastmasters, who have just finished observing their 25th Anniversary with a two-part celebration:

1. Find your Founder and invite him back. When ours returned and saw that the old spirit was still there, he rejoined. He brought with him a personal scrapbook and records that yielded a wealth of early Club history: date of first meeting, names of charter members and officers, even correspondence — personally typed — by Dr. Ralph Smedley. If you can't get to the Founder, a charter member may do.
2. Launch a phone campaign using your longtime members. Two of our still-active past presidents, representing 34 years club experience, handled the telephoning and publicity.
3. Limit your mailings to those who express interest. Let's face it: Toastmasters is great but, like any experience involving mistakes and criticism, some may remember it with mixed emotions.

make a self-evaluation. He could see for himself where he could have made a better speech, especially through use of gestures. The evaluation became more valuable because the speaker could actually review his mistakes and bad habits.

Fortunately, the tape was judged to be worthy of programming on the air and will be broadcast in the near future. Thus, we trust that the program will make our local Toastmasters club better known in the community and we plan an effort to obtain some new members.

I would strongly encourage other clubs to investigate the possibility for a TV taping for their club. I am sure if they can arrange a taping, they will obtain a variety of benefits for their club and their members.

Nevertheless, we located about a hundred alumni who said they wanted to be notified.

4. Don't be afraid of two celebrations. We commemorated the first meeting in January with Founder's Night, principally honoring the club founder but drawing about a dozen of his contemporaries. There are always some who can't come on a given date, but several of these were able to attend the April charter event.

5. Go all-out for the charter anniversary. We had newspaper publicity, of course, before and afterward. We invited the club's two international speech contest finalists (one from 100 miles away) and got them to speak. We found an original member of the sponsoring club (Merritt 539-57) to re-present the (original) charter to our Charter President. We invited city officials (one alumnus is a Council member) and persuaded the City Council to approve a resolution recognizing the occasion and commending the club for its community spirit.

High turnover in today's suburban society makes it important for institutions to develop a continuity of spirit, and to honor beginnings when the initiators can be found.

Follow our recipe and have a Sterling Silver anniversary.

Remember, if your club would like to receive a list of your charter members, it can be supplied by World Headquarters for \$3.50 (allow four weeks for research and processing). ■

# hall of fame

## ABLE TOASTMASTER (ATM)

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

**George M. Barnett**  
Toastmasters B.C. Club 2866-3

**Merlin G. Bingeman**  
Lancaster Club 1723-38

**William P. Cast**  
Eglin Club 1919-29

**Geoffrey W. Chance**  
Ft. Collins Club 375-26

**Roger Dawson**  
Southern Valley Club 2752-33

**Charles H. Dayhuff, III**  
Isthmian Club 1788-U

**Timothy J. Doyle**  
Dayton Club 405-40

**Albert Moores Dunfee**  
Demosthenes Club 1282-4

**William J. Foy**  
Delaware County Club 3204-38

**Ronald H. Green**  
Wonderlich Industrial Club 3926-70

**Eugene L. Gunther**  
Greenley Evening Club 1490-26

**Albert C. Hills**  
Oak Harbor Club 514-2

**Percy Wells Jessup, Jr.**  
Cape Fear Club 2879-37

**William R. Kennedy**  
Martinsville Club 3115-66

**Edgar M. Kort**  
Tally Ho Club 1826-24

**Alf B. Lindholm**  
Magnavox Club 2568-11

**William D. Loeble**  
Camden Club 2247-58

**Paul B. McKinley**  
Capitol Club 422-32

**Trevor Murphy**  
Grand Rapids Club 404-62

**Ross H. Nesheim**  
Federal Employees Club 2287-43

**Henry P. Ochsner**  
Pierre Club 1195-41

**Marvin Elliott Spector**  
Baltimore Club 1457-18

**Laurence E. Touchon**  
Monday Morning Club 1557-44

**Delbert R. Wilson**  
Highway Men Club 1692-16

**Dr. Yap Jin Yau**  
TM Club of Singapore 357-U

## 20 YEARS

**Narrators Club 1398-1**  
Hawthorne, California

**Ft. Madison Club 1397-19**  
Ft. Madison, Iowa

**Tyler Club 1403-25**  
Tyler, Texas

**Durham Club 1203-37**  
Durham, North Carolina

**Twin City Club 1356-37**  
Winston Salem, North Carolina

**Downtown Club 1386-37**  
Greensboro, North Carolina

**Westlake Wilshire Club 1419-52**  
Los Angeles, California

**Iroquois Club 1401-65**  
Syracuse, New York

## 15 YEARS

**Tecumseh Club 485-11**  
Lafayette, Indiana

**Bootstraps Club 2863-22**  
Kansas City, Missouri

**Soo Kota Club 2811-24**  
So. Sioux City, Nebraska

**Early Bird Club 2326-33**  
Oxnard, California

**Defense Documentation Club 2829-36**  
Cameron Station, Virginia

**Saturday Morning Club 2840-47**  
Jacksonville, Florida

**Round Table Club 421-42**  
Los Angeles, California

## 10 YEARS

**Wedgwood Club 1137-2**  
Seattle, Washington

**Pin Club 2332-11**  
Plainfield, Indiana

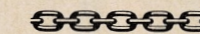
**West Topeka Club 3661-22**  
Topeka, Kansas

**Downtowners Club 3663-25**  
Dallas, Texas

**Telco Club 3665-46**  
Paterson, New Jersey

**Jose Gaspar Club 3668-47**  
Tampa, Florida

**Winter Park Club 3674-47**  
Winter Park, Florida



## 2634-6 CEDAR VALLEY CLUB

Austin, Minn. — Tues., 6:00 p.m., Tommy's Supper Club (437-4715). *Sponsored by Rochester Club 271-6.*

## 2044-7 THERMOSTATS CLUB

Salem, Oregon — Fri., 6:30 a.m., West Coast Grocery Company, 3601 State St., N.E. (581-6100). *Sponsored by Salem Club 138-7.*

## 2188-8 S.L.E.D. CLUB

St. Louis, Mo. — Wed., 12:00 noon, Federal Bldg., Conference Room 1040, 210 N. 12th Street (268-3931). *Sponsored by O'Fallon Club 994-8.*

## 1613-14 PEACHTREE-SEVENTH CLUB

Atlanta, Georgia — Mon., 12:00 p.m., Peachtree-Seventh Bldg., 50-7th St. (526-3708). *Sponsored by Maple Drive Club 2789-14.*

## 1099-18 ROTUNDA CLUB

Baltimore, Maryland — Tues., 5:30 p.m., Thirty-Nine Hundred N. Charles Restaurant, 3900 N. Charles Street (366-1000).

## 2131-22 PACCAR TRUCKMASTERS CLUB

Kansas City, Mo. — Mon., 5:30 p.m., Washington Street Station, 9th & Washington Streets (483-7679). *Sponsored by Bellringers Club 3134-22.*

## 1950-25 KEEN "I" CLUB

Barksdale AFB, Louisiana — Wed., 12:00 noon, Barksdale NCO Club (422-0906). *Sponsored by Arkla-Barkers Club 2480-25.*

## 4-44 WEBB CLUB

Webb AFB, Big Spring, Texas — Wed., 5:00 p.m., NCO Open Club, (263-0502). *Sponsored by Pop-Up Club 3165-44 and Tall Town Toasters Club 3189-44.*

## 413-70 SYDNEY JOURNALISTS CLUB

Sydney, N.S.W., Australia — Tues., 6:45 p.m., Sydney Journalists Club, 36 Chalmers Street (521-6998).

## 1590-U PIETERMARITZBURG CLUB

Pietermaritzburg, Natal, South Africa — Tues., 7:00 p.m., Camden Transito Hotel, Pietermaritz Street (52501). *Sponsored by Durban Club 1406-U.*

# new clubs

# anniversaries

## 35 YEARS

**Central Club 96-30**  
Chicago, Illinois

**Uncle Joe Cannon Club 127-54**  
Danville, Illinois

## 30 YEARS

**YMCA Club 256-38**  
Wilkes Barre, Pennsylvania

## 25 YEARS

**Mansfield Club 647-10**  
Mansfield, Ohio

**Jerome Club 670-15**  
Jerome, Idaho

**Ottumwa Club 663-19**  
Ottumwa, Iowa

**Northern Club 664-28**  
Detroit, Michigan

**Niles Township Club 665-30**  
Morton Grove, Illinois

**Hub Club 660-44**  
Lubbock, Texas

**La Canada Club 655-52**  
La Canada, California

**St. Lawrence Club 606-61**  
Montreal, Quebec, Canada



# the action people

### NEW ZEALAND ON THE AIR

(Left) Area Governor Alistair Wilson in District 72, Timaru, New Zealand, participates in the radio talk show "On Line" on station 3ZC. Discussing the subject, "Better thinking leads to better communication," Mr. Wilson and representatives from the Toastmistress organization answered telephone questions from listeners. The program stimulated membership efforts in New Zealand and has encouraged other clubs to become involved.



### THE ACTION PEOPLE

Sandy Robertson, DTM, past international director from Victoria, B.C., was re-elected to the Advisory Council of the American Institute of Parliamentarians at their Houston convention.

District 42 Governor Frederick Lawson, DTM, Edmonton, Alberta, was given complimentary transportation by Pacific Western Airlines to attend the Speechcraft Banquet at the Yellowknife Club 3829 in Canada's Northwest Territories. The Speechcraft course was given to nine young Indians and Eskimos as part of their training program as government interpreters.

Toastmasters from Area 6, District 45, Portland, Maine, are congratulated for their outstanding contributions to the 1973 "Gateways to Maine Careers" program. Representatives from more than 50 Maine employers assembled at the University of Maine campus to assist young people of the state in beginning their careers.

### TOASTMASTERS HONOR SPARKMAN

Senator John Sparkman (left) of Alabama accepts the District 48 Communication and Leadership Award from Hoyt Johnson, District Governor. Senator Sparkman was honored for his communication and leadership qualities and his contributions to the state of Alabama.



### PHYSICAL PLANT PRESIDENT

George C. Moore of the University of Cincinnati was elected President of the Association of Physical Plant Administrators at their recent Honolulu meeting. Mr. Moore is a member and past president of Queen City Founders Club 1619-40, Cincinnati. APPA is an international association devoted to professional standards for college and university campus operations.



### C & L AWARD

(Right) District 47 Communication and Leadership Award is presented to Earl Nightingale (left) by District Governor Charles Jones. Accepting the award, Mr. Nightingale, "the world's most listened-to broadcaster," entertained and enlightened the audience with his acceptance speech on continuing adult education. The award was the first in the district.

### ANNIVERSARY CELEBRATION

(Bottom) Sperry New Holland Club 3155-38, Pennsylvania, celebrated its 100th meeting anniversary recently. Surrounding Lu-Boo the clown (John Nonamaker) are (from left) Dennis Kerek, Reiner Zahl, Bernie Borremans and Frank Simmers.



# speechcraft

## ACTION

Speechcraft — literally the skill and art of effective speaking — is a concept basic to the Toastmasters program. Speechcraft serves as the Toastmasters way of telling our story to the community by involving members of the community in our activities. This program serves as a showcase of successful Toastmasters techniques in the communication arts in combination with the skills of experienced Toastmasters acting as instructors. For this reason every club should conduct an annual Speechcraft program as a service and an opportunity in their community.

Everyone, the Toastmasters and the Speechcrafters, benefit from a well-planned and executed Speechcraft program. The Speechcrafter, who is the principal focus of the program, benefits by learning the applied theory of speaking and then

*Graduates and coordinators of the Speechcraft course of Crosswinds Club 3708-39, Vacaville, California, participate in graduation ceremonies. The Speechcrafters were employees of the prison hospital facility at Vacaville.*



*Completion certificates are distributed for Hi Noon Club 967-40's first Speechcraft course, Ashland, Kentucky. Of the five graduates, 3 joined the club and three club guests also joined.*

immediately applying his new-found knowledge in a workshop situation. He polishes his skills before a knowledgeable audience and receives immediate feedback on his efforts from a skilled Toastmasters Evaluator. As the program progresses through eight educational sessions, a steady growth in speaking ability will become apparent to the Speechcrafter. So, we can see how the Speechcrafter profits from his Toastmasters experience; now let's consider this program from the point of view of the club and the individual Toastmaster.

All Speechcraft activities occur during the course of your regular Toastmasters meeting. The club format is realigned slightly to meet the time requirements of the enriched program so you can include the additional activities in a meeting of the usual length. But is all of the work involved in planning, preparing and presenting a Speechcraft program worth the results to the individual Toast-

master? Can he feel a sense of pride and accomplishment in having been instrumental in improving another's ability to communicate effectively? The answer is "yes"! You are making your club more dynamic and introducing new and different views by incorporating Speechcrafters into the regular Toastmasters educational programming. You are improving yourself by working with people who need training in communication and leadership. And you are helping your community become more aware of the Toastmasters opportunity.

One of the keys to the success of the Speechcraft program is the thoroughness and attention paid to program detail by Toastmasters during the planning phase. At least six weeks prior to the first Speechcraft session, your club should begin its planning, with guidance from the Speechcraft coordinator, to ensure that no detail of programming is overlooked. Equally important, and considered simultaneously with program planning, is the assignment of Toastmasters to the various tasks which must be accomplished. One task which is the responsibility of all the club's members is to encourage non-Toastmasters, potential Speechcrafters, and inactive Toastmasters to attend the Speechcraft meetings.

One of the most common questions in initiating a Speechcraft program is "Where do you expect us to (a) dig up, (b) find, (c) reincarnate, (d) kidnap, or (e) capture (choose the excuse that you have used) members?" Here is where: club guests during the prior year, Junior Chamber of Commerce ("Speak-out" program) members, United Fund workers, executive training programs. If none of these apply to you or your club, how about nearby colleges and universities, adult education



*Speechcrafters from the McAfan Club 737-49, Honolulu, enjoy Hawaiian music and dinner at their graduation banquet. Five out of eight Speechcrafters planned to join the club.*

schools, churches, corporate training directors? Still not enough? Then how about nurses associations, YMCA and YWCA, service clubs, unions, Knights of Columbus or Masons, policemen, firemen and other government agencies? Finally, let's not forget sales organizations such as boards of realtors, insurance companies, and stockbrokers. What are your ideas?

Speechcraft is your community relations program at the club level. With proper planning, member participation and a recognized purpose, the program will serve you well. Write for your copy of the *Speechcraft Action* brochure (203-A) and schedule your club's Speechcraft program today!



*Graduates of the Speechcraft course conducted by Aerospace Club 2753-8 at McDonnell-Douglas, St. Louis, Missouri, line up for a group photo. Invitations were circulated through the departments of the plant and of 15 Speechcrafters in the course, six joined the club.*

**toastmasters  
international  
financial  
statement**

**STATEMENT OF ASSETS OF ALL FUNDS  
JUNE 30, 1973  
GENERAL FUND**

|  |                  |
|--|------------------|
| UNRESTRICTED:  |                  |
| Cash on hand, demand deposits and savings accounts ..... | \$ 65,874        |
| Bank certificates of deposit .....                       | 25,000           |
| U.S. Treasury Bills, at cost (\$50,000 par value) .....  | 49,220           |
| Accounts receivable .....                                | 22,851           |
| Refundable deposits and prepaid postage.....             | 11,678           |
| Due from General Fund — Unrestricted .....               | 75               |
| Due from investment (Endowment) Fund .....               | 3,103            |
| Deferred expense — authors' fees .....                   | 12,500           |
| Total — Unrestricted .....                               | <u>\$190,301</u> |
| RESTRICTED:  |                  |
| Cash — demand deposits .....                             | \$ 53,194        |
| Cash — savings accounts .....                            | 10,934           |
| Total — Restricted .....                                 | 64,128           |
| Total .....  | <u>\$254,429</u> |

**INVESTMENT (ENDOWMENT) FUND**

|  |                  |
|--|------------------|
| Bonds and stocks, at cost (market value \$130,773) ..... | \$121,143        |
| Total .....  | <u>\$121,143</u> |

**PROPERTY FUND**

|   |                  |
|---|------------------|
| Property, building and equipment, at cost:    |                  |
| Land .....                                    | \$ 47,221        |
| Building .....                                | 606,863          |
| Furniture and equipment .....                 | 96,957           |
| Total property, building and equipment .....  | \$751,041        |
| Cash on demand deposit—reserve accounts ..... | 53,921           |
| Total .....                                   | <u>\$804,962</u> |

**STATEMENT OF LIABILITIES OF ALL FUNDS  
JUNE 30, 1973  
GENERAL FUND**

|   |                  |
|---|------------------|
| UNRESTRICTED:                             |                  |
| Accounts payable .....                    | \$ 30,702        |
| Sales tax payable .....                   | 747              |
| Deferred charter fees .....               | 2,950            |
| Contracts payable—authors' fees .....     | 12,500           |
|   | <u>\$ 46,899</u> |
| Unrestricted — General Fund balance ..... | 143,402          |
| Total — Unrestricted .....                | <u>\$190,301</u> |
| RESTRICTED:                               |                  |
| District reserve fund balances .....      | \$ 57,418        |
| Grants .....                              | 3,276            |
| Ralph C. Smedley Memorial Fund .....      | 3,359            |
| Due to General Fund — Unrestricted .....  | 75               |
| Total — Restricted .....                  | 64,128           |
| Total .....                               | <u>\$254,429</u> |

**INVESTMENT (ENDOWMENT) FUND**

|                               |                  |
|-------------------------------|------------------|
| Due to General Fund .....     | \$ 3,103         |
| Investment Fund Balance ..... | 118,040          |
| Total .....                   | <u>\$121,143</u> |

**PROPERTY FUND**

|  |                  |
|--|------------------|
| Property Fund Invested Balance .....                       | \$751,041        |
| Property Fund Reserve Balances:                            |                  |
| Reserves for additions, replacements and maintenance ..... | 53,921           |
| Total .....  | <u>\$804,962</u> |

**GENERAL FUND—UNRESTRICTED  
STATEMENT OF INCOME AND EXPENDITURES  
FOR THE YEAR ENDED JUNE 30, 1973**

|   |                  |
|---|------------------|
| INCOME:   |                  |
| Membership charges:   |                  |
| Annual membership fees .....                                  | \$433,632        |
| Magazine subscriptions .....                                  | 86,680           |
| New member service charges .....                              | 116,733          |
| Gavel Club fees .....   | 1,970            |
| Total membership charges .....                                | \$639,015        |
| Club charges:   |                  |
| Charter fees .....  | \$ 11,050        |
| Club equipment, supplies and insignia .....                   | 79,664           |
| Total club charges .....                                      | 90,714           |
| Charges for optional educational materials and supplies ..... | 104,354          |
| Other income—dividends, interest and miscellaneous .....      | 10,351           |
| Total income .....  | <u>\$844,434</u> |
| OPERATING EXPENSES:   |                  |
| Administrative .....  | \$ 87,881        |
| General services .....  | 118,139          |
| District/new club services .....                              | 57,853           |
| Membership services .....                                     | 29,789           |
| Publications .....  | 103,224          |
| Educational development .....                                 | 13,265           |
| Educational materials .....                                   | 103,833          |
| Club supplies, equipment and insignia purchases .....         | 101,697          |
| Employee benefits .....                                       | 46,309           |
| General expenses .....  | 128,208          |
| Maintenance and operation of property .....                   | 42,499           |
| Total operating expenses .....                                | 832,697          |
| EXCESS OF INCOME OVER OPERATING EXPENSES .....                | \$ 11,737        |
| OTHER EXPENDITURES:   |                  |
| Provision for maintenance .....                               | \$ 2,000         |
| Provision for replacements and additions to property .....    | 3,600            |
| Total other expenditures .....                                | 5,600            |
| EXCESS OF INCOME OVER EXPENDITURES .....                      | <u>\$ 6,137</u>  |



Board of Directors  
Toastmasters International

We have examined the statements of assets and liabilities of Toastmasters International as at June 30, 1973 and the related statements of fund balances and income and expenditures for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and other auditing procedures as we considered necessary in the circumstances.

In our opinion the accompanying statements present fairly the assets and liabilities of Toastmasters International as at June 30, 1973 and the changes in the fund balances and income and expenditures for the year then ended in conformity with generally accepted accounting procedures for non-profit educational organizations, applied on a consistent basis.

Frazer and Torbet  
Certified Public Accountants

July 18, 1973

**1972  
1973**



It's time to once again match your grammar with that of world leaders as we peruse a new collection of public gaffes collected by Toastmaster Billy Blooper in the interest of better communication.

**Test your BQ (Blooper Quotient) by identifying the mistakes in each of the following:**

1. "real bold . . ."
2. "The Attorney General had authority to decide what drugs were dangerous . . ."
3. "I spent a little more emphasis . . ."
4. "A close personal friend . . ."
5. "It's been rewarding for myself . . ."

**ANSWERS:**

1. **Real** bold is real bad, if you see what I mean. If you feel compelled to qualify bold, say **really** bold.
2. **What** drugs is incorrect; please say **which** drugs. Then go back to grammar school.
3. One **places**, not **spends**, emphasis.
4. Friends, by definition, are **personal** — unless you are differentiating between friends who are persons and friends who are dogs or cats. Please omit **personal**.
5. Well, it hasn't been rewarding for me to listen to your choice of words. Please use the object of the preposition **me** and not the reflexive form **myself**.

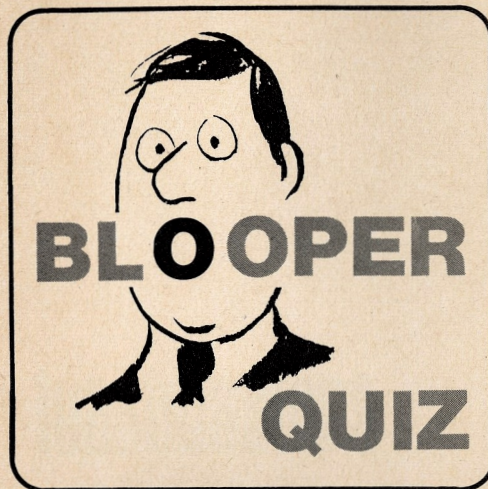
SCORE: 5 correct — perfect; 4 correct — excellent; 3 correct — good; below that, watch where you put your foot!

Copyright Roll Call Newsfeatures



Here are the names of additional Key Men and the number of certificates awarded since the last issue of THE TOASTMASTER.

| KEY MEN               | CLUB NO. | NUMBER OF CERTIFICATES |
|-----------------------|----------|------------------------|
| Mert D. Bosiak, DTM   | 293-64   | 9                      |
| Robert G. Glenn, DTM  | 875-19   | 6                      |
| Jack M. Hartman, DTM  | 1390-39  | 5                      |
| Earl S. McCanna, ATM  | 1-F      | 4                      |
| Eugene E. Keller, ATM | 694-31   | 4                      |
| Edward R. Casper, DTM | 172-52   | 2                      |
| David A. DeSurra, ATM | 100-F    | 1                      |
| Ralph W. Hennings     | 212-1    | 1                      |
| Wilbur Fox, ATM       | 525-8    | 1                      |
| Donald L. Morrison    | 386-19   | 1                      |
| Willie Trejo, ATM     | 2152-23  | 1                      |
| Donald Dee Smith, ATM | 2114-24  | 1                      |
| James B. Story        | 3129-29  | 1                      |
| Bernard A. Dean, ATM  | 135-33   | 1                      |
| Guy Peden             | 1008-40  | 1                      |
| Melvin M. McCure      | 2852-66  | 1                      |
| David J. Sutcliff     | 700-72   | 1                      |



# PROJECT FUN

# your 1973-74 district governors

- F. John B. Whittle, Box 862, Idyllwild, Calif. 92349
- Howard E. Chambers, ATM, 3922 Emerald St., Apt. #83, Torrance, Calif. 90503
- George C. Tostevin, 12555 - 37th Ave., N.E., Seattle, Wash. 98125
- William D. Hamilton, DTM, 6416 E. Sheridan, Scottsdale, Ariz. 85257
- Vit Eckersdorf, ATM, P.O. Box 5705, Redwood City, Calif. 94063
- Richard A. Freedman, 8479 Scarf Place, San Diego, Calif. 92119
- Don A. Plaskett, DTM, 428 S. Norah St., Thunder Bay, Ont., Canada P7E 1N9
- James R. Bales, ATM, 21175 S.W. Vermont, Beaverton, Oregon 97005
- Josef Seidel, 12674 Grandin Lane, Bridgeton, Mo. 63044
- Harry A. Popp, Sr., ATM, 1112 South 28th Ave., Yakima, Wash. 98902
- Edward N. Belt, ATM, 3260 E. 134th St., Cleveland, Ohio 44120
- Floyd O. Swathwood, ATM, 2521 Abbey Drive, Apt. #2, Ft. Wayne, Ind. 46815
- Peter P. Pierotti, ATM, RD #1, Box #1, Perryopolis, Penn. 15473
- P. Gregory McCarthy, ATM, 807 Springdale Rd., N. Augusta, S.C.
- Marvin E. Kline, ATM, 529 Sykes Drive, Idaho Falls, Idaho 83401
- William G. Maxwell, ATM, 1002 Canterbury Rd., Enid, Okla. 73701
- James D. Towey, 3445 N. Hillcrest Dr., Butte, Mont. 59701
- Bharat J. Gajjar, ATM, 1421 Drake Rd., Wilmington, Dela. 19803
- Andy O. Norton, ATM, Box 494, Ottumwa, Iowa 52501
- Eddie V. Dunn, 3106 - 7th St., N., Fargo, N. D. 58102
- Robert D. Bennett, 396 King George Terrace, Victoria, B.C., Canada
- M. Norman Hogue, ATM, 6608 West 101 Terrace, Overland Park, Kan.
- Milton H. Klein, 911 Alamosa, Carlsbad, N.M. 88220
- Donald D. Smith, ATM, 7 East Ridge Dr., Council Bluffs, Iowa 51501
- Jack Ligon, 6812 Cumberland, Ft. Worth, Tex. 76116
- Dean Kleinkopf, 1022 Beech Dr., Lakewood, Colo. 80228
- Ray C. Lopez, 1862 Henrietta, Birmingham, Mich. 48009
- George E. Deliduka, DTM, 9 Dogwood Dr., Shalimar, Fla. 32579
- Louis M. Kiriazis, 1329 S. 61st Ave., Cicero, Ill. 60650
- Roger Boyington, ATM, 65 Coburn St., Lynn Mass. 01902
- Paul B. McKinley, 5219 - 28th Ave., S.E., Lacey, Wash. 98503
- Larry L. Lee, 1604 Cameo Way, Modesto, Calif. 95350
- William J. Hayes, III, DTM, 1056 E. Lexington Blvd., White Fish Bay, Wisc. 53217
- William O. Miller, DTM, 12101 Hunters Ln., Rockville, Md. 20852
- Joe A. Ellisor, DTM, Route 3, Box 903-J, Greensboro, N.C. 27410
- Frederick W. Romig, Jr., 1406 Bonnie Dr., Bethlehem, Penn. 18018
- Nirmal S. Cheema, ATM, 717 Hazel Street, Livermore, Calif. 94550
- Lester J. Lucas, ATM, 2301 Potts Lane, Zanesville, Ohio 43701
- Dale M. Cooley, Box 3125, Rapid City, S.D. 57701
- Frederick G. Lawson, DTM, 13709 - 64 St., Edmonton, Alta., Canada T5A 1R8
- John E. Clements, ATM, 1564 Rabb St., Memphis, Tenn. 38117
- Ramon E. Laird, Jr., ATM, P.O. Box 7537, Midland, Tex. 79701
- Frank R. Gardiner, 16 Katahdin St., Bangor, Maine 04401
- LaVern G. Lee, ATM, 878 Seneca Rd., Franklin Lakes, N.J. 07417
- Karl E. Righter, DTM, 710 E. Michigan Ave., Apt. #40, Orlando, Fla. 32806
- Donald N. Murray, ATM, 314 Neal Ave., West Point, Ga. 31833
- John H. Covey, Jr., 95 - 491 Kaulia Pl., Mililani Town, Hawaii 96789
- Van Barcus, ATM, 2135 Pass Ave., Burbank, Calif. 91505
- James C. Anderson, ATM, 1 Fairchild Rd., Tariffville, Conn. 06081
- Raymond W. Wakefield, ATM, 22 White Place, Bloomington, Ill. 61701
- Edward V. Dylla, 10919 Janet Lee, San Antonio, Tex. 78230
- Frank Medcalf, 112 Hackett Ct., Vallejo, Calif. 94590
- William D. Loeble, 5879 Woodvine, Columbia, S.C. 29206
- Doug A. Barclay, ATM, 5426 Winston Rd., Burlington, Ont., Canada
- Stephen J. Evans, ATM, 1486 Cryville Rd., Ottawa, Ont., Canada K1B 3L8
- Donald J. Hassen, ATM, 8489 N. River Rd., Freeland, Mich. 48623
- Clinton Hobbs, Box 519, Madison, Tenn. 37115
- John N. Tyler, 126 Guay Ave., Winnipeg, Man., Canada R2M OC1
- Stanley A. Stevens, 31 Rosemont Dr., Amherst, N.Y. 14226
- Rex Tillotson, P.O. Box KJ, Williamsburg, Va.
- George H. Peirce, 715 Camp St., New Orleans, La. 70130
- Geoff Phillips, P.O. Box 970, Brisbane, 4001, Qld., Australia
- David C. Murfet, 19 Freeland Cres., Launceston, Tasmania 7250
- Geoffrey S. Barker, 12 Lynn Close, Elstow, Bedfordshire, England
- B. S. Palmer, ATM, 28 Hallberry Rd., Mangall East, Auckland, New Zealand

## MOVING?

Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will assure you of uninterrupted delivery of The Toastmaster and other TI material.

Club No. \_\_\_\_\_

District No. \_\_\_\_\_

Paste current address label here OR complete the following:

Name \_\_\_\_\_

Present Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

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State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_

If you are a club, area, division, or district officer, indicate complete title: \_\_\_\_\_

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\*

Get "Forward from Fifty" Attention

## with Displays and Exhibits

Your 50th Anniversary presents a "Golden Opportunity" for Toastmasters displays and exhibits by your club, area and district. These can take the form of window, counter and bulletin board displays, exhibits in fairs and trade shows; and booths for other community events.

Order a "50th Anniversary Display Kit" (Code 5005).

#### Contents are:

1. 2 "Forward From Fifty" posters to call attention to the 50th Anniversary. (One central, focal point poster that can be mounted on cardboard for booths, and a smaller one for bulletin boards)
2. One "Action People" poster (for "Up Front" of display)
3. 5 **Communication and Leadership** program covers (to decorate the display and focus attention on the Toastmasters educational program)
4. One each of the following manual covers:  
**Listening to Learn, Mr. Chairman, Effective Speech Evaluation, Members, Meetings and Meals, and Audio-Visual Techniques** (to illustrate supplementary communication programs available to members)
5. One **Communication and Leadership Program** manual to show visitors the general content of Toastmasters educational programs.
6. 50 promotion folders (25 "Communication and Leadership" and 25 "Here's News About the Action People")

**Total cost: \$5.00, including handling and postage (Code 5005).**

Adapt items in the kit to fit the available space of your display exhibit. Wherever appropriate add your district or club banner.

California residents add 6% sales tax.

Toastmasters International, P.O. Box 10400, Santa Ana, California  
U.S.A. 92711

## Displays and Exhibits