

# The TOASTMASTER<sup>®</sup>

APRIL 2000



And Away  
We Go...  
to Miami Beach, Florida



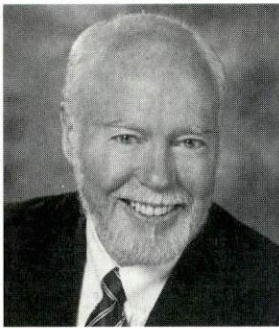
Don't miss Toastmasters'  
69th Annual International  
Convention, August 23-26, 2000,  
at the Fontainebleau Hilton Resort  
in Miami Beach, Florida.



2000 Golden Gavel Speaker  
Nido Qubein

ALSO INSIDE:

Member Survey Says:  
Responses reveal Toastmasters' wants and needs



## VIEWPOINT

# Think Globally, Act Locally

One of the great battle cries from the turbulent 1960s exhorted us to “think globally, act locally.” Whether the issue concerned environmental conservation, world peace, race relations or women’s rights, this standard called us to remember the overriding philosophical principles that defined essential matters of peace, justice and the future of the earth. At the same time we were reminded that these principles would have concrete meaning only if we acted them out in our daily lives. The Mahatma Gandhi had perhaps stated it best when he wrote years earlier that: “We must be the change we want to see in the world.”

The sixties have long passed, yet we are still called to “think globally, act locally,” even as Toastmasters. First the global part: Over the past 75 years we have helped millions of people change their lives for the better. We have forged an organization with a global mission to make the world a better place by helping people build leadership and communication skills. We have anchored our mission and practice in the values of integrity: respect for the individual, dedication to excellence, and service to our members.

We can be very proud to be Toastmasters. But our guiding principles have meaning only if we create the environment in our clubs in which individual members can achieve their goals. We create this environment only if we “act locally” at every level to bring the Toastmasters experience to people we haven’t yet reached, and if we serve the members we have.

The next months in our Toastmasters year are critical, as our clubs work toward reaching “distinguished” status and our areas, divisions and districts support them in their efforts. It’s now time to ensure that every Toastmaster in every club is actively working in our leadership and communication tracks. It’s time to follow every lead we have for potential new clubs. It’s time to ensure that our area and division governors are focused on serving and supporting our clubs. And it’s time to ensure our district teams are focused on the critical success factors as they pursue the goal of becoming “distinguished.”

Most important, and most “local,” are the actions of the individual member. I ask each Toastmaster to consider these questions: Are you working toward clearly defined goals? Are you supporting others in your club to achieve what they came to achieve? Are you fulfilling the Toastmaster’s Promise you made to your club when you joined? Are you using what you learn to make a positive difference in the world around you? In short, are you acting in the spirit of Toastmasters as defined by our mission, vision and values?

**Tim Keck, DTM**  
International President

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To order frequently requested documents, call:  
FaxBack (949) 858-4185

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 \$18 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.

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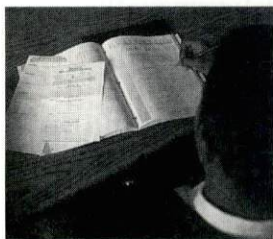
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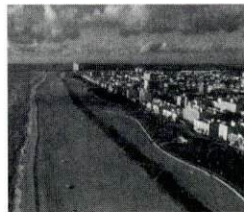
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#### *The Toastmasters Vision:*

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, giving them 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.

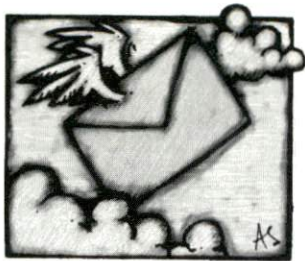
It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

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## LETTERS

### GOOD RETURN ON INVESTMENT

In my early career days, I carefully weighed could I and should I go to a Toastmasters meeting every week. Thank God I did. Little did I know that my Toastmasters training would be the best investment I ever made. Toastmasters taught me how to speak, react and act toward other people. At those meetings, it never dawned on me that some day I would address the U.S. Chamber of Commerce or that I would become an economic advisor to President Nixon. I had no idea that some day I would have the privilege of speaking in most major cities in the United States and Europe.

Harry A. Donovan, CPA  
Former Toastmaster living in Akron, Ohio

### TABLE TOPICS TRAINING PAYS OFF

A Toastmaster friend frequently says, "When the going gets tough, you get what you practice." I proved this to be true at my parents' 40th wedding anniversary party. As dinner was starting, my sister looked frantically at me and said, "It's time to do your toast." I gasped, "Me? You said you were doing the toast." Her answer: "You're the Toastmaster. Let's see your stuff."

I was nervous, but the toast went well. Because I'm a Toastmaster, I'm always writing speeches in my head, and I already had some ideas. At the end of my speech, I smiled, raised my glass and, blinking away tears, looked directly at my parents and finished a memorable toast.

This experience came at a time when I was considering not renewing my Toastmasters membership because my life had changed drastically with the birth of my first child. But after this close call with disaster, I saw how profoundly Toastmasters had influenced my skills and confidence. I knew I wouldn't quit. Instead I joined a club that met at a different time and had a different agenda. Toastmasters will always be a part of my life. It's an organization that changes and grows with you.

Janice E. Bushé  
Glendale, Wisconsin

### INTERNET PUBLIC LIBRARY: A GREAT RESOURCE

One wonderful resource Reid Goldsborough didn't mention in his article "Click and You Shall Find" (February) is the Internet Public Library ([www.ipl.org/ref](http://www.ipl.org/ref).) I'd just about given up on finding information I needed when I stumbled upon this service. I sent a detailed question, and 48 hours later (on a weekend) I had exactly the information I needed.

Regarding Susan Atkins article, "Playing with Words" and Jana Bickell's article "The Wild and Wonderful

Grammarian" (both in February's issue), I disagree with their suggestions about using and learning obscure words. While they may be fun, such words are not very practical. You seldom can use them after leaving your Toastmasters meeting because most people don't know what they mean. When I serve as Grammarian, I prefer to introduce technical words or jargon that we keep seeing or hearing.

However, I do agree that when you encounter a word you don't understand, you should look it up and learn it.

David Foss  
Chagrin Valley Club 3613-10  
Chagrin Falls, Ohio

### TOASTMASTERS TRANSFORMS LIVES

When my brother introduced me to his Toastmasters club, I was reluctant to attend. But I had spare time, so I joined. I am amazed at how my attitude toward myself and life has changed since then. Toastmasters has helped me overcome my fear of public speaking and low self-esteem. I now enjoy and feel confident making new acquaintances, reaching out to groups of strangers and participating in social conversation. I want to share this experience with others, and I look forward, with my brother's assistance, to starting a new Toastmasters club.

I have discovered that self-expression is a human desire that, when unleashed, transforms people. The potential to develop and grow is endless. I want to thank Toastmasters' founder Ralph Smedley and all the members who have carried his message to the world and inspired me to make a difference in my life.

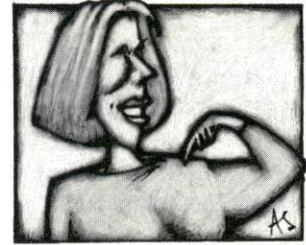
Joan Harkness  
West Toronto Club 3057-60  
Toronto, Ontario, Canada

### TO LEAD IS TO SERVE

I know all too well what it means to serve. While serving as a Peace Corps volunteer in Honduras, I learned to be a leader. Being American I was sought out for leadership advice. I agree with President Tim Keck that a leader has to be viewed as equal to the ones he/she serves. In Honduras, I lived in an adobe hut with a thatch roof and a dirt floor. I used a latrine and had no running water or electricity. When I taught soil conservation and leadership courses to community residents, they viewed me as an equal and I listened as a member of the community.

Robert Franks  
RPCV Honduras 93-95  
USAA Toastmasters Club 181  
San Antonio, Texas

By John E. Kinde, DTM



**Smile Power:**

# If You Are Having a Good Time, Tell Your Face

SEVERAL YEARS AGO, I WAS IN A SAN DIEGO RESTAURANT WITH my mother. As I paid the check, we both noticed an elderly woman waiting to be seated. As we left the restaurant, Mom asked, "Did you notice that woman with the wonderful smile?" I most certainly did. Her smile lit up the room. It

was a smile to die for – one that would win instant friends and one you don't often see on a stranger. Mom later commented, "I wish I had told her what a terrific smile she had!"

Later, on my long drive home, I stopped at a fast-food restaurant for a quick bite. A woman in her 70s waited by the condiment bar while her husband ordered. She glanced my way and smiled brightly. It was a smile that broadcast "I love life!" I wasn't going to let this opportunity pass by. I said, "You have a wonderful smile!" Wow, did her face light up! She responded with an enthusiastic, "Thank you!" My comment probably made her day – it certainly made mine.

**INSTANT FACELIFTS**

Life's lessons have taught me this: A smile is the No.1 feature that makes people attractive. It's a welcome mat. It makes strangers approachable. People with great smiles radiate a warmth that instantly draws others to them.

Some people naturally have a great smile. Others – analytical types like myself – must work at it. One way to tell if you're in my category is to look at photographs of yourself. As you flip through, do you like the way you look in most of them? Probably not. But then you discover that one great picture of yourself. In it, you look friendly – you smile broadly and your eyes twinkle. Now that picture looks like you!

I hate to say it, but all the pictures look like you – even those you dislike. Those "bad" photos portray the way you appear most often. When you are having a good time, does your face show it? You might be surprised. Years ago, I dropped into a comedy club in Montgomery, Alabama. I was sitting in the front row, where one is typically fair game to be picked on by the comedian. But being the non-expressive, serious Norwegian that I am, I wasn't giving the entertainer the jovial feedback he needed. I was enjoying the show, but in a straight-faced manner. About halfway through his monologue, the comedian interrupted his rou-

tine to ask me point-blank: "Are you having a good time?"

I answered, "I'm having a great time." His comeback: "Well then, tell your face!" In everyday life, the same concept applies. You might enjoy your job but fail to show it. You may want to meet someone, yet not give that person

a single, friendly clue. Your face should express interest and enthusiasm when you wish to connect with others.

**SMILE AEROBICS FOR EMOTIONAL HEALTH**

One way to become better at smiling is to increase your awareness of smiles you find warm and inviting. Notice the appeal of those who smile with their eyes, not just their mouths – their whole face gets involved. Consider these people your models. Study yourself in the mirror and practice smiling with only your eyes. Get used to the feel of your cheekbones as they lift. When you see yourself with a great smile – hold it for a moment. Turn away from the mirror. Then recreate that smile again. With practice you can develop muscle memory. And in a short time, you will possess a million-dollar smile.

**THE SMILING REMINDER**

Sometimes it's life's little reminders that help us focus on self-improvement. I set out to find a "smile" lapel pin as a permanent reminder of my smile's importance. After a fruitless one-year search, I commissioned the design and production of smile pins. Now when I encounter a stranger with a million-dollar smile (not an everyday occurrence), I share the compliment, "You have a wonderful smile...thanks for brightening my day! I'd like you to have my golden smile pin." Then I might add, "And when you see a total stranger with a fantastic smile, you can pass on the pin."

This little reminder has conditioned me to search out life's glowing smiles and not allow them to pass unnoticed. I always carry "golden smile" pins. And when I spot a show-stopper smile, I always express my appreciation. **1**

**John E. Kinde, DTM,** is an Accredited Speaker and member of Pinta Club 6712-33 in Santa Maria, California.

# Fending Off Murphy

**V**eterans of the speech circuits learn to live with the unexpected: the movie projector that won't work because someone has pulled a plug, the slide that's projected on the screen upside down, the tape player that has suddenly developed a terminal illness.

Such calamities usually can be handled with some deft lines prepared in advance. "I really get nervous with tape players," one speaker says regularly, as he turns on the machine. "They all follow Murphy's Law: If anything can go wrong, it *will* go wrong." Then, if anything happens, the audience laughs with the speaker, not at him.

But all hazards are not that easily handled. Indeed, some speech traps are virtually invisible, making them difficult to avoid. Here's my personal list of the "Terrible Ten" that every speaker should try to guard against:

**1** The "overcooked" subject. Many speeches elicit yawns from an audience simply because the subject has been overworked. Even superb writing and sparkling delivery can't save a message that has been delivered too often. Business speakers are particularly likely to fall into the trap of the well-worn subject because such talks are considered "safe" and rarely offend anyone.

The antidote, of course, is to choose a topic that is current and provocative. Lively and current speech subjects can be gleaned from daily newspapers or news magazines. Recent headline events could lead to such speech

subjects as: "How to think about gun laws"; "Parents must help end school violence"; "Is technology changing our morals?"

**2** Talking to the "audience." Many speakers are tempted to gather in the whole audience when they speak, with their eyes sweeping restlessly across the group, then down to a speech script (if there is one), then back to the audience once more. The danger in talking to the group as a whole is that it can lead to a bad case of the jitters. It's better, I've found, to make eye contact with just one listener at a time. Look directly at one person for about five seconds, then turn away and focus on someone else. It gives the speaker a sense of talking privately – a less frightening activity than speaking "publicly."

**3** The subversive introduction. A long, flowery introduction can threaten your talk because it promises too much on your behalf. If the introducer has described you with a garland of superlatives, the audience is bound to feel let down as you launch into your speech.

One way to guard against the overblown introduction is to request, in advance, a short and simple introduction. Better yet, write your own. If you are taken by surprise by a bouquet of encomiums, open your talk by reaffirming your modesty: "After hearing those words, I'm won-



dering if I showed up on the wrong night!" Or: "After hearing that great introduction, I can hardly wait to hear what I'll say!"

**4 The visual overload.** Too many visuals can confuse an audience, particularly if they're accompanied by elaborate explanations. One veteran speaker puts it this way: "Don't use a picture unless it's really worth a thousand words." A good rule to follow is to show the illustration (say, a slide); make a one-sentence explanation or comment, then remove it from view. Making numerous comments about the slide will confuse the audience; their attention will be divided between what you are saying and the projected image.

**5 Propping up the talk.** There's no doubt that props – if used wisely – can leave your listeners with an indelible impression of the major points in your speech. But props are easily overdone. For example, a few years ago an oil company executive wanted to show the effects of price controls on the supply of gasoline. To reinforce his point, he displayed a poster showing an automobile's gas gauge – with the indicator at "empty." The prop was not only unnecessary, it was also silly and received only a few chuckles from the audience.

Even if you can think of some really effective props, it's best to limit them to a few. Too many props dilute your message; a single prop stands out.

**6 Caution: Funny stuff ahead.** Professional humorists have succinct advice for unskilled speakers who are tempted to wow an audience with a series of uproarious jokes: Don't. Today's audiences are exposed, via television, to a raft of highly polished humorists. The average speaker has little hope of finding funny material, delivered with the same sense of timing that the professional may have worked on for years.

Does this mean you should never tell a joke or a funny story? Not at all. But to be on the safe side, try using material that has proved successful in the past. Don't hesitate to use someone else's story. Watch the timing of the story – the way the original storyteller pauses, makes a certain kind of face, then delivers the punchline.

**7 Proving you can read.** Many speakers staunchly defend the practice of reading the manuscript speech. They claim it lends more dignity, achieves greater accuracy and serves as a permanent record.

Certainly a manuscript can achieve those aims. But it also can stand as a barrier between the speaker and the listener – a handicap that is seldom overcome by skillful delivery. A further count against the written speech is that

it often incorporates formal language and sentence structure and lacks the informality found in conversation.

The best of both approaches is to write out a speech (or make an extensive outline) and practice the delivery in a comfortable, conversational style. The prepared manuscript then serves as a backup in case the speaker strays from the message.

**8 Quoting the experts.** Academic speeches, by necessity, are loaded with quotes from recognized authorities on the subject at hand. But for the average presentation before a business or social group, it's best to avoid being a "quote hanger."

A suitable quote can support or illustrate a point. But the audience wants to hear the speaker's thoughts, not a recital of what others have said. If you use quotations, make them few, brief and appropriate. If you don't, you might give the impression of trying to display your research skills.

*"It's best to avoid being a 'quote hanger.' The audience wants to hear the speaker's thoughts, not a recital of what others have said."*

**9 Bypassing anecdotes.** Many speakers fail to use one of the very best communication tools at their disposal – the anecdote. These "little stories" illustrate major points of a talk in a way that makes them memorable and entertaining. Most of today's top speakers rely heavily on anecdotes. In fact, many talks – particularly political ones – are simply a series of anecdotes strung together.

But an anecdote that fits your speech may not work for the audience. You need to make sure, in advance, that the anecdote is appropriate for the special interests of the audience. If it's an audience of plumbers, tailor your story to them.

**10 Aiming to be "a good speaker."** Many professionals realize that public speaking may enhance their careers, and they set out to become good speakers. But that is a flawed objective. Speaking skills should be secondary to their goals of becoming more effective managers, lawyers or advisors. Aiming to become a good speaker is often a trap, because it leads the speaker to focus on technique and mechanical skills as ends in themselves. "People don't listen to a speaker just to admire his technique or his manner," a wise politician once observed. "They like to feel a personal bond with the speaker."

The late Charles E. Irvin, one of the most active speakers in the General Motors speakers bureau, put it this way: "You must have something to say. You must want to say it. And you must never be afraid to lay a little bit of your heart on the table." **1**

William Hennefrund is a writer and photographer living in Woodbury, Connecticut.



**A**t the heart of Toastmasters International is the time-tested belief that effective communication can improve lives. On several occasions, the organization has employed management consultant Dr. Kenneth L. Tangen to help us do that even better.

Together, Dr. Tangen and Toastmasters International recently developed two separate surveys, which were sent to 2,700 members and former members worldwide. One survey focused on the critical components of active membership, including club climate, training and leadership. The second, an exit poll mailed to former members, focused on reasons for leaving.

A number of open-ended questions were included in both surveys, ranging from "What is your Toastmasters club doing right?" to "How can Toastmasters be improved?" The responses to these questions will be used to guide our organization, helping ensure that Toastmasters International continues to satisfy the members it serves.

#### COMMUNICATING WITH COMMUNICATORS

Because contacting every single Toastmaster would have been prohibitively expensive, a representative sampling was developed based on gender, geographic location, urban vs. rural areas, and community vs. corporate club members. Surveys were sent to 1,350 current members and 1,350 former members in 13 major U.S. cities, as well as in Hong Kong, Sydney, Melbourne, New Zealand, England and Ireland.

The results were immediately revealing. For instance, while there is no typical Toastmaster, a statistical Toastmaster does exist. The median respondent who emerged from both surveys is a married college graduate aged 40-49, with a yearly salary of \$40,000 to \$50,000 and a combined household income of \$80,000 to \$90,000. He or she attends or attended a weekly one-hour meeting with 10 to 19 attendees. The "typical club" of the "typical" Toastmaster is more likely to be community-based (54 percent) than corporate (38 percent).

Regardless of meeting length or location, however, one thing is clear; nearly all former and current members surveyed are pleased with their Toastmasters experience. A total of 96 percent of current members said they were satisfied, with 97 percent indicating they would





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*“A statistical Toastmaster is a married college graduate aged 40 to 49, with a yearly salary of \$40,000 to \$50,000 and a combined household income of \$80,000 to \$90,000.”*

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recommend Toastmasters to others. Even those who have left the organization speak highly of it: 85 percent reported being satisfied, while 94 percent said they would recommend it to others.

### **IN THE BEGINNING**

New members stay with the organization only if they are given a proper welcome, appropriate feedback, and adequate learning opportunities. The first challenge for clubs is to determine why they are there, and then tailor the program to best suit their needs. Helping ascertain those needs was one of the primary goals of the member survey.

When choosing from a list of reasons for joining, 85 percent of respondents reported they sought out Toastmasters to improve their speaking skills, with nearly half saying they wanted to lessen their fear of public speaking. But they remained in the club, survey results showed, for reasons such as self-esteem, friendships, and continued skill-building opportunities.

“My club makes speaking less nerve-racking,” said one respondent. “It’s also allows me to make friends and to have contact with professionals in my field of study.” Another remarked, “Our group is quite diverse and friendly, and our meetings are well-run. This atmosphere helps new and old members alike.”

How did they discover Toastmasters? Word-of-mouth is still a powerful force in more ways than one, with 35 percent reporting they were told about their current club by a co-worker and 13 percent saying an employer referred them. By contrast, the impact of computer technology is still relatively mild: Only 10 percent said they found their club by surfing the Internet.

When asked how their clubs could be improved, many answered with a resounding, “We need more members!” Since recruitment is shown to be most effective person-to-person, it’s up to individuals and clubs to take an active interest in membership building. Most respondents reported bringing a guest to a meeting, while about half have actively participated in membership-building.

"New members bring a fresh perspective," said one Toastmaster. The challenge, said another, is developing a "solid, consistent approach to getting new members."

Once again, the survey provided some helpful suggestions. In response to the question, "What is your club doing right?" a significant number of respondents answered "our membership drive." One member is producing an invitation for prospective members. Another has begun putting Toastmasters brochures in Welcome-to-Town kits. Many others reported promoting club events within the community.

More than half of all respondents said their first Toastmasters meeting was also their first introduction to formal communication training. But thanks to the welcoming atmosphere, nearly all respondents said they felt at home from the very first visit. "We have a warm friendly club membership," one satisfied Toastmaster said. From another: "There is encouragement for everyone, no matter what their speaking skills." As visitors, most were asked to introduce themselves and said they appreciated having the educational system and jargon explained to them.

Despite a positive first meeting, persuading guests to return can be a challenge. One respondent offered a solution: "We send follow-up letters and make phone calls to get guests back." The result? "Ninety percent of our guests end up joining." Half of the clubs represented in the survey provide induction ceremonies – an experience that has been shown to have a positive long-range impact on new members.

Nearly half of all clubs reported assigning someone to discuss new-member expectations and goals. This mentor relationship, whether formal or informal, proved significant to many of the respondents. "The mentoring is fantastic," said one. "To have people with experience helps me to continue." And from a club without mentors: "I need to know the available options and to receive help and encouragement from those more knowledgeable and experienced." Mentors can also provide private, constructive criticism, keep track of goals, and encourage ongoing attendance.

## AS MEMBERS GROW

The survey showed that constant guidance at the club, area and district levels is necessary if new members are to stay challenged and focused.

This guidance can come in many forms, beginning with an explanation of Toastmasters' educational system. An overwhelming 81 percent said the criteria for earning a CTM was explained to them, but others lacked the information to make sense of it all. "We need a formal introduction of materials to new members," said one Toastmaster. Another lamented not understanding the

Toastmasters hierarchy. There seems to be no such thing as too much information given to new Toastmasters.

"We need support from the area governor, who could help clarify leadership and be supportive of the officers in the club," said one member. It's a fact – effective leadership beyond the club level can make a positive difference. Most respondents reported that their area governor had visited their club (73 percent), acted professionally (68 percent) and explained the area governor's role and responsibilities (53 percent). A total of 43 percent noted that the area governor offered to help the club in membership building or to provide other services, but only 39 percent remembered the area governor meeting with club officers. Some 35 percent rated district level support "excellent."

Encouragement inside the club is important as well, with evaluations providing an opportunity for support – as well as arousing strong feelings in many of the respondents.

"As a speaker, I don't like it when evaluators pacify me with words they think I want to hear. Honest, constructive criticism would help build confidence in my skills," wrote one Toastmaster. Another said, "I have no need for a critical audience. I need encouragement, not a tearing down." And finally: "I quit Toastmasters after my fourth speech. I started to stutter, then two people had to humiliate me by ringing a bell in excess of 50 times. I thought this was supposed to be a friendly group. It's a shame. I looked for years to find Toastmasters. Now I doubt I'll ever go back."

## Specifics on the Survey Sample

By Ken Tangen

**M**embers of Toastmasters again have demonstrated their willingness to share their thoughts and suggestions. In the 13 years I have been a research consultant, I have never found a group of respondents as open and cooperative as Toastmasters.

Each survey was sent to 1,350 individuals randomly selected from within a stratified 2x2x13 matrix. The groups were equally selected on gender (male, female), proximity (urban, rural) and geographical location (13 major United States cities). The sample also included members from international locations (Hong Kong, Sydney, Melbourne, New Zealand, England and Ireland).

The Exit Survey was sent to individuals who had left a club within the previous six months.

The Member Survey was sent to individuals who are current members of a club. The four-page survey asked what brought them to Toastmasters, their personal experience with speaking, club membership, their district and World Headquarters.

Clearly, mastering the fine art of evaluation is extremely challenging. But when members learn to walk the line between being too gentle and too critical, the effort pays off. One respondent said, "many of our members are developing their skills because of strong evaluations." Another said, "I have a very positive and encouraging group. They push you to expand your comfort zone."

successful club, such as well-articulated goals, good time management, variety, friendship and fun.

"Our club officers meet regularly and complete the Club Success Plan," wrote one Toastmaster. "We're mission-focused!" Whether the goal is to sharpen public speaking skills ("We maintain a simple structure which allows people of all abilities to speak and progress at their own rate") or to achieve President's Distinguished Club

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*"There seems to be no such thing as  
too much information given to new Toastmasters."*

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It is only after leaving the boundaries of that comfort zone that members truly grow and learn. Most of the respondents are doing just that – and it's changing them for the better. More than two-thirds of respondents reported that their speech delivery and content have improved and their fear of public speaking is reduced. About half say they have expanded their vocabulary through Toastmasters training.

#### **MAKING EVERY MEETING COUNT**

Responses to the question, "What is your Toastmasters club doing right?" highlighted characteristics of a suc-

cessful club, such as well-articulated goals, good time management, variety, friendship and fun. status, clubs that achieve together often produce a high level of member satisfaction. One simple goal was suggested: "Do a club-level survey to determine how well members think they are doing and what areas to improve. Then, work on them together." All goals should be regularly reviewed by mentors and members alike.

Toastmasters activities take time, and in today's busy world, there's not a minute to waste. Many respondents reported that time-management is key to productive meetings. One member offered this tip: "We use all our meeting time for speeches, evaluations and Table Topics. We do administrative work via e-mail and a monthly

## Surviving the Time Crunch

When Toastmasters were asked what they needed to reach their goals, one valuable resource was mentioned again and again: Time! Comments ranged from a plaintive, "I don't need any help, just more time," to "I need a speech-writer! Writing speeches takes time away from my family and other interests."

It may be the one thing we all agree on.

Toastmasters are typically busy people, with little time to spare for meetings, speechwriting, or leadership opportunities. Yet some seem to almost effortlessly achieve their Toastmasters goals and accomplish far more than others. How do they do it? They don't find time for Toastmasters – they *make* it.

Time-management specialists have isolated several critical keys to making the most of the time you have, including:

- **Establish priorities.** Keep in mind that time spent in Toastmasters can be a valuable resource in helping you reach your lifelong goals. While self-improvement may take time away from other activities, the skills you learn can enhance every aspect of your personal and professional life.
- **Plan ahead.** Experts say that establishing early deadlines and sticking with them is the best way to avoid a time crunch. So rather than waiting until the last minute to write that speech, block out small periods of time on your calendar to work at a more leisurely pace. You may spend the same amount of time, but the results will be far less hurried – and much more rewarding.
- **Wake up.** Medical experts believe that too much sleep may actually slow us down, leaving us with less energy to accomplish all we would like. By getting up just half an hour earlier each day, you gain 182 hours a year. That's a lot of precious time to spend doing what you love the most – including Toastmasters.
- **Live each moment.** It's easy to feel frenzied at meetings if you're dwelling on other tasks that need to be done. Try to clear your mind of deadlines and responsibilities, and relax and focus. You'll learn more, enjoy more, and get the most out of the precious time you have.

officers' meeting. Many people can speak every week this way." (For more timely tips, see the Time Crunch sidebar on page 11.)

Variety really is the spice of life, according to the members surveyed. "We have very friendly meetings – lots of humor and laughter was a typical response." One Toastmaster was pleased his club "introduces creative variations throughout the year to reduce monotony." Another said frequent meetings with other clubs produce "cross pollination," sparking ideas for growth and programming.

### SAYING GOODBYE

Surveying former members might seem a forbidding task. After all, now is their chance to get those complaints out in the open. But in fact, those who completed the Exit Poll tended to be quite positive about their club experiences, with 85 percent saying they would consider rejoining in the future. Most respondents said their former club could have done nothing to prevent their leaving.

So why did they quit? The primary reason was lack of time, with 24 percent having to spend more time at work, and 20 percent saying Toastmasters required too much time. Nearly 84 percent felt they had not yet reached their goals when they left.

When asked how Toastmasters could be improved, former members had plenty of helpful suggestions. "Rewards for trying could be given, for little things. I was embarrassed to never win anything, and I did try my best. It was discouraging, not encouraging. Let new

people win some little thing, not just the accomplished members," wrote one former member.

Yet the benefits of membership were clear, even in retrospect. Former Toastmasters praised the fact that they had met new friends, improved their confidence levels, learned to think on their feet, and gained the ability to write effective speeches. One wrote, "I was encouraged to face and overcome tremendous challenges amid a group of caring, compassionate and concerned peers. I thoroughly enjoyed my experience in Toastmasters."

### SUMMING UP

So what conclusions can be drawn from this extensive data gathering? That Toastmasters meetings must be timely and goal-oriented while remaining sensitive to individual members' needs. Officers at all levels should ensure that guidelines for success are being met. They must share educational tools, reward effort, and encourage individual and club growth. Members must shoulder a fair portion of club duties, take an active role in club growth, and do their part to help create a vital and friendly atmosphere. Since an overwhelming majority of the respondents reported a high level of satisfaction with their Toastmasters experiences, it is clear that most members are doing all that and more.

Toastmasters International appreciates the time and suggestions of all the survey participants. With valuable input and ongoing assistance from members, the organization will continue its efforts to meet the needs of a steady and growing membership. **T**

**O**ne of the best ways to build your Club's membership is through a Speechcraft Program. This program teaches potential members the basics of public speaking and is a great introduction to the Toastmasters Communication and Leadership Program. In fact, many members begin their Toastmasters "career" as a Speechcraft participant.

These materials will help you get started:

___ 203-A	Number One Membership Building Tool	.12
___ 203	Speechcraft Promotional Kit	1.50
___ 205	Speechcraft Starter Kit	15.00
___ 204-H	Speechcrafter's Handbook	1.25
___ 207	An Opportunity to Succeed	.08
___ 261	Participant's Certificates	.30



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By Darin Smyth, Ph.D., ATM

## The Seven-Point Plan:

# A Recipe for Promoting Your Club

YOUR CLUB HAS ONLY SEVEN MEMBERS. FOUR ARE NEW TO Toastmasters. Club morale is low. Your members are busy and don't have extra time to give to the club. Sounds hopeless?

- Week Three – Body Language and Gestures or Vocal Variety.
- Week Four – Effective Evaluations or Impromptu Speaking (Table Topics).

This is the situation Scotts Valley Toastmasters faced in 1997. Our solution? A Seven-Point Plan based on the numbers 7, 2 and 6: seven members working two hours a month for six months.

The plan involved every member's help in promoting the club. The goal was to achieve maximum results using minimum resources.

Five members each committed to complete one project. Each project required two hours of work per month. The sixth member, our Vice President Membership, welcomed guests. The seventh member coordinated the effort by contacting all members once a month. Here are some suggestions for implementing the Seven-Point Plan:

**1 Post fliers in the community** once a month. We targeted coffeehouses and indoor bulletin boards at establishments that attract frequent visitors.

**2 Submit calendar listings to local newspapers.** We promoted specific meetings and events, such as a scheduled demonstration meeting.

**3 Contact people who have called the Toastmaster Hotline.** These are people in your area who are interested in knowing more about Toastmasters. Obtain information about the hotline from your area or division governor.

**4 Hold a demonstration meeting** for guests and former members. Invite each person who has ever signed your guest book. Promote the meeting through fliers and calendar listings.

**5 Offer a four-week Speechcraft series** to educate new members and introduce guests to Toastmasters. Ask all club members to participate. Here is a suggested structure of subjects to discuss:

- Week One – An Introduction to Toastmasters and meeting roles.
- Week Two – Ice Breaker Speeches or Organizing Your Speech.

**6 Create articles about Toastmasters for your local newspaper or magazine.** We published a five-part series on Toastmasters in a local "Health and Fitness" magazine. Each article emphasized a personal benefit that Toastmasters offers:

- Communication Skills – listening, thinking, speaking.
- Self Expression – voice, gestures, working with words.
- Building self-confidence through recognition, encouragement and feedback.
- Overcoming fear by identifying the fear and transforming it in a supportive, structured environment.
- Leadership – informing, persuading and inspiring.

**7 Plan monthly presentations for local companies** on "How Toastmasters Can Benefit Your Business." Use the above five topics as an outline for your presentations and hand out fliers at the end of each presentation.

Another option is to make a radio or television announcement. Contact your local public radio or television station for information.

With three basic steps, you can put the Seven-Point Plan into action:

**Step One:** Introduce and promote the plan to members. This means informing, persuading and inspiring members to participate.

**Step Two:** Obtain a commitment from each club member. Articulate how each project can benefit individual members in personal and professional growth. This will unify your club and give it a sense of direction. Guests will sense that you are a team when they visit your club.

**Step Three:** Recognize member contributions after your club reaches charter strength.

The Seven-Point Plan works. Within six months, our club's membership tripled from seven to 24 active members. **T**

**Darin Smyth, Ph.D., ATM,** is a psychotherapist and former member of Surf City Advanced Club 5127-4 in Santa Cruz, California.

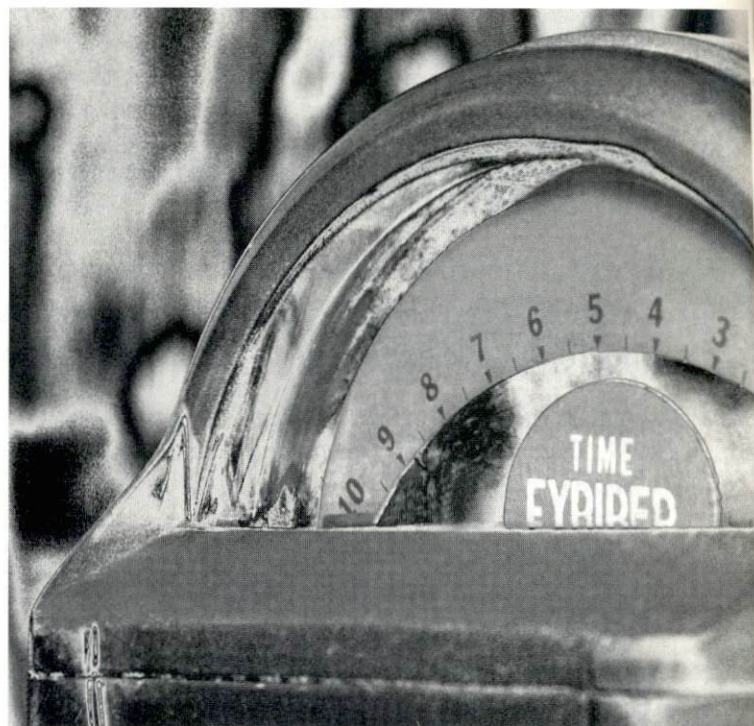


## CAN WE TALK?

By Tina Salloum, CTM

Consider Toastmasters activities an investment in your future.

# Use It Or Lose It



Sometimes I want to quit Toastmasters. I achieved my CTM in July 1999. I've filled all the positions at club meetings several times over. I've held the office of Vice President Public Relations and currently am club secretary. I've been a Toastmaster for a little more than two years. During that time, Toastmasters has been slowly chipping away at my most precious commodity – my time.

First it was the prepared speeches: the endless hours of preparation, writing and rehearsal. But that was fine by me. It was to attain my CTM. "I'm doing this for me," I repeated to myself. Then there was my appointment as Vice President Public Relations. That meant I would be asked to attend club officer training sessions periodically throughout the year. Again, I told myself, "That's OK. Adding my service as Vice President Public Relations for my club will dress up my resumé." Then, last year I was asked to serve as secretary.

Now I had a problem. I thought, "I will have to write the minutes of every meeting and prepare the agenda for every meeting and then distribute this information to

each club member before meetings. This means I must attend every club meeting, take and compile notes, prepare a schedule for upcoming meetings and distribute notes and schedule. All of this in addition to attending club officer training sessions. These duties will take time – my time."

People at work often ask me if I'm still involved in Toastmasters. I answer "yes," reasoning silently, "Toastmasters will equip me with the skills necessary to relate better to co-workers and to be more productive at work."

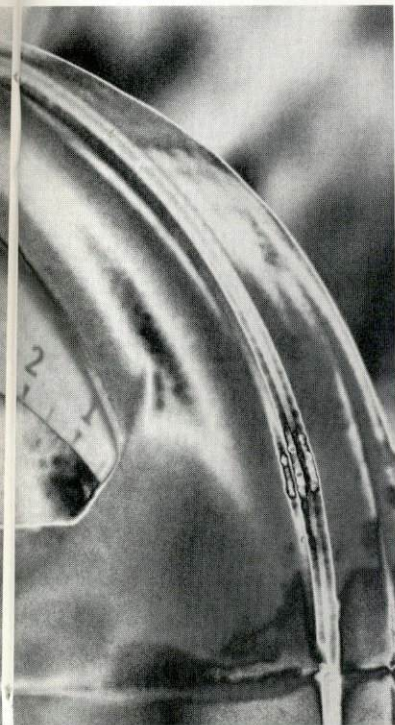
But sometimes I want to answer, "No, I'm no longer a Toastmaster. I quit the organization. It consumed all my free time."

Why don't I answer "no"? Because despite my complaints that Toastmasters is a time-soaker, I know that in reality, Toastmasters gives us time –

time to assess our skills, our goals, our lives. Actually, I can't imagine my life without Toastmasters. I would feel as if something were missing, something vital to my existence as a human being.

As members, we all know the primary advantages Toastmasters provides: the building of public speaking

*"Despite my complaints that Toastmasters is a time-soaker, I know that in reality, Toastmasters gives us time – time to assess our skills, our goals, our lives."*



and leadership skills – what I call the external benefits. Where else can we practice these skills on a regular basis? We don't always get a chance to speak before an audience or lead a group at work or school.

The leadership skills that Toastmasters instills alone make it an organization like no other. Each meeting requires that we fill a different position and use a different leadership role. We can serve as Toastmaster and lead the meeting (my personal favorite), as General Evaluator and observe the meeting to accurately assess its overall productivity, or as Table Topicsmaster

and create thought-provoking impromptu questions.

Of course, the roles of the speakers and their evaluators provide the cornerstone of the Toastmasters educational program. Guided by the Communication and Leadership manuals, speakers research, write and rehearse their presentations. And speech evaluators acquire high levels of analytical ability, which can prove invaluable in the workplace. The different manuals teach us public speaking skills on a variety of levels and in several different arenas.

If we search beneath the surface, the emotional or "hidden" benefits of Toastmasters training become clear. Our self-esteem rises in direct proportion to the number of manual speeches we complete and our length of involvement in the organization. Many members of my club have commented on how I've grown and developed as a public speaker during my two years as a Toastmaster. No longer do I use my hands to clutch the lectern for dear life while giving a speech. Instead, I speak with ease in front of the group and actually enjoy it. And lastly, I get to socialize with club members on a regular basis, which I find very rewarding.

So whenever I feel an urge to quit Toastmasters I ask myself, "What would I lose?" I would lose friends and socialization, plus the public speaking, leadership and analytical skills I've worked so hard to acquire. That's almost my whole existence. My mind would atrophy. My life would return to its pre-Toastmasters state: clerical

work during the day and watching television in the evening. Not exactly a solid workout for the mind.

"Well, what if I quit serving as my club's secretary?" I muse. "Then I'll have more time, but I can still attend club meetings and reap the benefits of being a Toastmaster." Again, I ask myself, "What will I lose?" The answer: "I won't pay as much attention to speakers' presentations during meetings. Their messages will be gone as soon as they step away from the podium." Next I ponder, "What if I stop delivering manual speeches?" That will obviously save time, but it won't advance my skills.

Then I face the question, "If I were to quit Toastmasters altogether today, what would I do? Write more, read more?" Not really, unless I were to quit my day job. Toastmasters doesn't take up that much of my time. My club meets the second and fourth Tuesday of every month from September through July. Depending on when Tuesdays fall, we might meet only once some months and not at all during August.

So I realize that more of one thing means less of another. More time, less self-improvement. Toastmasters offers an ongoing experience of continued growth. To quit Toastmasters is to quit growing, to become stagnant. Eventually, quitting Toastmasters would mean losing ground. Use it or lose it.

Again I ask myself: "Is this really what I want? Can I afford less self-improvement right now? We're in a new century. Do I want to stop growing?"

The answer is easy.

**T**

**Tina Salloum, CTM**, is a member of Birmingham Club 957-28 in Birmingham, Michigan.

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**When a speech is so good you can't find anything to criticize, what do you say?**

*The speaker had been wonderful, yet I dreaded the words of the evaluator. I had heard them too often, and I knew them far too well. "It was an excellent speech. I really didn't find anything to criticize. You did a really good job." It wasn't just a whitewash; it was the truth. None of us could think of anything to improve that speech.*

## *Evaluating the Accomplished Speaker*

Fortunately, the evaluator's job is not to criticize, it is to evaluate: to notice the strengths, to make suggestions for development, to help the weak get stronger and the strong become excellent. The real danger of a whitewash is that many speakers, with the potential to become excellent, instead stagnate in mediocrity because no one offers them suggestions for development. All speakers have the capacity to be better – but only if they are blessed with evaluators generous enough to attentively consider the speaker and share suggestions.

BY JO-ANNE McDOWELL, DTM, AND ROBERT McDOWELL, DTM



Since joining Toastmasters in 1990, we have attended Toastmasters meetings all over District 64 and we've been taught, formally and by role model, several evaluation methods. Some of those methods are simple and effective. However, we've noticed that many Toastmasters are uncomfortable with providing evaluation for established speakers, or for those who are using their speaking skills professionally. Instead of offering a typical evaluation, with a focus on both strengths and suggestions, many evaluators instead react either with unexpected harshness and lengthy criticism, or else with a total whitewash. (Perhaps worst of all is the assumption that those accomplished speakers don't need an evaluation at all.)

Toastmasters has spawned many professional speakers and others whose abilities border on the professional. Despite their expertise, many of these individuals continue to attend Toastmasters. They take on leadership roles, conduct evaluations and give speeches. Obviously, they feel Toastmasters still offers something of personal value. However, as club members, we are obligated to help these accomplished speakers get better by providing them with evaluations based on their needs and skill levels.

To help club members evaluate these accomplished speakers, we have developed an evaluation technique we call "PIN-Up." After assessing existing evaluation methods modeled at club meetings, we mixed the strengths of these methods with some ideas found in Edward DeBono's PIN (Positive Interesting Negative) method of critical thinking.

In our model, PIN-Up stands for Positive, Interesting Next Time and Uplifting.

■ **Positives:** Most accomplished speakers have already mastered eye contact, gestures and vocal variety – the generic box of criteria that are the focus of the CTM manual. Positives extend beyond evaluations that simply acknowledge that mastery: "Your gestures were natural and effective." Instead, notice those qualities that clearly differentiate your speakers from others at their level. You might say:

► *"Your eye contact was a particular strength. I noticed that you engaged one audience member for several seconds. This intensity could have been uncomfortable for that person, but you recognized when discomfort threatened and then made*

*contact with someone else. This was a very effective use of eye contact."*

■ **Interesting:** This component lets the evaluator respond personally to the speaker and to the speech. Perhaps the content was particularly well-developed. Perhaps the speech triggered unexpected emotions or new insights. Perhaps the humor, or lack of humor, added or detracted from the power of the speech.

■ **Next Time:** This is the challenge for most evaluators. Consider the speaker's skill level and her intended audience and suggest ways to improve. Some challenging Next Time suggestions we have heard:

► *"Next time, try to give that type of speech in costume. It might be even more effective."*

► *"Next time you are doing a speech from the Storytelling Manual, bring a chair into the middle of the room and ask us to sit around you."*

► *"Next time, when you are practicing your speech, think carefully about where the punctuation should be. Practice using your breathing to emphasize full*

*"Worst of all is the assumption that those accomplished speakers don't need an evaluation."*



stops, so that you can avoid some of the 'so's and and's' that you are using now."

These suggestions offer the speakers new challenges that will allow them to rethink their current patterns or try something new. Notice that by using the term "next time," the evaluator is not required to find a specific flaw to "criticize" in the presentation.

■ **Uplifting:** This component encourages the evaluator to find some motivational value in the speech content or in the delivery. Even if you have used up all of your positives, you can still find something uplifting to say.

➤ Recently a speaker delivered a powerful speech on a topic that the evaluator found uncomfortable. Her Uplifting comment was: *"I found your speech very powerful. Both your words and your delivery indicated your commitment to this cause. I realized that I would like to be able to bring that level of commitment to the causes that I support."*

➤ On another occasion, a speaker was giving a heartfelt speech and temporarily lost control to tears. The eval-

uator said: *"I found it uplifting to see that you can allow yourself to express such deeply emotional experiences. Your message was even more powerful because you were able to regain your composure and finish your speech."*

*"Notice that by using the term 'next time,' the evaluator is not required to find a specific flaw to 'criticize' in the presentation."*

An added advantage of these tips is that less-experienced members start to notice and identify the subtle differences in vocal variety, eye contact, gestures and content development that the accomplished speakers have achieved. This identification is a first step in the learning process and will lead the less-experienced speaker to model those strengths.

The art of evaluation demands much more than delivering either compliments or criticism. It is the ability to provide effective feedback so that the speaker can continue to improve. With the PIN-Up method, even the most accomplished speaker receives an evaluation that is both positive and developmental. **T**

Jo-Anne McDowall, DTM, and Robert McDowall, DTM, are members of three clubs each in Winnipeg, Manitoba, Canada.

## Conference/Convention Calendar

### 2000 REGIONAL CONFERENCES

#### REGION I/JUNE 16-17

Harrah's Reno  
Reno, Nevada  
Contact: Barbara Brackett, DTM  
8667 Kiwi Circle  
Elk Grove, CA 95624

#### REGION III/JUNE 16-17

Hotel Galvez  
Galveston, Texas  
Contact: Jean Riggs, DTM  
P.O. Box 33  
Deer Park, TX 77536

#### REGION V/JUNE 23-24

Par-A-Dice Hotel & Casino  
East Peoria, Illinois  
Contact: Edward Jones, DTM  
P.O. Box 262  
Danvers, IL 61732-0262

#### REGION VII/JUNE 2-3

Bethesda Marriott  
Bethesda, Maryland  
Contact: LaVerne Hawkins, DTM  
27 Wilcox Court  
Silver Spring, MD 20723

#### REGION II/JUNE 9-10

Orange County Airport Hilton  
Irvine, California  
Contact: Jeffrey Chess, DTM  
3800 Parkview Lane, #2A  
Irvine, CA 92612-1933

#### REGION IV/JUNE 2-3

Rushmore Plaza Hotel  
Rapid City, South Dakota  
Contact: JoAnn Edstrom, DTM  
139 Cleveland  
Rapid City, SD 57701

#### REGION VI/JUNE 9-10

Crowne Plaza Hotel  
Ottawa, Ontario, Canada  
Contact: Velma Latmore, DTM  
1676 Jorbin Crescent  
Gloucester, Ontario  
Canada K1J 1C5

#### REGION VIII/JUNE 2-3

Airport Hilton  
Atlanta Georgia  
Contact: David Caraway, DTM  
5820 Veterans Pkwy., Ste. 209  
Columbus, GA 31909

### TOASTMASTERS INTERNATIONAL CONVENTIONS

#### 2000 INTERNATIONAL CONVENTION

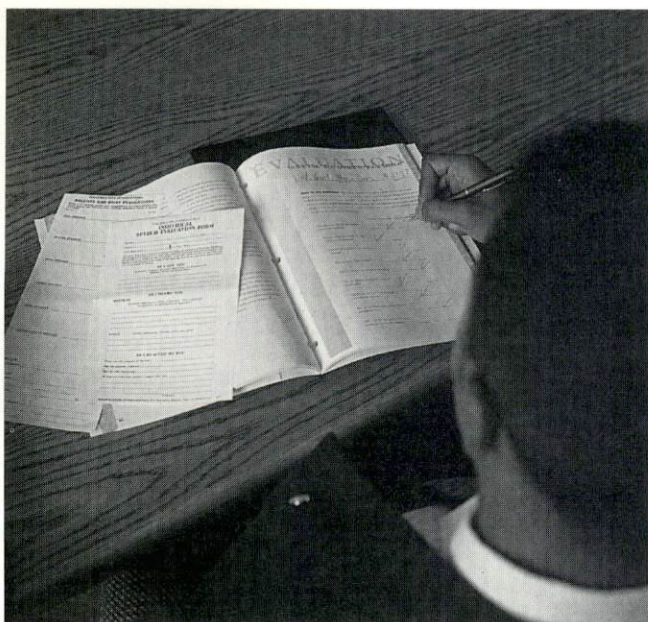
The Fontainebleau Hilton Resort  
August 23-26, Miami Beach, Florida

#### 2001 INTERNATIONAL CONVENTION

The Anaheim Marriott  
August 22-25, Anaheim, California

#### 2002 INTERNATIONAL CONVENTION

San Antonio Marriott Rivercenter  
August 21-24, San Antonio, Texas



By Peter V. Radlick, ATM-S

This article outlines five points to help evaluate an Ice Breaker speech with style and diplomacy. Most evaluators find the Ice Breaker difficult to judge because the speaker is new to Toastmasters and often inexperienced. If the evaluation is too critical about technique and presentation, the new speaker could become frustrated and lose interest in the club. But if the evaluation is too positive, the speaker may think Toastmasters has nothing to offer and is not worth pursuing.

You as an evaluator can provide valuable feedback that will inspire the speaker to continue on the path toward public speaking excellence. By using the following points, you can motivate the speaker to seek improvement, you can boost his or her confidence, and you can show that Toastmasters training is challenging but enjoyable:

#### THE FIVE POWER POINTS:

**1 Rule of Four.** The Rule of Four implies that a new member must complete at least four speeches to fully understand the process of speaking to a Toastmasters group. I have no scientific research to prove this rule, but I have observed this phenomenon in my club over the past two years. After the fourth speech, something clicks and members start to feel more confident and relaxed. The evaluator's role is to motivate the speaker, to stress that learning speaking skills takes time.

**2 The low-risk environment.** The evaluator needs to mention how Toastmasters is an excellent place for developing different speaking styles. The club's environment is great for learning how to enhance communication skills, whether it is learning to sell more effectively or learning how to teach a class. The wonderful thing

## HOW TO EVALUATE AN

# Ice Breaker

## S P E E C H

about Toastmasters is that there is no such thing as failing. I have never heard of anyone being booed off the stage for giving a less-than-perfect speech. As an evaluator, remember to stress that the sky is the limit and encourage new members to start taking some risks regarding presentation style and topic choices.

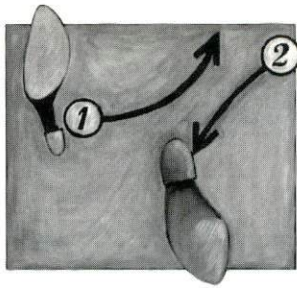
**3 Nourish speakers' confidence.** Most speakers want to hear what they did right, not what they did wrong. The phrase "constructive criticism" is too strong at this point because as an evaluator, your role is to provide positive feedback. You can accomplish this by making two comments about how the speaker did something well, and then making one comment about something that needs to improve. To be effective, use personalized language: "My reaction was..." "It appeared to me..." or "I felt that you..." Be optimistic; no one enjoys being criticized by a stranger.

**4 Be specific.** The typical evaluation lasts two minutes, so you need to be succinct and focus on two or three key points. Do not waste time on general statements, but rather pinpoint a specific behavior or attribute. For example, a member gives a wonderful speech about his childhood, but during the speech he rattles coins in his front pocket. You could point out how much you enjoyed his speech, but also be sure to mention that the speech would have had more impact had the speaker removed his hands from his pockets and used them to reinforce his message with appropriate gestures.

**5 Applaud them.** End your evaluation with a congratulation to nourish the speaker's self-esteem. Public speaking is scary, so compliment the speaker for having the courage to take the bull by the horns. The point is to pepper your evaluation with plenty of encouragement. One of the best ways to do this is to simply thank new members for taking the time and effort required in creating a speech.

The next time you evaluate someone's Ice Breaker speech, remember these tips and leave a lasting and favorable impression. **T**

Peter V. Radlick, ATM-S is a member of Capital City Club 142-39 in Sacramento, California.



## HOW TO

By James Hillen

In Tune With Their Needs...

# Composing Constructive Criticism

As Vice President Education, one of my responsibilities is to fill the agenda for meetings. The most difficult item to fill is the speech evaluator position. Since I assume unfilled roles, I've become a frequent flyer as a speech evaluator. Aiming to teach by example, I've endeavored to give helpful, honest and encouraging evaluations.

As a new Toastmaster, I dreaded volunteering to evaluate because I feared reviewing a speech of poor quality. I thought it would be difficult to be honest without being overly critical. And after being on the receiving end of too many critical evaluations, I felt disheartened and even considered quitting Toastmasters. I mentioned my concern to our club president, and he assigned a senior member the task of giving a speech on evaluations. Giving a good evaluation is more art than science. Instead of quitting Toastmasters, I ended up giving my own speech on evaluations and volunteered to serve as Vice President Education. I even wrote guidelines for meeting roles, especially emphasizing the speech evaluator position.

From observing numerous evaluations, I've noticed that many are either ingratiatingly complimentary or pointlessly critical. In my opinion, the speech evaluator is not only the most difficult role in Toastmasters, it is also the most important. Since the speech evaluator is the designated judge of speech quality, he or she has influence over how the speech is perceived by both speaker and audience. The evaluator's responsibility is to give helpful and fair feedback to the speaker. Here are 10 principles and techniques that I employ; you may find these helpful:

**1 Keep the goal in mind.** The purpose of an evaluation is to teach, encourage and support the individual in learning public speaking. Everything we say should fur-

The speech evaluator's role is not only the most difficult, it is also the most important.

ther this intention. When evaluating a poor speech, we can still verbally reward the speaker for making the effort to write and deliver a speech, for volunteering for a role and for making the meeting possible.

**2 Use the sandwich technique.** This useful tool is discussed in the Basic Communication and Leadership manual. Mentioning what you liked about the speech is the first layer of the sandwich. The middle layer is some aspect that can be improved, and the third and final layer is a positive statement of encouragement. People seem to think it necessary to find fault with some area of even the best speech, but I beg to differ. People thrive on praise and there's no need to contrive anything. A well-delivered speech can simply be congratulated.

**3 Look for something to respect.** All healthy relationships are characterized by mutual respect. This is true whether the relationship is friend, speaker, family member, subordinate or superior. Giving a speech is an act of courage for many, and this can be mentioned if you are at a loss for a positive comment. In all likelihood there is something about the speech — the delivery, content or even the speaker — that can be appreciated. Look for it and acknowledge it. A little respect goes a long way in giving feedback diplomatically.

**4 Evaluate the speech, not the speaker.** In Toastmasters, we evaluate the delivery rather than the content of the speech. By doing this, we help the speaker learn public speaking. Evaluations are not a forum for presenting our own point of view. If we feel strongly about the subject at hand, we can give our own speech at another time. If you do not share the sentiments



expressed, say so without denigrating the speaker or the ideas. However, there are exceptions to every rule. For some speeches it is appropriate to evaluate content in terms of misstated facts, erroneous leaps of logic and incomplete or faulty research. This is done for the purpose of helping the speaker, not as a rebuttal. Leave the accepting or rejecting of opinions, ideas or beliefs to the audience.

**5 Give an honest personal reaction.** Although this may sound like a contradiction to point No. 4, it's not. Being honest and non-offensive is a skill that can be acquired with practice. Speakers learn how their speeches affect their listeners from instant feedback and honest responses. For example, if you don't find a speech entertaining, simply state it as a personal reaction. Feedback is easier to accept when given as an individual response, not as the word of omniscient authority. The evaluator is but one person in the audience and everyone has different tastes. While over-confidence is rarely a problem, it does occur. We do speakers a disservice by giving them the false impression that their speeches are flawless. They may get a rude awakening when speaking outside the club, and they will soon recognize the difference between genuine and insincere praise.

**6 Mention qualities that can be changed.** When suggesting areas for improvement, be specific. For example, say things like: "Make eye contact with the audience"; "speak more slowly and distinctly"; "spend more time researching or preparing." I have heard evaluators suggest a speaker do the impossible and change temperament or speaking style. Some personalities are better suited for public speaking than others, but we all have unique attributes to offer.

**7 Analyze the speech objectives.** When working on my CTM, my personal goal for virtually every speech was to be more calm. My evaluators would say I had failed to meet my objectives – which were really the manual objectives – when I felt I was progressing nicely. It was a little disheartening not to be given credit for meeting my own goal. So now I take the time to ask speakers about their personal ambitions. I evaluate them primarily on meeting their own goals and secondarily on meeting the manual objectives. I also consider whether the speakers achieved the desired reaction from the audience and, if so, how they accomplished this. Could the speaker have been more persuasive? If so, how?

**8 Applaud improvement.** Compare the speech to others given by the same speaker and be sure to comment on any progress. If progress is slow, try to determine the cause – too little rehearsal, for example. Evaluations should be tailored to the speaker's experience level. We should lavish encouragement on novice and less confident speakers and reserve detailed criticism and challenges for more experienced members. The evaluator must be flexible in approach and manner and know the speaker well.

**9 Be well-prepared.** Access to preparation time improves the quality of evaluations. I've tried arranging the club's meeting agenda so there is a recess between the speeches and evaluations, to save evaluators from having to prepare their assessments while members are still speaking. When evaluations are not given utmost importance in clubs, their quality is compromised and speakers suffer.

**10 Be flexible.** Different people require different approaches to learning new skills. Ask speakers how they viewed your evaluation. Confident speakers may flourish on detailed criticism while others may easily be discouraged. The evaluator must be flexible in selecting approaches that work for each speaker. That's the essence of knowing how to give a good evaluation. **T**

**James Hillen** is a former two-year member of EarthSave Toastmasters in Vancouver, British Columbia, Canada.



## MANNER OF SPEAKING

By Shelia Spencer, ATM-G

**True power does not lie in having  
“the facts,” but in our ability to transmit  
them – with clarity and significance.**

### Four-Dimensional Communication:

# Public Speaking in the Information Age

The dictionary defines “communication” as the transmission of information. In its broadest context, communication encompasses much of our vital life experience. From the sound of the morning alarm clock to the scent of freshly washed sheets, from the decadent sweetness of mom’s apple pie to the pinch of last year’s waistband, our days are full of communication experiences. Our senses receive an amazing quantity and variety of information from people and things in the world around us.

The written word also flows copiously through our conscious hours. Text communicates appalling stock prices, seductive poetry, convoluted political statements and diabolical directions for assembling the new bookcase. Additional methods of communication have dramatically increased during the last few years, encompassing far more avenues than were available to Ralph C. Smedley and the founding members of our organization. Voice-mail, e-mail, fax, data transmission and live satellite broadcasts have created technologically sophisticated options for relaying information. Cellular phones and beepers join the wristwatch as standard personal accessories. Regional corporate gatherings have been replaced by teleconferences. Families and work teams may spend more time communicating by telephone or modem than by sharing a conversation in the same room.

Do these recent developments imply that face-to-face communication is becoming obsolete? No. Throughout history, people have relied on the spoken word as the primary medium for sharing information. Storytelling allowed our ancestors to preserve history and other knowledge long before written words were devised. Through the centuries, humans have continued to share their ideas, feelings and experiences through words, facial expressions and gestures. Despite technological advances,

oral communication still plays a unique role in allowing us to create powerful images in the minds of our listeners.

#### THE FIRST DIMENSION OF PUBLIC SPEAKING: CONTACT

What distinguishes public speaking among this astounding diversity of communication channels? First, to achieve any communication, an act of contact must be established. In the same way that a voice or data line creates an electronic connection, our Toastmasters gatherings provide the medium for generating transmissions of human thought and emotion. If a speaker vocalizes in an empty room, was there a speech? Not really.

If a manuscript languishes in an editor’s mailbox, a phone rings in a vacant house, or a state-of-the-art Web site remains unaccessed, each of these attempted transmissions has failed. Communication cannot occur without the participation of both a giver and a receiver: Speakers must have an audience, as they do at Toastmasters meetings. If we were to illustrate this concept in geometric terms, we would draw a line linking the speaker to the listener, thus establishing the “first dimension of public speaking”: contact.

#### THE SECOND DIMENSION OF PUBLIC SPEAKING: CONTENT

Second, the communication known as public speaking must include a message, or “text.” In geometry, a two-dimensional object has width and length, but no depth. A typical two-dimensional communication item could be a written page or a computer screen filled with words and images. The goal of the receiver is to follow these linear and graphic symbols and correctly interpret their meaning. The arrangement of the data must be logical and easy to follow, or the transmission will be faulty. Although speakers do not usually share the written text with their audiences, the ideas and words must be arranged into a

logical, easily absorbed speech structure. Prominent in our Toastmasters training is the concept of effectively organizing our thoughts and selecting the appropriate words to ensure that our speeches achieve their desired purpose. Content is the second dimension of public speaking.

### THE THIRD DIMENSION OF PUBLIC SPEAKING: DELIVERY

The research and arrangement of facts is a critical process, but it is equally important to focus on presentation. People such as physicians, newscasters and investment counselors are generally seen as sources of vital information. Yet even the most important messages may be ignored or misunderstood if the sender does not use effective presentation skills.

Studies show that delivery ("how" we communicate) is nearly 10 times as significant to our receiver as content ("what" we communicate). Information must always rely heavily on the medium conveying it; as speakers we bear full responsibility for supporting our content with appropriate delivery. Like actors, Toastmasters focus much of their energy on the mastery of voice, gesture and facial expression. This three-dimensional embodiment of our message also may include use of visual aids, props, emotional and intellectual reserves, humor and creative juices. Delivery is the third dimension of public speaking.

### THE FOURTH DIMENSION OF PUBLIC SPEAKING: "REAL TIME"

Public Speaking also goes one step further: It exists as a simultaneous two-way exchange between the speaker and the listeners. A play or movie usually inspires a variety of powerful reactions from the audience, but whether there is an expected laugh or an unexpected groan, the show goes on as usual. The actor or the projectionist does not alter or repeat the plot, or pause to explain their messages based on the reactions from people in the theater. Actors may occupy three dimensions on the stage or screen, but they normally do not interact with the audience.

Public speakers, by contrast, cannot ignore facial or verbal signals if they expect to transmit their intended message. Nods, smiles, and supportive, enraptured attention create a tangible energy that flows from audience to

speaker, confirming that the "connection" is operating successfully. Expressions of confusion, anger, boredom or disdain are another form of reciprocal communication.

They convey a message to the speaker allowing him or her to reassess, refocus and respond to the audiences' needs. This is the key factor that separates public speaking from report-reading, acting and other forms of verbal presentation. Interaction and interdependence between a speaker and the audience creates a shared experience of "real time" – the fourth dimension of public speaking.

### THE PURPOSE OF TOASTMASTERS TODAY

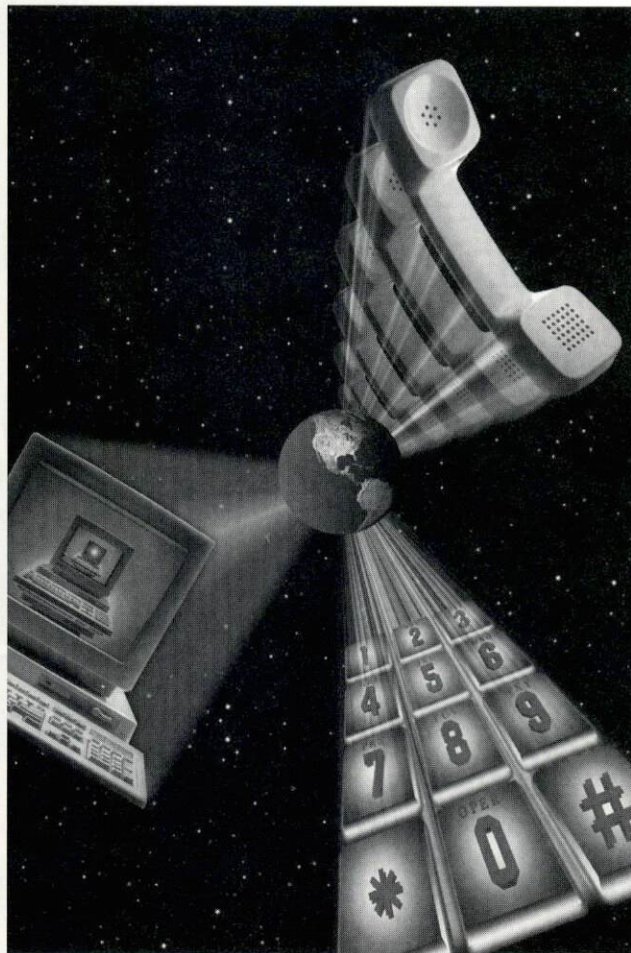
No other form of communication occupies these four dimensions as fully as public speaking. Our passage into the "Information Age" has not reduced Toastmasters' vital place in the world. Rather, effective oral communication is a precious and unique skill in today's information-intensive society. True power does not lie in having "the facts," but in our ability to transmit them –

with clarity and significance.

As impersonal data flows more and more frantically through every available fiber-optic cable or airwave, an increasing application of human wisdom and insight is required to make sense of it all. The listening and analytical skills we apply in our Toastmasters meetings help us to separate the wheat from the chaff – and the medium from the message.

When we also commit ourselves to becoming successful speakers, we learn to clearly convey our ideas and intentions. We receive, respond to and influence the thoughts and feelings of others. We will eventually be seen as the "voice of reason," able to transmit not only data, but also the delicate shades of meaning and import to be gleaned from it. Toastmasters International, via its thousands of clubs throughout the world, teaches members the essential skills necessary for this formidable enterprise. Welcome to Toastmasters, and to the adventure of communicating in the fourth dimension! **T**

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**Shelia Spencer, ATM-G** is president of Excelsior (Advanced) Club 94-46 in Kew Gardens, New York.



# “And Away We Go...”

## to Miami Beach, Florida

**Don't miss Toastmasters' 69th Annual International Convention, August 23-26, 2000, at the Fontainebleau Hilton Resort in Miami Beach, Florida.**

**L**et great speakers inspire you and fun events entertain you. Enjoy the best Toastmasters International has to offer and join your friends in a week filled with learning, achievement and fun!

### CONVENTION SCHEDULE

The convention begins on Wednesday, August 23, and ends Saturday evening, August 26. Take advantage of an educational program that lets you choose from five tracks: Speaking; Personal Growth; Motivation and Leadership; Club and District Success; and Professional Speaking.

### INTERDISTRICT SPEECH CONTEST — 6:30 P.M.

On Tuesday, August 22, at 6:30 p.m., be sure to attend the Interdistrict Speech Contest and watch as speakers from districts outside the United States and Canada compete



for a final spot in Saturday's World Championship of Public Speaking.

## Wednesday, August 23

If you're preregistered, you may pick up your ticket packet beginning at 10 a.m. If you haven't requested pre-selected seating, you may select your seats for great events such as the Golden Gavel Luncheon, the "High Seas High Jinks" Fun Night, the World Championship of Public Speaking and the President's Dinner Dance. Remaining event tickets can be purchased at noon, but these are subject to availability. So preregister and buy your tickets early.





Visit the District 47 Information Desk. Our hosts will introduce you to Miami Beach's many 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 you can take back to your club. Browsers are welcome!

**BOARD OF DIRECTORS BRIEFING – 1:00 P.M.**

Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International. Hear Executive Director Terry McCann report on the organization's progress.

**FIRST-TIMERS RECEPTION – 4:00 P.M.**

International President **Tim Keck**, DTM, personally welcomes you to your first International Convention. Meet other first-timers and make new friends at this informal reception.

**OPENING CEREMONIES – 7:00 P.M.**

*Featuring Tony Brigmon*

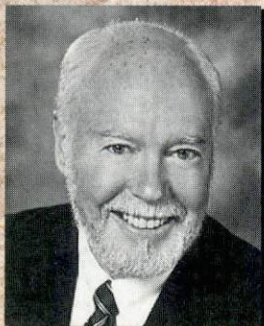
The spectacular Parade of Flags kicks off this thrilling event at 7 p.m. Hear the report of International President **Tim Keck**, DTM. Let keynote speaker **Tony Brigmon** inspire you with his message, "Are We Having Fun Yet?"

**CANDIDATES' RECEPTION**

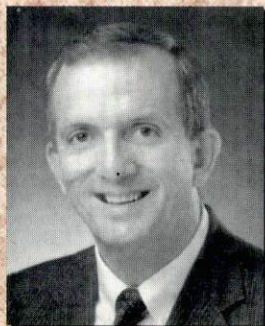
Meet this year's International Officer and Director candidates at an informal reception immediately following the Opening Ceremonies.



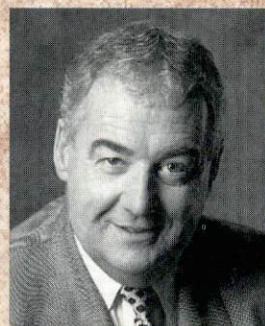
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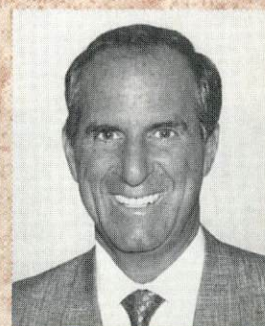
Tim Keck, DTM



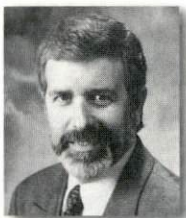
Tony Brigmon



Peter Legge, CSP, CPAE



Joel Weldon



Wayne Baughman, DTM



Harold Usher, DTM



Evelyn-Jane Burgay, DTM



Gordie Allen, ATM



Jim & Gloria Barnes



Craig Valentine

## Thursday, August 24

### EDUCATION IN THE MORNING – 8:30 A.M.

Begin your day with a lineup of seasoned speakers. Choose from five tracks: Speaking (Track #1), Personal Growth (Track #2), Motivation and Leadership (Track #3), Club and District Success (Track #4), and Professional Speaking (Track #5).

- ▶ **“Once Upon a Time: Creative Storytelling Ideas for Preparation and Performance”** (Track #1)

**Wayne Baughman, DTM**

Learn the four approaches to telling a story. Discover creative methods for your next presentation.

- ▶ **“Develop Your Own Personal Mission Statement”** (Track #3)

**Harold Usher, DTM**

Find out how a personal mission statement can add value to your life and keep you focused on your dreams.

- ▶ **“Step Up the Stairs”** (Track #4)

**Evelyn-Jane Burgay, DTM**

Discover the value of becoming a leader beyond the club level. Past International Director E. J. Burgay, DTM, inspires you to take on leadership roles at the area, division and district levels. Enhance your personal level of achievement.

- ▶ **“Life Outside of Toastmasters”** (Track #5)

**Gordie Allen, ATM**

Jump-start your professional speaking career. Learn about internet prospecting, promotion and marketing shortcuts. Create the perfect “door-opener” marketing materials.



Lydia Boyd, DTM



Art Nieto, DTM



Frank Storey, DTM

### EDUCATION CONTINUES IN THE MORNING – 10:00 A.M.

- ▶ **“Grab Your Audience and Don’t Let Go!”** (Track #1)

**Jim & Gloria Barnes**

Learn to connect with your next audience. Discover different ways to open and close your presentations. Jim and Gloria show you how to use props, humor and quotes more effectively.

- ▶ **“FLIP For Success”** (Track #2)

**Craig Valentine**

Watch last year’s World Champion of Public Speaking in action. Let him inspire you to walk, talk, think and act like a winner.

- ▶ **Panel Discussion: “Club Building in a Diverse World”** (Track #4)

**Lydia Boyd, DTM**

**Frank Storey, DTM**

**Art Nieto, DTM**

**Sherri Wood, DTM**

Past International Director Art Nieto, DTM, moderates this panel of club building experts. Find out how to make club building exciting, fun and simple.

- ▶ **“Free to Fee: Making Your Speeches Profitable”** (Track #5)

**Carolyn Stein**

Advance your career and go from speaking for free to speaking for a fee. Learn how to find a market for your message and acquire the tools to promote it.

### GOLDEN GAVEL LUNCHEON - NOON

Toastmasters International proudly presents

**Nido Qubein** with **The Golden Gavel**, Toastmasters’ highest honor for communication excellence. An eloquent and much sought-after speaker and business consultant, Qubein believes in personalizing his message and is known for his ability to connect with an audience. Selected as one of Toastmasters International’s Five Outstanding Speakers of 1999, Qubein is sure to touch your heart, stimulate your mind and stir your soul. Please join your fellow Toastmasters in honoring Nido Qubein.





Sherri Wood, DTM



Carolyn Stein



Karl Richter, DTM



Peter Jeff, ATM-B



Jack Gillespie, DTM



Susan Wilson, ATM

### AFTERNOON SESSIONS – 2:45 P.M.

- ▶ **“How to Win Your Audience with Bombproof Humor”** (Track #1)

**Karl Richter, DTM**

Poorly delivered humor can easily sabotage your effectiveness as a speaker. Karl offers excellent resources for finding humorous material.

- ▶ **“Get a GRIP On Your Dream”** (Track #2)

**Peter Jeff, ATM-B**

Extend your reach beyond what you can simply grab. Jeff’s GRIP concept will help you gain a stronger foothold on your business, on your career, and on your life.

- ▶ **“Living Up to Your Potential - Finding the Leader Within”** (Track #3)

**Debby Hoffman, ATM-S**

Debby shows you how to make the best of any situation and succeed at home, at work and in your club.

- ▶ **“The Road to Success: Achieving Distinguished District, Division and Area”** (Track #4)

**Frances Gedra, DTM**      **Nancy McCarthy, ATM-B**  
**James Hart, DTM**      **Timothy Pesut, DTM**  
**Margaret Fagetti, DTM**

Join Past International Director Fran Gedra, DTM, as she moderates a “distinguished” panel of experts who have served as governors of Distinguished Districts. Learn from these Toastmasters as they share valuable information about what it takes to achieve area, division and district success.

### CANDIDATE SHOWCASES – 5:00 P.M.

Meet your International Officer and Director candidates as they address convention delegates.

### OPEN EVENING

Experience Miami Beach’s tropical nightlife with an evening on the town. Stop by the Host District Information Desk for some great dining and entertainment ideas.



## Friday, August 25

### ANNUAL BUSINESS MEETING – 8:00 A.M.

**Tim Keck, DTM, Chairman**

**Herb Nowlin, DTM, Parliamentarian**

Delegates gather to elect International Officers and Directors.

### CLUB LEADERSHIP LUNCHEON – 11:30 A.M.

Past International President **Jack Gillespie, DTM**, delivers the keynote address, “The Subconscious Leader,” at this special luncheon for DTMs, 1999-2000 club officers and 2000-2001 club officers. This event celebrates the success of TI’s 1999-2000 Distinguished clubs.

### TOASTMASTERS AND GUESTS LUNCHEON – 11:30 A.M.

This popular event is open to everyone, so be sure to buy your tickets in advance. Join **Susan Wilson, ATM**, as she delivers her presentation, “Long Live GOMO™.” Get Over it; Move On! Embrace the power of your choices. Learn to forgive and truly forget and create opportunities of growth for yourself.

### HALL OF FAME – 1:30 P.M.

Toastmasters International’s top performers are recognized for their outstanding accomplishments in 1999-2000. Bring your camera!

### GENERAL SESSION – 4:15 P.M.

- ▶ **“Taking On The Giant”**

**Peter Legge, CSP, CPAE**

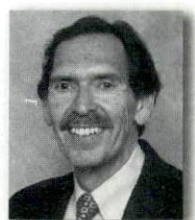
Ignite the desire in others to follow your lead. Learn how to make the best use of your time and energy when you assume a leadership role. 1993 Golden Gavel recipient Peter Legge shows you how to build effective relationships with those you lead and ultimately serve.



Debby Hoffman, ATM-S



Frances Gedra, DTM



James Hart, DTM



Margaret Fagetti, DTM



Nancy McCarthy, ATM-B



Timothy Pesut, DTM



Mike Charton, ATM



Ray Martin, DTM



Henry Maxwell, ATM-S



### "HIGH SEAS HIGH JINKS" FUN NIGHT – 7:00 P.M.

Man Overboard! It's madness on the high seas. Don your favorite seaworthy costume. Enjoy mixed company with fellow Toastmaster buccaneers, privateers and shipmates. Enjoy dinner and a show featuring **LITTLE ANTHONY** and

the **IMPERIALS**. Hear them perform their top hits: "Shimmy, Shimmy Ko-Ko Bop;" "Goin' Out of My Head;" and "Tears On My Pillow." Join us for an evening of entertainment, dancing and fun!

## Saturday, August 26

### "THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING SPONSORED BY MBNA" – INTERNATIONAL SPEECH CONTEST – 9:00 A.M.

Don't miss the best in public speaking as nine finalists compete for the title "World Champion of Public Speaking." Experience the thrill and suspense when you hear the words "and the winner is..." This is a popular event, so order your tickets now!

### GENERAL SESSION – 1:30 P.M.

#### ► "So What and Who Cares!"

#### Joel Weldon

This idea-filled session gives you specific techniques to help you better relate your ideas to your listeners' needs. Or if this does not sound interesting to you, at least come to the session to find out why 1989 Golden Gavel recipient Joel Weldon still attends his Toastmasters club meetings after 31 years!

### EDUCATION CONTINUES IN THE AFTERNOON – 3:30 P.M.

#### ► "How to Research Your Speech Material"

(Track #1)

#### Mike Charton, ATM

Mike shares with you the reference tools you'll need to research your next speech.

#### ► "Speakers Sampler"

(Track #2)

Enjoy speakers from a cross-section of Toastmasters clubs.

#### Ray Martin, DTM

#### Michael Simpson, ATM-G

#### Henry Maxwell, ATM-S

#### Koni Thompson, ATM-B

#### Dr. Hoong Wee Min, ATM-G

#### ► "Peak Performance is Child's Play"

(Track #3)

#### Michael Hart

Uncover some common adult dilemmas and discover some very childlike solutions. Michael shows you how to break free of the status quo.

#### ► "Professionally Speaking"

(Track #5)

#### Gordie Allen, ATM

#### Wayne Baughman, DTM

#### Robert Barnhill, DTM

#### Carolyn Stein

Past International President and Accredited Speaker Robert Barnhill, DTM, moderates a panel of platform professionals who have launched successful speaking careers. Participate in this Q&A session and find out what it takes to jump-start your own speaking career.

### PRESIDENT'S DINNER DANCE – 7:30 P.M.

Dine and dance in elegance at this extravagant closing event. Past International President Terry Daily, DTM, is the Toastmaster of the evening and presides over the installation of newly elected Officers and Directors.

*If you've never been to a Toastmasters International Convention, consider coming to this one! The hotel is close to popular South Beach in downtown Miami Beach; the scheduled program promises to educate and motivate you; and Toastmasters from around the world are waiting to meet you!*



Dr. Hoong Wee Min, ATM-G



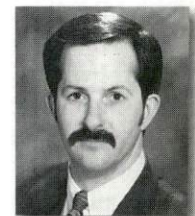
Michael Simpson, ATM-G



Koni Thompson, ATM-B



Michael Hart



Robert Barnhill, DTM

## Guaranteed Lowest Airfares to Miami Beach!

Get there for less! Uniglobe South Coast Travel in conjunction with American Airlines and Alamo Rent A Car will provide special services and benefits to Toastmasters and guests attending the 69th Annual International Convention in Miami Beach, Florida, August 23-26, 2000.

- ▶ **Save 5% to 15% off** published airfares on American Airlines (some restrictions apply; advance purchase required). Discounts are for **travel between August 16-30, 2000**.
- ▶ **Alamo Rent A Car** is offering Toastmasters special rates on car rentals, starting as low as \$30/day (U.S.) with **UNLIMITED MILEAGE**.
- ▶ **Lowest fares are guaranteed** on any airline at time of booking through Uniglobe South Coast Travel. **To make reservations, call Uniglobe South Coast Travel and receive:**
  - Special negotiated airfares on American Airlines
  - Lowest prices for airline tickets and car rentals at time of booking
  - Electronic ticketing and preferential seat assignments
  - Frequent flyer miles on all flights
  - Seat assignments and advance boarding passes
  - Emergency toll free 7-day/24-hour service
  - Tickets mailed promptly upon receipt of payment

CALL UNIGLOBE SOUTH COAST TRAVEL, INC.  
TOLL FREE IN THE U.S. AND CANADA  
1-800-346-3024

(Or Call (949) 727-0551 or fax (949) 727-1285)  
or e-mail at: ronr@southcoasttravel.com  
Refer to Special Group Code #TM3244

RESERVATION HOURS:  
M-F 8:30 a.m. to 5 p.m., Pacific Time  
or  
visit their Web site to book direct at:  
[www.southcoasttravel.com](http://www.southcoasttravel.com)

## Getting to Miami Beach

Getting to Miami Beach is easy. The Fontainebleau Hilton Resort is located 15 miles from Miami International Airport. Make your travel plans now and take advantage of travel discounts offered through Uniglobe South Coast Travel. Remember, the convention registration desk opens at 10 a.m. on Wednesday, August 23.

- ▶ **By Air** – Miami International Airport serves more than 15 major airlines and four commuter airlines. SuperShuttle provides van service from the airport to all downtown hotels and departs from the airport every 10 minutes. One-way shuttle service through SuperShuttle costs \$11 per person; \$22 round-trip. Reservations are required for a return to the airport. SuperShuttle is conveniently located just outside the airport terminal area. SuperShuttle also has a courtesy desk located at the Fontainebleau Hilton Resort Hotel. A cab ride from Miami International Airport to the hotel takes approximately 20 minutes and costs between \$20 and \$25, depending on traffic.
- ▶ **By Bus** – Greyhound Bus Line provides national service to Miami Beach. A cab ride from the Miami Bayside Downtown terminal to the hotel costs about \$12 to \$15 and takes approximately 20 to 25 minutes. For reservation and information, please call 1-800-231-2222.
- ▶ **By Train** – Amtrak provides rail service to Miami Beach. For reservations and information, please call 1-800-USA-RAIL.
- ▶ **By Car** – Florida's Turnpike serves as the main highway to Miami Beach:
  - **From the North** – Take the Florida Turnpike South to 95-South. Follow 95-South to 195-East/Miami Beach. Travel on 195-East and exit Arthur Godfrey Rd./41st Street. Travel East on Arthur Godfrey Rd./41st Street and turn left on Indian Creek Dr. Follow Indian Creek Dr. to hotel and turn right into the hotel entrance. The hotel is located at 4441 Collins Ave., Miami Beach, Florida.
- ▶ **Parking** – Valet parking is available on a first-come, first served basis. Parking is available at \$14 per day. Other self-parking garages are located near the hotel. Please check with the hotel concierge for locations and prices.

## Tax Deductible?

Did you know that U.S. Treasury regulations permit an income tax deduction for educational expense – when the education is undertaken to maintain or improve one's employment or other trade or business? Also, if you're a duly appointed voting delegate representing your club at the convention, who attends all the meetings as the delegate and reports back to your club, many of the out-of-pocket expenses are deductible as charitable contributions if your club does not reimburse you and there is "no significant element of personal pleasure or recreation." Toastmasters International is recognized by the U.S. Internal Revenue Service as a tax-exempt, nonprofit educational organization. (Contributions may be deducted on U.S. Tax returns.)

# PRESELECTION OF SEAT LOCATION

In an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the **Golden Gavel Luncheon, Fun Night, International Speech Contest, and President's Dinner Dance**. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention registration

forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 23, at 10:00 a.m.

## Seating Preselection Procedure

1. World Headquarters will assign seating locations in the order in which it receives convention registration forms.
2. Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
3. Assignment of preselected seat locations will be at the discretion of Toastmasters International.
4. All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
5. Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
6. World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
7. **Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



**Fontainebleau  
Hilton Resort  
Welcomes**

## TOASTMASTERS INTERNATIONAL® 2000 CONVENTION AUGUST 23-26, 2000

MAIL THIS FORM TO:  
**Fontainebleau Hilton Resort**  
4441 Collins Avenue  
Miami Beach, Florida 33140  
(305) 538-2000  
Fax (305) 673-5351

# HOTEL REGISTRATION FORM

Arrival date: \_\_\_\_\_ Departure date: \_\_\_\_\_

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

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

Approx. arrival time: \_\_\_\_\_  
(CHECK-IN 3:00 P.M. - CHECK-OUT 11 A.M.)

Method of transportation:  Car  Air  Other

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

*Please Note:* Special conference rates are based on reservations received by July 20, 2000, and room block availability.

PLEASE RESERVE ACCOMMODATIONS FOR: *(please print or type)*

Name (last) \_\_\_\_\_ (first) \_\_\_\_\_ (initial) \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Sharing room with: \_\_\_\_\_

Special Requests:  Prefer non-smoking room  Other (specify) \_\_\_\_\_

*(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)*

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 12.5% occupancy tax per night. **DO NOT SEND CASH.** Make check or money order payable to the Fontainebleau Hilton Resort & Towers.

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

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

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

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

Special Conference Rates (circle rate desired)	
MAIN LEVEL	SUITES
\$125.00 single/double/	Phone hotel directly if suite is desired. Cost and availability varies.
\$25.00 extra per person	

Check here \_\_\_\_\_ if rollaway is needed. (no charge)

After July 20, all subsequent reservations will be subject to availability at the current hotel rack rates.

### DON'T BE A NO-SHOW

To cancel your reservation call 1-800-548-8886 or (305) 538-2000. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number. Fax: (305) 673-5351

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

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

**T O A S T M A S T E R S  I N T E R N A T I O N A L <sup>®</sup>**

# 69TH ANNUAL CONVENTION

AUGUST 23-26, 2000 ♦ FONTAINEBLEAU HILTON RESORT, MIAMI BEACH, FLORIDA, U.S.A.

**MAIL THIS PART TO:** Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 2000-2001.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 23.

**ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.**

**FULL CONVENTION REGISTRATION** allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. **Event tickets are not included and must be purchased separately.** (See below)

- \_\_\_\_\_ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$120.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$225.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$105.00 \$ \_\_\_\_\_

**ONE-DAY CONVENTION REGISTRATION** allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- \_\_\_\_\_ Wednesday/Thursday (August 23 & 24) Convention Registration for Member/Spouse/Guest @ \$60.00  
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ \_\_\_\_\_
- \_\_\_\_\_ Friday (August 25) Convention Registration for Member/Spouse/Guest @ \$60.00  
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Club Leadership Luncheon, and Fun Night.) \$ \_\_\_\_\_
- \_\_\_\_\_ Saturday (August 26) Convention Registration for Member/Spouse/Guest @ \$60.00  
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ \_\_\_\_\_

**EVENT TICKETS.** To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- \_\_\_\_\_ Tickets: **Interdistrict Speech Contest** (Tuesday, August 22) @ \$17.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 22) @ \$55.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Golden Gavel Luncheon** (Thursday, August 24) @ \$44.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 25) @ \$41.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Club Leadership Luncheon** (Friday, August 25) (Open only to DTMs, 1999-2000 and 2000-2001 Club Officers) @ \$41.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **"High Seas High Jinks" Fun Night** (Friday, August 25) @ \$59.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **International Speech Contest** (Saturday, August 26) @ \$22.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **President's Dinner Dance** (Saturday, August 26) @ \$59.00 \$ \_\_\_\_\_

Check here if you want World Headquarters to preselect your seats. If you do not check this box, you will select from remaining seats on site. (See page 30 for Seat Preselection Information.)

TOTAL \$ \_\_\_\_\_

Check enclosed for \$ \_\_\_\_\_ (U.S. Dollars) payable to Toastmasters International. **Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. NO EXCEPTIONS!**

*WHQ Use Only*

T- \_\_\_\_\_ GG    T- \_\_\_\_\_ SC

T- \_\_\_\_\_ FN    T- \_\_\_\_\_ DD

(PLEASE PRINT) Club No. \_\_\_\_\_ District \_\_\_\_\_

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

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

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

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

**PAYMENT METHOD (U.S. FUNDS):**

MasterCard     VISA     AMEX

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

- I need special services due to a disability. Please contact me before the Convention.
- This is my first TI Convention.

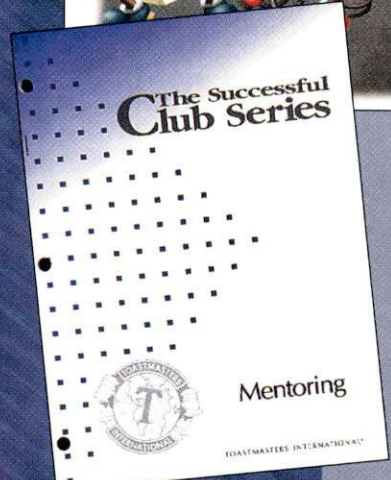
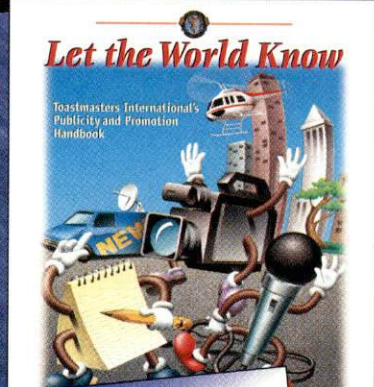
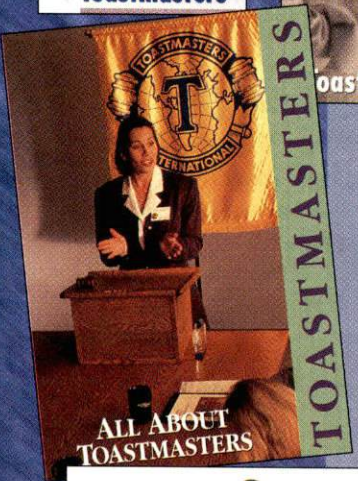
# First Aid

for your

# Club

Membership  
Growth  
Materials

All Toastmasters Clubs need new members. Even though your Club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment, or reach their speaking and leadership objectives. Toastmasters International has created a variety of materials to help:



- QTY**     **BROCHURES & FLIERS**
- \_\_\_ 101 Talk. Still the Most Effective Means of Communication . . . . .10 free\*
  - \_\_\_ 99 Yes, You Need Toastmasters . . .10 free\*
  - \_\_\_ 103 Bringing Successful Communication into Your Organization . . . . .50 cents
  - \_\_\_ 124 All About Toastmasters . . . . .25 cents
  - \_\_\_ 114 Toastmasters Can Help! (Pkg of 50 fliers) . . . . . \$2.50
  - \_\_\_ 115 Toastmasters. It's More Than Just Talk (Pkg of 50 fliers) . . . . . \$2.50
  - \_\_\_ 367 Toastmasters. It's More Than Just Talk (Five full color posters) . . . . . \$4.00
  - \_\_\_ 108 From Prospect to Guest to Member . . . . . 3 free\*

- QTY**     **SUPPORT MATERIAL**
- \_\_\_ 84 Guest Book . . . . . \$8.95
  - \_\_\_ 231 Guest Invitation Cards (set of 25) . . . . . \$3.50
  - \_\_\_ 348 Invitation to Membership (set of 25) . . . . . \$5.25
  - \_\_\_ 400 Membership Applications (pad of 20) . . . . . 1 free\*
  - \_\_\_ 405 New Member Profile Sheet (set of 10) . . . . . \$1.00
  - \_\_\_ 401-A Membership Cards (set of 50) . \$1.00

\* Your club can order the specified number of copies free of charge every six months when placing an order. Additional copies are available for an additional charge.

- QTY**     **MANUALS AND KITS**
- \_\_\_ 1158 How to Rebuild a Toastmasters Club manual . . . . . \$1.00
  - \_\_\_ 1159 Membership Growth manual . . \$2.25
  - \_\_\_ 1160 Membership Building Kit . . . \$5.00
  - \_\_\_ 1162 New Member Orientation Kit for Clubs . . . . . \$5.00
  - \_\_\_ 1140 Let the World Know—Public Relations manual . . . . . \$2.50
  - \_\_\_ 1150 Public Relations & Advertising Kit . . . . . \$18.00

- QTY**     **MEMBERSHIP CONTESTS/PROGRAMS**
- \_\_\_ 1620 Annual Membership Programs Flier . . . . . 3 free\*
  - \_\_\_ 1621 A Simple Membership Building Contest . . . . . 3 free\*
  - \_\_\_ 1622 Membership Building 101 . . . 3 free\*

- QTY**     **MODULES & TRAINING PROGRAMS**
- \_\_\_ 290 The Moments of Truth (club self-analysis) . . . . . \$10.95
  - \_\_\_ 291 Finding New Members for Your Club (short seminar) . . . \$3.50
  - \_\_\_ 293 Closing the Sale (short seminar) \$3.50
  - \_\_\_ 294 Creating the Best Club Climate (short seminar) . . . . . \$3.50
  - \_\_\_ 296 Mentoring (create a mentoring program in your club) . . . . . \$14.95
  - \_\_\_ 4007-V Everybody's Talking about Toastmasters (promotion video) \$5.95

See your Club's copy of the Toastmasters International Supply Catalog for complete details about each item.

**PAYMENT MUST ACCOMPANY ORDER**

Enclosed is my check in the amount of \$ \_\_\_\_\_ (U.S. FUNDS)

Please change my MasterCard / Visa / Amex (CIRCLE ONE)

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

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

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Merchandise Total \_\_\_\_\_

Shipping \_\_\_\_\_

CA residents add \_\_\_\_\_

7.75% sales tax \_\_\_\_\_

**TOTAL** \_\_\_\_\_

Mail to:

**Toastmasters International**  
P.O. Box 9052, Mission Viejo, CA 92690 USA  
(949) 858-8255 • FAX (949) 858-1207

**NOTE: When placing your order, please submit the entire page!**

**Standard Domestic Shipping Prices - 2000**

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.35	35.01 to 50.00	\$7.15
2.51 to 5.00	2.70	50.01 to 100.00	8.35
5.01 to 10.00	3.40	100.01 to 150.00	10.70
10.01 to 20.00	4.55	150.01 to 200.00	13.90
20.01 to 35.00	6.05	200.01 to _____	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.