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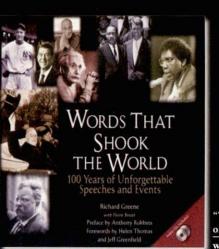
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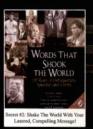
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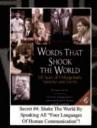
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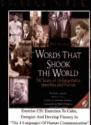
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What Type of Starter Are You?

I HAPPY NEW YEAR! July 1 marks the beginning of the 2006/2007 Toastmasters year. Think of the 12 months of this year as a blank canvas that waits to record your progress of self-development. What are your personal goals? If you are a club or district



VIEWPOINT

officer, what are your New Year's aspirations? How do you intend to start working on them? What type of starter are you? Allow me to reflect on three types of starters I've met on my Toastmaster journey.

One type of starter is what I call the Victim. Victims feel powerless and do not exercise initiative. They wait in the shadows for others to push them toward opportunities. Victims in leadership positions believe the odds are stacked against their success. They shy away from committing themselves to Distinguished goals. If pressed, they will tell you reasons they don't believe all this "Distinguished" talk. Victims are not goal focused because they believe they are incapable of achieving significant success.

A second type of starter is what I call the Survivor. Survivors aim to get by. They view victory as avoiding defeat. This approach prompts them to give manual speeches that meet project objectives, but they will not work at making their speeches outstanding. Survivor leaders try to provide leadership that meets minimum requirements. To shoot for anything higher than minimum requirements is not consistent with their view of themselves or their world.

A third type of starter is what I call the "Victor." Victors believe that all things are possible. They focus on excellence and exercise initiative. They make the most of their opportunities. They are likely to compete in speech contests and/or volunteer for leadership. Anything less than the highest level of performance is unacceptable to them. To the Victor, Toastmasters is a privilege; it is energizing and fun!

What type of starter are you? The good news is that you have the power to choose. I have known Toastmasters who started out as Victims, and grew to become Victors. A great example of a Victor is a young Toastmaster from India named Gulzar Virgee who immigrated to the USA and joined a Toastmasters club. She applied herself enthusiastically to the communication and leadership program, completing her CTM in less than nine months, was voted as the club's most outstanding member, competed in speech contests and is the 2006-07 editor of the District 77 newsletter. Her victories in Toastmasters spill over to all aspects of her life.

My wish for you is that you make the most of your Toastmasters opportunities. My favorite quote (by an anonymous source) is, "If you want the world to change, look at the world with new eyes." If you are a Victim or a Survivor, look at yourself, your world and your opportunities with new eyes. Become a Victor and create a masterpiece on the canvas of this new Toastmasters year!

Dilip R. Abayasekara Dilip Abayasekara, DTM

International President

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The Toastmasters Vision:

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

The Toastmasters Mission:

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

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

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

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LETTERS

Do you have something to say? Write it in 200 words or less, sign it with your name, address and club affiliation and send it to letters@toastmasters.org.

Overcoming Stuttering

Like Bob Brousseau, featured in December's article, "Overcoming Stuttering," I also gained fluency and confidence in Toastmasters. Stuttering from day one, I have had various speech therapies over the years and learned a few fluency techniques. I even discovered a couple of my own.

I shared Bob's embarrassing experiences and avoided speaking opportunities. But I inherently knew that stuttering was not an "impediment," an organic obstruction to speaking. Instead, it was a challenge that, with time, could be conquered with effort and a supportive audience.

Toastmasters was the godsend to reach my lifetime goal of fluency. It would not have been possible for me otherwise. Although my club members were patient, I perceived their discomfort.

If you have a member who stutters, do not feel sorry for him. Instead, meet with him and find out his fluency goals before evaluating. Realize that he is there to eventually stop stuttering, so don't merely "whitewash" his evaluations.

I feel that most who stutter can be successful in obtaining fluency by actually participating in all that Toastmasters has to offer. If Toastmasters can help those who have stuttered like Bob Brousseau and me, it can work for others with the same challenge. R.D. Davis • Redstone Club 1932 • Huntsville, Alabama.

Your article "Overcoming Stuttering" in December 2005 has inspired me to find and join a Toastmasters club. While Toastmasters International has a long record of helping people who stutter, I would like to mention two other sources:

The Stuttering Foundation of America (**www.stutteringhelp.org**) has a slew of books, DVDs and videos to help people who stutter, both young and adult. The Stuttering Foundation also has a national listing of qualified speech therapists. Furthermore, the Website of Michael Palin Center for Stammering Children (**www.stammeringcentre.org**) is a

great resource for helping children who stutter.

Thank you for running such an inspiring article.

Dat V. Tran · Worcester, Massachusetts

Impressive Magazine

I joined Toastmasters International in January 2006. I am so very impressed with the quality, contents and information packed into the *Toastmaster* magazine. There is something for everyone! As soon as I get it, I can't put it down until I skim the cover and contents. I quickly flip from article to article gulping up, as if a starving kid, the sidebars, headlines and table of contents. Next, I read my "favorite" article taking in details and information.

All of the articles are well written. Finally, after more reading and digesting, I take a deep breath and exclaim how lucky I am to belong to Toastmasters and that there is a journal like this. Indeed, it represents education, experience, expertise, excellence and excitement – not only to me, but to millions more, I'm sure. What a treat! Kudos to the publisher, editor and other contributors. Dr. Patricia Adelekan, ATMB - The Achievers Club 9331 Anaheim, California

Editing Error

May I draw attention to a significant error in the subtitle to the story "Learning to Think in English" (April 2006). The subtitle begins with the words "A Move to Australia...", yet the story deals with a move to New Zealand. New Zealand is an independent nation physically separated from Australia by a span of ocean that is as wide as the distance from Los Angeles in California to Dallas in Texas.

I hold dual citizenship. I was born in New Zealand and have recently taken up Australian citizenship. Knowing the proud independence of my fellow nationals, I expect that my letter will be the first of many that you will receive on this topic.

I notice that the writer of the article lives in Southern California. I have found, in the past, that some Americans assume that New Zealand is a part of Australia. I hope that this letter will help dispel that assumption. Des Pointon, CTM • Logan Toastmasters 69-5096 • Brisbane, Australia

Editor's Note: We received many letters pointing out the error of our ways and stand corrected. The misprint was a result of last-minute editing.

Lessons from Oscar

The article "Lessons from Oscar" (April 2006 by Gene Perret) is really true to the root. I have watched many Academy Awards from my living room. It is disappointing year after year, seeing professional actors stammer, fidget and give speeches filled with plenty of ahs and ehs. As a Toastmaster for eight years, my listening skill has improved tremendously. Each time an actor's acceptance speech is punctuated with ahs, my brain starts counting those pause fillers. By the time he or she has finished. I don't remember what was said, but I do know there were more than 10 ahs.

It seems introducing these Hollywood stars to Toastmasters' Advanced manual's "Special Occasion Speeches" assignment should do the trick. Rosa Phua, ATMB • PD Toastmasters Club 288 • Seremban, Malaysia

MY TURN

Toastmasters training helped this dad to connect with his daughters.

Becoming a Better Parent

I I'm the father of two teen-age daughters. As a dad, I'm particularly aware of how easy it is for a father to assume that by paying the bills, he is fulfilling his role in the family. When I joined Toastmasters, my goal was to develop public-speaking skills. I soon realized that I was also developing skills to be a better parent and grow closer to my daughters. How did Toastmasters help me with one of life's most difficult jobs – raising children? I improved in the following:

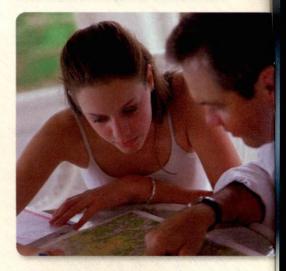
• **Speaking:** By giving prepared speeches and participating in Table Topics, I learned that telling stories from my own life experience is one of the best ways to connect with an audience. I also learned to ensure the stories I chose supported my speech's goal.

After I realized this, I started sharing stories with my daughters about experiences that have shaped me. I told them about my dreams – some became goals that I achieved, some are still works in progress, and others have been replaced by an obligation to focus on our family's immediate needs. I talked about the lessons I am still learning at midlife – such as taking responsibility, not expecting life to be smooth, and seeing challenges as opportunities.

Before I started telling my daughters these things, I wondered if they would be interested in what I had to say. They loved hearing my stories! They wanted to know about me. I thought about the many adults who say they regret their missed opportunities to hear their parents' stories. • Listening: By being an evaluator and Ah counter and by participating in Table Topics, we become better listeners. After I started sharing my stories, my daughters opened up about the events in their lives. I listened intently to them. I also asked them questions. It showed I was listening and that I cared. This was great for our relationship, because it was mutual. When they saw I was listening, they were more willing to listen to my advice.

Evaluating: When we evaluate a speech, our goal is to try to help a fellow Toastmaster improve. We present our evaluations in a positive way because we want the speaker to be receptive and implement our feedback. We don't raise our voices or hurl insults. Not only is that behavior inappropriate, it's unlikely to motivate anyone to improve. A parent's job is similar: to help our children learn and grow. If we give feedback to children in a positive way, they will be receptive to it and motivated to improve.

• Leading: Additionally, my Toastmasters training helped me improve in unexpected ways. For example, when I encourage people to come to a meeting and join, I'm doing it to help our club. I soon realized I am also benefiting personally by developing my skills to influence people. What's more, sharing my life lessons with my daughters pushed me to grow as a father in unanticipated ways. I had to be a role model for what I was trying to teach. Because I told them that accepting responsibility means stepping forward to handle



situations, I could no longer leave solving problems to others. Now, this dad has to know what's going on and step forward when the situation requires it. I can't bring myself to say, "It's up to your mother."

Toastmasters started me on a journey to learn more. Initially, I focused on looking for insights that would benefit me as a husband and father. The more I learned, the more I realized the need to share what I was learning - just as we do in Toastmasters. It led me to write a book for husbands and fathers and to give talks to groups of men and women. Interestingly, women are the main purchasers of the book. One woman told me that as she gave the book to her husband, she announced to him, "This is what I've been trying to tell you all this time."

What do my daughters think of their Toastmasters-inspired dad? Both are taking the Youth Leadership Program. I was moved when my younger daughter told me she had started a section in her notebook called, "Lessons From Dad."

Elliott Katz, CTM, is a member of the Toast of The Town Club in Toronto, Ontario, Canada, and author of *Being the Strong Man a Woman Wants: Timeless Wisdom on Being a Man*, Reach him at www.elliottkatz.com.

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TOASTMASTER PROFILE

Jackie Brown:

Finding the Confidence and Courage to Move On

By Julie Bawden Davis

Jackie Brown



n 2003 when a life coach urged Jackie Brown to visit a Toastmasters meeting, she had no idea how pivotal that suggestion would be. In need of encouragement and confidence building after an extremely difficult period of her life, Brown found much more than she expected at the Lamplighters Toastmasters club in Wilmington, North Carolina.

"Everyone made me feel so welcome; I knew from the very first meeting that Toastmasters was where I needed to be," says Brown, who is currently a member of the Wilmington club. "As I read the organization's vision, which discusses empowering people to realize their dreams and fulfill their potential, I saw it as a sign that I was in the right place."

The personal journey Brown has taken with Toastmasters as her guide has taught her much more than how to speak well. Membership has enabled her to suffer through pain and loss and come out of it undefeated.

Prior to visiting Toastmasters, Brown lost a child, which sent her into a state of paralyzing emotional pain for six years. In August of 1995 her 14-year-old son, Blease, abruptly died of leukemia. "My son's death erased all of my plans and dreams and really took me for a spin," says Brown, who ended up having doctors tell her to leave her job three years after Blease's death due to stress brought on by the loss. "I was functioning, but I was on auto-pilot and wasn't there emotionally," she says. "I hadn't allowed myself to grieve, and that took its toll. I was engulfed in angry, bitter feelings and couldn't see beyond my pain."

The birth of Brown's goddaughter in 2001 changed things, however. "I was turning 40 that year and when I saw that new baby, I recognized the value of the gifts God had given me and how we should cherish every moment. I vowed not to spend another five years in the same state, but to create a 'new normal' instead."

Part of recreating her new world included becoming a Toastmaster. "When the life coach said that Toastmasters would help build my confidence and give me the courage to work on the dreams I'd put on the sidelines those last six years, I wasn't sure how that would happen. But I was willing to give it a try," says Brown, who made her first club visit in April 2003 and started working on her CTM as soon as she joined.

"Completing each speech assignment in my CTM manual provided many opportunities to speak about my pain and the lessons learned from the experience," says Brown. "As the late motivational speaker and author Napoleon Hill said, 'Every adversity, heartache and failure has within it the seed of an equivalent or greater benefit.' This challenged me to find the value in my valley experience. And my new-found confidence gained from Toastmasters provided me with fresh insights into how I could use my experience to be of value to myself and others."

As Brown sees it, Toastmasters does so much more than teach you how to speak well. "The organization starts a personal evolution inside of you that extends out from you, influencing other people in a positive way," says Brown, who also has a daughter Deritha. "Deritha was 16 always out-of-the ordinary and motivating," says Ralph, who joined Toastmasters in 1985. "She's really an amazing person. Losing a child is one of the worst things that can happen to a mother. She has chosen to move forward and not look back with grief; I really admire her for that."

One especially powerful message that Brown often shares with audiences is how to deal with adversity. "The unexpected will happen, and it's important that we keep that in

"Speaking about her loss has given her more power than she ever thought possible."

when Blease died, and she also had some difficult years. I wasn't there for her emotionally and that created a major gap in our relationship. The communication skills I learned in Toastmasters helped me to forge a new bond with her, though, and today we've redefined our relationship and are close. She continues to live out her potential, and I'm very proud of her. She is an accomplished college student, and a member of the National Honor Society."

For Brown, speaking about her loss has given her more power than she ever thought possible. "By speaking from the heart and showing vulnerability, I really connect with the audience," she says, adding, "I believe that courage is contagious. Standing in front of an audience and talking about something very near and dear to your heart is an empowering experience."

Toastmaster members who have seen Brown speak comment on how well she gets her message across.

"Jackie's talks are always inspirational," says Adina Riggins, a member of Brown's former club, Lamplighters. "She shares how she's made mistakes and learned from them. And she's a very motivated and motivating member. Her evaluations are always direct and honest, and she adds her own brand of selfdeprecating humor."

Jacky Ralph, Brown's fellow club member, agrees. "Her speeches are mind," she says. "The more prepared we are, the more capable we are of managing adversity when it does occur. I also tell people to allow time for grieving so that you don't get stuck like I did. Being strong spiritually is also very important, as is having a good support system, like Toastmasters, which made all the difference for me." Brown plans to become a business owner, community leader and writer. She is self-publishing a book based on her experience at the end of this year, which she hopes will shed light for others who are trapped in a state of pain.

"One important lesson I learned through Toastmasters is that you always have options," says Brown. "Consider all of your options, and you'll find the right answer for you."

Julie Bawden Davis is a freelance writer and longtime contributor to this magazine. She lives in Southern California. Reach her Julie@juliebawdendavis.com

Editor's Note: Do you or any Toastmaster you know have an inspiring story of how the Toastmasters program has helped you overcome challenges in your life? Please contact us at letters@toastmasters org.

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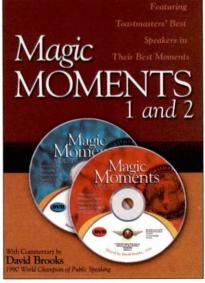
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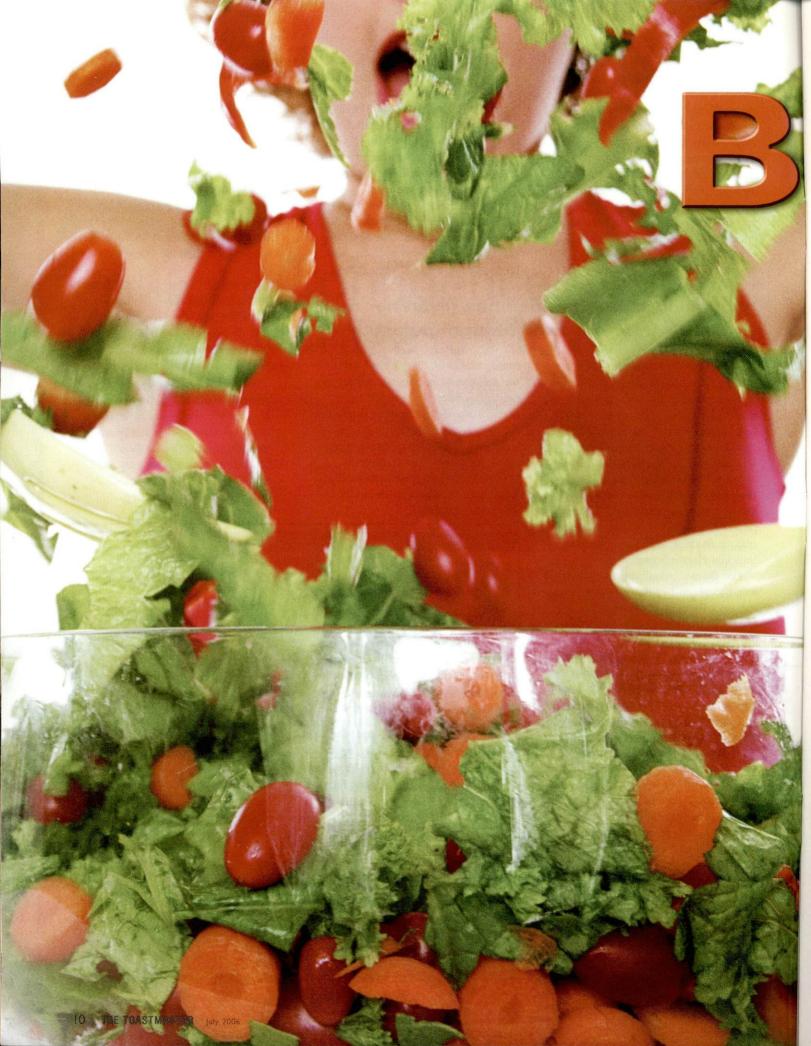
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Press for Succ

By Tonya Zavasta

our eyes just cruised this article's title casually, didn't quite catch it, not completely. You think you've beard this before. Wear a tie...a nice dress...shine your shoes ... stand up straight ... dressing well shows you respect your audience ... Ho-bum – next article, please! But wait. Don't go. There's a different message offered here.

Sure, you owe your audience respect. But as a speechmaker, whether a seasoned pro or a brand new Toastmaster, you owe respect to the message you're delivering, and you owe respect to yourself and your credibility. This message is about what's under your outwardly successful dress. "Clothes make the man," observed Mark Twain, echoing Shakespeare. Then he added: "Naked people have little influence in our society." That said, let's get naked. That's a bit of a stretch for the norms of your average Toastmasters meeting outside Southern California. But indulge me; you can do it for a moment, in your mind, can't you?

There you are, in your mental mirror. Don't worry your doors are locked, and the Fuller Brush man rarely calls anymore. Your silk tie or scarf is draped over your bedside chair, pressed pants or dress hung in the closet. Shoes, polished, primly at attention under the bed. So what are you dressed for now? No - I don't mean that. What I'm telling you is that you are, albeit in the buff, now dressed for your next speech. Under your Saville Row jacket, your Italian silk, you're you. And, after they've checked you out for the wrinkles or loose threads of your suit, that slip that's showing, your audience is, for the remainder of your speech, checking out ... you. The same you who's now wincing in the mirror.

Overweight? Okay, a lot of us are. Perhaps you're standing in some strange posture - like some halfcocked sidewinder, as I used to, because I spent the first 42 years of my life with one leg shorter than the

You are what you eat - even as a speaker.

other. Look, now, how you're standing that forward, paunchy slump. Hmmm... you're a bit pale, aren't you? (Or flushed. Or your skin looks dry. Or your skin doesn't look ... well, clean.) Do you feel tired? You must. Sorry to say, but you do look it. It's not just the bags under

your eyes, it's that overall sag.

Harsh criticism? Maybe. Perhaps none of it fits. Perhaps your bronzed six-pack abs ripple as you stretch and twist, limbering up for this afternoon's weightlifting or yoga routine. Perhaps, on the other hand, all of it fits. More likely, if you're like the rest of us, some of these disturbing descriptions fit. Some fit for me. (We have an advantage, you and I, talking this way: Neither of us can see the other!)

I can't see you, but I do have a special perspective on the whole "in-the body" experience. I spent four decades looking for a dark corner in which to hide my infirmity. Born in Russia with structural hip problems that could not be corrected, I lived with one short leg and an ungainly waddle-walk. I dreamed of becoming graceful, but despaired I'd ever get even close to that goal. After immigrating to the United States, I prepared for the surgery that would ultimately replace my hips and allow me to walk without a limp.

I felt deficient. In my search for wholeness, I sought the scattered parts of myself in different endeavors. I resolved to prove myself intellectually, working on degrees in mechanical engineering and mathematics. The more difficult the study, the more it would proclaim my value, I thought. But when my leg infirmity was corrected I became a different person. Suddenly I wanted to be in front of people.

I joined a Toastmasters club in 2000. Friday came only once a week, so I joined two more clubs. The club's

nurturing environment allowed me to open my cocoon and fly. Since then I have given many professional speeches and have won numerous awards inside and outside the Toastmasters program. My confidence zoomed off the charts and I began to look for new challenges. Recovering from hip operations, I set out on a lifestyle change that I hoped would help not only against the common "after 40" downslide, but also to offset the grave consequences

on my body brought on by general anesthetics and pain. I became more and more convinced that the solution to my lifelong quest for health and beauty was to be found in a raw food diet.

My new diet helped me to sail confidently through troublesome times. Through better eating, I brought my general health and appearance to an all-time best. What's more, I opened a new chapter in my life. I have become an author, making public appearances to promote my books and using everything I learned from Toastmasters to further my new career. My transformation made me a firm believer that the roots of under-performing and underachieving lie in feeling and looking less than your best. As a result, I have become an advocate of the raw-food lifestyle to help people improve their health and appearance.

Now, wait a pea-pickin' minute!

RAW food? So, Tonya – you're some kind of health nut, right? Yup – that's me. But is that the lifestyle I'm urging here? On one level – yes. On another – no. Whatever else I may be, I'm a realist. Some of you will read this article after a steak dinner, aided by a reclining chair and a cup of coffee. You're a long way from fresh seaweed, and I can't get you there in a magazine article.

I do, however, want to do two things. One is to give you some clear, practical advice, drawn from the raw-food lifestyle, and from the journey I've enjoyed, that you can use to make yourself a better speaker, starting today. The other thing I want to do is to start where you are.

Most of us know that what we eat affects how we feel. The food we eat has everything to do with the way we look, how we perform and, therefore, with how our speeches come across. At any moment in time, you and your body are either degenerating or rejuvenating. You are going one way or the other, depending upon your nutritional choices. You might not have my game leg, or as badly injured face. Nor will a trip to the health food store do much, immediately, for either of these. But that puffy face you were eyeing in the mirror a minute ago, those baggy eyes, that slumped tummy that stretches your shirt buttons – those are things you *can* deal with, starting today. Let's look as some fast, practical steps you can take right now, steps you'll find will quickly feed and rejuvenate your speech-making.

Water. The conventional advice is to drink eight glasses of water every day. Good advice. But it doesn't go far



enough. Water isn't the only place to get water. A baby's perfect complexion is partly due to the fact that at birth the body is over 90 percent water. Body cells lose moisture with age. A healthy and youthful body is still about 80 percent water. The same is true of apples, leaf lettuce, carrots, peaches - just about anything in the line of fruits and vegetables. A diet rich in fruits and vegetables already delivers a fair volume of the water you should consume daily. What's more, water-rich foods help deliver the most biologically active water available.

There are some places *not* to get water, too. Those five cups of coffee you had this morning? They don't count as water. Coffee, being a diuretic, deprives you of water. Those five coffees mean you've had a net *loss* of water. The same is true of some soft drinks. Watch canned or bottled juices too – some contain

lots of sugar, and surprisingly many offer very little of the vitamins you may *think* you're replenishing by drinking them.

Light eating. Have you ever fallen asleep (or wished you could) during an after-dinner speech? The trouble may have been the vacuous drone emanating from the colossal bore on the podium. Or it may have been the dusty-dry chicken Kiev, mashed potatoes and over-boiled string beans you bolted down before the chocolate silk pie with spray-can whipped cream and sugar-intoxicated maraschino cherry. Me – I stop after the salad.

Eat as lightly as you can in the hours, even days before you speak. You'll feel more alert, too, ready to take on any audience. You'll likely feel your stage movements are quicker and more secure. Your chance of muffing a line or forgetting one will be reduced. Your increased alertness will in turn affect your posture. You'll stand more upright, and you'll feel less self-conscious about twists, turns and other body gestures onstage.

Eat to "glow." They do it in Hollywood – and it *works*. A truly healthful diet, light on meat, heavy on fruits and vegetables, will make a difference in the texture of your

skin and hair, the health of your nails, your weight and your complexion. Model Carol Alt and actress Demi Moore rely on their looks to maintain their careers. These two women have embraced a raw food diet, knowing no better way to achieve the glow of genuine health.

What is that "glow" and where does it come from? It is real. And it is physiological. It comes from an abundance of clear, pink, almost transparent cells that light up the skin, especially in the face. Only superior blood circulation can bring out this transfiguring glow. Ladies (and even you sensitive, New Age guys)...refresh and bring a glow to your face 15 to 20 minutes before your presentations by carrying out a Meridian facial massage, using acupressure and massage on specific points over the face, to relieve stress. You'll find detailed instructions on my Web site listed at the end of this article.

As a public speaker, you rely on your immediate *personal* impact to make and retain your credibility.

"At any moment in time, you and your body are either degenerating or rejuvenating. You are going one way or the other, depending upon your nutritional choices."

Here are a few specific tips to help you achieve the glow of health that's guaranteed to add punch and vibrancy to your look, and to your speechmaking:

- Buy a juicer. A good one. Fresh squeezed vegetable juice daily will rejuvenate and invigorate your body, helping you slim down. Include beet root and tops, which are an excellent source for eliminating eye bags.
- Avoid eating in the evening, especially the night before a presentation. You'll feel more energetic and elegant. And an empty tummy helps that battle of the bulge.
- Sleep "head down." The first few times, arrange a couple of extra pillows under your knees and toes. To make that refreshing night's sleep a more permanent thing, raise the footboard on your bed about 1 or 1.5 inches higher than your head end. Keeping your feet and legs elevated will increase blood flow to your head. This will help rejuvenate your body functions and helps to keep you looking young.

Many well-known speakers, such as Tony Robbins, understand very well the importance of good heath in a speaker's regimen.

How well do you stack up? Go back to your mental mirror. Stand there again. And remember this: Your next audience, whenever and wherever it will be, will come equipped with an imagination as vivid as yours. They, too, can look in your mirror, and see in their minds what's under your pinstripe suit or your Talbot's dress. Bottom line: If you want them to like you, if you want them to like and receive the bright, positive message you bring, then give them the brightest, healthiest, most expressive *you* they could possibly see.

Tonya Zavasta, ATM-B, is a member of the Pacesetters club in Memphis, Tennessee. She is the author of *Your Right to Be Beautiful: How to Halt the Train of Aging* and *Meet the Most Beautiful You* and *Beautiful on Raw: Uncooked Creations. Visit her website:* **www.BeautifulOnRaw.com**.

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Controlling Stress...Is It Possible?

By Elizabeth Trinkaus

Slowing down can make us more effective. s each new day begins, you hit the snooze button...twice (if you're lucky). Your ailing feet hit the floor and reluctantly lead your lethargic body to the warm spray of water; the inner drama awakens. Your mind begins its familiar daily race: "What day is it? What meetings are scheduled? Does Johnny have soccer or band practice? Have I paid the bills? Is there milk for the kids' cereal? What am I going to wear? Is there time to stop for a latte? Oh yeah, I'll wear that" – the pounding pressure just to get out of the door.



This is the unconscious whirlwind we create that inhibits us from living in the present and reaching our full potential.

You arrive at work and the tornado continues. You believe you must work faster and longer to be effective until you spin out of control and skyrocket into that all-too familiar destination called stress.

Let's turn this thing around, because it's your turn! Yes, as the maestro of your life you can slow down and seek the support you deserve!

"Turn! Turn! Turn! (There Is a Season)." This 1965 song by the Byrds, written by Pete Seeger, was based on a passage from the biblical book of Ecclesiastes. It reminds us that there is a season for all things, ebbs and flows, highs and lows, stress and ease. By capturing some essential tools, the season of ease can become more prevalent in your everyday life.

What Stress Does

- Adrenal glands work overtime
- Blood pressure increases
- Heart beats faster
- Digestion slows down
- Immune system weakens

Can your busy life feel energizing as opposed to self-defeating? Absolutely!

Choose how you respond to stress. The Greek philosopher Epictetus wrote, "We are disturbed not by what happens to us, but our thoughts about what happens." So, the issue is not just the stress, but how you react to it. When faced with a stressful situation, slow down for a moment, and examine your immediate response. Take time to choose an alternative reaction. Patterns are made to be broken!

Breathe. Fresh oxygen allows you to think more clearly and naturally quiets the mind. The Feb. '03 issue of *Newsweek* said, "One of the most efficient ways to reduce stress is to focus inward on the one thing we can effectively control: our own breath." At the Mind/Body Medical Institute in Boston, participants elicit a "relaxation response" as they slowly inhale and exhale. The results of this practice lead to lower blood pressure and overall calm.

It's a challenge to sit and do nothing, especially when you are programmed to do more, not less. It's likely you will not comprehend the profound transformation immediately, but in time it will become a habit you won't give up. A New Yorker cartoon illustrates this concept by showing two Zen monks in robes and shaved heads, one young, one old, sitting side by side cross-legged on the floor. The younger one is looking somewhat quizzically at the older one, who is turned toward him and saying: "Nothing happens next. This is it."

Be patient and persistent; you will feel, live and be hooked on the results. Slowing down can actually make us more effective.

Shift your thinking. We typically step into our favorite anxiety-filled routine without considering alternatives. It's not because we desire what inhibits us, but because we are drawn by nature to what is familiar. Is it possible to escape? Experience it from the outside? Yes it is! One person trying to reduce her stress level said, "When I find myself in the tornado, I shoot myself out of the top of it! The view from the outside is completely different. It gives me a diverse perspective on how to deal with stress and I feel better."

What a fabulous visual! How amazingly fulfilling and effective! What if we all live our lives like this?

Do things differently and get different results. One of my clients said, "I was so stressed trying to find the solution to my problem. The old me thought I must push harder, stay after hours, think faster...The renewed me walked away from the issue for a few minutes, breathed, re-focused and when I returned to the office, I discovered the solution instantly."

So often we feel we must work harder, faster and in a stressful state of mind in order to be productive. The opposite is true. It's time to learn to 'take five,' just for you!

Choose affirmations and stick them onto your computer. "When I do my best, that is enough" or "Take time to breathe" are examples of positive reminders we can use daily. Our biggest setback is that we forget and slip back into our old patterns. Be conscious of your thoughts and remember Will Rogers' advice: "If you are on the right track and just sitting there, you are going to get run over."

Pamper Yourself. You're treating your mother, your sister, your girlfriend and your sitter – what about you? Treat yourself for regular – yes – regular massages, facials or pedicures. You know the benefits. Allow yourself to be swept away.

Practice your new mantra: "I choose to become more productive by taking care of me."

Attitude affects elevation! How high do you want to go? Even the slightest shift in perception will put you on top of the world!

"A time to every purpose under heaven..."

"A time for peace, I swear it's not too late."

Elizabeth Trinkaus, CTM, is the owner of Pinnacle View, a life enrichment consulting company. She is a member of Triangle Park Club, North Carolina.





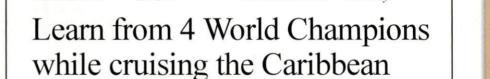
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By Sara Weiss, Ph.D and Nancy Molitor, Ph.D.

How Stress Affects Your Body and Mind

e've probably all felt stress. Sometimes it's brief and highly situational, like being in heavy traffic. Other times, it's more persistent and complex relationship problems, an ailing family member, a spouse's death. And sometimes, stress can motivate us to accomplish certain tasks.

Stress becomes dangerous when it interferes with your ability to live a normal life for an extended period of time. You may feel "out of control" and have no idea of what to do, even if the origin is relatively minor. This in turn, may cause you to feel continually fatigued, unable to concentrate, or irritable in otherwise relaxed situations.

Stress can also affect your physical health because of the human body's built-in response mechanisms. You may have found yourself sweating at the thought of an important date, or felt your heartbeat pick up while watching a scary movie. These reactions are caused by hormones that scientists believe helped our ancestors cope with the threats and uncertainties of their world.

If the basis of your stress is temporary, the physical effects are usually short-term as well. In one study, the pressure of taking exams led to increased severity of acne among college students, regardless of how they ate or slept. The condition diminished after exams were over. Abdominal pain has also been linked to situational stress.

The longer your mind feels stressed, however, the longer your physical-reaction systems remain activated. This can lead to more serious health issues. The old saying that stress "ages" a person faster than normal was recently verified in a study of women who had spent many years caring for severely ill and disabled children. Because their bodies were no longer able to fully regenerate blood cells, these women were found to be physically a decade older than their chronological age.

Extended reactions to stress can alter the body's immune system in ways that are associated with other "aging" conditions such as frailty, cardiovascular disease or osteoporosis. Research also suggests that stress impairs the brain's ability to block certain toxins and other large, potentially harmful molecules. This condition is also common to patients suffering from Alzheimer's Disease

Scientists are uncertain whether chronic stress alone causes cardiovascular disease. What is clear is that excessive stress can worsen existing risk factors such as hypertension and high cholesterol levels. Studies also show that people who are quick to anger or who display frequent hostility - a behavior common to those under stress - have an increased risk of heart disease.

Feelings of despair that accompany stress can easily worsen into chronic depression, a condition that can lead you to neglect good diet and activity habits. This, in turn, can put you at a greater risk for heart disease, obesity, and kidney dysfunction.

Stress can also complicate your ability to recover from a serious illness. On the other hand, stress management training is a proven method for helping to speed a patient's recovery following a heart attack.

Learning to deal with stress effectively is a worthwhile effort, even if you already consider yourself capable of handling anything life sends your way.

Many of the most common longterm stressors - family illness, recovery after injury and career pressures - often arise simultaneously and without warning. Stress management

is particularly valuable if your family has a history of hypertension and

related cardiovascular disease.

What You Can Do

- Identify the cause. You may find that your stress arises from something that's easy to correct. A psychologist can help you define and analyze these stressors, and develop action plans for dealing with them.

Monitor your moods. If you feel stressed during the day, write down what is causing it along with your thoughts and moods. Again, you may find the cause to be less serious than you first thought.

Make time for yourself at least two or three times a week. Even 10 minutes a day of "personal time" can help refresh your mental outlook and slow down your body's stress response systems. Turn off the phone, spend time alone in your room, exercise or meditate to your favorite music.

Walk away when you're angry. Before you react, take time to mentally regroup by counting to 10. Then look at the situation again. Walking or other physical activities will also help you work off steam.

Analyze your schedule. Assess your priorities and delegate whatever tasks you can (e.g., order dinner delivered after a busy day, share household responsibilities). Eliminate tasks that are "shoulds" but not "musts."

Set reasonable standards for vourself and others. Don't expect perfection.

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About Bo Bennett, DTM

Bo Bennett is a distinguished Toastmaster, business man, author, programmer, philanthropist, martial artist, motivational speaker, amateur comedian, and most of all a husband and a father devoted to improving the lives of others. Since age 10, Bo has started several companies and sold them anywhere from \$1 to \$20,000,000.00. Today, Bo remains active President of Archieboy Holdings, LLC. and CEO of Boston Datacenters, Inc. Bo is also the creator of FreeToastHost.org, the Toastmasters service that currently provides free websites for more than 2000 Toastmasters clubs around the world.



When it comes to success, there are no shortcuts.

MANNER OF SPEAKING



Thank You and Come Again

By Gene Perret

How to be invited back.

"Your talk was stimulating and wonderful."

"That's the best presentation I've ever heard at these conventions." "I hope I can be as good a speaker as you are when I get to be your age."

hose are all wonderful compliments that any speaker would be glad to hear after a presentation (with the possible exception of that last one); nevertheless, they are not the ultimate tribute. The most glorious praise for a presenter is when the person who booked you says, "Could you check your schedule? We'd like to have you speak to our group again."

Listener comments after a presentation can be sincere or simply a show of courtesy. It's not unlike your spouse, after dressing for an evening out, asking, "How do I look?" The only wise response is, "You look wonderful." An encore booking, though, is always genuine. You know you were good if they want to bring you back.

Of course, a well-organized, wellconceived and well-written speech delivered with passion and Toastmasters expertise is your best possible sales pitch for that return engagement. You must be outstanding this time if you want to be brought back for the next time. You know you can give a great speech, but perhaps you're wondering if there are any additional steps you can take to achieve that goal.

Here are ten suggestions to help ensure that second booking:

1 Be Prepared: Know as much about your audience and the affair you're speaking at as you possibly can. How do you do that? Ask. Someone contracted you for this engagement. Find out from that person who will be attending and how formal the dress code will be. A professional entertainer who I worked for used to send out a questionnaire

before each banquet speech. He would ask, among other things, if dress should be formal, business attire, country club casual or casual.

Once, I wasn't properly prepared for a speech on the road, but I was fortunate. I showed up for a cocktail party before my talk dressed in a jazzy sport jacket and colorful tie. Everyone else wore tuxedos. I looked like a circus clown in a roomful of Supreme Court justices. The entertainment coordinator responsible for my presence was more embarrassed than I was.

My good fortune was that I had packed formal attire for another part of the trip. I excused myself and quickly dressed in black tie. I looked presentable on the dais, and the entertainment coordinator looked relieved at the side of the stage.

Admittedly, that was pure luck. But if I had just asked, I would have known that formal attire was expected.

Make Your Restrictions Known:

ZOccasionally, you may have certain requirements or restrictions. You might have two appearances booked on one night. You might have a plane to catch at a certain time. You might need some advance time to set up the stage properly for your presentation. Normally, you don't want to make demands of the people who hired you, but sometimes it is unavoidable. Whatever the restrictions may be, let the chairperson know well in advance, so that they can either make the appropriate arrangements or choose to go with another presenter and save your appearance for a more convenient time.

You won't endear yourself to meeting planners if you arrive and then set down a list of requirements they may not be able to accommodate.

$3^{\text{Arrange for Special Requirements}}$ Jin Advance: Do you need a

lectern? A special microphone? A pre-

sentation chart? Audio-visual equipment? Handouts? If some of these are essential to your speech, let the coordinator know well in advance. If the chairperson has to spend a good part of her time chasing down a projector or finding and hooking up a different microphone, you won't endear yourmany conventions, your presentation must end by a certain time so that the next session can begin. Often you must end your lecture so that the room can be set up for the all-important closing banquet. Upset these schedules and you probably won't be asked to return.

"Keep in mind that planners organize entire events. Usually, you are merely one portion of it."

self to her. You may get through this engagement, but she won't want you back for another.

Handouts can be especially problematic. Sure, you have the documents, but now you expect your hosts to make enough copies to distribute. Hotel copiers can be inconvenient and expensive. On top of that, the meeting planners will be burdened with figuring out a distribution plan. They won't be pleased with this inconvenience.

It's the speaker's responsibility to think these things through and coordinate them with the meeting planners well in advance of the presentation.

Deliver the Presentation You 4Promised: This group has invited you for a reason. You should know what that reason is, then deliver what they're expecting and what your advance publicity advertised. If you promised a talk on zero-based budgeting, deliver a talk on zero-based budgeting. If you contracted for a light-hearted humorous presentation, be funny.

5 Adhere to Time Restrictions: 5 Remember that this is the group's meeting, not yours. They have other things going on besides your presentation. Don't disrupt their schedule.

At some business luncheons, time is critical. Many of those in attendance must be back to the office by a certain time or must leave for another meeting. The speaker simply cannot go over the allotted time. At

Sometimes being right on time can be important, too. I was once part of a lecture series where I was expected to speak in a theater for one hour, go to a nearby restaurant for lunch and answer questions after the luncheon. The chairperson kept emphasizing that my presentation was to run from 11 a.m. until noon. She was so adamant about this requirement that I finished exactly on the stroke of 12.

During the luncheon she explained that the previous speaker, who was a well-known television celebrity, ended his presentation 10 minutes early. The ticket holders were so incensed that many of them demanded and received a refund for that lecture.

So, when your turn comes, keep in mind that planners organize entire events. Usually, you are merely one portion of it.

Be Sociable: It's a considerable Compliment to be asked to address an organization. For whatever reason, they want you literally, they want you. Sure, they want your presentation, but usually, they expect a bit more. They'd like to talk with you during the cocktail party before the speech. They'd like to invite you to the president's reception after the presentation. Several attendees may want to chat with you and have you sign a program or a book after your speech.

Be accessible. It's one way to help guarantee that a return engagement will be requested.

Be Flexible: Often a chairperson will ask you to do a bit extra while you're at the event. Perhaps they'll ask you to sit in on a panel discussion and answer questions. They may invite you to help judge a contest. Since you must be there anyway, why not accommodate them?

Skeep Your Promises: You may make promises while you're at a meeting:

"Sure, I'll send you a copy of that book when I get home. I think you'll enjoy it."

"I will send you a copy of my biography and a list of other topics that I speak on."

"I'll get you a list of other speakers that you might consider for future meetings."

Keeping promises like these shows the meeting planner that you're reliable and reminds her that you're available for future engagements. Show Gratitude: Saying, "Thank you," appropriately, whether delivered from the podium or in follow-up notes, is always effective in reminding people that you appreciated this audience and would be happy to address them again.

10 Be Congenial: Everyone appreciates someone who's easy to work with. I have seen speakers arrive on the scene like tyrants visiting a country they just conquered. "I demand this," or, "I insist on that," is made worse when they add, "I'm a perfectionist who does not deal well with compromise."

It seems much more beneficial, and more courteous, to recognize that things will not always go smoothly. When problems arise, adjust to them. Be flexible. I once worked with legendary entertainer Sammy Davis Jr. When he showed up for a benefit performance, the producer apologized because logistic difficulties were plaguing the production. Some of the numbers they had planned were impossible to stage. Sammy calmly said, "Just put me in front of the audience. I'll think of something." That's a response I recommend!

So, try to keep your responses positive too. When meeting planners have problems and ask you what you want to do, it's great if you can say, "Whatever is easiest for you." In general, allowing them to do whatever is easiest for them will make it very easy for them to want you back.

Of course, the challenge is to be just as great the second time around.

Gene Perret has won several Emmys for his work on *The Carol Burnett Show.* He was Bob Hope's head writer for the last 12 years of Hope's life. His latest book, *Damn! That's Funny* was published in 2005. Contact him at **gper276@sbcglobal.net**



In memory of Toastmasters' former Executive Director.



Terry McCann

he man who for 26 years led Toastmasters International with passion and commitment has died. On June 7, at age 72, he succumbed to a rare form of cancer at his Southern California home, with his wife, Lucille, and family at his side.

Terrence McCann, or Terry as he preferred to be called, was TI's fourth executive director and the one who served the longest. He came to Toastmasters International in 1975 when membership was declining and the organization was struggling to pay its employees. When he retired in 2001, TI had tripled in size, was financially sound and enjoyed a world-wide reputation for its educational program. Over the years, Terry was offered jobs with other organizations, but he once said, "I never entertained the thought of leaving. The money is not as important as believing in what you do and making a difference in people's lives."

Terry did make a big difference in many people's lives, as the many tributes to him at his memorial service made clear. The service was filled not only with current and former Toastmasters members, officers and staff, but people who knew him for his legendary contributions to the sport of wrestling as well as through his many other hobbies and interests, such as surfing and kayaking.

Known for his enthusiasm and easy laugh, Terry is fondly remembered by International President Dilip Abayasekara: "I had the good fortune to serve on the Board with him.

Terry McCann: 1934-2006

Terry's contributions to our organization is the stuff of Toastmasters lore. Now he belongs to the ages."

Terry was also very goal oriented – a trait that not only benefited Toastmasters International but also earned him a gold medal in wrestling at the 1960 Olympic Games in Rome. He is known as one of America's best-ever wrestlers and was inducted into the National – and International – Wrestling Hall of Fame.

After winning his gold medal in the Rome 1960 Olympic Games, McCann was asked to give many speeches and quickly realized that "I didn't do as good a job as I would have liked.... I couldn't figure out why people weren't excited about my 150 slides of me wrestling."

A friend suggested he visit a local Toastmasters club, where he quickly improved. Armed with his new-found communication skills, he built a career in the advertising and association management fields, culminating in the position as executive director for Toastmasters International.

Throughout his career, McCann parlayed his public speaking and leadership skills into extensive volunteer work for the U.S. Olympic Committee and the sport of wrestling. He served as volunteer coach to many top medalists and helped found a new national governing body for the sport, the United States Wrestling Federation (now called USA Wrestling). He spent four years as president of USA Wrestling and six years on the board of FILA, the international governing body of wrestling. In addition, he served for many years in various capacities on the United States Olympic Committee.

"It is difficult to place into words the impact Terry has had on the sport of wrestling and on myself personally," says Jim Scherr, CEO of the U.S. Olympic Committee in Colorado Springs. "His leadership greatly elevated the sport of wrestling in this country and the world."

After moving to Southern California in 1975, McCann took up water sports and became an avid surfer. He founded an outrigger canoe club and joined Surfrider Foundation, an environmental group headquartered in San Clemente, California, eventually serving as the Foundation's president from 1993 to 1997. After retiring from Toastmasters, Terry served as executive director or the Surf Industry Manufacturers Association (SIMA), a trade association of surf industry suppliers.

In April 2005, McCann was diagnosed with mesothelioma, a rare cancer linked to asbestos exposure. Shortly after the diagnosis, he joined a class action lawsuit against asbestos manufacturers and became a spokesman against a proposal before Congress to impose limits on litigation against those companies. He appeared recently in a national television commercial denouncing the proposal.

Terry once wrote that achieving means "Leaving the world better than you found it." He has certainly done that, and he will be missed by all who knew him.

McCann is survived by his wife of 52 years, Lucille; seven children; 18 grandchildren; two great-grandchildren; a brother and two sisters. The family asks that in lieu of flowers, contributions be made to Kids Konnected Cancer Support and Education (**www.kidskonnected.org**) or Pacific Heart, Lung and Blood Institute, 11818 Wilshire Blvd, Ste. 200, Los Angeles, CA 90025.

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The Art of	Listening
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ou've been to the meetings. You've improved your presentation skills. You're the best leader you can be. Or are you? Public speaking is vital to good leadership. Yet there are two sides to the communication coin. Flip the coin over and ask yourself, are you a good listener? Most of us are not.

Madelyn Burley-Allen, author of Listening, the Forgotten Skill, states that 70 percent of our waking hours are spent in verbal communication. Forty percent of this time is supposedly engaged in listening, but that's not really the case. The Harvard Business Review on Effective Communication reports that we only retain about half of what we've immediately heard and in 48 hours that number drops to 25 percent. In other words, the phrase "garbage in, garbage out" applies.

Listening is an essential skill for leaders. However, while many of us have spent years learning to read, write and speak, few among us have had any training in listening. Yet, bad listeners that we are, it is ironic to note that humans have a crucial need to be heard.

By Tracy Line How to succeed when you lead: Listen!

Stephen Covey, author of *The 7 Habits of Highly Effective People*, writes that next to physical survival, a human's greatest need is psychological survival; to be understood, affirmed, validated and appreciated. In other words, humans need to be heard.

It isn't always easy. We live in a busy world, and many of us spend our days in a time crunch. Our full agendas offer little room for those who seek our attention. Yet being an attentive listener is essential to being a good leader, good person, and even a good spouse and parent.

Experts agree that when we take the time to listen we improve relationships, promote an atmosphere of cooperation, encourage creative thinking and save money by avoiding costly errors caused by miscommunication. More importantly, we earn respect from those around us.

In her book, Burley-Allen cites a study conducted at Loyola University where researchers found listening to be the single most important attribute of an effective manager. Nothing else mattered as much to employees as being heard. In addition, she writes that attentive listening reduces stress, builds team work, increases trust, and encourages the sharing of thoughts and ideas. The return for being a good listener is well worth what leaders put into it.

Unfortunately, attentive listening doesn't come naturally for most of us. In his book, Covey notes that that when someone speaks, our initial reaction is to evaluate, probe, advise and interpret. We rush to scrutinize and then fix the problem – the opposite of what we should do.

Instead, when someone wants to talk, we should focus our attention solely on what the speaker is saying. Burley-Allen, Covey and others stress the importance of listening with empathy. Covey calls it "empathic listening" and defines it as "listening with the intent to understand." He believes it to be crucial to the fifth of his seven habits, "Seek first to understand, then to be understood."

Each of us naturally views the world through unique eyes, and this varies our perceptions of events and circumstances. Yet, there is usually no single right or wrong way to perceive a situation. Covey believes breakdowns in communication happen because people interpret events differently. In order to build deep, authentic relationships, we must be able to see the world through the eyes of others. We must listen empathically.

To do this, we must practice listening with the goal of helping. We must harbor no judgment, no criticism and no intent to influence the speaker. The objective is to understand how and why the other person feels the way she does, and to convey this understanding.

Covey lists four stages for empathic listening:

- The first is to mimic content, or repeat exactly what the speaker has said. Doing so forces you to listen not just hear, and lets the speaker know you're paying attention.
- The second stage is to rephrase the content or put what was said into your words.
- Third, you may reflect feelings or make a non-judgmental statement about the speaker's emotions. This reiterates to the speaker that you heard what he said *and* empathize with how he feels.
- The fourth stage is a combination of the second and third stages; you again rephrase content and reflect feelings. These are simple steps, but for many of us they are easier said than done.

For even as we try, there are barriers that hamper our ability to listen well. Boredom, external distractions and a wandering mind lead us astray. With those speakers we know well, our personal judgments can interfere. Think back to some of the conversations you've had lately: a client complains of bad service, but the person helping him was one of your best employees; a co-worker complains about her boss, but you really like the guy: your son complains that his curfew is unfair, but you have no plans to change it. How did you respond? Did vou analyze the situation and give advice? Were you distracted? Did you really try to place yourself in the speakers' shoes?

Sometimes, we don't want to hear what is being said to us. Hurt or angry, we rush to defend ourselves. Choosing to be annoyed instead of understanding the other person's view will only damage your relationship and hinder the situation. Make the bigger choice to forgive the offense (and the offender) and move forward *with* the speaker to resolve the problem. Covey states that disagreements are rarely about what is being discussed; if you can listen empathically, you'll sooner grasp the root of the problem and step closer to its solution.

Listening must come from the heart. If you are not sincere, it will

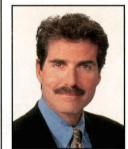
show. Regardless of what you say, your nonverbal gestures will expose your true feelings. When this happens, make it a point to remain focused on what the speaker is saying by actively practicing the stages of empathic listening. And if you haven't been forthright in the past, Covey recommends you apologize to regain trust. If your apology is sincere, it will reach the speaker's heart.

The art of listening lies in understanding. To be an effective employee, leader, spouse or play any other role in a community, we must care not only about what those around us have to say, but also how they feel.

The world is a busy place, and time for others will never just present itself. Giving your full attention takes patience and practice. Just remember that everyone in your life deserves this. So, listen well when they speak. It will make you an even better leader than you already are.

Tracy Line is an Indianapolis-based freelance writer. Contact her at Tracy.Line@comcast.net.

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3100 Walnut Grove Road, Suite 603 P.O. Box 11749 • Memphis, TN 38111-0749 Tips on getting your message across to elected officials.

Getting the Council to

Vote

Gary King, ATMB

ity councils, boards, commissions, and other committees and agencies conduct the government's business. The decisions they make affect almost every aspect of our lives, including what television programs we watch, where our children go to school, how fast we drive, and whether there will be a hospital in our neighborhood. It's a huge task, and in a democracy, elected officials rely on the constructive input of their constituents to assist in their deliberations in those matters. In this way, we all share equally in the benefits of the government bodies we have created.

At some point during your lifetime, you may be called upon to speak before one of those government bodies on a matter of great importance to you or your employer. Thousands – maybe even millions – of dollars could be at stake, depending upon your ability to persuade the members to vote Yes! on your recommendation or proposal. The question is, *How will you do that*? The surest way to persuade any official governing body to rule in your favor is to use your hard-earned Toastmasters skills. Speech organization, voice intonation and inflection, gestures and the appropriate use of words are effective public speaking tools that you can bring to the podium. The following eight strategies will assist you in making the best presentation possible – one that will persuade the elected members to vote Yes! on your next recommendation or proposal.

Dress for a Great First Impression

As you walk up to the podium your appearance is the first thing the members notice, and they begin to formulate their opinions before you open your mouth. That's the power of first impressions. It's a quick, hands-down judgment on your credibility. So always be well-groomed and dress appropriately when you speak to an elected body. It's not the time to flaunt what a free spirit you are. Don't dress down, or wear clothing that is out of the norm. Leave the cowboy hats, Hawaiian shirts, jogging outfits and motorcycle jackets at home. I'm not saying that you have to wear a business suit with vest and power tie, but it's also no time to wear old jeans and T-shirts either. Right now, you want the members to think that you are serious and a person who respects the decorum of the board's chambers. The impression you make on the members could influence the votes they cast.

State Your Name, Address and Purpose

When your name is called, stand up tall and walk directly to the podium. Face the members. Don't slouch over the podium. Don't fidget. Keep your hands away from your face and out of your pockets. Make eye contact with the members. Speak up like you have something important to say. First, acknowledge the chairperson and the members. For instance, say, "Madam Chairwoman and honorable members of the council. Then state your name, your address and the purpose of your appearance before the members, like this:

My name is Joe Blow, and I reside at 3434 Smith Lane, in the city of Wherever. The purpose of my presentation today is to support the council's proposed action to ban gas-powered leaf blowers within the city limits.

That's it. All of that will take you less than 30 seconds to say. It's neat, it's short and it's to the point. For added effect, I recommend memorizing your opening remarks. It isn't difficult. A memorized opening makes you look like a polished professional. It will also impress the board members.

Don't Tell Jokes or be Flippant

Elected or appointed officials conduct serious government business. A city council meeting is not the time or place to be funny. If you try to be, you can look weak, nervous and unprofessional. That's not to say that if a board member says something funny that you shouldn't laugh; but a word of caution, don't laugh until the board member laughs, and then, just smile politely and continue with your presentation. As I've mentioned above, the members are serious and they assume that you are in front of them because the matter at hand is of some importance either to you or to your employer. You definitely don't want to go back to work and tell your boss that you told this great joke, the members laughed, but they voted against your proposal.

Check with the Clerk of the Board

Most government bodies will allow you to use visual aids, but definitely don't show up to the meeting with a briefcase full of handouts and expect to walk up the dais and divvy them out. That won't happen. Even if the council members accept them, with a forced smile on their faces, they'll simply not have time to read them and digest their content while at the same time listening to your remarks. It's not possible. If you have a handout that you feel will significantly add to the members' understanding of your presentation, call the clerk of the board, or the city clerk, a few days before the meeting. This person will tell you how to handle such documents appropriately. Often, the clerk will insert the handouts into each member's meeting packet. Tom Sykes, 4th term city council member and three-time mayor of the city of Walnut, California, advises potential speakers by saying, "Always try to check with the city clerk before the meeting. If you can't do that, however, then wait until the end of your presentation to distribute your handouts to the members."

This also goes for other visual aids such as overhead slides and PowerPoint presentations. Most government meetings now a days have accommodations for electronic media. With PowerPoint presentations, the board may prefer a particular background color and a certain font size for the slides. Check with the clerk to be sure.

Don't Get Caught Unprepared

You've created a great presentation, but the members won't hear it because they are out of time. What then? This is quite common, so always be prepared for a minimum presentation. Most government bodies have laws that allow the members to limit individual speaking times when they deem it necessary, which is often the case with controversial agenda items. It's not unusual for several people to speak on such a topic. Without a time limit, the members would never be able to hear all of the speakers. You may be given only three minutes to speak, so make sure that you have a short version of your talk. This is exactly why your introductory remarks should state your name, your address and you purpose right up front. That way your essential information has been imparted to the members. If they're keeping score, then you've been counted.

Make Your Audience a Winner

Remember, the elected members are your audience; don't direct your comments to the spectators seated in the audi-

torium behind you. It's absolutely amazing how many speakers walk up to the podium and speak as if they're talking to the audience at their backs instead of the members behind the dais. Most agencies have Web sites that give a brief biography of their individual elected members. Read about them. Know their names and who elected or appointed them. If time permits, sit in on a few meetings.

"You may be given only three minutes to speak, so make sure that you have a short version of your talk."

Keep in mind that it's really how the elected members choose to vote that's important. If you know the members, then maybe you can structure your appeal in such a way that it not only fulfills what you hope to achieve but serves their needs as well. Successful speakers try to build a "win-win scenario" for good reason.

Know Your Subject

The members assume that you know your subject. After all, you requested the opportunity to speak. Sometimes, though, the members will ask probing questions. This is usually a good sign. They are listening to you. Your best tactic for answering questions is to know your subject inside and out. Anticipate possible questions and make sure that you have the answers. If two or more questions are asked at the same time, answer them in order.

If you don't immediately know the answer to a question, don't offer any excuses. It will make you look bad in front of the members. Just tell them that you will respond in writing – then make sure that you do just that. Walnut city council member Tom Sykes advises, "If you say you'll respond in writing, then take the time to thoroughly research your comments for accuracy and verify your sources before you respond back to the council." If you are asked an antagonizing question by an irate board member, always maintain you composure. Never ramble; It looks like you are being evasive. Again, you will lose credibility.

Practice Until You Get It Right

If you've been a Toastmaster for any length of time then you are familiar with a simple, but powerful principle: practice, practice and more practice! This one concept can the make difference between a great presentation and a mediocre presentation. A poor presentation will reduce your effectiveness. If your speech is written out, then read it aloud several times until the words flow effortlessly. As you hear yourself speak, you'll detect the need for small changes that will make your speech sound more professional. It's even better if you can practice in front of someone. Ask for their feedback and act on it. Pretty soon, you'll sound like you've been doing this all of your life. Remember, you have one chance to shine, so make it good!

In Summary

There you have it – a short course on how to get your government agency to vote Yes! You already knew about presenting a solid opening, middle and closing in every speech. Now, you're also acquiring a tactical plan to help your remarks win votes from elected officials, such as city council members. Your objective is to get the members' approval. For that, you'll use your eight strategies:

- 1. Dress up and make a good impression.
- 2. State your name, address and purpose.
- 3. Don't tell jokes or be flippant.
- 4. Check with the clerk of the board.
- 5. Don't get caught unprepared.
- 6. Make your audience a winner.
- 7. Know your subject.
- 8. Practice until you get it right.

The theory behind all of this advice is that it is better to go into a public meeting with a plan rather than a hope and a prayer. Having said that, however, be warned that even with a plan, things can wrong.

Several years ago, I stood up before a rather large and powerful state board to discuss how I was going to manage one of their programs. Twelve board members were seated behind the dais and about three hundred people were in the audience behind me. Talk about intimidating! But I was well-dressed. I had practiced my presentation about a dozen times, and I had anticipated all possible questions. I was ready to go. About two minutes into my presentation, suddenly, one of the board members, an irascible, elderly lady who was known for putting speakers on the spot, asked me why I thought I was qualified to do this job.

What? I had just assumed that the board members knew my qualifications. The room became deadly silent. All eyes were on me. My mind went blank. I felt dizzy. I bought myself a few extra seconds to think by asking her to repeat the question. There's that Toastmasters training again. Then, finally, I managed to compose a feeble answer and wiggle my way out of trouble. She let me off the hook, but that experience taught me a valuable lesson – anything can happen!

Ultimately, the members may not approve every proposal or recommendation you bring to them, but they'll certainly take what you have to say very seriously. Can anyone ask for more than that?

Gary King, ATMB, is a Charter member of the Yorba Linda Achievers Club in Yorba Linda California. Retired from 28 years of government service, Gary has given hundreds of presentations before legislative councils, commissions, committees and federal and state agencies.

Table Topics training comes in handy when speaking to politicians.

My Day as a Reluctant Lobbyist

I This is not something I ever expected to do. But here I am, standing in a hallway of the state capitol, watching through a window of the assembly hall as a legislative session unfolds before me. I have given a note to the door keeper, which he passed along to my legislator, and now I am waiting for that representative to come out and speak with me. I never knew it works like this. I've never been a lobbyist before today.

Pounding bead. Racing beart. Remember to be respectful. Remember the top points to say. Make sense! Don't ramble!!

There is a reason Toastmasters participate in Table Topics in club meetings. So much of life requires us to speak coherently and make a point in little time, and we often don't get a chance to practice these short interchanges. Also, we can't predict when an effort to convince someone will have to be kept short. It may be an interview, an introduction or a social occasion. All these interchanges are the same in a few respects. The speaker tells her audience who she is and why she is there in a logical fashion with a beginning, a middle and an end.

My state representative emerges from the room and I barely recognize him. He looks different in person. He immediately goes to another person

in the hall and begins to discuss an issue. I politely wait my turn while nervousness surrounds me in a chilly fog. Quickly, I send a message to my heart to slow down its frantic beat, and I review my main points.

Remember a good greeting.

Be warm, and then deliver the opening line that catches his interest.

Stay on the topic, and remember to speak about benefits from bis viewpoint.

You only have three minutes!

Do you practice greetings in your club? Our club is careful to greet all who come to the front with a proper title. We try to catch names of visitors and pass them to the Toastmaster, who greets visitors from the lectern by name.

My representative wraps up with the person in front of me. He sees me and turns to me. I'm nervous,

"My state representative emerges from the room and I barely recognize him."

The beginning of a speech should let the audience warm to the speaker and become interested in what she has to say. The middle of the speech needs a logical construction that flows from supporting point to supporting point. The closing should be memorable and supporting the overall purpose. but I do what I've learned to do from much practice. I greet him warmly with a handshake, meet his eyes, and say his name and title. He smiles back while shaking my hand. He takes clear note of my name tag; I use that as an opportunity to introduce myself and state why I'm here. As in Toastmasters, I use a question to capture my audience's attention. *"Representative, do you know that House Bill 1001 on property tax has*



an unrelated provision hidden in a paragraph on page 147 that could hurt children?" He connects with my eyes, and I know I have his interest. He mentions that he did not know until recently that this provision was hidden in the bill. He acknowledges his concern and discusses various strategies available to change the bill in the Senate or in committee when it returns to the general assembly.

When the conversation ends, I close by offering my thanks to him for listening to me and working on behalf of children. Then, I ask him to visit my Toastmasters club.

Encouraged by this productive – if short – exchange, I feel much more confident in my ability to communicate rapidly. This reluctant lobbyist is growing bold. In fact, there is a state senator I'm going to see next!

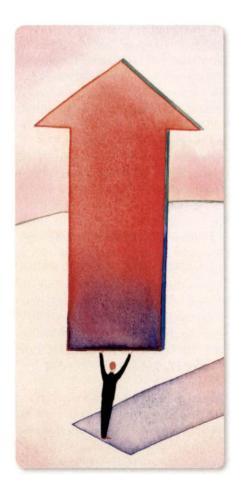
Susanne Riehle, ATMS, is a freelance writer, business owner and president of the Columbus Toastmasters Club. Contact her at **studio_p@iquest.net**.

TALK UP YOUR BUSINESS

Set Your Standards for Success

By Sam Silverstein

Do you learn from your mistakes or make excuses to cover them up?



n your Toastmasters club, evaluators critique the speakers at each meeting. They provide feedback on the effectiveness and delivery of their presentations in hopes that it will help the speakers improve. But this feedback is often lost because the presenter doesn't know how to use it.

When you receive negative feedback on your presentations, you can either make excuses, such as, "my kid was sick last night so I couldn't practice" and, "work was hectic this week, so I didn't have time to prepare." Or, you can put your defenses aside and learn from the evaluators' comments so your presentations get better and better. The same thing happens in the workplace everyday. People have the choice to learn from their mistakes or make excuses to cover them up.

If you make excuses for your poor performance, you limit the level of success you can achieve. However, when you set personal performance standards, you can eliminate your excuse-making habit and improve your results. Use the following strategies to establish your own personal performance standards for better success:

Understand Your Feedback

Whether you're in business or speaking, you need to evaluate what you're doing. In business you evaluate what you're doing based on your profits and losses. You compare your expenses with your sales; what you have left over determines whether you made money or lost money. At that point you have to look at what went right, what went wrong and how you can improve.

When you give a speech, you often get feedback based on your listeners' emotions. Because this type of feedback is not as clear-cut as a profit-versus-loss observation, you may feel the urge to argue with a listener. Perhaps, you don't want to look bad. But you can't change how she feels. Happy or sad, connected or disconnected, maybe she needs more information to change her feelings, but arguing with her will cause you to miss the significance of her feedback. The bottom line is, her feedback reflects how she feels, and something you did or said in your speech led her to feel that way.

Eliminate Your Excuses

Everything you do starts with a choice. You make a choice that puts a series of events into action. Then, these events result in an outcome. That outcome, positive or negative, is yours.

At that point, you can either make excuses for the outcome, or you can accept responsibility. If you decide to make excuses, you switch your focus to those excuses and lose sight of your original goal of self-improvement. For example, if your speech earns an overwhelmingly negative response from your fellow Toastmasters, you might say, "I didn't do very well because I didn't get a good night's sleep." This excuse becomes your "story." When you focus on the "story," you spend your time, energy and efforts supporting that story because you feel like it will save you. It will cover for your lack of confidence and get you off the hook for your poor results. So, instead of learning from your mistakes and improving, you're stuck in the story. Your negative feedback will continue.

That's why successful people don't make excuses. Successful people don't waste their time on the "story." They evaluate their progress, they evaluate their results and they make the changes necessary to move to the level they want. Your results really come down to personal accountability. When you take responsibility, you empower yourself to improve.

Set Your Personal Performance Standards

If you're going into a speech, you need to set standards for yourself so that, afterward, you know whether you hit the mark. What are your goals and expectations for your presentation? Setting standards with your speaking is difficult because your feedback is often qualitative. But if you use an evaluation form that rates your performance on a scale of one to five, you could set a standard for yourself to get an average response of four or higher. Keep in mind that you can't please everyone; someone in your audience will always feel disconnected with your presentation. So, you need to be careful with the levels of standards you set. Don't make your standards arbitrarily low, but don't set yourself up for failure, either.

In sales, your performance may be based on sales ratios, renewals or dollar amounts, depending on what business you're in. Regardless of how your performance is measured, you must make a commitment to your standards. You can commit to a quarterly increase of 25 percent, or you can commit to 80 percent renewals. Then revisit these standards to determine whether you achieved your goal.

Any time you set standards for yourself, you have to take your emotions out of it. Don't take your feedback personally. For example, if you Why didn't you make the sale? Were you selling to someone who didn't have the need? Were you selling to the wrong person in the organization? Did you cover all the benefits? Somewhere along the way, you made a wrong decision. You may have decided to talk about the wrong benefits, to sell to the wrong person, or you decided not to delve deep enough

"When you take responsibility, you empower yourself to improve."

wanted your presentation

to be funny, and no one laughed, it had nothing to do with you as a person. You might be funny, but for that particular presentation, your material wasn't funny. Consider Jay Leno. Sometimes he tells a joke and everyone laughs. There are other times when no one laughs. Leno is considered a funny person, regardless. So if you don't get the reaction you want, don't take it personally.

Evaluate Your Outcomes

Verbal communication is much more than just relaying information. It also leaves people feeling a certain way so they might do a certain thing. For example, you may be speaking to entertain. In that case you want to leave people feeling good. Whatever comes next on the agenda depends on how you left them. If you annoy the crowd, then you didn't do your job, and the person who comes next will have a difficult time doing her job.

You can look at your feedback and adjust your future actions to achieve the goal next time. If you're going to take the no-more-excuses stance, then question what happened. If you wanted to be funny and no one laughed, did you pause long enough? Was your material witty enough? Maybe it was a combination of factors.

In a business situation, if you failed to close a sale, take yourself through the same evaluation process.

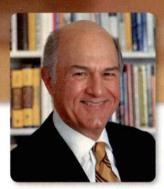
into their problem. Something wasn't right for the sale to go through.

Once you know where you made your wrong decision, you can correct it so you won't repeat it. If you were selling to someone who couldn't make a buying decision, then you can adjust your practice and improve. The main objective is that you learn from your mistakes and adjust your future actions accordingly.

Better Outcomes in Your Future

You and I need to take accountability for our choices and results. If you're going into a speech, you need to set standards for yourself so you can determine, later, whether you hit your mark. In business, set standards for your performance so you will rise with insight and purpose to each new level of accomplishment. Otherwise, you'll hit a plateau in your pursuit of success. When you use these strategies to establish your personal performance standards, you can ensure better outcomes for yourself in the future.

Sam Silverstein is a speaker and entrepreneur who has sold one of his businesses to a Fortune 500 company. He is the author of many books, including *The Power of Choice*, *The Success Model* and *Only The Best On Leadership*. For more information visit www.SamSilverstein.com. Times change, but true leadership does not.



The Leadership By Jim Kouzes

TI's 2006 Golden Gavel recipient, Jim Kouzes, shares his thoughts on leadership.

"What do you really care about? Find the answer to that question and you're on the path to becoming a better leader. Ignore that question, and you're on the road to an empty life."

So often we treat leadership and teamwork as if they were new phenomena, but in truth they're not. Serious research has been going on for almost three-quarters of a century. What we learned in 1946 and what we've learned in the last year is this: Leadership is all about how people influence other people to do something. It's all about human relationships.

So I smile when someone asks, "How will leadership be different 50 years from now?" Whether we're looking to our distant past or whether we're taking a long view to the future, my sense is that the practices of a leader have not been and will not be profoundly different. The *context* will change, for sure, but the *content* will be pretty much the same. Our research indicates that leaders engage in *Five Practices* to get extraordinary things done in organizations. They:

- Challenge the process to make sure it's constantly improved.
- Inspire a shared vision of the future that followers deeply believe in and embrace with enthusiasm.
- Enable others to act, fostering collaboration and strengthening individual capacity, to make a new vision a new reality.
- "Walk the talk," or model the way, as we call it, setting an example by their own behaviors to show others how the organization can best stay true to its vision and values.
- Encourage the heart by recognizing individuals for their contributions.

Each generation, then, has to redefine leadership for its own historical

context. It's so easy to confuse changing times with unchanging fundamentals. For example, today many seem to think that the Internet will change everything. Well, it makes sense in some ways, but not when it comes to leadership. For example, looking back to the time when the telephone was first invented, someone then might have said, with the same irrational exuberance we hear today, that bold leadership is connected to using the telephone. Put a phone on everyone's desk! Put a phone in everyone's home!

Hook people up to long distance; enable them to converse across the globe, anytime, anywhere. That'll make them higher performers. That sounds silly now, but it's equivalent to what's been going on with the Internet. Are we better off because we have the telephone? Certainly. Are we better off because we have the Internet? Absolutely. Is the telephone or the Internet the secret to better leadership? Not in the slightest. They merely provide new arenas where those with leadership skills find opportunities to shine. The principles of leadership are the same; only the context is different.

Leadership is about relationships. It's about working with and guiding people in new directions. It's about achieving the most positive interaction between customers, employees, shareholders, vendors – anyone! One serendipitous reminder of this principle was the cover story on *TIME* magazine with a newsstand date of September 10, 2001. It was about U.S. Secretary of State Colin Powell, and the general thrust of the story was that he was becoming an afterthought in the leadership of the U.S. on the world stage.

Well, we all know what happened exactly one day after that story was published. Terrorists struck New York, Washington, D. C. and the skies over Pennsylvania. Immediately after those tragic events, Powell had to reach out to leaders around the world and marshal a coordinated response to the **relationships.** So, you can have all the skills in the world, but if people don't believe in you as a person, they simply won't want to follow you. We call it the First Law of Leadership: "If you don't *believe in* the messenger, you won't believe the message."

When we ask people what credibility is, behaviorally, the response can always be summed up in the phrase "Do What You Say You Will Do," or DWYSYWD for short. In other words, for people to *willingly* follow someone, they have to observe two things:

- The leader has a clear set of values and beliefs.
- The leader's behavior is consistent with those beliefs.

Which leads to another practice that too many leaders discount: **Leadership requires self-knowledge.** This is a much more significant point than many first assume. It's amazing how few leaders take the time to

"Leadership is all about how people influence other people to do something."

insidious threat of worldwide terrorism. He had to ask the leaders of many countries (and their people) to do things they had not thought they would have to do, that perhaps they did not *want* to do.

But they took the call from the U.S. Secretary of State and then they acted. Why? I'm sure they said something like this (at least to themselves) as they responded to Powell's requests. "We'll do this," they probably said, "because it's *you*, Colin. Because it's you. We trust you." Leadership is all about relationships that are based on a person's credibility.

However, leadership is not just about skills, any more than a relationship is just about skills. **Credibility is the foundation of all** answer a very simple but key question: "What do I *really* care about?"

When a leader can answer what it is that he *really* cares about, then it's possible to see the actual leadership face that he presents to the rest of the world. Many, if not most leaders have some kind of speech about wanting their company to be both profitable *and* a great place to work. Yet great words in a nice speech are not the same as becoming fully aware of what you really care about. What keeps you awake at night? What ideas or issues grab hold of you and won't let go?

Today's work world is full of so much frenzy, so much noise, that it's nearly impossible for anyone to pause and reflect. But you have to! Winston Churchill, despite all the challenges that confronted him, found time to paint. Guess what he was thinking about when he painted? All great leaders find time to reflect: Lincoln, Gandhi, Martin Luther King. I believe this fervently: Any leader who says she doesn't have time to reflect is crippling her ability to lead.

People want a leader who stands for a larger purpose. They want meaningful work – and connecting to a larger purpose ennobles and energizes everyone's efforts. Leadership is about relationships. It's about trust. It's about doing what you say you'll do.

So I ask: what do you really care about? Find the answer to that question and you're on the path to becoming a better leader. Ignore that question, and you're on the road to an empty life. You can't pay people enough to care. People care when they have meaning in their work when they can connect to a larger purpose. Find a worthy purpose for you and your constituents, and the profits will follow.

James Kouzes is the author of numerous books on leadership. He co-wrote the bestselling *The Leadership Challenge* with Barry Posner, which is currently in its third edition. Kouzes is an executive fellow in the Center for Innovation and Entrepreneurship at the Leavey School of Business, Santa Clara University. For more information, visit www.theleadershipchallenge.com.

Don't miss the opportunity to hear TI's 2006 Golden Gavel Award recipient Jim Kouzes speak on August 24 during the Toastmasters International Convention in Washington, D.C. For details and registration forms, please see pages 29-31 or visit www.toastmasters.org.

NEWS FROM TI

From CTM to CC - The new name is Competent Communicator

Renamed educational awards debut this month.

s announced in the November 2005 and March 2006 magazines, Toastmasters International has enhanced the educational system and award designations. To strengthen the leadership training and to make all educational designations in the communication and leadership tracks clearer and more meaningful, TI is adding leadership award programs and renaming educational awards to distinguish between speech programs and leadership programs.

Beginning July 1, 2006, the following improvements in the educational program begin:

• A new leadership award. Members completing the new *Competent Leadership* manual, which debuted in January, will receive the new *Competent Leader* award.

• New titles for existing leadership awards. The current Competent Leader award is now the *Advanced Leader Bronze* award. The current Advanced Leader award is now the *Advanced Leader Silver* award. The requirements for the Advanced Leader Bronze award include completion of the *Competent Leadership* manual. (For award requirements, see the "Toastmasters"

Recognition" notice on the next page.) Because requirements for the

award are changing, there will be a two-year "grace period" for those working toward the current Competent Leader award.

This means World Headquarters will continue to issue Competent Leader awards under the current requirements through June 30, 2008. Beginning July 1, 2008, all members will have to meet the new requirements. Those who have already earned the Competent Leader award under the current requirements and who apply for the Advanced Leader award after June 30, 2006, will receive the new Advanced Leader Silver certificate.

New titles for the Communication and Leadership Program and Advanced Communication and

Leadership Program manuals. At their next reprinting, the *Communication and Leadership Program* manual will be titled the *Competent Communication* manual and the Advanced Communication and Leadership Program manuals will become the *Advanced Communication* manuals.

• New titles for the communication track awards. The Competent Toastmaster (CTM) award, given to those completing the Communication and Leadership Program manual, is now the *Competent Communicator* (CC) award. The Advanced Toastmaster Bronze, Advanced Toastmaster Silver and Advanced Toastmaster Gold awards are now the



Toastmasters Recognition

Beginning July 1, 2006, members can earn the following communication and leadership awards:

Communication Track

COMPETENT COMMUNICATOR (CC)

Requirements:

Completed the Competent Communication manual

ADVANCED COMMUNICATOR BRONZE (ACB)

Requirements:

- Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- Completed two Advanced Communication manuals

ADVANCED COMMUNICATOR SILVER (ACS)

Requirements:

- Achieved Advanced Communicator Bronze award (or achieved Able Toastmaster award or Advanced Toastmaster Bronze award)
- Completed two additional advanced communication manuals (may not be those completed for any previous award)
- Conducted any two programs from The Better Speaker Series and/or The Successful Club Series

ADVANCED COMMUNICATOR GOLD (ACG)

Requirements:

- Achieved Advanced Communicator Silver award (or achieved Able Toastmaster Bronze award or Advanced Toastmaster Silver award)
- Completed two additional advanced communication manuals (may not be those completed for any previous award)
- Conducted a Success/Leadership Program, Success/Communication Program or a Youth Leadership Program
- Coached a new member with the first three speech projects

Leadership Track

COMPETENT LEADER (CL)

Requirements:

Completed the Competent Leadership manual

ADVANCED LEADER BRONZE (ALB)

Requirements:

- Achieved Competent Leader award
- Achieved Competent Communicator award (or achieved Competent Toastmaster award)
- Served at least six months as a club officer (president, vice president education, vice president membership, vice president public relations, secretary, treasurer or sergeant at arms) and participated in the preparation of a Club Success Plan while serving in this office
- While serving in the above office, participated in a district-sponsored club-officer training program
- Conducted any two programs from The Successful Club Series and/or The Leadership Excellence Series

ADVANCED LEADER SILVER (ALS)

Requirements:

- Achieved Advanced Leader Bronze award (or "old" Competent Leader award)
- Served a complete term as a district officer (district governor, lieutenant governor, public relations officer, secretary, treasurer, division governor or area governor)
- Completed the High Performance Leadership program
- Served successfully as a club sponsor, mentor or coach

DISTINGUISHED TOASTMASTER (DTM) Requirements:

- Achieved Advanced Communicator Gold award (or achieved Advanced Toastmaster Gold award)
- Achieved Advanced Leader Silver award (or achieved Advanced Leader award)

Advanced Communicator Bronze, Advanced Communicator Silver and Advanced Communicator Gold awards respectively, with no changes to award requirements. Members applying for any of the awards under their former names will receive certificates reflecting the changes.

A change in the Distinguished Toastmaster award requirements.

To be eligible for the DTM award, a member must have received the Advanced Communicator Gold (or the former Advanced Toastmaster Gold) and the Advanced Leader Silver (or the former Advanced Leader) awards. For more information about the changes, visit the Toastmasters International Web site, www.toastmasters.org.



The Hilton Washington Welcomes Toastmasters International's 2006 Convention August 23-26, 2006		
		MAIL THIS FORM TO: The Hilton Washington
Hotel Registrati	on Form	1919 Connecticut Ave. N.W Washington, D.C. 20009 Hotel: (202) 483-3000 Toll Free in Canada and U.S. 1 (888) DC-HILTON FAX: (202) 797-5755
Arrival Date:Departure Date:	SPECIAL CONF	ERENCE RATES
Number of nights you will stay:	STANDARD GUEST ROOM	SUITE
Approx. arrival time:(CHECK-IN 3:00 P.M. – CHECK-OUT 12 NOON)	\$151.00 Single/Double	Phone hotel directly if suite is desired. Cost and availability vary.
Method of transportation: Car Air Other	Please Note: Special conference r received by July 25, 2006, and roo After July 25, all subsequent reserv at the current hotel rack rates.	m block availability.
Please Reserve Accommodations For: (please print or type)		
Name (Last) (First)	(Initial) Company	
Address	City	
State Zip Phone	() Fax	()
Sharing Room With E-mai	I	
Special Requests: King 2 Double Beds Non Smoking (Note: Every attempt will be made to honor your request, however we		
To guarantee your reservation we require first night's deposit by credit on NOT SEND CASH.		licable taxes (14.5% per night).
Make check or money order payable to the The Hilton Washington.	Don't Re	a No-Show
	To cancel your reservation call (88	8) DC-HILTON or (202) 797-5820 e day of your scheduled arrival,
Credit Card type	your room will be released and m cancel your reservation 72 hour	rs prior to arrival to avoid bei
	your room will be released and m cancel your reservation 72 hou charged one night's room and	rs prior to arrival to avoid bein tax.

³⁴ THE TOASTMASTER July 2006

75th Annual Convention



August 23-26, 2006

For quick, easy and instant registration confirmation, register online at: www.toastmasters.org.

(Please Print) Member No.	Club No	Dis	trict	
Name:	First Name or	Nickname (as you wish it to ap	opear on your badge):	
Addl. Registrants' Name:	First Name or	Nickname (as you wish it to a	ppear on your badge):	
Address		entri then use statisti Pargani en angeler	Check if this is a new address	
City	State / Province	Country	Postal / Zip	
Daytime Telephone ()	E-mail Address			
This is my first TI Convention	I require special assistance, please contact me.			
		and the second sec		

	rently! Immediately following the contest s of districts not assigned to regions (DN	
Interdistrict Speech Contest A (Tuesday)	ט מושנותנה ווטג משטקוופט גע ופעוטווא (DN	IAN).
(Districts 67, 69, 70, 71, 72, 73 and 76)	Member(s)/Guest @ \$35.0	00 = \$
Interdistrict Speech Contest B (Tuesday)		
(Districts 51, 59, 74, 75, 79 and 80)	Member(s)/Guest @ \$35.0	00 = \$
For district locations please visit our Web site		
at www.toastmasters.org	SECTION 1 TOTAL	= \$

3

2 "FULL" CONVENTION PACKAGE...ONLY \$520.00

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

- · Access to all educational sessions
- Golden Gavel Luncheon (Thursday)
- · Fun Night Tour: Monuments by Moonlight (Friday)
- International Speech Contest (Saturday)
- President's Dinner Dance (Saturday)
- PLEASE CHECK <u>ONE</u> OF THE FOLLOWING:

Club Leadership Luncheon (Friday)

Toastmasters & Guests Luncheon (Friday)

____ Member(s)/Guest @ \$520.00

SECTION 2 TOTAL

"SPOUSE/GUEST" PACKAGE...ONLY \$330.00

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

- Tour: Smithsonian Museums (Thursday)
- Golden Gavel Luncheon (Thursday)
- Tour: Mount Vernon (lunch provided) (Friday)
- Fun Night Tour: Monuments by Moonlight (Friday)
- International Speech Contest (Saturday)
- · President's Dinner Dance (Saturday)

No access to any educational sessions!

Spouse/Guest(s) @ \$330.00

Mail or fax this form to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255

\$

\$

SATURDAY PACKAGE - ONE DAY ONLY

This registration includes a ticket to the International Speech Contest and access to all educational sessions on Saturday, August 26. You may also purchase a ticket to the President's Dinner Dance.

Member(s)/Guest @ \$110.00

4

= \$

President's Dinner Dance @ \$75.00 =

= \$____

SECTION 4 TOTAL = \$_____

		5 "A LA CARTE" REGISTRATION				
In order to purchas additional tickets p	se additional event ti per event may be pur	ckets, you must have purchased package 2, 3, 4 or the "A La Ca chased – no exceptions! Access to all educational sessions inclu	rte" udec	registration # 1.	‡5. <i>I</i>	A maximum of two
STEP 1		Member(s)/guest registration @ \$195.00			=	\$
	Γ	Golden Gavel Luncheon (Thursday) @ \$75.00	=	\$		
		Toastmasters & Guests Luncheon (Friday) @ \$55.00	=	\$		
STEP 2		Club Leadership Luncheon (Friday) @ \$55.00	=	\$		
	Fun Night Tour: Monuments by Moonlight (Friday) @ \$65.00	=	\$			
		International Speech Contest (Saturday) @ \$110.00	=	\$	_	
		President's Dinner Dance (Saturday) @ \$75.00	=	\$		
	L		T0	TAL STEP 2	=	\$
STEP 3	[SECTION 5 TOTAL (Add Step 1 and Step 2 totals)			=	\$

6 REGISTRATION TOTALS		
SECTION 1 TOTAL	=	\$
SECTION 2 TOTAL		
SECTION 3 TOTAL	=	\$
SECTION 4 TOTAL		
SECTION 5 TOTAL		
AFTER JULY 28th, ADD \$50.00 TO YOUR REGISTRATION		
TOTAL AMOUNT DUE		

7 METHOD OF PAYMENT (U.S. DOLLARS)

DEADLINE: Advance registrations must reach World Headquarters by July 28. After this date, registrants will be charged an additional \$50.00. Cancellations and refund requests will not be accepted after July 28. Cancellations will not be accepted on-site – sorry, no exceptions!

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

Check enclosed for \$ (U.S. dollars) payable to Toastmasters International.		tmasters International.		
MasterCard	VISA	American Express	Discover	Card Number
Expiration Date		Signatu		

For quick, easy and instant registration confirmation, register online at: www.toastmasters.org.

Mail or fax this form to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA • Fax: (949) 858-1207 • Phone: (949) 858-8255

By attending this convention, attendees and speakers are hereby notified that their image or likeness in the form of live video, recorded video and still photography may be captured.

HALL OF FAME

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

DTM

Congratulations to these Toastmasters who have received the Distinguished Toastmaster award, Toastmasters International's highest recognition.

Michael Rost 6-F, Pasadena, Californa Jack C. Dhuwalia 8638-F. Irvine, California Mohan Adhikari 693315-U, Kathmandu, Nepal Nadia K. Chuckaree 788773-U, Port of Spain, Trinidad Sonia Alexis 788773-U, Port of Spain, Trinidad Robert R. Dunning 3921-1, Manhattan Beach, California Linda Sims 5723-1, Carson, California Scarlett S. Small 7786-1, El Segundo, California Linda Sims 146-2, Everett, Washington Tina Ravary 8881-2, Redmond, Washington Patrick Lehn 9509-2, Monroe, Washington Trish L. Blackwelder 1853-3, Mesa, Arizona Cathy Campbell 2694-3, Tempe, Arizona Rod H. Ashford 7490-3, Tucson, Arizona Harry A. Holland 4282-4, San Francisco, California Sharon M. Corgile 7242-4, Milpitas, California Ruth Marie Hobson 7991-5, San Diego, California Allan B. Edinger 6996-7, Mcminnville, Oregon Alexis R. Mason 9527-7, Vancouver, Washington Wayne C. Mosher 283-8, Clayton, Missouri Kevin M. Desrosiers 4345-8, St Louis, Missouri Tammy A. Miller 7132-13, State College, Pennsylvania Paula Sue Gabrish 1615-16, Norman, Oklahoma Steven M. Smith 2257-16, Midwest City, Oklahoma Melissa M. Pearson 3031-16, Oklahoma City, Oklahoma Frank T. Storey 3160-18, Linthicum, Maryland Elizabeth Mitchell-Stemley 7654-18, Baltimore, Maryland Shirley J. Buttjer-Harmon 813971-19, Des Moines, Iowa James Randy Penn 4444-26, Denver, Colorado Michael W. Hall 1378-27, Crystal City, Virginia David H. Alexander 3213-27, Upper Marlboro, Maryland Julia A. Aguirre 6027-30, Oak Brook, Illinois Rosa V. Raney 7974-30, Riverwoods, Illinois Jorge Miguel Gamboa Arvizu 6019-34, Col Del Valle, Mexico James A. Smith 1510-36, Rockville, Maryland Maribeth Iler 7184-36, Washington, District of Columbia Charles H. Harvey 8159-37, Durham, North Carolina Patrick Kirkham 1090-38, Lancaster, Pennsylvania Ruth Emily Aschmann 1540-38, Doylestown, Pennsylvania Elliot Dennis 3954-38, Princeton, New Jersey Marcia L. Sydor 985-39, Sacramento, California Kathy Hayes 1694-40, Dayton, Ohio John R. Hayes 588286-40, Fairborn, Ohio Terry Wight 1171-42, Calgary, Canada Troy Theodore Wruck 616550-42, Saskatoon, Canada Craig Brenzan 864-42, Edmonton, Canada Chris R. Lewis 702994-43, Terry, Mississippi Richard J. Joseph 1555-45, Halifax, Canada Donald Dickson 1843-45, Saint John, Canada Norma J. Pasatieri 3948-45, Summerside, Canada Ken Raftery 8011-46, Staten Island, New York Antionette Maria Fox 1095-47, Nassau, Bahamas Jevon H. McIntosh 1600-47, Nassau, Bahamas J. R. Noble 619417-47, Sun City Center, Florida James A. Hull 824972-47, Jacksonville, Florida Margaret Wan 968-47, Tampa, Florida Arlene T. Koike 600349-49, Honolulu, Hawaii

Marvin Petsel 6071-50 Frisco Texas Tommy Gaither 712979-50, Texarkana, Texas Jan K. Hacke 713-50, Dallas, Texas That Hian Yee 2574-51, Kota Kinabalu, Malaysia Harlina Indra 4067-51, Jakarta, Indonesia Devaraja T. Mohd Dewa 7393-51, Teluk Intan, Malavsia Melanie Ghazarian 849125-52, Calabasas, California Christina D. Van Hoesen 542-53. Delmar New York Richard Ruchhoeft 6140-56, Houston, Texas Justin A. Lola 4143-57, Danville, California Tevis T. Thompson 795293-57, Danville, California Carole J. Fowler 8731-57, Lakeport, California Kitty S. Lau 6682-60, Scarborough, Canada Kristi Herring 2870-63, Franklin, Tennessee Robert D. Thurman 7436-63, Maryville, Tennessee Mary J. Bell 4799-65, Rochester, New York Chris S. Al-Amin 1961-66, Richmond, Virginia Theresa L. Butler 694787-66, Chesapeake, Virginia Michael Richards 7324-66, Charlottesville, Virginia lan Pinker 6310-69, Morayfield, Australia Hazel Lyn Jeary 684009-69, St George, Australia John R. Kay 711243-69, Sunshine Coast, Australia Geoffrey R. Saunders 7435-69, Thuringowa, Australia Les William Saville 5069-70, Baulkham Hills, Australia Ross Wilfrid Kelly 6345-70, Charlestown, Australia Andrew D. Segelov 975-70, Double Bay, Australia Anna L. Van Netten 9827-70, Cessnock, Australia John Brangan 1753-71, Swords Co Dublin, Ireland John Christian Bethell 9106-73, Northbridge, Washington Katrina Joyce Mckinley 8217-74, Johannesburg, South Africa Gregorio Anastacio Senupe Rufon 4312-75, Iloilo City, Philippines

Joe K. Gillis 6206-77, Madison, Alabama

Anniversaries

June 2006

70 YEAR

Bremerton 63-32, Bremerton, Washington

60 YEAR

Tuesday Night 394-11, South Bend, Indiana Corvallis 395-7, Corvallis, Oregon Dayton 405-40, Dayton, Ohio New Albany 410-11, New Albany, Indiana

55 YEAR

Texoma 345-50, Sherman, Texas Birmingham 957-28, Birmingham, Michigan Christopher's 958-6, Columbia Heights, Minnesota Tejas 966-55, Austin, Texas

50 YEAR

Lunchmasters 2073-39, Rancho Cordova, California Florence 2101-77, Sheffield, Alabama Penn Square 2106-16, Oklahoma City, Oklahoma Marty Rogers 2137-8, Carlinville, Illinois Toast-N-Talk 2142-4, Cincinnati, Ohio Bossuet Gaveliers 2175-59, Luxembourg Strass, Luxembourg

45 YEAR

Extraordinaires 2148-2, Edmonds, Washington Fallbrook 2335-5, Fallbrook, California Anoka 2748-6, Coon Rapids, Minnesota Downtown Berkeley 2973-57, Berkeley, California Skyway 3301-60, Burlington, Canada Harry Diamond 3323-36, Adelphi, Maryland

40 YEAR

Pile O Bones 1862-42, Regina, Canada Parramatta 2274-70, Parramatta, Australia Valley 3626-4, San Jose, California

35 YEAR

TGIF Management 3328-4, Sunnyvale, California Chagrin Valley 3613-10, Chagrin Falls, Ohio

30 YEAR

Ziggurat 425-F, Laguna Niguel, California Parkville 300-18, Parkville, Maryland AT&T Bedminster 344-46, Bedminster, New Jersey Diamond Valley 567-73, Eltham, Australia Tennessee Valley 960-77, Madison, Alabama Canberra City 986-70, Canberra City, Australia Kentucky Farm Bureau 1035-11, Louisville, Kentucky Sandpiper 1224-33, Ventura, California North Winds 1955-45, Berlin, Vermont Raytheon Sudbury 2258-31, Sudbury, Massachusetts TM Femenil De Tijuana 2680-34, Tijuana, Mexico Pearl City 2805-49, Aiea, Hawaii The Nooners 2810-49, Honolulu, Hawaii US Geological Survey 3078-27, Reston, Virginia Glen Waverley 3807-73, Mount Waverley, Australia

25 YEAR

Anico Articulators 4570-56, Galveston, Texas Toastmasters 78 Skills 457-78, Varies, Montana Energy 4572-27, Washington, District of Columbia Manitoba Morning 4574-64, Winnipeg, Canada Bay Area 4578-28, Port Clinton, Ohio Saint Jude 4580-36, Rockville, Maryland Diamond 4582-57, Pleasanton, California Lord Effingham 4587-8, Effingham, Illinois Sackville 4588-45, Sackville, Canada Advanced Speakers 4589-21, Vancouver, Canada We Search 4593-46, Kenilworth, New Jersey A M 4594-72, Auckland, New Zealand YMCA of Ipoh 4595-511, Ipoh Perak, Malaysia Sentry 4596-35, Stevens Point, Wisconsin State Center 4597-18, Baltimore, Maryland Fort St. John 4598-21, Fort St. John, Canada HP Communicators 4606-4, Cupertino, California Cupertino 4608-4, Los Altos, California Luncheon Linquists 4611-6, Bloomington, Minnesota Bathurst 4613-70, Bathurst, Australia Te Puke 4616-72, Te Puke, New Zealand Early Risers 4617-2, Mount Vernon, Washington Vocal Exchange 4618-60, Toronto, Canada Big Apple 4619-6, Lakeville, Minnesota Icebreakers 4621-36, Washington, District of Columbia Sunset 4631-3, Flagstaff, Arizona East Valley Echoes 4634-3, Mesa, Arizona Upeeka 4638-55, San Antonio, Texas Golden Strip 4639-58, Simpsonville, South Carolina Speech Invaders 4641-31, Milford, Massachusetts Key 4645-64, Winnipeg, Canada PROS 4650-6, Minneapolis, Minnesota Dale R. Schallhorn 4654-36, Chevy Chase, Maryland

20 YEAR

Lubrizol 415-10, Wickliffe, Ohio College 6252-21, Prince George, Canada Ashland 6253-7, Ashland, Oregon Fingal 6255-71, Dublin, Ireland Exchange Park 6260-55, Austin, Texas Serho Sundowners 6261-47, Tampa, Florida Ft. Monmouth 6263-46, Eatontown, New Jersey Demosthenes Wannabees 6264-1, Torrance, California Context Shifters 6265-21, Victoria, Canada V A Oracles 6266-1, Long Beach, California Lexington 6272-31, Lexington, Massachusetts Honeywell 6273-47, Clearwater, Florida Agere 6275-38, Allentown, Pennsylvania Butterfly Busters 6278-60, Burlington, Canada Vibrant Speakers 6279-42, Calgary, Canada His Toastmasters Voice 6280-38, Moorestown, New Jersev

Tysons Corner Smoothtalkers 6281-27, Vienna, Virginia Intelsat 6283-36, Washington, District of Columbia Warner Robins 6285-14, Warner Robins, Georgia Spring Speakers 6287-36, New Carrollton, Maryland Great Communicators 6296-5, San Diego, California Via Christi 6297-22, Wichita, Kansas Key West 6298-47, Key West, Florida Trolley Talkers 6299-58, Summerville, South Carolina Dunwoody 6301-14, Dunwoody, Georgia Chesapeake 6303-36, Silver Spring, Maryland Wenatchee Valley 6305-9, Wenatchee, Washington Braddock General Hospital Ambassadors 6308-13, Braddock, Pennsylvania

Caboolture 6310-69, Morayfield, Australia Eyeopener 6311-69, Morayfield, Australia St. George's 6312-73, Perth, Washington Deipnosophists 6316-63, Nashville, Tennessee Menai 6320-70, Menai, Australia Reno Downtowners 6326-39, Reno, Nevada Upstarts 6330-36, Washington, District of Columbia Sutter 6331-39, Sacramento, California Grand Prairie 6332-25, Grand Prairie, Texas Gallagher 6335-72, Hamilton, New Zealand Public Service 6336-72, Wellington, New Zealand TV 6338-25, Dallas, Texas

Voyageur's 6340-6, International Falls, Minnesota Men of Vision 6342-68, Dequincy, Louisianna Airdrie Discovery 6344-42, Airdrie, Canada Charlestown 6345-70, Charlestown, Australia

July 2006

60 YEAR

Thunderbird 396-21, Victoria, Canada Toastmasters Executive 412-1, Los Angeles, California

50 YEAR

Bayfair 207-57, San Leandro, California Cornhuskers 955-24, Omaha, Nebraska

45 YEAR

A-OK 1359-43, Memphis, Tennessee Capitol 2309-23, Santa Fe, New Mexico Daybreakers 3325-39, Redding, California

40 YEAR

City Of Gold 2067-78, Helena, Montana Mt Pritchard 2130-70, Mt Pritchard, Australia

35 YEAR

Yarra Valley 26-73, Croydon, Australia Club Tm De Ensenada 177-34, Ensenada, Mexico West-Conn 599-53, Danbury, Connecticut Greenville 1238-40, Greenville, Ohio Rapid 2350-78, Rapid City, South Dakota

30 YEAR

Bayside 163-73, Hampton, Australia Sunrise Speakers 1711-54, Bloomington, Illinois Broadway Speakers Forum 2150-64, Winnipeg, Canada

25 YEAR

Dannevirke Dynamos 4660-72, Dannevirke, New Zealand Advisors 4661-7, Portland, Oregon Plaza 4664-22, Kansas City, Missouri Tech Park 4667-31, Billerica, Massachusetts Downtown Sunrise 4668-38, Lancaster, Pennsylvania

20 YEAR

Indian Professional 6366-F, Buena Park, California Southeast Club 1545-10, Warrensville Height, Ohio Sunrise Bluffers 6347-26, Scottsbluff, Nebraska TicTalkers 6348-6, Plymouth, Minnesota Civil Tongues 6349-6, Saint Paul, Minnesota New Horizons 6350-3, Chandler, Arizona Eel River 6351-57, Fortuna, California Le Communicateur de l'Estrie 6352-61, Sherbrooke, Canada Picpa Davao 6355-75, Davao City, Philippines Sunrise 6359-42, Red Deer, Canada Christian 6360-23, Albuquerque, New Mexico

Christian 6360-23, Albuquerque, New Mexico Tacoma Bureaucrats 6362-32, Tacoma, Washington Sun City 6364-9, Yakima, Washington

Smedley Fund

Associate

District 63, in memory of Herman Thompson, DTM, PDG District 63 Governor 1982-1983

Nancy Starr-Cassidy and Patrick Cassidy, in memory of Juris Kursulis

Voices of Many 2083-3, in memory of Juris Kursulis Charles T. Carle Fountain City 3070-77 Jesus O. Dy Lin Ming, in memory of Lilian Lau Members of District 80, in memory of Lilian Lau David McCallister Randy Terrell

Contributor

PROS 4650-6, in memory of Ulysses Boyd PROS 4650-6, in memory of Elaine Bailey Linda Westrom, in memory of Elaine Bailey Catherine Barkataki, in honor of Rose Lane and Nancy Walsh

Judy Laythorpe, in memory of Ed Livingstone James Lim Keng Pong, in memory of Lilian Lau Ong Sin Tiong, in memory of Lilian Lau Irene Hou Siew Yee, in memory of Lilian Lau Yap Boon Liang, in memory of Lilian Lau Chee Kim Loon, in memory of Lilian Lau Karen Ong, in memory of Lilian Lau Augustine Lee, in memory of Lilian Lau Soh Swee Kiat, in memory of Lilian Lau Dagmar Runyon, in memory of Elaine Bailey Noel M. Field, in memory of Elaine Bailey Lorraine Wong Myers

Contributing Club

Northern 664-28, in memory of Robert C. Brunner



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"The Bill Gove Speech Workshop is the Harvard of Professional Speaking Schools." -Bob Proctor, author, speaker.

"This workshop has trained more million-dollar speakers than any program in history." -Larry Wilson, founder, Wilson Learning.

"I was a Toastmaster when I attended this workshop in 1996. Today, I'm in the top 1% of income earners worldwide in the speaking business. I owe my success to what I learned in the Bill Gove Speech Workshop." -Steve Siebold, CSP

Since 1947 Our Graduates Have Inspired Millions Of People To Standing Ovations Around The World . . . In Venues Like Carnegie Hall And Madison Square Garden



- SPEECH WORKSHOP
- May 12-14 Las Vegas
- June 23-25 Atlanta
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- September 22-24 London
- November 17-19 Ft. Lauderdale
- December 15-17 Denver

Get paid to sp ak by next w

Lay the Foundation for Multiple Streams of Speaking Income

Brand New Program

From the desk of Darren LaCroix

Dear Fellow Toastmaster:

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

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

Here's your chance to make 2006 the best year of your life by **launching your professional speaking career** while laying the foundation for multiple streams of speaking income! Let me show you how.

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

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

In this 8 CD set with 122-page workbook you will learn:

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

...And much, much, much more

What people have said:

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

- Andy Dooley, Orlando, FL

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

- Theresa Westcott, Houston, TX

- Charlotte Endorf, Norfolk, NE

Take your next step. Satisfaction Darrenteed.

Stage time, stage time, stage time,



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

Darren LaCroix, 2001 World Champion of Public Speaking

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