

TOASTMASTER®

SEPTEMBER 2005

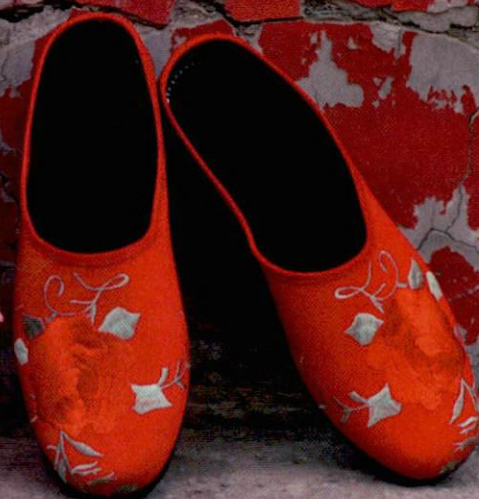
**Your Audience
Speaks. Are
You Listening?**

**Meet Dilip
Abayasekara, DTM:
Toastmasters' New
International President**



Club
Leadership
in
China

Bringing Toastmasters to a wider audience.



Find Your Voice. Serve Your World.

⚡ ZAP! Some events happen suddenly, such as a lightning strike or a lottery jackpot. But most life-enhancing events happen gradually. Like the blooming of a rose, change begins inside and then becomes evident on the outside. You began such a change when you joined your Toastmasters club.

Most people join Toastmasters to improve their self-confidence and skill in public speaking. If they apply themselves, they make the serendipitous discovery that not only have they become better speakers, they have found something of greater value within themselves. They discover their gifts and learn to express them in their own unique way – they find their voice.

However, the greatest satisfaction of the Toastmasters adventure lies beyond our own voice. Having experienced self-discovery, we are challenged to help others find their voices. This is the joy of serving our world. These twin experiences, I believe, are the highpoint of the Toastmasters journey. That is why I have chosen as my presidential theme “Find Your Voice. Serve Your World.”

I'm sure you know many Toastmasters who have “found their voices.” One I recall is Sheila Reynolds, who all her life had heard that she “wouldn't amount to anything.” Through her Toastmasters experience, Sheila built her self-confidence, gained self-respect, and became an award-winning club and district leader. Another is the late Helmut Hoeschel, an immigrant from Germany who learned English as an adult and used his Toastmasters experience to overcome stuttering. Another is Dana Lamon, who lost his sight in a childhood accident. In 1992 in Las Vegas, Nevada, Lamon earned the title World Champion of Public Speaking. How did you find your voice?

The Toastmasters club and district mission is about helping others find their voices, thereby serving the world. “Serve your world” is also a call to every Toastmasters member. We can reach out to others by sponsoring or mentoring a new club or member, by serving as a club coach or giving constructive evaluations. Justice Arlin Adams of Pennsylvania said, “Be ashamed to die until you win a victory for humanity.” Toastmasters programs offer us many opportunities to win victories for humanity.

It is an exciting time to be a Toastmaster. Although our organization has a global presence with more than 211,000 members and 10,500 clubs in 91 countries, it will reach a new pinnacle of success if these two things occur: Every member experiences the thrill of finding his or her voice, and all members use their voices to serve their world.

This is my heartfelt wish for you: May you win a victory for yourself and win a victory for humanity! Find your voice and serve your world.

Dilip R. Abayasekara
Dilip Abayasekara, DTM
International President



TOASTMASTER

Publisher DONNA H. GROH
Editor SUZANNE FREY
Associate Editor KELLYANN MURPHY
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS

Founder DR. RALPH C. SMEDLEY (1878-1965)

2004-2005 OFFICERS*

International President JON R. GREINER, DTM
Dunlap, Illinois
Senior Vice President DILIP ABAYASEKARA, DTM
Camp Hill, Pennsylvania
Second Vice President JOHNNY UY, DTM
Cebu City, Philippines
Third Vice President CHRIS FORD, DTM
Ottawa, Ontario, Canada
Immediate Past President TED CORCORAN, DTM
Dublin, Ireland
Executive Director DONNA H. GROH
Mission Viejo, California
Secretary-Treasurer MARCIE POWERS
Mission Viejo, California

2004-2005 DIRECTORS*

| | |
|--|--|
| RODGER BAKER, DTM Sterling, Virginia | GWEN MAY, DTM Birmingham, Alabama |
| BILL BIENIA, DTM Hillsburgh, Ontario, Canada | KATHRYN MILES, DTM Germantown, Maryland |
| JOAN DIEHL, DTM Little Rock, Arkansas | MAIMUNAH NATASHA, DTM Jakarta, Indonesia |
| LARK DOLEY, DTM Austin, Texas | DICK POIRIER, DTM Oswego, Illinois |
| JOANN EDSTROM, DTM Rapid City, South Dakota | GARY SCHMIDT, DTM Clackamas, Oregon |
| KENNETH R. GARBER, DTM Del Mar, California | NANCY STARR-CASSIDY, DTM Tempe, Arizona |
| JOHN GUPTA, DTM Montreal, Quebec, Canada | PHIL TAYLOR, DTM Sunnyvale, California |
| PAT JOHNSON, DTM Victoria, British Columbia, Canada | BETH THOMAS, DTM Johannesburg, South Africa |
| PATRICIA JORDAN, DTM Mechanicville, Virginia | SHERI WOOD, DTM Winnipeg, Manitoba, Canada |

* 2005-2006 Board members not determined as of print date.

For information on joining or building a club, visit:
www.toastmasters.org

TO SUBMIT ARTICLES, CONTACT:

Toastmasters International
Publications Department:
P.O. Box 9052 • Mission Viejo, CA 92690 USA
(949) 858-8255 • Fax: (949) 858-1207
Voicemail: (949) 858-2865
e-mail: kmurphy@toastmasters.org
LETTERS TO THE EDITOR:
letters@toastmasters.org

TO CHANGE MAILING ADDRESS:
www.toastmasters.org

• ADVERTISING INQUIRIES ONLY •

For information about advertising, please contact:

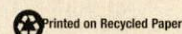
Melissa Austin Associates
2600 Ladybird Dr. • Calabasas, California 91302
Phone: (818) 225-0466 • Fax: (818) 225-0675
maustin@earthlink.net

THE TOASTMASTER Magazine (ISSN 00408265) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles. THE TOASTMASTER magazine does not endorse or guarantee the products it advertises. Copyright 2005 by Toastmasters International, Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Not responsible for unsolicited material.

Toastmasters International, THE TOASTMASTER, and the Toastmaster International Emblem are trademarks of Toastmaster International registered in the United States, Canada, and many other countries. Marca registrada en Mexico. Printed in U.S.A.



ARTICLES & DEPARTMENTS

2 Viewpoint: Find Your Voice. Serve Your World.

By International President Dilip Abayasekara, DTM

4 Letters to the Editor

5 My Turn: Finding a New Toastmasters Home in Shanghai

It's not just about giving speeches.
By K. Beate Richter, ATM-B

6 Toastmaster Testimonial: A Life in Tune: Robert Van Horne

A concert pianist learns to communicate with audiences.
By Julie Bawden Davis

12 Membership Building: More Guests = More Members

How one club was revitalized using a creative membership program.
By Sam Santiago, CTM

14 How To: From Foundering to Flourishing

How the Distinguished Club Program saved our club.
By John Brown, ATM-G, and Anthony T. Crocarno, CL

19 Between the Lines: The One Thing You Need to Know by Marcus Buckingham

By Larry Welch, DTM

20 Manner of Speaking: Rehearsal is the Key

No matter how wonderful a speech appears on paper, it may not sound as good to the ear.
By Patti Gies, CTM

26 Laugh Lines: Sure You're a Good Speaker, But Are You a Good Listener?

Some often abused rules of etiquette for audience members.
By Gene Perret

28 News from TI: How Various Clubs Help Their Communities

29 Hall of Fame

FEATURES

Find Your Voice. Serve Your World.

Meet Dilip Abayasekara, DTM, Toastmasters' 2005-2006 International President

PAGE 8



Leadership Lessons from China

Bringing Toastmasters to a wider audience.

By Warwick John Faby, DTM

PAGE 16



Are You Listening?

Try to decipher what you "hear" from your audience, what it means and what you can do about it.

By Craig Harrison, DTM

PAGE 22



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.

Do you have something to say? Write it in 200 words or less, sign it and send it to letters@toastmasters.org.

Thoughts on Leadership

I was very impressed with the article "Requiem for the Heroic Manager" (May). My wife is a long-time member of Toastmasters, and I usually scan her magazine. The May issue was full of excellent insight and should be a collectors issue.

For many, the drive to become a "level 5" leader will be the result of being treated negatively by a manager, and not wanting to inflict the same pain on anyone else. But learning by avoiding the negatives you have experienced will not advance you to "level 5." The article did a good job of defining the keys to good leadership, a key ingredient for good management.

I would add two items to the well-thought-out list. "Enabling others to act" must also include "developing others to act," as training your employees to be successful is critical to the long-term success of any leader/manager. Investing in your people builds satisfaction and self-worth, key factors in holding on to your employees. The second item involves "nurturing creativity." This can be the most difficult aspect of leadership and often leads to failure for even good leaders. Creativity is the ability to think outside the box and apply new solutions to old problems.

Howard Jameson • Saratoga, California

Article or Commercial?

When I saw Donald Trump's picture under the headline "Defining and Refining Leadership" in your recent "Humor 101" issue (June), I laughed out loud. Then, to my dismay, I saw that the author was serious.

I do not mind when professional speakers, trainers, coaches, public relations consultants, et al, write feature articles as a way of subtly advertising their businesses; those articles usually contain interesting or valuable information, and they are worth reading.

Passing off a blatant commercial pitch as a feature article, however, is reprehensible and insults the reader's intelligence.

Denis Papathanasiou, CL • Mile Square Club 6101 • Hoboken, New Jersey

Off Track

The *Toastmaster* magazine is a great way for fellow members around the world to express their thoughts about speaking and leadership. However, recently there have been a large number of articles written by non-Toastmasters. At best these articles give good information, at worst they are blatant advertisements. The June article, "Defining and Refining Leadership," was nothing short of an advertisement for a particular event disguised as an article. It even gave dates and locations!

Individual Toastmasters clubs are only to use member information for Toastmasters-related activities. Perhaps Toastmasters International should adopt the same policy. If articles are required, perhaps place a request in the magazine.

Darren Fleming, ATM-B • Adelaide Club 442 Fullarton, South Australia, Australia

The Strengths Revolution

Congratulations to Marcus Buckingham on his Golden Gavel award. While I don't disagree that a focus on strengths is important, I do believe that it is possible to overcome a weakness by focusing on it. When I joined Toastmasters six years ago, public speaking was one of my weaknesses. Now I consider it a strength.

To say that "people don't

change much" goes against what Toastmasters is all about. This organization has created much change in thousands of people, including me. Toastmasters is not about focusing on strengths, but rather, nurturing and developing the potential in all of us.

John Wayne, ATM-G • Earthsave Club 8237 Vancouver, British Columbia, Canada

Looking at Lederer

Richard Lederer is my favorite writer. Noticing his name on the contents page, I flipped right to his article "Playing with a Full Deck" (July).

I am happy to read Lederer's article. The sentence, "To play poker at the highest level is to read people – their faces, their language and their behavior patterns," is indeed a golden piece of advice. In daily conversation or speaking in public, it is the words that fail to deliver whenever verbal language is not in congruence with body language.

Lederer is a resourceful wordsmith and an excellent word player. I recall playing word games with him in silence whenever I read his books. I now plead with him to keep on sending more engaging and enlightening articles for publication in this magazine.

Ng Yee Chong, DTM • Thomson Club 792 • Singapore

© 1998 Randy Glasbergen.



"Don't tell them we failed. Tell them we decided to temporarily postpone our success."

It's not just about giving speeches.

Finding a New Toastmasters Home in Shanghai

"Toastmasters International continually expands its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its program."

† This is the last sentence of Toastmasters' mission statement. Have you read it recently? During the last few months, I realized what it really means. Our program is not just about giving speeches. It's about giving support, making someone feel at home, giving comfort when someone needs it.

In February, my husband and I moved from our hometown of Hannover, Germany, to Shanghai, China. Saying we experienced culture shock is an understatement. Settling down in a new culture was an absolutely draining experience for me, especially in the beginning when the weather was constantly gray, cold and rainy. My husband had his work and his customers whom he had known for years; I became a housewife for the first time. My days consisted only of taking care of our home, which was much more difficult than back home.

There was one thing that helped us – especially me – a lot: Toastmasters. Four days after our arrival, before our belongings even arrived, we went to our first Toastmasters meeting. Fortunately, it was not our first visit to the Pudong club. My husband gave his No. 9 speech there in 2003 while on a business trip. And in October 2004, during my first visit to China, we visited the club while looking for a club to join once we relocated. We were warmly welcomed and really enjoyed the meeting.

Our first meeting was very special. Some of our fellow Toastmasters recognized us and we quickly felt at

home. Most members are Chinese, but Singapore, the U.S., the U.K. and the Philippines were represented by either members or guests. Now Germany was represented, by two people whose names were difficult to pronounce.

What amazed me most was the fact that Pudong Toastmasters meet every Sunday at 10 a.m. For an undistricted club (which means no officers' training, no area, no support structure like we were used to at home), our club has terrific meetings. We have more than 40 members and almost always have guests – often up to 10 visitors at just one meeting!

After meetings, several members have lunch together. Those of you who have left your home country can imagine what this means to me. Going to a restaurant with local residents really gives you an insight into the culture. You cannot have this experience as a tourist – trying to order something to eat is difficult, especially if you can't read the menu, and if you're a vegetarian, like me.

So here I was: newly arrived in a gray, rainy, cold city, 20 times the size of Hannover, sitting among new friends who shared at least one interest and a second language with me. Everyone was doing their best to make me feel at home. Chinese people are very polite and do everything to make their guests feel comfortable; the Pudong club members are no exception. And they had the added challenge of having to speak English with me!

My husband and I realized we could learn so much from them, and in return, we could contribute to the club because of our long history in Toastmasters. We were charter members of Hannover Speakers Club

5571, served as officers and attended several area contests as well as district conferences. We received club officer training, have been contest judges, evaluators and speakers. Now, while in Shanghai, we're sure to fill a role during each meeting. We attend joint events with the other clubs in Shanghai and serve either as evaluators or judges. We have a treasure trove of information and experience we can share with our new club!

In March, we officially transferred our membership to the Shanghai club. In April, we went on a camping trip in the country with 48 people from the four Shanghai clubs. For two days we recharged our batteries: slept in tents, had a big barbecue and party, and finished the trip off with an improvised Toastmasters meeting Sunday morning while sitting in the sun. Only with Toastmasters can you have such a great time as an expat!

Toastmasters to me is not just about giving speeches. It's about finding new friends, sharing cultures and experiences, feeling at home away from home. Joining Toastmasters was the second best thing that happened to me in my life – after meeting my husband, of course. And I am very thankful for it, for everything I learned through this great organization and all the wonderful people I have met who helped us.

Now it is our turn to give it back to our Chinese friends. I'm now working toward my goal of chartering, by Spring 2006, the first German-speaking Toastmasters club in Shanghai. **T**

K. Beate Richter, ATM-B, is a member of Pudong Toastmasters Club 8698 in Shanghai, China.

A Life in Tune: Robert Van Horne

By Julie Bawden Davis

A concert pianist learns to communicate with audiences.

▼ Robert Van Horne no longer hides behind his piano.

When asked who should be credited for his success as an accomplished concert pianist, Robert Van Horne's answer may surprise you. While he received encouragement from his mother and has been taught by some highly skilled piano teachers, ultimately Van Horne points to Toastmasters for making his career what it is today.

Toastmasters didn't teach Van Horne how to play the piano, but the organization did show him how to communicate with audiences – a critical ingredient of successful performing. Though Van Horne had enjoyed 20 years as a professional piano player, it wasn't until he joined Toastmasters in 2001 that his career truly took off.

"For many years I played for audiences in clubs and restaurants, and it was fairly easy and non-threatening, as long as they didn't ask me to speak to the audience," says Van Horne, a CTM in Switch-On Club 4224 in Campbell, California. When asked to address an audience, however, he became terrified.

"I worked on a cruise ship as a pianist in the 1980s, and I remember one time in particular when the cruise director asked me to make an announcement to the passengers about what was happening in another lounge," says Van Horne. "I became so tongue-tied, I don't think the people understood what I said. I was only okay if I could hide behind my piano."

Hiding behind his piano was stunting Van Horne, who had the makings of a becoming a successful concert pianist. Though he longed to step up his career and give a concert, his intense fear of public speaking prevented him.

"To reach the next level with my playing, I had to start interacting with and engaging the audience," he says. "Those pianists who concentrate on classical music can often get away with just playing, but my forte is in more contemporary pieces and songs that are classical, yet widely recognizable. I also perform many of my own songs, so talking to the audience is critical."

While listening to motivational tapes, Van Horne heard a suggestion to join Toastmasters and decided to attend a meeting. "All of the positive feedback shared at the meeting was impressive, and I left feeling more at ease about public speaking," he says.



"I decided that Toastmasters might be able to help me."

In true Toastmasters style, "might" turned into "definitely." Even though Van Horne never imagined himself speaking in front of a large audience, on September 21, 2003, he held a two-hour concert for a sell-out audience of 350. During what he calls his Ice Breaker concert, Van Horne easily moved from song to song, all while chatting with the audience.

"That concert was an extremely empowering experience," he says. "I talked about each of the songs I played, explaining how some were my own and how I created them. I also encouraged audience participation by asking for requests and even gave 30-second, onstage piano lessons."

Initially nervous during that first concert, Van Horne used the skills acquired through Toastmasters and was soon at ease and enjoying himself. Since then, he's given other concerts and has seen a definite change in his career and how he plays.

"Toastmasters helped improve my playing overall," he says. "Since joining, I've noticed that my confidence has increased and that confidence comes through when I perform."

A Pennsylvania native, Van Horne started studying the piano when he was seven at the encouragement of

his mother, who was also musically inclined. By eighth grade, however, he had decided to become a priest. His mother suggested that he wait until he was out of high school before making a final decision. In the meantime, he started taking lessons with Earl Ecternach, who proved to be influential in his music career.

"Earl gave me a lot of encouragement and reinforcement, and he is really the reason I play the piano today," says Van Horne. "I learned to play classical music from him, and he made me feel as if I was someone special on the piano."

After high school, Van Horne went to the Philadelphia Musical Academy and earned degrees in music and music education. After graduating, he hoped to teach music, but many music programs were being phased out of public schools at the time (the late 1960s and early 1970s), so he worked as a substitute teacher and played the piano whenever he could at restaurants, parties and with a dance band that specialized in music from the 1940s and 1950s.

For a period of two years in the early 1980s, Van Horne had the good fortune to take lessons with prominent jazz pianist/composer George Shearing. From 1985 to 1988, he lived in Singapore and was featured as a guest soloist with several orchestras

performing Gershwin's "Rhapsody In Blue." He has also recorded many popular Chinese songs for EMI Records. During his time in Singapore, Van Horne met and married his wife, Elaine. Now in their 19th year of marriage, they live in San Jose, California.

In 1994, Van Horne created WPI Records, an independent record company for production and distribution of his recordings. He has released five piano CD albums: *Piano and Memories*, *China Love*, *Moonlight Piano*, *Rhapsody/Timeless Favorites* and *Embraced by a Dream*, all of which feature popular and classical songs, as well as original compositions. *China Love* has been made into a CD and was also published by Warner Brothers publications in 1998 as a piano book for worldwide distribution. Today he gives benefit concerts for a variety of causes. His most recent attracted 500 people.

In the future, with the help of his newfound confidence, Van Horne plans to continue establishing himself as a concert pianist. With the help of Toastmasters, he's confident that his dreams will soon be reality. **T**

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

Own the "ULTIMATE PRESENTERS PACK"

Learn from 6 Speaking World Champions

Decades of knowledge. A lifetime of value. Everything we wish someone had told us.

You get: 15 Educational Audio CDs, 1 DVD, 1 Book

- Speaking Secrets of the Champions - 6 CD Set
- Speak Like a Champion - 4 CD Set
- Learn how the Pros Make 'em Laugh - 4 CD Set
- Laugh & Get Rich - 268 page book
- Mentors Made the Difference - Single CD
- Powerful Presentations - 1(Double program) DVD

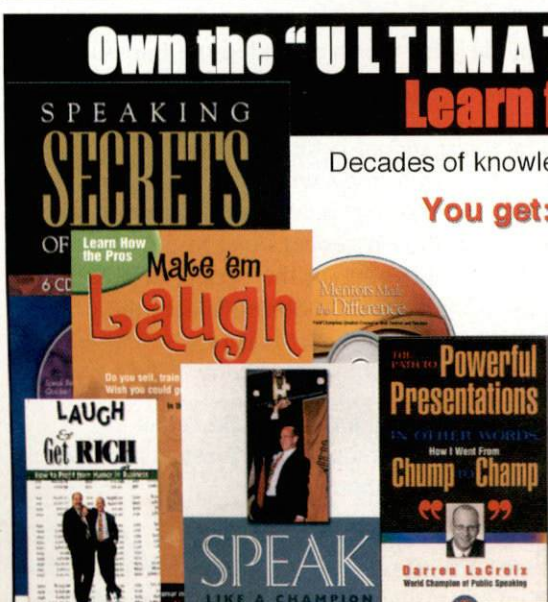
Your presentations will NEVER be the same again...

TM SPECIAL

To order: www.humor411.com

\$ 197^{us}

FREE Shipping (International too!)



Find Your Voice. Serve Your World.

Meet Dilip Abayasekara, DTM Toastmasters' 2005-2006 International President

N*ewly elected International President Dilip Abayasekara (pronounced Ah-bay-say-kah-rah) comes to Toastmasters with great enthusiasm for the organization and the power it has to change lives. This is because his own life was changed as a result of joining Toastmasters nearly 20 years ago – in this interview, he'll tell you how.*

Abayasekara – or simply Dilip as he introduces himself – takes office as the organization has reached a new record of 211,000 members in 10,500 clubs in 90 countries. During his term in office, he will travel extensively, meeting Toastmasters

from all over the world and promoting the organization to community and corporate leaders. An Accredited Speaker and Distinguished Toastmaster, he lives in Camp Hill, Pennsylvania, with his wife, Sharon, and their two children, Allison and Alex.

A native of Colombo, Sri Lanka, Abayasekara

attended college in the United States and eventually earned a Ph.D. in chemistry. After working for 12 years as an industrial chemist – and after joining Toastmasters – he surrendered to his avocation of connecting with others through the spoken word. In 1994, he started his own company, Speaker Services Unlimited, through which he offers professional speaking, coaching and training. Abayasekara is the author of the newly released book, *The Path of the Genie – Your Journey to Your Heart's Desire*, in which he outlines his life's journey and the value of the Toastmasters program for self-discovery.

He says the Toastmasters program helped him discover his unique gifts, which provided the impetus to start a new profession and become a professional speaker, trainer and speech coach. He is not alone. "Toastmasters International is full of people who have achieved results beyond their wildest dreams," President Abayasekara says. "We help people gain the confidence and insights to tap their potential. As a result, they contribute their unique gifts for the benefit of others." Consequently, Abayasekara's motto for his term in office is: "Find Your Voice. Serve Your World."



How has the fact that you grew up in Sri Lanka contributed to your understanding of Toastmasters as an international organization?

I grew up in a multi-ethnic neighborhood and I built friendships with schoolmates of diverse backgrounds – Sinhalese, Tamils, Muslims and Burghers (people of

“The first result of speech training is self-discovery.”

— RALPH SMEDLEY

European descent). My parents would often entertain business associates from other countries such as England, America, France and Canada, thus giving my siblings and me an appreciation for people of many different cultures and insights into the interconnectedness of the human race. My mother is a journalist and my father worked in the newspaper business, so I was exposed to the power of language and the importance of communication. Those are central lessons in the Toastmasters journey. Having gained my higher education in the U.S., and knowing both Eastern and Western cultures, make me feel that I am a citizen of the world.

Toastmasters International, in the same spirit, is global in outreach and united in its focus to elevate the lives of all people through communication and leadership development. We are many, yet we are one!

You have a doctorate in chemistry, but you abandoned a career in that field to do something closer to your heart. Tell us how you turned your love for Toastmasters into a career.

The Toastmasters program revealed my true passion – to connect, inspire and raise the sights of people to new possibilities. I discovered my true calling through the Toastmasters communication program and experiences in speech contests. This insight came at a time when I was working as a scientist, spending many hours in a laboratory, researching ways to create properties in materials that would lead to new products. Once I decided to live my life according to my gifts and interests, I transitioned to my new career in stages – first, by teaching at several community colleges and then by starting a part-time business providing speech coaching, seminars and keynote speeches. This venture gradually grew until I jettisoned



my scientific career to follow my heart's desire of touching lives through the power of the spoken word. I owe this “awakening” to Toastmasters and the support of my wife and family.

You also teach at one university and serve as special assistant to the president at another. Do you get to promote Toastmasters in your daily duties?

I teach a course at Eastern University in “Managerial and Interpersonal Communication.” That’s what we do as Toastmasters leaders, isn’t it? This course obviously gives me an opportunity to give many plugs for the value of Toastmasters. My work as assistant to the president of Central Pennsylvania College is part-time, allowing time for my own business. The job I do for the college president entails doing things I love – writing speeches, coaching, emceeding events, leading and contributing to teams, and coordinating strategic planning. I founded a Toastmasters club on campus and started an annual oratorical contest for the college students. I also started

a “Student Leadership Training Institute” (SLTI) for the purpose of teaching student leaders the fundamentals of effective leadership. The SLTI offers many opportunities to encourage student leaders to visit the campus Toastmasters club – and to join it!

When and why did you join Toastmasters?

I had heard about Toastmasters while in graduate school and resolved to join a club after I started my first job (in St. Louis, Missouri), but I had forgotten about it until my wife showed me a newspaper announcement about a coming meeting of the South County Toastmasters Club. I visited and loved what I saw. But that club’s meeting time was not convenient for me, so I visited another club, the Webster Groves Club, and happily began my Toastmasters journey. Unlike most beginning Toastmasters, the reason I joined was that I loved (and still love) to give speeches and wanted an audience to listen to me! But I soon found out how much I could learn and grow through the Toastmasters program.

Why have you remained a member of Toastmasters for the past 19 years?

As I’ve mentioned earlier, my life has been profoundly and positively affected by the Toastmasters experience. Along with that experience has come a deep love for this organi-

zation and a powerful desire to help others gain its life-changing benefits. Other reasons that keep me going are the strong friendships and the continual opportunities to meet and get to know wonderful human beings.

One of the organization’s strategic goals is to make Toastmasters International as well known for leadership development as it is for communication skills development. Why?

The central reason is that the quality of an organization depends on the quality of its leadership. Consider our challenges: We are a nonprofit organization of 10,500 clubs with 211,000 members in 90 countries. The 70 full-time staff members at Toastmasters World Headquarters do an amazing job, but the day-to-day leadership of the far-flung membership is done by volunteer leaders: 73,500 club officers, 231 top three district officers, and hundreds of area governors, division governors and other volunteer leaders. So having effective leaders is vital and leadership development is a strategic priority.

Previous Boards began to put teeth into leadership development several years ago. We instituted a leadership track with the Competent Leader and Advanced Leader designations, a High Performance Leadership project requirement, and the *Leadership Excellence Series*. We are aware that we need to further strengthen the leadership experience and education that our members receive. A significant step toward that is the new leadership manual,

“My life has been profoundly and positively affected by the Toastmasters experience.”

- DILIP ABAYASEKARA

zation and a powerful desire to help others gain its life-changing benefits. Other reasons that keep me going are the strong friendships and the continual opportunities to meet and get to know wonderful human beings.

What aspect of Toastmasters do you like best?

That’s easy; I love the club meeting! It provides a fundamental learning experience that is the same whether you belong to a club in Pennsylvania or in Timbuktu. I’m always fascinated by the speeches I hear, the challenge of Table Topics, the art of evaluation and the fine points of meeting management.

Explain why you chose your theme, “Find Your Voice. Serve Your World.”

To “find your voice” means to discover your worth, potential and unique gifts. To “serve your world” means to help others find their voices. These twin experiences, I believe, are the highpoints of the Toastmasters adventure. My theme challenges us to continually improve, discover what makes us special, and then do something positive with

which will debut in 2006. The manual will help members extract greater leadership learning and insights from their roles and responsibilities in club meetings. Down the road, I see the organization making the leadership track very comparable to the current educational track.

Tell us about some leaders you admire, and why.

My father and mother – for dedication and commitment to their family as well as being great role models in personal and professional integrity, humility and excellence. Other leaders that inspire me include Abraham Lincoln, Theodore Roosevelt, Winston Churchill, Mahatma Gandhi, Booker T. Washington, Martin Luther King Jr., Mother Teresa and Ronald Reagan. Their life stories have much to teach us.

Do you have any role models when it comes to speaking – if so who?

Yes. For simplicity, elegance and eloquence: Abraham Lincoln. For connecting with an audience, for projecting the greatness of the human spirit and for speaking with

humor, warmth and sincerity: Ronald Reagan. For bringing his message to life with an incredible ability to paint a scene with words and causing his hearers to feel as if they were participants in the unfolding drama of life-changing messages: Rev. Peter Marshall. For tapping into the imagination of people with vivid word pictures and for challenging an audience to rise above soul-sapping obstacles: Martin Luther King Jr.

Tell us about your worst speaking experience.

What a memory! As a scientist in a new job, I felt unprepared and unsure of my boss's expectations. For the first time in my life, I experienced stage fright – dry mouth, pounding heartbeat, shaky knees and lack of focus. Thankfully, after the first few minutes, I forgot my nervousness and did OK. But that experience of stage fright surprised me and made me resolve never to go through that again.

Is there a speech you've given that stands out in your mind as your favorite?

My favorite is the speech I gave at the 1992 World Championship of Public Speaking, titled, "Love Makes the Connection." I loved the substance of that speech, but the experience of delivering it was magical. I felt moved by a higher power. I knew that I was talking about something that was important for everyone. I felt at one with the audience and everything seemed to move in slow motion. Later I found out that my experience is what researchers of high performance call "being in the zone" or "being in flow."

Do you have any hobbies and interests outside of Toastmasters?

I've had voice training and love to sing – I've been active in my church choir for many years. I'm also fascinated

with philosophies and techniques that can improve my ability to coach people and help them reach higher levels in their speaking prowess. So I read books and listen to CDs and tapes that help me continually improve. I also like to read biographies of people I admire. Physically, swimming is the sport I enjoy the most.


How do you define success?

The best all-purpose definition of success I've heard is Earle Nightingale's, "Success is the progressive realization of a worthy ideal." I believe success is living up to our commitments, empowering others around us, creating a vision of possibilities, and doing what it takes to achieve our goals while living in harmony with our principles and core values. When we are successful, we will experience the deep satisfaction of meaningful achievement and the knowledge that we have blessed others.

What are your dreams and goals for your term in office?

Qualitatively, my dream is to see our organization grow and prosper in its spirit of empowerment and realization of human potential in every club, and that all our members become ambassadors for Toastmasters. Quantitatively, my dream is to see every club and district become Distinguished, and my goals are a membership increase to 220,000 and the number of clubs to increase to 11,000. I would also like to see further global growth – provisional districts in the Caribbean and in South Asia and a Territorial Council in China. If we achieve these goals, we would have taken giant steps forward in making effective oral communication, as well as leadership development, a worldwide reality.

If you had a message for every Toastmaster, what would that be?

Find your voice. Serve your world! 

Are You Good Enough to be a Pro?


Toastmasters' Accredited Speaker Program is now accepting applications for 2006.

The Accredited Speaker Program is designed to recognize those Toastmasters who have attained a professional level of excellence in public speaking.

To qualify, you must be an Able Toastmaster or Advanced Toastmaster Bronze and a member in good standing of a Toastmasters club. You must have completed a minimum of 25 speaking engagements outside the Toastmasters club environment within the past three years. Then, you must pass a rigorous two-stage judging process.

Those Toastmasters who earn the prestigious title of Accredited Speaker will receive widespread recognition both inside and outside Toastmasters International. They will have taken the steps that can launch them on exciting careers as professional speakers.

Only a handful of Toastmasters have what it takes to become Accredited Speakers. If you think you're one of them, write to World Headquarters for details on how to apply.

The deadline for the 2006 Accredited Speaker Program is November 1, 2005.

Growing Your Club:

More Guests = More Members

By Sam Santiago, CTM

How one club was revitalized using a creative membership program.

▼ Sam Santiago (left) congratulates Brian Cody, the membership contest winner.

Toastmasters clubs everywhere struggle with the problem of getting new members. The Morristown Club in New Jersey recently tackled declining membership with a novel promotional idea and some energy.

This club has been around for 41 years. Over the last two decades, the club roster typically averaged 45 members annually, ranging in any given year between 40 and 50 people. However, last year we hit a slump. It became evident that both membership and guests were dwindling to new lows. We had dipped to 35 members – and averaged only one guest per meeting.

Stopping The Bleeding

When asked to serve as club public relations officer last year, it was obvious to me that this job could play a key role in helping our club get healthy again. The first task was to find everything I could on the subject of public relations from Toastmasters International.

While perusing the materials, the thought of *merging* two promotional ideas occurred to me. Initially, I had noticed an item about a club conducting themed meetings. Later, when reading the TI booklet *Membership Building 101* (Catalog No. 1622), I noted that membership contests were recommended. That's when it hit me. Combine the two ideas!

Project BITS

What emerged was Project BITS – which stands for “Butts In The Seats.” The aim was to attract qualified prospective members to sit in on our meetings. We figured that if guests liked what they saw and heard, we'd be able to convert them into members.

Here's the way Project BITS worked:

1. Four themed meetings were organized and promoted as free workshops. Each session imparted useful information on acquiring career or life skills.
2. Next, we invited the public to attend by publicizing the meetings.
3. To motivate our members to bring guests, we introduced a



contest with the winner receiving a special trophy.

Membership "Buy In"

For Project BITS to succeed, it was essential to get the club members' support and participation. A month before kick-off, we introduced the idea to the members by delivering a

"Project BITS produced a total of 40 guests with four new members signing up."

presentation describing it – and selling it. I outlined the situation/problem, the planned themed meetings, the publicity campaign, the membership contest and the final award.

The topics of the themed meetings were:

- Impromptu Speaking
- How to Conduct Productive Meetings
- Interviewing Skills
- Negotiation Skills

While each of these meetings would revolve around one of these topics, in actuality we were simply conducting regular meetings with most people on the agendas speaking on some aspect of the single subject. What made the meetings different was that we were inviting the public to sit in on them as informative workshops.

Support and Participation

It was vital for participants in each of the four meetings to contribute to the theme by speaking about it in one way or another. This included briefing major role players in each of the four meeting agendas, including four Toastmasters of the Evening, four Table Topicsmasters and various prepared speakers. That way they could all prepare for their roles with their assigned theme in mind.

The four agendas were filled in advance by starting with the best speakers in our club. Where agenda vacancies occurred, the club's officers filled in.

The Publicity Blitz

A major aspect of the publicity campaign were news releases,

which were faxed to all local newspapers, radio and TV stations announcing each of the four free workshops sponsored by Morristown Toastmasters. To encourage media "pick up," the fax cover page mentioned we were a nonprofit organization. The release instructed people to either e-mail or call me to

register. As another tactic to induce response, we mentioned that seats were limited.

Inviting Our Counterparts

Because our club meets in the evening, we invited our counterparts from other area Toastmasters "lunchtime" clubs to attend our workshops. We hoped to tempt the Toastmasters of these clubs to consider dual membership. In our invitation to the area club presidents, we requested they forward the message to their members. Several club presidents called requesting more information. A week before the first workshop, I sent a reminder e-mail. More than a dozen of our workshop visitors were Toastmasters from other clubs.

Project BITS Results

The four meetings hit paydirt. The first themed meeting produced 18 guests! Almost as many visitors as members were in attendance. Upon arrival, guests signed in. We later sent postcards inviting them back.

At the end of each meeting, our president "asked for the sale" by requesting those who benefited from the session to consider joining the club to continue their self-development. If any guest was excited enough, the vice president membership was standing by with applications in hand. The four themed meetings of Project BITS produced a total of 40 guests with four new members signing up. We picked up a new member for each meeting.

Happy Ending

A few days after the last themed meeting, we held an informal social

get-together to announce the winner of the club membership-building contest. The site of the gathering was a local restaurant offering a 15 percent refund to organizations that dine there as a group. The moment proved sweet when we announced the contest winner, because we had raised enough money from the restaurant rebate to cover the cost of the winner's trophy.

Project BITS outcome: The cost of acquiring four new members was time, effort and zero dollars from the club treasury. In short, this drive revitalized our club. At this writing, the fiscal year isn't over yet, and we are now 50 members strong!

If your club wants to implement a workshop/membership contest like Project BITS, feel free to contact me for further details. I'd also be very interested to hear your results. **T**

Sam Santiago, CTM, is a member of Morristown Club 3540 in Morristown, New Jersey. Reach him at www.secretsofpublicity.com.

Better speeches... In less time... Period.

- ✓ Hundreds of engaging **openings, closings & pointmakers** from speeches by executives.
- ✓ Full texts of over 700 of the **best speeches** by executives.
- ✓ **New material** added monthly.
- ✓ Convenient and **quick access** through our internet library.
- ✓ **Special price for Toastmasters: \$29/year. Save \$40 off** the \$69.95 annual rate by entering "Toast" in the advertising code box in our order form at:

www.speechlibrary.com
or call 1-888-5speech

From Foundering to Flourishing!

By John Brown, ATM-G, and
Anthony T. Crocamo, CL

**How the
Distinguished
Club Program
saved our club.**

This club will not die!" vowed Teresa Blauch, after a fellow club member had wondered aloud if the club should continue. With those words, the six remaining active members of the White Rose Toastmasters, a community club in York, Pennsylvania, began planning to rebuild their club. It was the summer of 2001 when the club hit rock bottom and began to bounce back.

Four years later, the club now has 24 members, and in 2005 has, for the third consecutive year, earned the President's Distinguished Club award – fulfilling all 10 requirements for the award in each of those years.

How does a club go from foundering in 2001 to flourishing in 2002 and sustain that success year after year? The Distinguished Club Program was the key to rebuilding the club.

The elements of the Distinguished Club Program – promoting member progress toward CTM, CL and ATM levels, bringing in new members, training officers and submitting reports on time – all enhance the health and effectiveness of the club.

"Any club that meets those goals is serving its membership well, and that pays dividends in club participation, enthusiasm and membership. Enthusiastic participation makes meetings fun and effective and

attracts new members," says Diane Lamison, who served as club president last year.

"In 2001, our first goal was to stop the bleeding and stabilize the club," recalls John Brown. "We didn't quit. Instead, we recruited new members through intense personal networking and improved the quality of the meetings."

By the summer of 2002, meeting attendance had increased to 12 or more members, and club members were bringing guests to every meeting. When Brown became club president in 2002, he reviewed the goals of the Distinguished Club Program with the club officers.

"Instead of discussing what goals we could accomplish," Brown says, "I asked the officers to identify the specific goals that we could *not* accomplish. No officer spoke out to identify a goal we couldn't reach, so I said 'OK, we've decided that we will do all 10 goals.' The idea excited the club officers. We then identified individual club members we believed were within reach of completing a Distinguished Club requirement in the coming year – and each member gladly accepted the challenge."

The goal of attaining President's Distinguished Club status was then put before the entire club. "We never

considered settling for anything less than President's Distinguished Club," noted Teresa Williams, who was club president in 2003-2004.

Lori Trimmer, the club's vice president education (VPE) was responsible for tracking progress. "Having club members commit to achieving the individual goals made tracking our progress easier," Trimmer says. "I created a chart listing each individual goal and the club member who volunteered to meet that goal." The chart clearly shows how many more speeches are required for each key participant to earn his or her CTM, ATM or CL award.

"At each meeting," she points out, "we know how the club is doing overall, and how each key participant is doing. This allows us to adjust schedules and create opportunities to accommodate our members and help them achieve their goals.

"The real credit for our success goes to the many club members who delivered on their commitment to complete their CTM, ATM or CL requirements, who brought guests to meetings, who served as officers and attended officers training and who submitted reports on time,"

"Having club members commit to achieving the individual goals made tracking our progress easier."

Trimmer says. "The Distinguished Club Program provided the guidelines, but it was the club members who brought the club back to life."

The program guidelines were featured at every meeting during that first year. At the front of the meeting room, the club kept an enlarged version of the progress-tracking chart from the Distinguished Club Program and Club Success Plan (a free publication available on the Toastmasters Web site: www.toastmasters.org). The chart lists all 10 goals. When a goal was



completed, it received a check mark. The chart served as a constant reminder of what the club had done and what the club needed to do.


As VPE, Trimmer was responsible for a major improvement in the White Rose Club that helped club members budget their time effectively. She scheduled meeting assignments four meetings in advance and

- LORI TRIMMER

published those assignments in the club's monthly newsletter, which was distributed to all members by e-mail. At the end of each meeting, the club president reviewed and confirmed the assignments for the next meeting. If a conflict arose, the person assigned a duty was responsible for lining up a replacement. Club members appreciated knowing speech and other meeting assignments two months ahead of time.

"Perhaps the goals we have the least control over," noted George Dvoryak, vice president membership (VPM), "are the two new membership requirements. But we found that striving to meet the other goals improved our meetings, and that conducting positive, professional and fun meetings made visitors want to join our club."

So if your club is in the doldrums or on the brink of extinction, don't panic. Use the Distinguished Club Program as your guide to becoming a thriving club that enriches and serves all of your members.

"For us, the Distinguished Club Program is not just for great clubs," says current club president Tony Crocamo. "It is a way for struggling clubs to become great." 

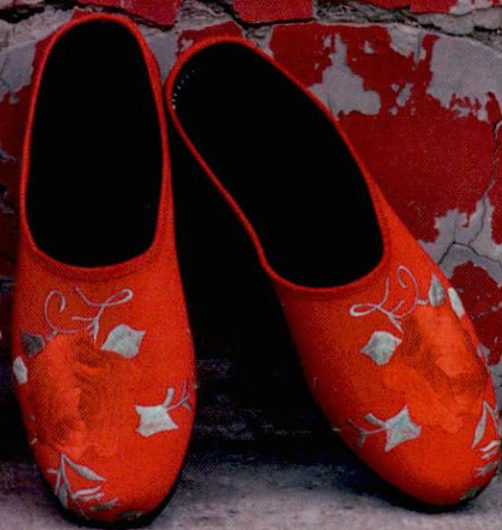
John Brown, ATM-G, has been a member of the White Rose Club since May 1988.

Anthony Crocamo, CL, has been a member of the White Rose Club since November 2001.

Leadership Lessons from China

**Bringing
Toastmasters
to a wider
audience.**

By Warwick John Fahy, DTM



When I joined Toastmasters, I just wanted to be a better communicator. I completed my CTM in three months and saw dramatic improvements in my speaking skills. I even won a district impromptu speech contest despite my previous fear of speaking off the cuff.

Then I stopped. I was not sure what to do next. As a career change took me to Shanghai, China, I dropped off the Toastmasters map. With only two clubs meeting in Shanghai and no interaction between them, it was like being in a Toastmasters twilight zone.

Luckily I met a committed Toastmaster and we decided to set up a new club, a benchmark club for Shanghai.

“Ask questions after each meeting/event: ‘How could we have made this event better?’ ‘What can we do differently next time?’”

We had a vision to set up 20 clubs in five years. With Shanghai’s population of 16 million and growing international exposure, we felt this was more than possible. I benefited from the support of many Toastmasters when working on my CTM, so now I was determined to give back. Here are the five lessons I have learned in bringing Toastmasters to a wider audience:

Actively Pursue the Leadership Track

Leadership is an intangible skill that is often hard to grasp. With no district in China, “lead by leading” became my creed. Toastmasters has a proven leadership track, but it needs your initiative to get the most from it.

When I arrived in Shanghai, the pool of Toastmasters was tiny. We felt that the more experienced members we had, the stronger the organization would be. So our club made a mantra: “Every member a CTM.” The more experienced members we had, the stronger the club would be.

As we started our club, I took on three officer roles. At that time it was a necessity, but I really benefited by understanding the club operations. It has been said that only through teaching others can we truly understand our subject. I became an active mentor, which not only grew our club’s knowledge base, it also developed my people skills.

We held monthly officer meetings without fail. This improved understanding among the team, kept the club on track and most of all was fun.

Spread the value of Toastmasters to others by sponsoring a new club. I have sponsored two clubs in Shanghai – doubling the number of clubs. It feels wonderful when you think of all the people who will benefit from these clubs now and in the future. I have also learned valuable people skills, such as understanding the importance of patience!

Start Two-Way People Building

Leadership is all about people. Never say an ill word about someone else. Build people up. Listening is not enough. When an idea is shared with you – hold it up as a valid point of view (especially if you disagree with it). Let the wisdom of the group decide, or talk the idea through. The result may surprise you.

Be prepared to change. We did not join Toastmasters as perfect speakers; nor will we be perfect leaders. Change is not a word people like to hear about their leadership style, but change is needed. When faced with negative feedback, imagine that it is valid. What can you do to change? Feedback and evaluators help you adapt your style so that people are willing to listen and follow you.

Trust your team by sharing your ideas with them. Remember that you need them to carry out your big ideas. Always build goodwill. Look for opportunities to link with other clubs, other areas, other members. Keep expanding your knowledge circle. We have held a speech marathon with four clubs participating, joint meetings, joint social days and a shared officer training.

Innovate with Action

Start with the mindset that everything can be improved. The Japanese have a word to describe this: *Kaizen*. Ask questions after each meeting/event:

- “How could we have made this event better?”
- “What can we do differently next time?”

Push the boundaries of your club. Innovate with the program. Bring in new sessions (e.g. warm-up sessions, slang of the day, vocal-variety training by actors, body-language training), find ways to bring your members

Cultural Challenges

By Warwick John Fahy, DTM

The challenges facing pioneering Toastmasters in Shanghai have been partly a result of the city's dynamic economic success. Member turnover is especially high as people move around China; stable meeting venues are hard to find; and when members do benefit from the program, job promotions ramp up their workload and their free time diminishes.

Other cultural challenges arise when members are reluctant to take on leadership roles. China is a society based on the collective, rather than on the individual. This means that people prefer to be part of a group rather than be a shining star. A Chinese saying even notes, "The nail that sticks out will get hit down!" Through a careful mentoring program, we try to support and develop local Toastmasters leaders in order to overcome this cultural resistance.

Another challenge is the lack of good public speaking role models. In China, when leaders speak in public, they often read from a prepared sheet of paper. This indicates sincerity rather than a lack of preparation. In contrast to the more active speaking style seen in the West, using body gestures is often viewed as acting and thus insincere.

However, Shanghai is rapidly becoming a more integrated part of the global economy and culture. Young people often look abroad for role models to supplement their homegrown leaders. With the arrival of the 2008 Olympics and the 2010 World Expo in Shanghai, increased connection with and exploration of world culture is taking place in China. Toastmasters in China are riding this newfound interest. As Fred Smith, founder of FedEx said, "If you want to be a great leader, find a big parade and run in front of it." Toastmasters leaders in China may soon find themselves running in front of a very big parade!

In Shanghai, we have set up a Presidential Learning Community that will develop local leaders for the club expansion goal. We aim to build 20 clubs in Shanghai by 2008. Plans are in hand for three more clubs this year, including a Mandarin-speaking club.

Members join Toastmasters because they are working in multinational companies and have found that promotion prospects are improved when good presentation skills are added to their technical skills. People enjoy the organized agenda as it encourages speaking out in front of people. They also find rewarding the freedom of personal expression, which the Chinese education system does not encourage. Finally, people like to meet new friends and have some fun!



▲ A club visitor tackles Table Topics, as Club President Fox Zhang, CTM, presides over a meeting.

closer (e.g. weekend trips, camping, canoeing, holiday parties, barbecues).

Bring Toastmasters traditions to your social events. Time keep and organize programs. It will help the junior members learn these skills while enjoying fun events. Set a high standard and arouse in people an interest to maintain and exceed them. I actively coach our new leaders to reach new levels.

Work Through People, Not Against Them

My high school has a motto *a minimis incipe*, which means we begin from the very smallest things. Put 100 percent into any task you are doing, and watch how this attitude spreads to your team.

Take responsibility, like a mother bird tending her nest full of eggs. Show your trust in your people's ability. Tell them you trust them. Then when they are ready to grow, let them fly away. Learn when to let go.

Be a Torch Bearer

Talk up your club. Spread the word. Invite guests to come to your meeting. Use your Web site to encourage people to attend. During the meeting, you should be the first person to meet and greet. Be the first one to say hello. Make the guest feel special. The impression you will have on people can sometimes last a lifetime.

Although leadership is an intangible quality, help is at hand. Follow the Toastmasters leadership track, keep an open mind with people and ideas, and be an advocate for your organization. The leader is someone who always raises the bar and lifts people up. **T**

Warwick John Fahy, DTM, is a presentation skills trainer and member of Shanghai People's Square Club 585 in Shanghai, China. Contact him at warwick@redbankchina.co.uk

Book Review of

The One Thing You Need to Know

by Marcus Buckingham

"Books can be dangerous. The best ones should be labeled 'this could change your life.'"

— HELEN EXLEY

Whatever your language, wherever you are, regardless of your occupation, Marcus Buckingham's book *The One Thing You Need to Know* conveys important ideas that can improve your management and leadership skills, ultimately leading to career and personal success. It makes no difference if you don't perceive yourself to be a manager or leader because, as Buckingham explains it, most of us already fill those roles in one form or another.

And if you're not truly filling one of these spots now, most of you will find managerial and leadership opportunities in the future. When that day arrives, will you be ready? You will certainly be better prepared by learning from experts like Buckingham.

Knowledge about the soft skills of management and leadership is indispensable in ensuring job security as well as occupational growth and enrichment.

I liked Buckingham's ideas and appreciate that his concepts are based on research into habits of the world's best leaders, managers and workplaces during his 17 years with the Gallup Organization. Although the book's title hints to just "One thing you need to know," the book delivers a plethora of usable ideas along with richly presented anecdotal material and empirical data to support his views.

Starting with the basics, Buckingham explains the difference between

management and leadership, then explores the characteristics of each discipline and closes the book with a discussion on sustaining career success. If you want to know more about human nature, Buckingham delivers. As an example, he presents a strong case that good managers need to know three things about their employees: strengths and weaknesses, triggers and style of learning.

His research revealed that top managers make best use of employee strengths by redesigning job requirements to marginalize weaknesses, as opposed to trying to change people by expecting them to overcome their weaknesses. In using this approach, he believes that employees are more positive and productive when they capitalize on their strengths rather than dwell on weaknesses.

Buckingham says we all have unique triggers – what it takes to motivate us. Some of us like independence, others like to be micro-managed in the workplace. The short of it is we have our individual "switches"; what works for you may not work for me, and that's part of the beauty in our human family. Unfortunately, organizations tend to treat everyone in the same bureaucratic style without recognition for what makes us tick as individuals. Buckingham says this most often causes people to shut down rather than open up.

Buckingham states there are three predominate adult-learning theories: Analyzing, Doing and Watching. If you know how people prefer to learn, you can minimize much frustration and ineffectiveness.

The One Thing You Need to Know

... About Great Managing, Great Leading, and Sustained Individual Success


Marcus Buckingham

Bestselling coauthor of *First, Break All the Rules* and *Now, Discover Your Strengths*

In discussing sustained career success, Buckingham offers a gem: "Discover what you don't like doing and stop doing it." He believes that solutions to most of the weaknesses we find in our work is to "Quit the role, tweak the role, seek out the right partners, or find an aspect of the role that brings you strength...."

Not all Buckingham's ideas may be right for us, but they should be evaluated as possible sparks to igniting working lives in desperate need of improvement.

Marcus Buckingham is an internationally recognized authority on organizational behavior and is this year's recipient of Toastmasters International's Golden Gavel Award.

The One Thing You Need to Know is in a hardcover format, has 289 pages, and is available from Internet booksellers and popular bookstores for less than \$21. 

Larry Welch, DTM, is a member of Toastmasters clubs in Washington, D.C. and Singapore. He is author of *Mary Virginia, A Father's Story* and publishes an online motivational newsletter, *On the run...in Singapore*. He can be reached at lnwelch@aol.com.

Rehearsal is the Key

By Patti Gies, CTM

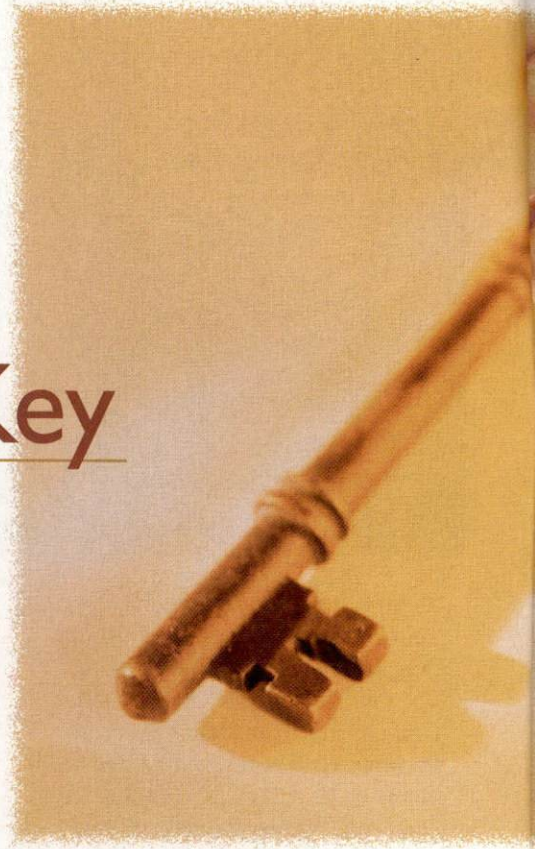
No matter how wonderful a speech appears on paper, it may not sound as good to the ear.

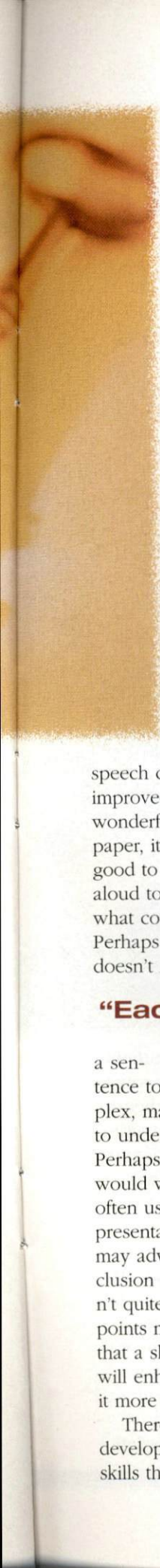
Toastmasters members, like people everywhere, can be very stubborn. We often insist on learning a lesson the hard way. As the Toastmasters Communication and Leadership Program manual tells us over and over, there is no replacement for rehearsing a speech, yet somehow many of us ignore that message, or at least try to replace the true meaning of rehearsing with memorizing. The word *rehearse* is defined: "to practice for public performance; to repeat aloud." Aha! So, memorizing a speech and repeating it over and over *in your head* isn't going to do the trick? No, apparently it isn't, as became quite clear during the preparation and presentation of my first few Toastmasters speeches, and perhaps yours as well.

Many Toastmasters are understandably concerned with not forgetting anything, with ensuring everything goes smoothly on "game day," that after the speech is written, the main focus is to memorize it, to know it cold. This is truly how I felt in delivering my first speeches. But I know that I ended up selling myself, and my audience, short. Yes, it is tempting to worry primarily about memorizing the speech. It is definitely comforting to know that we can at least get through it – walk up to the front of the room, say everything we want to say, then sit down again, relieved. Whew! Having your speech memorized has some advantages, obviously. A main one is that nervousness is kept fairly well under control if you know your speech, if

you don't have to fret about finding your place in your notes or talking off the cuff at times. We're often satisfied to leave the speech preparation there, creating a well-written and thought-out speech and then memorizing it. But this isn't enough, or at least it's not enough to garner the full benefits from our Toastmasters membership.

Each speech should have a mission, and this mission should be related to the speech itself, not the speaker's personal objectives. It often seems that we're forgetting the mission, and instead just trying to write a decent speech and get it over with without faltering. We could set loftier goals than this though. We could sincerely attempt to inspire, entertain, persuade or inform the audience, to pass on something of value to them in each speech we present, in exchange for their time in listening to us. To do this, it is necessary to work on all facets of speech preparation and presentation, as outlined in Toastmaster's Communication and Leadership Program manual. And, as explained in the manual, rehearsing the speech is key.





The manual contains repeated suggestions to rehearse each speech aloud, to practice by presenting the talk to a family member, friend or Toastmasters mentor. You should ask for comments and suggestions regarding speech content, organization and various facets of the presentation, including clarity and effectiveness. It is also recommended that you rehearse in front of a mirror, or better yet, use a tape recorder or video camera, since recording and analyzing your speech is one of the best ways of improving speaking ability.

Practicing a speech aloud provides myriad benefits to the speaker. One clear benefit is that the written content of the

speech can be evaluated and improved upon. But no matter how wonderful a speech appears on paper, it may not sound quite as good to the ear. It must be heard aloud to determine what works and what could be omitted or revised. Perhaps a phrase sounds awkward or doesn't fit; words may be too long or

rehearse... and incorporate feedback into your presentation. There may be deficiencies in some aspects of your delivery that you may not have considered or may not be aware of, that with some adjustment can be turned into strengths that help you get your message across. You may notice something about gestures or simply how you use your hands, or even that you have no idea what to do with them! This is a very common problem for many of us, and if it continues through a member's later speeches, chances are that a lack of proper rehearsal is the culprit.

Eye contact is another tough task for many. You know it's important, but without practicing the speech aloud and learning to hold your focus on one person at a time, it can be difficult. You may fall into the trap of the roving eyes, glancing quickly around the room, making only brief and superficial eye contact with people – not enough to impact them and bring them fully into the speech.

Another thing that rehearsal can help pinpoint is when to vary your voice for impact. You will be able to tell which words or phrases to emphasize, when to speak louder or more softly, when to speed up or slow down, or when to simply pause for effect. No amount of memorizing and repeating your speech over and over

in your head

“Each speech should have a mission, and this mission should

a sentence too complex, making it difficult to understand when spoken.

Perhaps a device like alliteration would work well, and repetition is often useful in spoken versus written presentations. A practice audience may advise that the opening or conclusion isn't very strong, or they didn't quite follow the message. Many points may come to light indicating that a sharpening up of the writing will enhance your speech and make it more effective.

There is really no other way to develop and polish your presentation skills than to rehearse, rehearse,

be related to the speech itself, not to the speaker's personal objectives.”

is going to identify this for you.

It's the same with your tone of voice: You absolutely must rehearse aloud to ensure you project your voice and develop a relaxed, conversational tone, rather than using a tight voice that is too formal and “speechy.”

Finally, facial expressions need to be practiced for your speech as well. If your face tells us something that your words don't, we're going to be confused or, at the very least, indifferent. Your face can convey much to us about how we should react to

your speech. We can read happiness, anger, excitement, sadness, enthusiasm or conviction there. If you're not careful, we might see only a blank, bored or nervous expression, which clearly won't assist in communicating the message of your speech.

It is definitely beneficial to discover the deficiencies in your presentation through rehearsal before stepping in front of the audience. Only then can you work to fully develop your skills and take full advantage of your Toastmasters membership, as well as inspire, entertain, persuade or inform your fellow Toastmasters with each speech you present.

I recently completed my 10th speech, proudly securing my CTM designation. I am even more proud to report that, in my later speeches, I made certain that I rehearsed properly. I still began by memorizing my written speech; I still need that comfort, while I realize that others may not require this to the same extent. I went far beyond this though and practiced, practiced, practiced. Not only could I deliver my speeches as written, I also honed a variety of speaking skills and incorporated them into those speeches. This helped ensure that I got my message across to my fellow Toastmasters, who were kind enough to show up and listen to me talk. It definitely felt good, knowing that I had given my best, in preparation as well as in delivery.

We're all leading lives that include more than just Toastmasters, and it can often be difficult to find

time to thoroughly prepare a speech and presentation. But think back to why you joined Toastmasters, and to the goals you have set for yourself though your club participation. Is it worth the extra time and effort to rehearse your speech according to the guidelines suggested in the Toastmasters manuals? I think the answer for most of us is a resounding “Yes!”

Patti Gies, CTM, is a member of Pure Gold Club 4820 in Vancouver, British Columbia, Canada.

By Craig Harrison, DTM

Your Audience Speaks.

Are You Listening?

Try to decipher what you “hear” from your audience, what it means and what you can do about it.

As speakers, we naturally believe that our audiences should listen to us. But how well are we listening to our audiences?

It may surprise you to learn that your audience speaks. I don't mean the whispering and side conversations that may occur during your speech. I mean the feedback they give you, the speaker, with facial expressions, body posture and attentiveness, throughout your presentation. If the final applause is the only time you “listen” to your audience, you were speaking *to*, not *with* your audience.

Listen Before You Speak

Prior to being introduced for your presentation, what do you hear from the audience? Are they restless, listless or something in between? Are the people in the back making noise, the people in the sunlight getting drowsy? Has the previous speaker or activity lulled them into a state of complacency? Are they already psyched up from a previous discussion or interchange? I've been at club meetings where a provocative business meeting has left people on edge, or when a spirited Table Topics session left members on the upbeat. Once my speech followed a hypnotherapist. (I wished she would have restored our mem-

bers to their “original upright position.”)

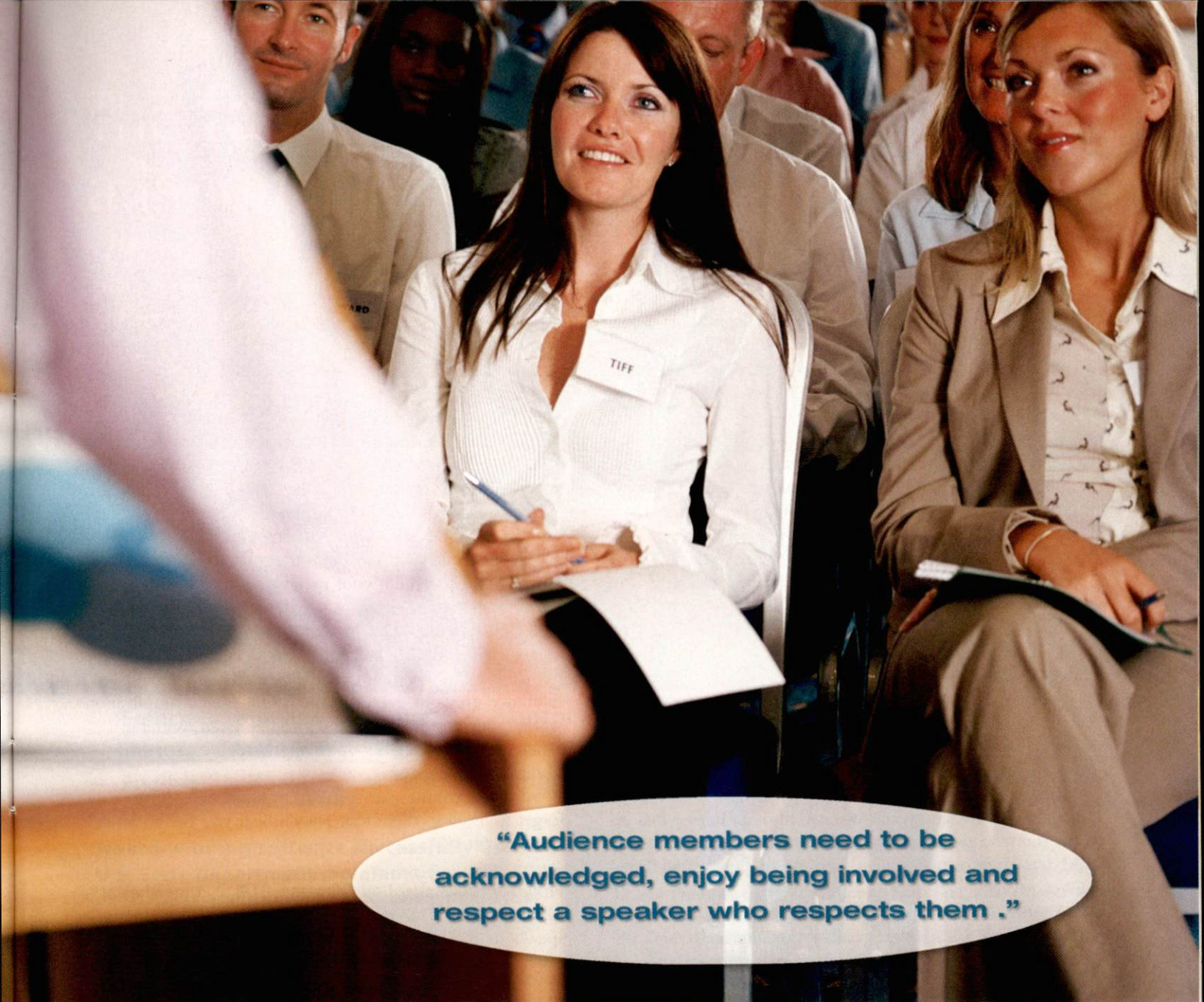
Get a feel for your audience before you approach the podium. Note their state. You may wish to alter your remarks or the way you deliver them to better connect with your audience. You can even tell your introducer to “rev up the audience” a little more if they are down, or to tone down your introduction if your audience is already flying high and your topic requires serious reflection.

Be “In The Moment”

Most speakers I know prepare extensively, including visualizing their speech opening prior to arriving at the podium. Yet when you are introduced and look out at your actual audience, you should not be completely on autopilot. Take a moment to gauge your audience's mood as you look out at them.

I've seen a speaker ask everyone to take a breath or two with him, so they could all begin refreshed. I've simi-





“Audience members need to be acknowledged, enjoy being involved and respect a speaker who respects them .”

larly seen speakers, as a change of pace, ask their audiences to close their eyes for a moment while the speaker paints a scene in their mind's eye before continuing. This breaks any spell that lingered from a previous speaker or activity. I myself have asked audiences who have been sitting too long to stand up and take a 15-second stretch break with me.

Sending and Receiving Information

Speaking isn't just a “stand and deliver” proposition. Speaking involves your receiving information as well. Has your audience been properly predisposed to your presentation through the way you were introduced? Did members laugh or “ooh” or “ah” where you intended them to? Can they hear you? Can they see you?

By “listening” to your audience you can determine whether they can hear you, whether people in the back

can see you, and also whether your audience is tracking your presentation in other ways.

What do your audience's faces look like? Are they relaxed? Are they nodding in agreement? Are they leaning forward, indicating they either can't hear you or are having trouble understanding you?

If you use highly technical terms, speak quickly or with a thick accent, your audience may be expending additional effort to understand your speech and follow your train of thought. As you “hear” this from furrowed brows or members turning to each other to ask “What did she say?” or “What does that mean?” you should either clarify your statements, slow down or strive to enunciate more clearly. Often, due to our time constraints, we're guilty of over-reliance on TLAs (three-letter acronyms), jargon or just trying to say too much in a short period of time. Especially in speeches, less is more.

Try to decipher what you "hear" from your audience, what it means and what you can do about it.

When the audience is fidgeting, they may be too hot. Lower the temperature in the room. Is their fidgeting due to other causes, such as your topic or subject matter?

Is your topic or subject matter making them uncomfortable? Especially if this was unintended, you should acknowledge that you see your remarks having this unintended effect. Avoid "making your audience wrong" for their feelings or reactions to your presentation. They have a right to react in any way they wish. Perhaps you're touching a nerve. Listening lets you know.

Some speakers will unintentionally divide their audience through their presentation. Whether you're competing in a contest or trying to be persuasive, dividing your audience through polarizing remarks can undermine your efforts. Remarks that praise one group at another's expense leave part of your audience feeling smart, the other part smarting from your comments. For maximum success, strive to speak to universal themes or find the common ground among your diverse audience.

Sound Advice on Humor

It's said humor is invoked for one of three purposes: as a shield to protect, as a sword to attack or as a bridge to connect. Listen to your audience's response to determine if you are bringing your audience together, unifying and connecting them with your humor. If your humor is falling flat, you may be dividing your audience through humor that is only funny to part of the group: women or men, young or old, immature or mature. Strive to use humor that all listeners can enjoy.

Another important key to humor: Give your audience time to laugh! Use pauses to allow your humor to sink in. Your pauses send cues to your audience, encouraging

them to ponder your words and react accordingly. If they aren't laughing, it may be because you're not allowing them the opportunity to laugh. Take a breath now and then and watch the laughter flow. For those competing in contests, realize that the longer the audience you speak to, the longer the audience takes to laugh. Don't get disqualified because your seven-minute speech at the club level lasts seven minutes 15 seconds at the area contest. Plan accordingly so you can listen to your audience's laughter without it disrupting your speech's timing.

Giving Your Audience a Place in Your Presentation

Without your audience you're just talking to yourself. Make sure your presentation has a place in it for them, and not just through their laughter. Members of your audience want and need to be a part of your presentation. They need to be acknowledged, enjoy being involved and respect a speaker who respects them. Help your audience find themselves within your presentation. Listen for opportunities for them to respond, react and be recognized, and you will be listening to thunderous applause by speech's end. Whether you address certain members by name, acknowledge specifics of their experience or reference previous events in the room, such customization within your presentation shows you've been listening, looking and learning about them and their experience. Audiences love that!

So the next time you speak to an audience, don't forget to listen to them too. They'll hear you better when you do! **T**

Professional speaker **Craig Harrison, DTM**, is a member of Lakeview Club 2767 in Oakland, California. He regularly speaks to and listens to audiences of all sizes. For more about Craig, visit www.ExpressionsOfExcellence.com.

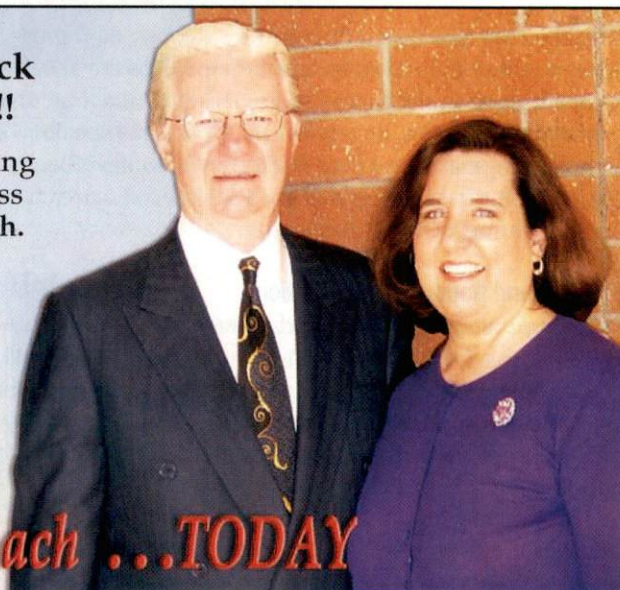
I answered the LifeSuccess ad on the back cover and now I'm a LifeSuccess Coach!!!

Bob Proctor's LifeSuccess materials focus on coaching constant improvement. Now I'm building a business improving the lives of others as a LifeSuccess Coach. Bob (District 60 Communication and Leadership Award winner) gave me an opportunity of a lifetime...now you too can profit from your speaking skills.

— LAURA FRANCIS, DTM

See the ad on the back cover for the free giveaway that changed my life...

Visit www.bobproctor.com/coach ...TODAY



The fastest way to learn a language. Guaranteed.™

Finally, a different approach that has millions of people talking. Using the award-winning Dynamic Immersion™ method, our interactive software teaches without translation, memorization or grammar drills. Combining thousands of real-life images and the voices of native speakers in a step-by-step immersion process, our programs successfully replicate the experience of learning your first language. Guaranteed to teach faster and easier than any other language product or your money back. No questions asked.



French **Italian** **German** **Japanese** **Thai** **Arabic** **Turkish** **Polish** **Swedish**
Chinese **Vietnamese** **Russian** **Indonesian** **Korean** **Hebrew** **Danish** **Welsh** **Pashto**
English **Spanish** **Farsi** **Portuguese** **Hindi** **Greek** **Swahili** **Dutch** **Latin**
(US or UK) (Latin America or Spain)

Award-winning software successfully used by U.S. State Department diplomats, Fortune 500® executives and millions of people worldwide.

Step-by-step immersion instruction in all key language skills:



Listening - Rosetta Stone uses native speakers and everyday language to develop your understanding of the spoken language naturally and easily.



Reading - Text exercises develop your reading skills by linking written language to real-life objects, actions and ideas.



Speaking - Speech-recognition feature records, diagrams and compares your voice to the native speaker's, grading your pronunciation.



Writing - Dictation exercises evaluate your spelling, syntax and punctuation.

"...your program is the absolute best, bar none. I am shocked at how quickly I learn."

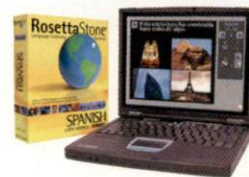
*- Michael Murphy
Texas, USA*

"Stupendous...the juxtaposition of text, sound and picture was masterful. The quality of both sound and graphics was first rate."

- The Boston Globe

Each fully interactive course includes:

- CD-ROM curriculum with 20 activities in each of 92 lessons
- Previews, comprehensive exercises and testing for each lesson
- Automated tutorials that "learn" where you need extra help
- Curriculum Text and 45-page User's Guide



**SAVE
10%**

Level 1 Program
Regularly \$195.00



Your Price
\$175.50

Level 2 Program
Regularly \$225.00



Your Price
\$202.50

Level 1 & 2
Regularly \$329.00



BEST VALUE!
Your Price
\$296.10

Personal Edition. Solutions for organizations also available.

Call today or buy online
for a 10% discount.

RosettaStone.com/tos095
1-877-718-9316

Use promotional code tos095 when ordering.

RosettaStone®
Language Learning Success



Sure You're a Good Speaker, But Are You a Good Listener?

By Gene Perret

Some often-abused rules of etiquette for audience members.

All speakers have off-nights. Once I sat with the president of the company that had hired me to speak at their awards banquet. My presentation was not well received and I felt badly about that. When I rejoined this executive after my oratorical disaster, I apologized. He said, "Oh no, you did terrific. Last year they threw rolls at the speaker." Bad audiences do happen.

A revered veteran lecturer once told me, "As a speaker you must be responsible *to* your audience, but

you needn't be responsible *for* your audience." As the speaker, you have an obligation to be on time, to be prepared and to deliver to this audience what you promised to deliver. That's your responsibility to them.

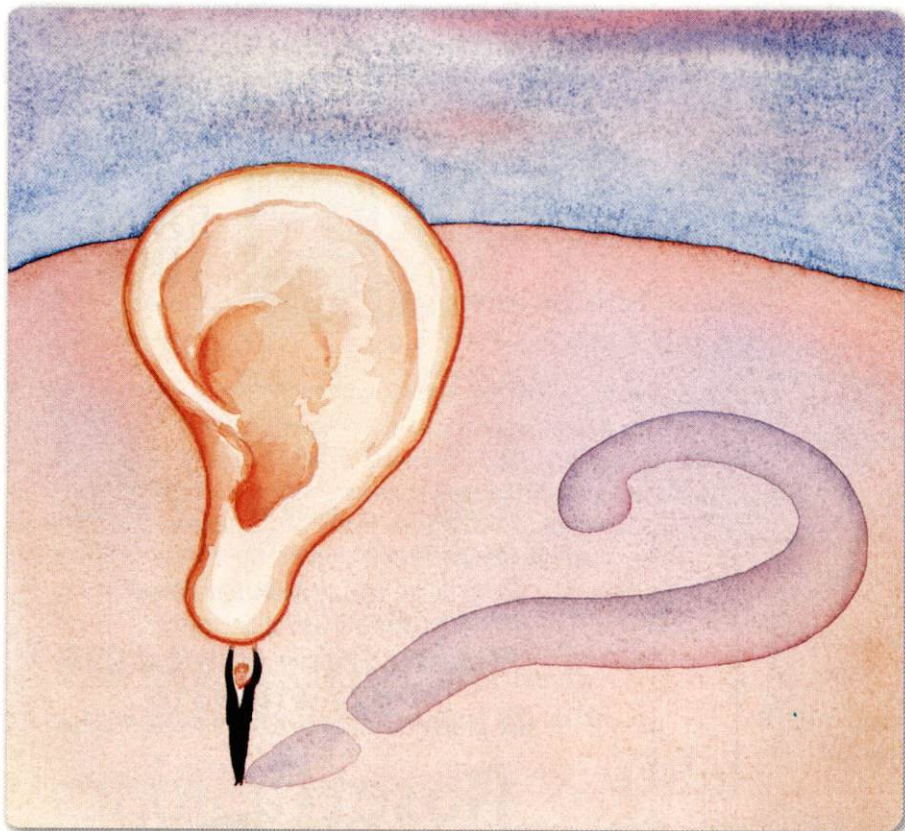
However, the audience also has a responsibility to the speaker. At one speakers' convention, the keynoter began by saying, "We have 1,500 speakers gathered here this year. I hope we have a few listeners too." As an orator who respects the audience, you should also be a listener who respects the person on the podium.

Following are a few rules of decorum that listeners should follow:

- **You Should Stay Awake.** Speakers delight in the sound of laughter and applause sprinkled throughout their presentation; they're less thrilled with snoring. Of course, you know it's polite to stay awake while listening to a presentation, but it's sometimes easier said than done.

During Bob Hope's Christmas-time military jaunts, he would always attend midnight mass with the GIs. One time a cardinal visited the camp to say the mass. Hope, worn out from doing several shows that day, dozed off during the ceremony. After the mass, he apologized to the cardinal. The cleric said, "Don't feel bad, Bob. I was at your show this afternoon, and I managed to catch a little nap during your monologue."

If you do stay awake, look awake. Once I performed a noon show from the stage of a movie theater. An



older crowd attended and I tried to work to all of them. I spoke to the people in the balcony, the folks toward the back of room. I realized, though, that I had somewhat ignored the people up front. So I glanced down at them.

The entire front row had their heads thrown back, their eyes closed and their mouths open. They appeared to be sound asleep.

It jarred me a bit, but I knew I was coming to a punch line that was always a big laugh producer. When I delivered the line, the audience roared. I looked down at the front row. They all kept their heads back, their eyes closed and their mouths open, but each one of them chuckled a bit, then returned to their slumber-like demeanor.

“As an orator who respects the audience, you should also be a listener who respects the person on the podium.”

Here are a few often-abused rules of etiquette for listeners:

- **Don't Talk.** Lecturing is not a competitive event; the person on the podium should not be required to shout to be heard over concurrent audience conversations. The speaker wants to speak and the listeners want to listen. Conflicting chatter robs the speaker of his or her effectiveness and the audience of their enjoyment. Rat Pack comedian Joey Bishop had a clever line to halt audience chatterboxes. He'd say, "Let's play a new game. Whoever has the microphone talks."

The audience includes people in the back of the auditorium and outside the open doors. Even though you're at the bar in the back or standing just outside the open doors, your conversation can still be disruptive inside the meeting room.

- **Don't Volunteer Information.** The speaker has a set program, an outline, an agenda. She has worked hard to prepare this presentation, has rehearsed it and arranged it so

that the information she offers will have maximum impact. The information should come when the speaker wants to present it, not when someone in the audience wants to shout it out.

Whenever someone shouts information to me while I'm onstage, I thank them and say, "I do a single." This usually gets a laugh from the audience and often applause. The listeners don't want this sort of interference any more than the speaker does.

- **Don't Give Away Punch Lines.**

Occasionally you'll hear a story from a speaker that you've heard before. If you do, sit quietly and laugh at the end along with your colleagues in the audience. Shouting out the punch

line before the speaker gets to it totally destroys the effect of the gag.

I once heard a speaker talk about a sailor who saw a light directly ahead of him one night. In order to avoid a collision, he signaled for the other boat to turn right. The other light signaled for him to turn left. He repeated the message. The other light repeated the message. Someone in the audience shouted out, "What is he? The keeper of a lighthouse?" That was the tagline of the joke. Or it would have been if the raconteur had been allowed to complete the story.

Now the power of the tale was destroyed so the audience was deprived of a good story, well told. And the poor speaker was left with nowhere to go.

A lot of time was spent developing a straight line that was ruined simply because someone in the audience wanted everyone else to know that he'd heard that story before

- **Don't Be Afraid to Participate.**

There are times when a speaker will ask the audience to be a part of the performance. They ask for a reason,

so go along. I love it when the hosts ask me to allow time for questions and answers. When I ask if there are any questions, no one speaks. Then right after the talk, people crowd around me and say, "I have a question to ask you."

- **Don't Walk Out on a Speaker.**

A comedian I once worked for had an effective device. When he would notice people leaving the theater, he'd chase after them desperately pleading with them. "I get better, lady. Honest to gosh, I get better."

If you know you must leave early, it's nice to tell the speaker that, if possible. It's just reassuring for the performer to know that you're not walking out on his act. Also, try to arrange your exit as inconspicuously as possible and at the most opportune time. Find a convenient break in the action to time your retreat.

- **Turn Off Your Cell Phone.** Enough said.

- **Don't Hold Up the Line.** This is a bit of etiquette for après-lecture. A book signing is not the time to offer the speaker a long, drawn-out tale. Your anecdote may be relevant, appropriate and quite amusing, but it is holding up people who want to buy a book and have it signed. If you have a tale that the speaker must hear, hang around until the line thins out. Remember, the speaker, in this situation, is still performing. As Phyllis Diller says, "The white light is still on."

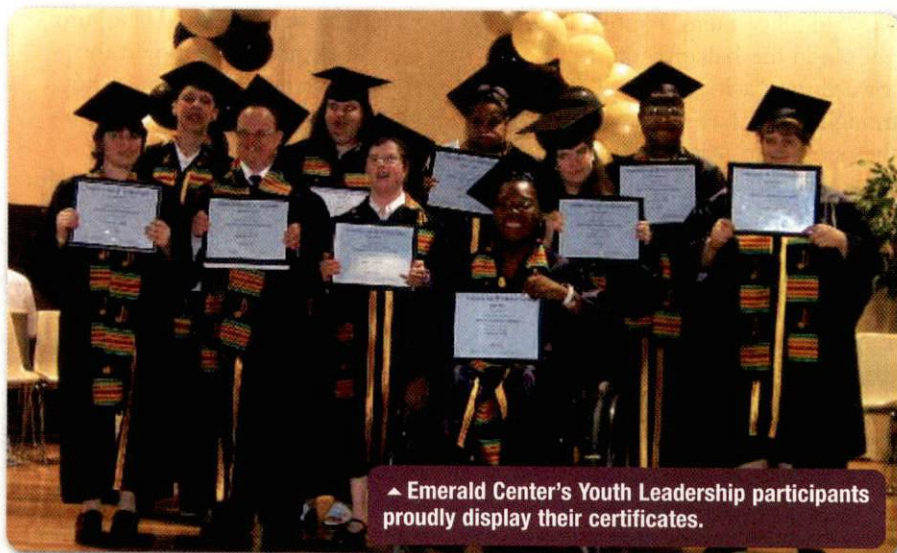
Admittedly, these are a bunch of "don'ts" for audience members. Now we should get around to a list of listener's "do." That's right, it's singular. There's only one thing that a good listener should do: listen. **T**

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 May. Contact him at gper276@sbcglobal.net.

Toastmasters Help the Disabled

As program director for the Emerald Center, a nonprofit agency helping those with disabilities and special needs in Greenwood, South Carolina, Emma Gaskin needed a way to teach a group of patients to advocate their cause when speaking to government officials and at special events.

So Gaskin contacted Toastmasters. Members of the Evening Toasters Club, Roland Hill, John Watson and Cornell Chandler, spent two nights a month working with a group of 10 "self-advocates," so called because of the work they do to educate themselves and improve their lives and the lives of others like them. The group, which has nicknamed itself the Emerald Toasters, used the



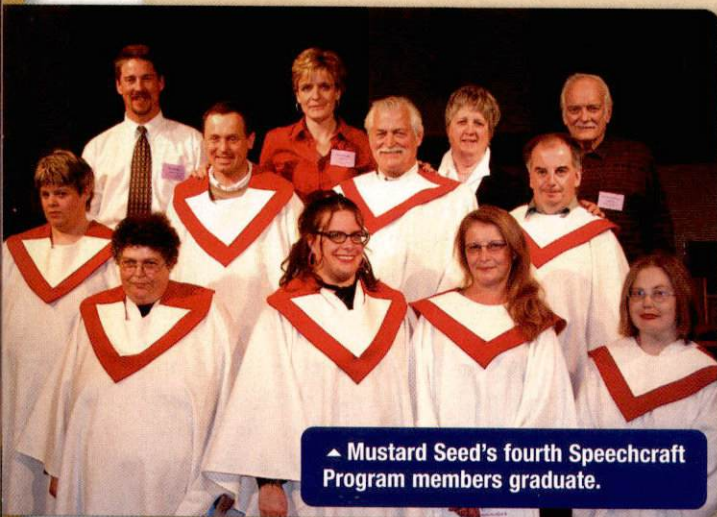
▲ Emerald Center's Youth Leadership participants proudly display their certificates.

Youth Leadership Program material from Toastmasters International to set up a plan of growth.

All members of the Emerald Toasters have made definite progress in their speaking abilities and knowledge of parliamentary procedures. By acting in the role of officers of their group, most of them have gained experience in the meeting's administrative duties and in leadership functions.

"The self-advocates have really improved since our first meeting," said Evening Toasters Club President Cornell Chandler. "They are gaining confidence to speak publicly. In fact, we may even develop another Toastmasters club at Emerald Center. This had proven to be a rewarding experience for our club."

As told by **Evening Toasters Club 670022** in Greenwood, South Carolina.



▲ Mustard Seed's fourth Speechcraft Program members graduate.

Speechcraft for the Homeless

Toastmasters from Bow Valley Club 1494 in Calgary, Alberta, Canada, have been giving back to their community. This 50-year-old club has recently completed its fourth Speechcraft Program with the Mustard Seed Street Ministry, an interdenominational organization dedicated to helping the homeless population of Calgary. The result was amazing: One student who had been declared mentally incompetent by the court, and another who refused to even speak his name at the first meeting, both delivered coherent seven-minute speeches at the end of the 10-week program.

Speechcraft has proven so effective in helping the homeless express themselves that Mustard Seed wants more. It plans to tie

Speechcraft into its Storefront 101 Program, an initiative where the homeless can combine Speechcraft with an educational program that provides university credits. While speaking to *Calgary Herald* reporter Joe Woodward, Mustard Seed's Director of Progressive Programming, Bill Nixon, referenced the biblical principle, "as you sow, so shall you reap." To him, "Sowing isn't about losing anything; it's about gaining something. The [Toastmasters] volunteers sowed into the lives here, and our guests have learned to be heard. People here have regained their voices."

Gordon McCann, ATM-B, is a Speechcraft volunteer and member of the Bow Valley club in Calgary, Alberta, Canada.



▼ Jack Williamson, CL, presides over the Mayflower Club meeting.

It's Never Too Late

Residents at the Mayflower retirement community in Winter Park, Florida, exemplify that it's never too late to join Toastmasters. "You should never stop growing and learning. Toastmasters is an excellent way to grow in a fun and stimulating environment," says experienced Toastmaster and Mayflower resident Elizabeth Brothers, who helped charter the club. The club is open to the residents and staff. Members join for all kinds of reasons: B.J. wants to keep her memory sharp, Hedi wants to overcome shyness, Hal likes being in the spotlight; Nelle wants to get to know other residents and Curtis wants to learn how to give a speech.

"Our members bring a wealth of experience and wisdom to the meetings," says charter member Roxie Steadman. "Every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth."

Doreen Overstreet, CTM, is a member of Oviedo Club 3179 in Oviedo, Florida.



▲ "No Limits" Toastmasters pose for the camera.

Toastmasters with "No Limits"

In 1997, Fran Okeson had a problem. She had helped care for four developmentally disabled men who could not be left without adult supervision. As a result, she was having trouble attending her beloved Toastmasters meetings in Staten Island, New York. So she started bringing the young men with her. And that sparked an idea – of starting a club for people with special needs, such as Down syndrome, multiple sclerosis, cancer or mental disabilities. With help from her friends and local businesses that provided fees and supplies, Okeson founded No Limits Toastmasters, named so because with a guiding hand, encouragement and care, the No Limits members could accomplish anything.

Recently, "the club on wheels" was added to the name because the meeting travels to rehabilitation and psychiatric centers, a nursing home – and even to the homes of housebound members. While the No Limits meetings may be a bit "out of the box," they provide much enjoyment and fulfillment for members as well as for Fran and those who helped make this club a reality.

As told by **Fran Okeson, DTM**, a member of several clubs in Staten Island, New York.

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

DTM

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

Sedozan Jean-Calude Apithy 1583-U, Abidjan, Cote d'Ivoire
Sandra B. Printer 231-F, Newport Beach, California

Marla Jean Lund 6658-F, Dana Point, California
Sandi Queen 7278-F, Irvine, California
Oraetta Minor 6264-1, Torrance, California
Susan Renick 7781-1, Culver City, California
Dave Kraft 3997-2, Seattle, Washington
Michael C. Sun 9152-2, Bellevue, Washington
Ardith M. Lupton 710634-2, Seattle, Washington
Robert R. Smith 104-3, Prescott, Arizona
Rosemary E. Beeson 1853-3, Mesa, Arizona
Vasanti A. Deshpande 9960-3, Phoenix, Arizona
Tony Lipka 5315-5, San Diego, California
Garry Lee Teigland 330-6, Richfield, Minnesota
Gretchen Coons 2342-6, St. Paul, Minnesota
Harriet Beadell 5584-6, Minneapolis, Minnesota
Esther F. Peterson 6224-9, Yakima, Washington

HALL OF FAME

Thomas Daughterty 681-11, Indianapolis, Indiana
Ralph K. Crawford 1183-11, Indianapolis, Indiana
Samuel V. Bristol Jr. 1251-11, Noblesville, Indiana
Dennis Wenzel 714485-11, Plymouth, Indiana
Rosalyn E. Fleming-Larsen 4199-12, Palm Desert, California
Kristina A. Falkner 7213-12, Claremont, California
Janice G. Pettigrew 3354-14, Atlanta, Georgia
Connie J. Stokes 4779-14, Atlanta, Georgia
John A. Williams 5997-14, Atlanta, Georgia
Margaret A. Page 8027-16, Broken Arrow, Oklahoma
Joyce Zutell 8470-18, Woodlawn, Maryland
Phyllis M. Wood 790-21, Victoria, BC, Canada
Douglad Michael Thiessen 1662-21, Vancouver, BC, Canada
Sandy Dawson 4598-21, Fort St. John, BC, Canada
Anne Pley 6952-21, Port Alberni, BC, Canada

Ilona Deri 614459-21, Salt Spring Island, BC, Canada
 Robert Edwin Zachritz Jr. 361-22, Topeka, Kansas
 Leon W. Bryant 518-22, Kansas City, Missouri
 Gerald T. Yeung 1009-22, Overland Park, Kansas
 William W. Steele 2812-23, El Paso, Texas
 Capiz Greene 3194-24, Omaha, Nebraska
 Richard A. Sharon 746-25, Southlake, Texas
 Germon Earl Hill 4236-25, Southlake, Texas
 Nancy Fay Swope 8055-25, Irving, Texas
 Dana Morgan 2136-26, Aurora, Colorado
 Joyce E. Feustel 3247-26, Lakewood, Colorado
 Mary B. Elston 4071-26, Louisville, Colorado
 Jack A. Sawatzki 4950-26, Littleton, Colorado
 Helen L. Burkett 1792-27, Springfield, Virginia
 Janet E. Butler 7974-30, Riverwoods, Illinois
 Linda Thomas 5976-32, Tacoma, Washington
 Sarah A. Taylor 646503-32, Tacoma, Washington
 Terri L. Dunevant 646503-32, Tacoma, Washington
 Jeff T. Venable 3389-33, Modesto, California
 Lisa G. Sich 6959-33, Henderson, Nevada
 Patricia Townsend 726318-33, Las Vegas, Nevada
 Gustavo A. Aragon 1828-34, Guadalajara, Mexico
 Rouben Ghazarian 367-36, Rockville, Maryland
 Lynne Bettinger 4153-36, Germantown, Maryland
 Barbara A. Sable 4889-36, Potomac, Maryland
 Shelley Bower 3478-37, Jacksonville, North Carolina
 E. Barney Barnum 3832-37, Huntersville, North Carolina
 Veronica Laino 541-38, Philadelphia, Pennsylvania
 Taylor Shel 2118-38, Hummelstown, Pennsylvania
 Brenda Faw 3416-39, Diamond Springs, California
 Stephen R. Watkins 3416-39, Diamond Springs, California
 Joseph Velky 589646-39, Roseville, California
 Judy G. Mooney 6823-42, Calgary, AB, Canada
 Meaghan C. Buchanan 5772-43, Little Rock, Arkansas
 Courtney M. Gardner 6466-43, Memphis, Tennessee
 J. L. Rowland 275-44, Hereford, Texas

Jacqueline LaFleur 9719-45, Lebanon, New Hampshire
 Ethel Lee-Miller 773-46, Wayne, New Jersey
 Sharon Joseph 5487-46, New York, New York
 Himendu Chaudhuri 8840-46, New York, New York
 Melissa N. Brown 2155-7, Jacksonville, Florida
 Abdurrahim Khan 6045-47, Kissimmee, Florida
 Edward D. Goddard 6193-47, Longwood, Florida
 Cathy Naabe 6273-47, Clearwater, Florida
 John Becker 6886-47, Jacksonville, Florida
 Jeff J. Mertens 9352-47, Sarasota, Florida
 Ronald J. Neff 601-49, Honolulu, Hawaii
 Mary M. Mukhtarian 4533-50, Addison, Texas
 Sherry V. Grimes 5055-50, Allen, Texas
 Marianne L. Phillips 9022-50, Dallas, Texas
 Paulette S. Harvey 9790-50, Shreveport, Louisiana
 Nono Sarwono 4067-51, Jakarta, Indonesia
 Wong Kim Poh 6622-51, Kuching, Malaysia
 Hooi Ching Ch'ng 7054-51, Georgetown, Malaysia
 Budiharjo Hardisurjo 8039-51, Jakarta, Indonesia
 Gin Danny Ginarto 8039-51, Jakarta, Indonesia
 Dan H. Lam 1670-52, Valencia, California
 Edwin I. Bernard 2466-52, Woodland Hills, California
 Ralph Rabasco 315-53, Poughkeepsie, New York
 Sandra Van Hoesen 542-53, Delmar, New York
 Del Ann Calderini 3190-54, Dekalb, Illinois
 Eric Decossas 8818-54, Bloomington, Illinois
 Clarence D. Magee 6422-56, Houston, Texas
 Ralph Mathews 6768-56, Baytown, Texas
 Jill Rowlands 9951-56, Houston, Texas
 Stephen Siegel 802268-56, Houston, Texas
 Daniel G. Russell 4027-57, Concord, California
 William F. Meyn 6781-57, Alameda, California
 Deborah L. McCray 5548-58, Columbia, South Carolina
 Scott Wells 8292-58, Charleston, South Carolina
 Cindy J. Stradling 4782-60, Unionville, ON, Canada
 Barry William Thomas 6859-60, Toronto, ON, Canada

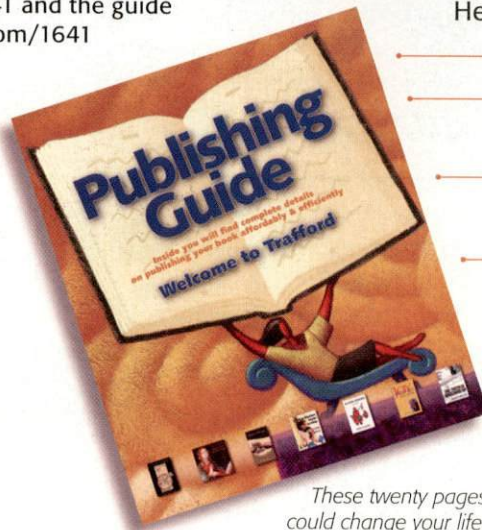
Doug Piercey 8059-60, Toronto, ON, Canada
 John F. MacDonald 583400-60, Mississauga, ON, Canada
 Michael W. Johnson 585043-60, Mississauga, ON, Canada
 Jane A. Inglis 807878-60, Toronto, ON, Canada
 Robert Di Benedetto 632838-61, Montreal, QC, Canada
 Patricia A. Baird 2826-62, Flint, Michigan
 Dallas Bagby 8688-64, Winnipeg, MB, Canada
 Edie Pereira-Hulbert 3259-65, Rochester, New York
 Moses B. Stevens 1011-66, Roanoke, Virginia
 Joe Blair 1514-66, Charlottesville, Virginia
 George Wang 376-67, Hsinchu City, Taiwan
 Erick Suen 7693-67, Taipei, Taiwan
 Nerelle C. Penberthy 668-69, Southport, QLD, Australia
 Stephen Oberg 5843-69, Mackay, QLD, Australia
 Suzanne Lesley Spottiswood 6408-69, Southport, QLD, Australia
 Roslyn J. Close 6739-69, Sunnybank Hills, Australia
 Maria Fuchs 8096-69, Maryborough, QLD, Australia
 Richard J. Gilhorne 6485-70, Thornleigh, NSW, Australia
 Philip Bendeich 6865-70, Croydon Park, NSW, Australia
 Ciaran Niall Blair 3677-71, Dublin, Ireland
 Michael O'Sullivan 4028-71, Ballincollig, Ireland
 Paul R. Holmes 5503-71, Bicester, United Kingdom
 Robin Chawner 7298-71, Chichester, United Kingdom
 Merle Frampton 1623-72, Wellington, New Zealand
 Ronald F. Reed 7725-72, Rotorua, New Zealand
 Kim McGrouther 8496-72, Rotorua, New Zealand
 Jan G. Dunn 8657-72, Christchurch, New Zealand
 Sylvia Chuah 5036-73, Box Hill, VIC, Australia
 Gina S. Mapua 4086-72, Makati, Philippines
 Sachiko Kobayashi 2419-76, Bunkyo-ku, Japan
 Shridar Narayanaswamy 5672-80, Singapore
 Wei Koon Goh, 6198-80, Singapore
 Patrick Tan Teck Keong 6736-80, Singapore
 Boon Hwee Chan 7498-80, Singapore
 William Tay Lai Huat 587782-80, Singapore

At last... an easy, affordable way to get your book published! Find out how in Trafford Publishing's FREE guide!

Call toll free 1-888-232-4444 ext 1641 and the guide is on its way, or visit www.trafford.com/1641

If you've written a book, or are writing one now, this fact-filled guide from Trafford is for you. You see, it explains how Trafford's unique On-Demand Publishing Service™ can help you get *your* book published quickly, affordably, and painlessly.

That's right. With Trafford you can say goodbye to conventional book publishers who accept few new manuscripts, pay tiny royalties, take all the rights to your book, and do whatever they like with it. There is a better way and it's explained in our free guide. As you'll discover, our state-of-the-art digital printing process allows us to print your book one copy at a time. This means Trafford can fill customer and bookseller orders *as they arrive*. So you don't have to!



These twenty pages could change your life!

To find out how Trafford can help *you*, just as we've helped thousands of authors in over 90 countries, request your free guide now with no obligation.

Here's What You'll Learn...

- How on-demand publishing works!
- Why you don't have to invest in any inventory!
- How you can control the publishing process every step of the way!
- How your book is sold through Trafford's on-line bookstore!
- How our global trade distribution system lets readers buy your book through resellers like Amazon and tens of thousands of local bookstores!

For your **FREE** Publishing Guide,

Visit our Web site

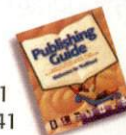
www.trafford.com/1641

or **call now**

1-888-232-4444 ext 1641

or 250-383-6864 ext 1641

TRAFFORD PUBLISHING



“How to Make At Least \$100,000 per year as a Professional Speaker ”

Do you have the talent to go from Toastmaster to Professional Speaker?

The Bill Gove Speech Workshop is offering a limited number of Toastmasters the opportunity to train to become a fee-paid professional speaker. Qualified Toastmasters will learn the platform and business skills necessary to build a six-figure speaking career.

A Sample of What You Will Learn:

- How to select a topic organizations will invest in.
- How to market and sell yourself to major corporations.
- How to set your speaking fees based on your speaking skills and value proposition.
- How to market to speakers bureaus.
- The high-profit mix of speeches, seminars and consulting.
- How to create CD and DVD albums that make money while you sleep.
- What markets to target first . . . and exactly how to reach and sell them.
- How to run a successful speakers office from A to Z.
- How to write and catalog speeches like a professional speaker.
- How to use personal stories that connect.
- The theatrical techniques used by the highest paid speakers in the world.

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

The Bill Gove Speech Workshop

The training ground of the world's most successful professional speakers since 1947.

- June 10 - 12, Chicago, IL
- August 12 - 14, Boston, MA
- September 16 - 18, London, England
- October 14 - 16, Ft. Lauderdale, FL
- December 9 - 11, Denver, CO

Find out if you're ready to go from FREE to FEE . . . Take our 10-question assessment at www.feepaidprofessionalspeaker.com
Or call us at 561.733.9078

Speaking Coaches Wanted



Bob Proctor has earned millions coaching others, Now YOU can too!

**Be a Leader
and Change
Lives...Become
a LifeSuccess
Coach Right Now!**

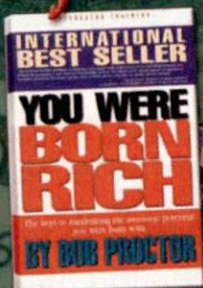
Bob Proctor is a world-renowned speaker and motivator, and author of the international bestseller, *You Were Born Rich*. Now YOU have an opportunity to work directly with Bob and his company, LifeSuccess Productions, one of the world's premier providers of personal success training, seminars, and coaching services.

We are currently experiencing rapid growth and are in the process of recruiting and training a superior team of speaking coaches to reach our ever-expanding audience on a variety of subjects, including:

- Public Speaking
- Presentations
- Motivation
- Career Transition
- Success
- Sales Training
- Leadership
- Wealth Creation

**Receive
Two
FREE Gifts!**

*You Were
Born Rich
AND
Decision
MP3*



- Visit our website www.bobproctor.com/coach to learn more and to download our application form
- Receive Two Free Gifts: Bob Proctor's international bestseller, *You Were Born Rich*, as well as his *Decision* MP3

Download both at www.bobproctor.com/coach

As a fully trained and certified LifeSuccess Coach, you will enjoy:

- Virtually unlimited income potential
- Expert training with Bob Proctor
- Marketing support
- Freedom to operate successfully from anywhere in the world full or part time.

Visit www.bobproctor.com/coach...TODAY

FREE...receive a good idea from Bob Proctor every day...www.insightoftheday.com