

February 1975

# toastmaster



Toastmasters is . . .

# PEOPLE

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

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

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

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



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DR. RALPH C. SMEDLEY, FOUNDER, 1878-1965

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Bruce L. Anderson      **EDITOR**  
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 Phil Interlandi      **ILLUSTRATIONS**

## Our Second Fifty Years



Many Toastmasters have taken full advantage of the first half of the January/February Toastmasters Advertising Months. Through the efforts of people at the club, area and district levels, the Toastmasters message has gotten to people who might never have been reached through normal channels. What a way to start our second fifty years!

For those of you who are actively participating in the Toastmasters Advertising Program and making good use of the Advertising Kit, you are to be congratulated. You are laying the foundation for today's and tomorrow's Toastmasters. For those of you who have not yet participated—please accept my invitation to start NOW. Call someone today and tell him or her about our wonderful Toastmasters program. And don't forget to tell about how much fun we have while we are improving ourselves.

Occasionally, we find that our time is limited. We cannot spend as much time as we would like in doing the things we want to do. This is understandable. But sometimes we simply become apathetic. We take this great Toastmasters oppor-

tunity for granted and stop telling others about it. When we do that, we deprive others of the enjoyment that comes from being a member of Toastmasters—and we deprive ourselves of the added enjoyment that comes from larger meetings, new members and more learning opportunities in Toastmasters. Remember, we don't seek new members just for the sake of numbers. Since we learn from each other, increasing our club's membership means we have more people to learn from.

But the new members won't come unless we invite them.

The general apathy that often surrounds this problem is not unique to Toastmasters. The idea that "somebody else will do it" has been around for a long time, and will continue to exist as long as man exists. Where there is no motivation, there can be no progress. But you, as a Toastmaster, can motivate others. First, though, you must motivate yourself. **FORCE** yourself to make that first call—then see if you don't get caught up in the excitement of telling someone about Toastmasters. By the time you finish that first call, you'll WANT to call ten more people. Try it. It works!

When you become a Toastmaster, you assume a great responsibility. While you hope to improve your own communication and leadership abilities, you also strive to help others improve theirs. This is the basic concept upon which Toastmasters was founded.

When you sponsor a new club member or organize a new club, you are helping people help themselves. There is a greater satisfaction than watching someone you have introduced to Toastmasters develop his communication and leadership abilities. It is like watching your children grow and develop. The feeling that you have helped is always there and can never be taken away.

Become an active part of your Toastmasters club. Your club will benefit, your fellow Toastmasters will benefit, and most of all—you will benefit. ■

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Is your club a President's 40 Club? Sharing Membership Opportunities will help build your membership.

To qualify as a DTM you must have, for one thing, sponsored five new members during the past year.

**WAIT A MINUTE!**

Is our organization's prime goal membership or education?

While I will be the first to admit that the best educational program in the world is of little use if you don't have members to use it, the simple fact remains that a strong education program is necessary first. To illustrate my point, let me relate some of my recent experiences while starting a new club.

My initial step in the club organization was to write to World Headquarters, expressing the wish to organize a club and requesting any pertinent information (with no other club within 2000 miles, this had to be a solo effort). They responded with a wealth of information and direction to help me in my efforts. One particularly interesting publication, *Sponsoring A New Toastmasters Club*, gave, in outline form, the reasons that you should sponsor a new club, the benefits gained, and some of the preparatory work that is needed.

The community that I had picked seemed an obvious choice. It is the home for some 6000 residents, ranging from laborers to research physicists. I knew that a large number of these people were often called upon for technical presentations, or to act as conference chairmen. Toastmasters training? This was a natural spot for it.

My next step was to place some of the Toastmasters pamphlets on local bulletin boards, along with my name and telephone number. Now, all I had to do was sit back and enroll my forty members, because everyone knew the benefits of the Toastmasters program.

The results were startling. Exactly zero. Obviously, after a week without any results, a new approach was necessary if I was to succeed. I checked with the local newspaper and found that they would be happy to print any advertisement that I would write.

As I prepared the ads, I tried to spark the reader's interest by describing some of the benefits of the Toastmasters program that I had experienced. Thus, the ads stressed the speaking, thinking, and

evaluation programs (the educational side of Toastmasters). This time, the results were more gratifying, but still much less than I had anticipated. I received only seven calls after a three day ad run. However, the results were more revealing in quality rather than quantity.

The people who called were less interested in cost, meeting time and place, or the organizational aspects than they were in the educational benefits of the Toastmasters program. I found myself spending more time explaining the Communication and Leadership manuals, the evaluation program, and the impromptu speaking than anything else. Questions as to why I had continued in the program were often asked and caused me to review my own involvement in the Toastmasters program. Each question that I answered prepared me to better answer the next, and enabled me to better understand the motivation behind the people I was trying to organize. These people were not interested in joining a club, or getting together for drinks and jokes, but were interested in a program that would provide the communication and leadership benefits described.

The next ad, written with my newly-gained insight, produced greater results. We held our first and second organizational meeting, our first few meetings in the club's history and, finally, submitted our application for the club charter to World Headquarters. The educational program and excellence we strive for includes all manual speeches, critical evaluations, and written evaluations for each speaker by all members in attendance. As a result, we have members eager to participate and a growing membership.

President's 40 Club? As far as the 40, not yet, but as long as our educational program continues along a strong path, the forty members may well follow.

As originally stated, without membership the best educational program available is of little use. However, if your club seems to be in a decline and you can't hold members' interest, take time to look at your club's educational records, goals, and interests. Place emphasis where it used to, and still should, belong. Education or Membership? From my experience, I believe that neither can be emphasized at the expense of the other, but it can best be expressed as Education for Membership. ■

## A "How to" Feature

# Education OR Membership?

by

**Raymond E. Floyd, ATM  
Club 1687-U  
Marshall Islands**

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### **This Month's**

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# Know Your Product



by Cavett Robert

It is indeed a tragedy that many people who are walking encyclopedias of technical knowledge in their line of business are unable to sell their products. They know the sales principles and yet these same people could not sell a raft to a drowning man.

Just as a person who doesn't read is no better off than a person who doesn't use his knowledge to solve someone's problem, a person who doesn't use his sales knowledge is no better off than the person who has it.

We have heard it said often that knowledge is power—that nothing is more forceful than an idea whose day has arrived. Actually nothing is more dead, more sterile, or more impractical than the greatest idea on this earth if we take that idea and put it into practice and put those people into action.

## A Closed Door

Too many people go to their graves with music still within them. We have examples of this every day. It's most enchanting to see unfulfilled dreams and unrealized ambitions, doors of opportunity that have been closed so long that the hinges are actually rusted because too many people do not know how to relate the knowledge they possess to the human equation and use it to solve people's problems.

Engineering has been defined as the study, planning and control of any endeavor. Now, if we desire to be successful with people, their "hot buttons," responsive notes, their vulnerable human then we are desirous of becoming engineers.

Yes, the science of causing people to think, feel and act as we desire, five years ago was spoken of as human engineering. It is the only certain method of increasing our savings that we can use to full advantage.

# But Think People

knowledge that we already possess.

It is encouraging to note that finally the truth is being accepted that people knowledge is even more important than product knowledge. Regardless of what line of endeavor we consider, we can safely say that a person who is prepared knowledge-wise and not conditioned people-wise is just a failure walking around looking for a place to happen.

## Stirring Our Knowledge

To remind me of this fact I keep a little cartoon on my wall which I cut from the paper during World War II, when sugar was rationed. A truck driver was putting the tenth spoon full of sugar in his coffee.

The proprietor of the restaurant could stand it no longer. He grabbed the wrist of the coffee drinker and said pleadingly, "Don't you think that is going to make your coffee too sweet?"

The truck driver, nonchalantly continuing to put more sugar in, said, "No, Bud, not if you don't stir it."

I'm sure most people agree that we could bring our "do how" up by stirring that knowledge which is already there.

One of the most valuable things in life to us all is our future earning power. I didn't say our past earning power. The past is only prologue—the future is yet to be. And yet, so many people take out insurance on their cars, their homes, and even their lives and fail to give any consideration to insuring this future earning power.

There is only one way to take out this insurance and that is by starting a continuous training program in the field of human engineering—learning to apply our knowledge to the solution of people's problems.

The average salesman today spends five years of his life driving around in his car, three years in the bathroom and three years eating. Think of the great savings this salesman could make if he is

willing to capitalize on his driving time by changing it into learning time.

Little cassette recorders are getting less expensive constantly. Wonderful messages in all sales fields are now available on cassette tapes. These tapes can be constantly played in a recorder kept on the seat by a salesman. I know many top salesmen who never miss a day of "sales learning" and "people conditioning" through this method.

Training today is a never-ending process. We cannot complete our training, put it in a bottle and put it on the shelf. What was right and even plausible yesterday is questionable today and might even be wrong tomorrow.

The great Kettering once said "The most vital factor in the survival of any individual in our rapidly changing world is his willingness and courage constantly to prepare himself to keep pace with changing times." Or as an old Mississippi philosopher once said, "When you are through preparing yourself for the future. Brother, you are really through."

## The Need for Change

Remember that we cannot operate today in any field of endeavor with yesterday's methods and even be in business tomorrow. And yet there is a brighter side to the principle. I repeat that we cannot grow within as the result of a continuous training program and remain static without.

The average person reading this article must be retrained at least three times in his or her lifetime, regardless of what is the field of endeavor. Sometimes it is discouraging to find that just as we learn one role in life we are called upon to play an entirely new role, unrehearsed, as the drama of life must go along either with us or without us.

A man once owned a very fast race horse. In fact it was the fastest horse in the world. It won so many races that

finally no one would enter horses against him. So the man built a big barn next to his house, put the horse in it and painted a big sign on the barn: THIS IS THE FASTEST HORSE THIS WORLD HAS EVER SEEN.

But he failed to keep training the horse. Some months later he entered the horse in a race. It came in dead last. Sorrowfully, the owner led the horse back to the barn and repainted the sign as follows: THIS IS THE FASTEST WORLD THIS HORSE HAS EVER SEEN.

Let us never be misled by the old cliché that experience is the best teacher. Experience, it is true, is a teacher, but the tuition for this kind of education is too high.

We do not have the right to lose sales in order to get experience. This method of learning is too costly. A prospect's home or office was never intended to be a training room to learn how to sell. There is a far better way.

Actually, the only time experience is the best teacher is when we learn by the other person's experience. Man is the only animal that speaks beyond the grave. A dog, cat or cow must learn solely from trial and error. Not so with man—the accumulated experience of generations past is at his fingertips in the form of books, records and tapes.

## Building on Experience

However, I have known salesmen in their twenties far more experienced than salesmen in their sixties. The reason is, of course, that these younger salesmen took advantage of the experience of others.

What would we think of the engineering profession if it tried to invent the wheel all over again every generation? Do you think the computer would have been invented if all the inventive genius had been required to be accumulated in

one lifetime? No, true progress in every field is a relay race and not just a single event. We take the baton of knowledge from others before starting the race.

I have taken new salesmen out on a training program in an effort to get them started. Afterwards, while alone, one of them would make a "boo boo." Instead of correcting the mistake, the emotional trauma would be too much for him. It would take a drastic toll upon him and he would leave the selling field altogether rather than correct his mistake. Yes, he overlearned from experience.

Mark Twain said, "If a cat sits on a hot stove he will never sit on a hot stove again. But, he will never sit on a cold one either. The fact is, that cat just gets out of the business of sitting on stoves."

Yes, the cat, like the salesman, simply overlearned from experience. This method of learning is too final. Someone described suicide as the sincerest form of self-criticism. The only trouble is that a person has the opportunity to be sincere only once. It's similar to the man who said just before he was hanged, "This is going to be a good lesson for me." He never had the opportunity to profit from the lesson.

One of my salesmen recently came to

me and said, "Mr. Robert, I suppose I am one of those colorful salesmen you speak about. I guess I'm just yellow. I shake all over when I stand before a strange door or call on a new customer. The sweetest sound in the world is a busy signal when I am trying to make an appointment over the telephone."

I congratulate this salesman. I explained to him that unless he is like a highly spirited horse, rather than a complacent mule, he will never be a great salesman. He was assured by me that we do not want to remove the butterflies from his stomach—we only want to teach them to fly in formation.

#### Acknowledging Fear

If a new salesman tells me he is not cautious, apprehensive and to some extent afraid when he calls upon a customer, then I know that one of two things is true, either of which makes me lose confidence in him: either the salesman is a complete vegetable, unresponsive and insensitive to human impulses, or the salesman is not being truthful with me. I like the statement by the "ole fellow" who said, "I hate to hear a man say he is boss of his wife, because if a man will lie about one thing, he will lie about anything."

And so it is with the salesman.

Most people feel that it is a sign of weakness to acknowledge the presence of fear. Actually courage is not getting rid of fear; it is standing our ground in spite of it. Unless fear were present, there would be no such thing as courage.

It is no disgrace to be afraid. However, it is unpardonable not to do something about it. And what can be done about it? The answer is very simple. One must follow a continuous self-improvement program. He must adapt a built-in self-motivation program.

Many have found this self-motivation program in the cassette tape recorder which they carry on the seat of the car or listen to while shaving or eating. With the great motivational material available, this is the best way constantly to recharge the batteries of enthusiasm and rekindle the fires of determination.

#### Motivation Through Emotion

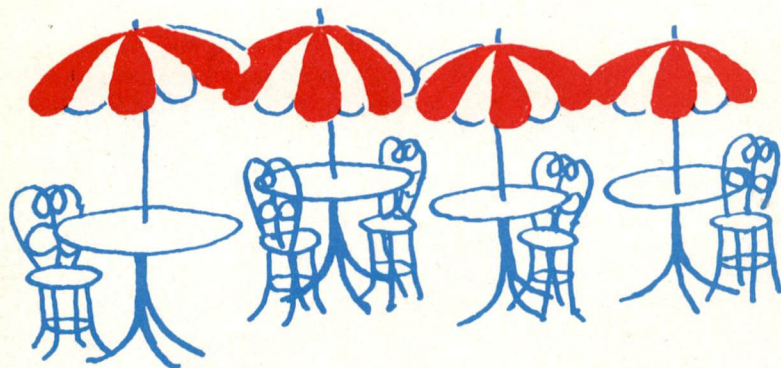
The reason you can close a sale is because you have learned to motivate. By far the greater number of contracts are closed through emotionalization rather than rationalization—through heart appeal rather than mind appeal.

Now, why can you motivate? You can motivate because you yourself are emotional.

But you pay a price for this great qua-

## A "How to" Feature

# Have A Patio Party



Most Toastmasters clubs have, over the past few years, become somewhat familiar with the so-called "summer slump."

During this time of year, members have found it far too easy to forget about their club and, as a result, do not attend the meetings, thus shortchanging themselves as well as their fellow members.

Garry Porter, community relations



ity. The price you pay is that you are sensitive and sometimes easily discouraged. By the time you get the third refusal of your product or service, you consider it a rejection of yourself. This is natural and normal and to be considered as assurance that the salesman is an emotional and sensitive person capable of closing.

Frankly, I don't want to be a good loser. One must practice too much. Of course I don't want to "belly-ache" about losing either. But I prefer to be like Napoleon's little drummer boy who said, "I don't know how to beat a retreat and I don't intend to learn."

A good salesman is like a leaky tire. He must constantly be pumped up. If a salesman is so complacent and casual about getting a refusal that he doesn't "lose air," he will never be a good salesman. Most potential high producers, when they are first in the field, "mentally resign" many times. If you are one of these you are to be congratulated, rather than sympathized with.

However, these salesman don't physically resign because they find a method of constantly rebuilding their enthusiasm. If you are so fortunate as to fall

into this easily discouraged category, then by all means get a tape recorder, start collecting books and records and create your self-motivational system.

Unless a person can learn why he gets discouraged, how to rebuild his proper mental attitude, and how to cause people to think, feel, and act as he desires, he will live in a constant state of disenchantment. Only when he learns the basic human engineering principles can he be a creator of circumstances rather than a creature of circumstances. Then he will happen to things rather than have things happen to him; he will be the cause and not the result; people will be his opportunity and not his frustration.

#### Live for Today

One of the tragedies of life is that we have so many people who are always about to commence, to begin pretty soon, before long getting around to doing something, when they can find time to do so.

Let's remember that yesterday is a cancelled check, tomorrow a promissory note, that today alone is legal tender. We live in one dimension and one alone and that is now. Today is already that tomorrow we were going to do so much about yesterday and we must act in a hurry because this very precious, priceless

today will soon be a long, long time ago.

So let's start today to become specialists in humaneering. Let's know our product or service but let's think people. And above all else, let's create through a library of tapes, books and records a self-motivation system, so that we can constantly rebuild our enthusiasm and determination. ■

Cavett Robert, who has earned the reputation as the Number One Speaker in the field of Human Engineering and Motivation, received his B.A. degree from the University of Mississippi and a degree in law from Washington and Lee University in Virginia.

A recipient of the Golden Gavel Award in 1972, he has been a utility executive and director of one of the largest sales organizations in the United States.

Author of the popular book *Human Engineering and Motivation*, as well as several other books and over a dozen inspirational and instructional records, he has held sales schools and conducted courses in Sales, Human Engineering, Personal Development, and Management for many of the nation's outstanding companies.

chairman for District 32, offers the following "How to" idea for those clubs who find it increasingly difficult to keep in high gear during the summer months.

Many years ago, the Kla-How-Ya Club 1181-32 of Port Orchard, Washington, found a way of keeping extremely active during the summer months (when many clubs experience the "summer slump") by instituting "Patio Parties."

The bi-weekly club holds these Patio Parties in the homes of its members and, weather permitting, meets outside with the dinner meal served "pot luck" style. The spouses are also included in this unusual meeting and act as Table Topic-master, Ah Counter, Grammarian, Timer, and perform other related tasks.

For the grand finale of the summer meetings, a new twist has been added. At

the last meeting, the members prepare the food and the spouses conduct the entire meeting, serving as the Chairman, the Toastmaster, and even giving the assigned speeches.

An annual award, called the "Golden Spatula," is given for the best food item prepared for the evening and, in the portion of the program devoted to describing the prepared item, the contest has become a bit of a liars contest. Enthusiasm always runs high.

Because of the Patio Parties and the variety provided, the Kla-How-Ya Club experiences increased attendance during the summer months, the spouses take a real interest in Toastmasters because they are given the chance to participate, and the transition from the summer to the fall meetings is made with relative ease! ■

**More  
"How to"  
page 18**



Administrative officers attending the conference were (front row, l to r): Russell Burgess, Ruritan National; Martha Baumberger, Zonta International; Jerry Heyl, Y's Men International; Valerie F. Levitan, Soroptimist International of the Americas; Dorothy Kuehlhorn, Altrusa International; Lucille H. Shriver, National Federation of Business and Professional Women's Clubs; Sue Gilbert, Ruritan National; Ray Millard, Optimist International; Robert T. Buck Engle, Toastmasters International; (back row, l to r) Terry McCann, Lions International; Frank Bulgarella, Civitan International; Reg Merridew, Kiwanis International; Pete Hanly, Association of Kinsmen; Bud Rodgers, Active 20-30 International; Hugh Cranford, Optimist International; Cookie Brooks, Pilot International; Lazelle Payne, Pilot International; Harvey McCray, Sertoma International; Bill Venable, Toastmasters International; Richard Mady, Civitan International; and Larry Hapgood, Kiwanis International. Lloyd Bandy of the United States Jaycees also attended.

## Toastmasters Hosts Service Club Leaders Conference

Forty-six representatives from 14 national and international associations attended the 15th Annual Service Club Leaders Conference hosted by Toastmasters International.

Held on November 20-23, 1974, at the Disneyland Hotel in Anaheim, California, the four-day conference brought together the elected officials and administrative officers of the major service clubs throughout the world, representing a combined membership of over three million people.

The Conference opened on Wednesday evening, November 20, with a reception hosted by Toastmasters International and continued on Thursday and Friday with extensive discussions designed to highlight certain problem areas or accomplishments made by the various associations.

Thursday's discussions were devoted to a combined meeting of the entire group and then into organization workshops, in which the various associations were divided into three groups to discuss common problems and exchange ideas.

The meetings covered program, membership, and club problems, as well as their basic organizational structure, dues, and any leadership development programs employed by each organization.

At the Friday meetings, the elected officials and administrative officers were split into their separate groups and held lengthy discussions concerning certain programming ideas or problems that had been encountered by any of the organizations.

While the elected officials discussed such pertinent subjects as leadership, membership, foundations, organizational tax status, and inflation, the administrators exchanged ideas and data on membership profile, inflation, and international development. But the yearly conference was not without its social events.

On Friday night, the representatives gathered in one of the large banquet halls of the Disneyland Hotel for a formal dinner program and were given an opportunity to meet a local celebrity—Plus The floppy-eared dog, one of Walt D



Retiring Executive Director Robert T. Buck Engle proudly displays the plaque presented to him by the associations who participated in the Service Club Leaders Conference. Reg Merridew, secretary of Kiwanis International, made the presentation to Mr. Engle.

ney's most popular creations, wandered throughout the crowd the entire evening, occasionally stopping to shake hands and have a picture taken with the association representatives.

In a special award ceremony, Secretary Reg Merridew of Kiwanis International represented the Service Club Leaders and presented two commemorative plaques to Ray Millard of Optimist International and Robert T. Buck Engle of Toastmasters International for the fine work they have done throughout the years. Both men have announced their retirement from their respective associations.

After a gourmet dinner served by the staff of the Disneyland Hotel, the representatives were treated to a special presentation by David L. Schmidt. A longtime Toastmasters convention favorite, Schmidt discussed "Motivation in Leadership" and was very well received by the Conference representatives.

Following the Saturday morning joint meeting and selection of next year's host association, the representatives returned to their respective organizations with a sense of pride and knowledge that they had, indeed, accomplished something over the past four days. They had met with their fellow service clubs, exchanged ideas, and offered solutions to each other's problems—hopefully making their associations the better for it. ■

Twenty-four elected officers attended the four-day Service Club Leaders Conference. They were (front row, l to r): Roy Naylor, Y's Men International; Jim Scarrow, Association of Kinsmen; Jim Krembas, Active 20-30 International; Phyllis A. Manning, Pilot International; Muriel Mawer, Altrusa International; Ruth B. Klotz, Soroptimist International of the Americas; Eleanor Jammal, Zonta International; Maxine Hayes, National Federation of Business and Professional Women's Clubs; LaVora E. Conklin, Altrusa International; Onna Mae Ellis, Pilot International; U. L. (Buddy) Lee, Jr., Ruritan National; (back row, l to r) Tom Bruckman, Sertoma International; Ted R. Osborn, Kiwanis International; Pat Grady, Optimist International; Ralph Stocker, Cosmopolitan International; Mahlon Fairchild, Cosmopolitan International; L. W. Bibb, Ruritan National; Belford Roberts, Civitan International; M. M. Richards, Civitan International; George C. Scott, Toastmasters International; Ralph Glasscock, Optimist International; Paul Telford, Active 20-30 International; and Joseph McLoughlin, Lions International.



# The Leadership Process

The Area Governor in *The Leadership Process* has one primary function: to assist each club in his area in effectively fulfilling its responsibilities to its members. Needless to say, he is one of the most important factors in helping individual Toastmaster meet his membership goals.

Selected by the district governor, the area governor is the area's chief executive officer and acts as the district's representative to the clubs in his area, thus serving as the liaison officer between the district and the clubs. This position of personal contact with the club officers enables the area governor to offer counsel and advice when called upon, as well as to promote the programs and objectives of the district and Toastmasters International.

While the area governor is directly concerned with club operations and performance, his help to the clubs may be extended through the president or educational vice-president, or he may be asked to work with the club's executive committee when problems arise which require his knowledge and assistance. An alert and interested area governor will make it his responsibility to keep his club members aware of his availability and to acquaint himself with activities of the clubs for report to the district executive committee.

One of the best methods the area governor has to acquaint himself with the clubs is through actually visiting each club in his particular area. Through these visits, which should be made no less than twice a year for completion of area council assistance reports, he provides counsel, while promoting district objectives and the objectives of Toastmasters International. He may offer encouragement to club officers, while providing valuable information maintaining an effective educational program, and building and maintaining membership.

When the area governor conducts a club officer training session, he assures himself that all of the club's officers are equipped to execute their duties and responsibilities and are presenting the complete Toastmasters program, and that they are utilizing all material made available to the clubs by Toastmasters International. During his club visit, he is given the chance to plan and coordinate club activities, while arranging for attendance at club officer installations and other special functions. But his responsibility does not stop with his visits to clubs.

## **Additional Responsibilities**

The area governor must also develop area goals to meet the objectives of the long range plans of the district and Toastmasters International, while planning and coordinating the area speech contest, interclub meetings, new club sponsorship, speakers bureau, and the presentation of Speechcraft and Youth Leadership programs. He is expected to conduct area council meetings, to present club officer training seminars and to conduct educational programs, asking experienced members of the area to present selected subjects at these meetings. All in all, the area governor has an important job to do—but it is one that cannot be accomplished alone.

One method of completing your task while providing valuable experience to your area members is through the formation of an area council. Made up of

# Your Area Governor

area and club officers, this council coordinates the presentation of executive development seminars for club officers, the area speech contest, Youth Leadership and Speechcraft, and interclub activities. The council also provides opportunities for the exchange of ideas among the clubs and for disseminating pertinent information concerning area and district affairs to all clubs.

At the council meetings, the officers of the various clubs can get together and share ideas on their educational and motivational successes and failures, improving each club's effectiveness for its members through this exchange of information. A club that is on a downhill trend can look at the successful clubs to find out what they are doing differently — and possibly use some of their methods to its own advantage.

## **Leadership Training**

When an area governor assumes his office, he is participating in one of the finest leadership training programs of its kind. He becomes responsible for motivating large numbers of people and for planning large events (such as the Area Speech Contest). Unlike the club officers, he usually does not become personally involved with individual club members, simply because there are too many people in the area.

In summarizing, the area governor is responsible for:

- Encouraging and assisting club officers in maintaining a club program and club operation to meet the members needs, while utilizing all the materials, services, and assistance provided by World Headquarters.
- Developing area goals to meet the objectives of the long range plans of the district and Toastmasters International.
- Conducting area council meetings, presenting club officer training seminars and educational programs, and asking experienced members in the area to present selected subjects at these meetings.
- Helping clubs build and maintain membership, offering counsel to clubs with problems, assisting in the organization of new clubs, and helping clubs to promptly submit their semiannual reports.
- Visiting clubs for completion of area club assistance reports.
- Planning and coordinating the area speech contest, interclub meetings, new club sponsorship, speakers bureau, presentation of Speechcraft and Youth Leadership programs.
- Attending club officer installations and other special functions when invited.

While the final responsibility for effective club operations rests with the club officers and members, they are not alone. They have an able leader, ready and willing to help, in the area governor.

Whether you call on your area governor, or decide to become one yourself, you will come to enjoy one of the most valuable and rewarding experiences offered through your Toastmasters membership. You will become an integral part of *The Leadership Process!* ■

# Does your vocabulary need re-stocking?

by Fred DeArmond

A current college textbook on communication quotes approvingly this paragraph from a writers' training bulletin published by a large corporation:

*"Use the small everyday words that are understood by everybody. You need only the use of 300 easy words to write all the reports you will ever write."*

The first sentence of these instructions is true only with a pointed qualification. If you are writing or speaking to "everybody," you will, of course, use language that can be understood by everybody. Even then, you can't afford to insult the more intelligent by writing or talking down to them. But most messages are addressed to selected audiences. If you're speaking before a University Club, you may need a wider choice of abstract words than if it's a county farmers' meeting.

## An Inadequate Stock

To say that one needs only 300 "easy" words to write any report is grossly misleading. It's somewhat like telling a men's clothing manufacturer that he needs to make only about six colors and fabric designs in summer suits to satisfy his trade. It's true that would be a great economy for him. It's true that a large share of customers of his retail outlets would find such a limited choice ample. But others—and they are enough to constitute the marginal buyers who provide a profitable volume—would turn to other brands for the choice they seek. A store can't hold its trade and stock only a few popular items.

Yes, a particular report may make use of only 300 or fewer different words, but in order that those 300 are well chosen and express precise meanings, the report

writer needs to have many thousands of words stored in his mind.

There seems to be an impression that almost anyone can write or speak simply, and mostly in monosyllables. But doing that is much harder than to write in flowery periods. The choice of short English words is large, and when longer terms are included, it is immense. It is easy to be overstocked on the polysyllable variety and understocked on short words. But to be well served, one needs both.

In my library of some 10,000 books and pamphlets, the most moderate adult work in respect to words is probably Claude Hopkins' autobiography, *My Life in Advertising*. Hopkins made a fetish of short, simple words, short sentences, short paragraphs. But he was a high-powered copywriter and a stickler for the right word. Any good advertising man is, because he often literally deals in hundred-dollar words.

My point here is that to have a good selection of short words, men such as Hopkins really have large vocabularies. With a beggarly 300 or 3000 words, they would be language-poor.

## A Waste of Time

Rudolph Flesch, author of the famous Flesch readability formula, has poked a lot of fun at word inventories as a part of one's intellectual stock. "Vocabulary building is a pointless waste of time and has no practical value whatever," he wrote in his *How to Make Sense*.

An examination of Mr. Flesch's writing shows that he must have been guilty of a lot of "pointless waste of time" himself. Somehow, he has acquired a rather rich vocabulary. He thus leads his readers to understand that they are to do as he says,

not as he does. In the same chapter from which the quotation is taken, I find such selected words as *relevant, permutation, etymology, syntax, apocryphal, assignment, linguistic, inexorable*. And in another chapter I pick at random such elementary Anglo-Saxon words as *psychosomatic, anthropoid, diatribe, forensics, and effrontery*.

One wonders if Mr. Flesch was born with all these "simple" words carefully filed in his brain, or if somewhere in his career he stopped to do some vocabulary building.

In the same book, he quotes Jacques Woodford's paradox: "One of your first jobs, if you are to write for money, is to get rid of your vocabulary." This bit of prose nonsense, incidentally, comes from a writer who is himself nearly as lavishly equipped with words as Henry Mencken, if not more effective. But he and Flesch would like to believe that the literary *hoi polloi* should not presume to raid the thesaurus and soil the finer ornaments of language by bourgeois use.

We cannot take at face value the strictures on vocabulary. A perverse paradox will attract attention, but we must not applaud unless it squares with common sense and experience. We who speak English are blessed with a lease on the most richly expressive language on this planet. Why make only a partial use of it? The failure of a group of school children to win acceptance for this Basic English brainstorm is proof that people will voluntarily choose language poverty when riches are at their disposal.

The psychologists have established, to the satisfaction of most persons, that the possession of a rich vocabulary usually

goes with superior intelligence. Whether the relationship is one of cause and effect or some complicated correlation, is a point we don't need to settle. It is enough to know that anyone who is continuing his education after high school and college will do well to build up his word balance. Only in that way can he put his mother tongue to the best use.

Among the great men who have testified to this truth is Benjamin Disraeli, who said, "With words we govern men." One of the greatest wizards with words, Carl Sandburg, offered his testimony: "I am still studying verbs and the mystery of how they connect nouns. I am more suspicious of adjectives than at any other time in my born days." Parsimony with adjectives, it may be added, demands more discriminating choice in other speech forms. And before you can choose, you have to carry a good stock from which to choose.

### Vocabulary Growth

Ideally, one's vocabulary should grow as his education and experience widen. And anyone who is fully awake should continue to learn all the days of his life. Actually, we know it is too much to expect such discipline from more than a few individuals. Studies made by the Adult Education Program of City College, New York City, suggest that the average adult vocabulary is only one and one-half times as large of that of a 10-year-old. The constant rate of increase shown by this language research is only about 50 words a year for the average adult or one one-hundredth of the rate at which he was acquiring the new words between the ages of six and ten.

An interesting experiment would be to

record in a notebook the words you add to your vocabulary. If they total up to 100 a year, you are probably twice as word-acquisitive as the run-of-the-mill adult.

There would seem to be a considerable turnover in an adult's vocabulary. You've had a hospital experience, let's say, and you pick up a number of new terms from the professional chatter of doctors and nurses. But you get well, your friends aren't much interested in hearing more details of your operation, and these new words rust in your memory from disuse.

If it be granted that a large word inventory is to some extent a measure of superior intelligence, then how can one stretch that measure?

We may agree with Rudolph Flesch that some forms of conscious word hoarding are largely wasted effort. Crossword puzzles probably add little to anyone's stock. The same stricture would seem to apply to those multiple-choice exercises in word meanings. They are too much like trying to swim or ride a bicycle by reading an instruction book.

It seems to me that two methods may be recommended with some assurance.

### Getting Acquainted

The first method is to read more good books with a standard dictionary at your elbow. Stop and look up the meaning of every unfamiliar word as you go along. Pay attention to its derivation as well as the definition. Get acquainted with your new words. This may slow your reading rate, but it will add to your comprehension and occasionally supply a new word that you will wish to put into circulation in your own discourse.

In the case of a great many of the

newer technical terms that are outside your own field of special interest, be content with satisfying the first object of dictionary consultation only—that is, immediate comprehension of what you are reading. It is foolish to attempt to jam into your mind many words relating to the new physics and chemistry. Follow the old established merchandising principle and stock only those that you will have occasion to use. Our language is becoming hopelessly cluttered with technical verbiage of no use to anyone but the technologists, and often deliberately coined to set off professionals from the rude general public.

My second suggestion is to acquire the habit of precision in word usage, both written and spoken. With an excellent idea to express, how often do we muff it by clothing the thought in trite and threadbare words or clichés? Use a thesaurus to pick fresh words that most fully project your thought.

Yes, it will pay to cultivate your vocabulary garden. There will be some weeds to destroy—well-worn, undistinguished, or harsh-sounding words that you might well give a rest. Perhaps you've been using a few favorite phrases over and over again to express approximately what you mean. Look for substitutes that say it exactly. And count that week lost that hasn't added at least two words to your working vocabulary. ■

A professional writer specializing in communications and business subjects, Fred DeArmond has, over the years, been a frequent contributor to *The Toastmaster* and author of a number of books.

## by Robert J. Harding

In your role as a speech contestant, you will be one of several people competing for the audience's attention and approval.

Your audience expects you to be a competent, authoritative speaker and, at the same time, expects to be impressed and entertained. Your role is somewhat similar to that of a professional actor or musician, except that your compensation is the approval you receive from the audience and the judges. You must entertain while you are informing, motivate while being amusing.

### Respect and Approval

Your attitude is going to play a large part in your success or failure. You must be convinced that you have something worthwhile to tell your audience and that you can tell it in a way that demands the respect and approval you so richly deserve. With this sort of conviction, you are at least 75 percent of the way

toward your goal of success in the speech contest. Now let's consider some of the factors that comprise the remaining 25 percent.

Believe it or not, judges are not supermen. You can be assured that they will make every reasonable effort to be objective and impartial, but they are sure to respond as your audience responds to your choice of subject, your style of delivery, and your overall technique. You are in the contest to win and the judges are the ones who will make that determination.

While your appearance at the speech contest is very important (you want to keep the judges' minds on your speech and not on your choice of clothes), the single most important aspect of your speech is your subject matter. Your audience will be most likely to pay close attention to your speech when the subject involves values, relevant issues, information, and humor.

I feel that the best subject is one that everyone can identify with. "The Effect of Marine Borers on Submerged Pilings" might be a very significant subject for a speech to the Wood Preservers Association, but it is not likely to elicit raves from a general audience.

Additionally, it is not enough just to tell a story. You must change your audi-

ence in some way. A new perspective in a critical area, a strong feeling of motivation and encouragement, a justification of the worth of the individual, compassion, anger, laughter, remorse—all are excellent subjects, but must always be presented in such a way that your listeners see themselves as the principal character in the speech. They did not come to hear *you*. They came to be moved, titillated . . . amused . . . excited. The speech is a success only when the audience becomes better, wiser, happier, more inspired as a result.

### Developing Your Ideas

Effective speech organization, another important element in your presentation, amounts to nothing more than putting the components of your speech in the proper order for maximum impact. Introduce your theme early in the speech, so that your audience does not have to guess what you are driving at. Develop your ideas toward a powerful conclusion that your listeners can identify with and believe in.

While your personality will, to a large extent, determine your style of delivery, a well-developed dramatic presentation will almost always top a low-key, understated delivery. Although this may



# Speak to the Audience

# BT



difficult for most of us, because it is foreign to our daily speaking habits, we must develop a powerful, believable platform manner if we hope to get the audience up on its feet. Many actors are quiet, unassuming people off-stage, but take on a radical transformation when they face their audience.

To be effective, you must work at projecting your voice and speaking at volume levels that may seem unnatural to you. Utilize variety in your dynamic level, pace, and posture, but always be on guard against a contrived delivery that may embarrass your listeners and discredit you.

Just as important as the delivery is the effective use of visual aids. When used to emphasize a point in your presentation, they can be either a triumph or a disaster and require extremely careful consideration. Do your visual aids really contribute to your speech? If so, to what extent? Can some modification improve them? Are they large enough to be clearly visible to the most distant member of your audience?

Avoid contrived visual aids and gestures like the plague. Pistol firing, chair breaking and glass shattering, unless very professionally utilized, can do far more harm than good.

Your aids must be manipulated so they do not interfere with your timing, which is critical in a contest. If something should go wrong, such as the loss of the visual aid or a mechanical breakdown with the aid, the lighting or electrical system in the room, or any one of a hundred unforeseen contingencies, you may find yourself in serious trouble. In short, make certain that the advantages of your visual aid outweigh the hazards.

#### **The Desire for Entertainment**

As mentioned before, humor is an excellent device for getting and holding the attention of your audience. What brings a smile to the listener's face will serve to command his attention because, for most listeners, the desire to be entertained is greater than the desire to be instructed.

While humor is refreshing and extremely effective when well used, there are some potential problems. If the audience laughs too long, it affects your timing. If they don't laugh at all, it's even worse. Humor can be an effective change of pace, a means of relaxing tension, or an embarrassing miscalculation that may

offend or confuse your listeners.

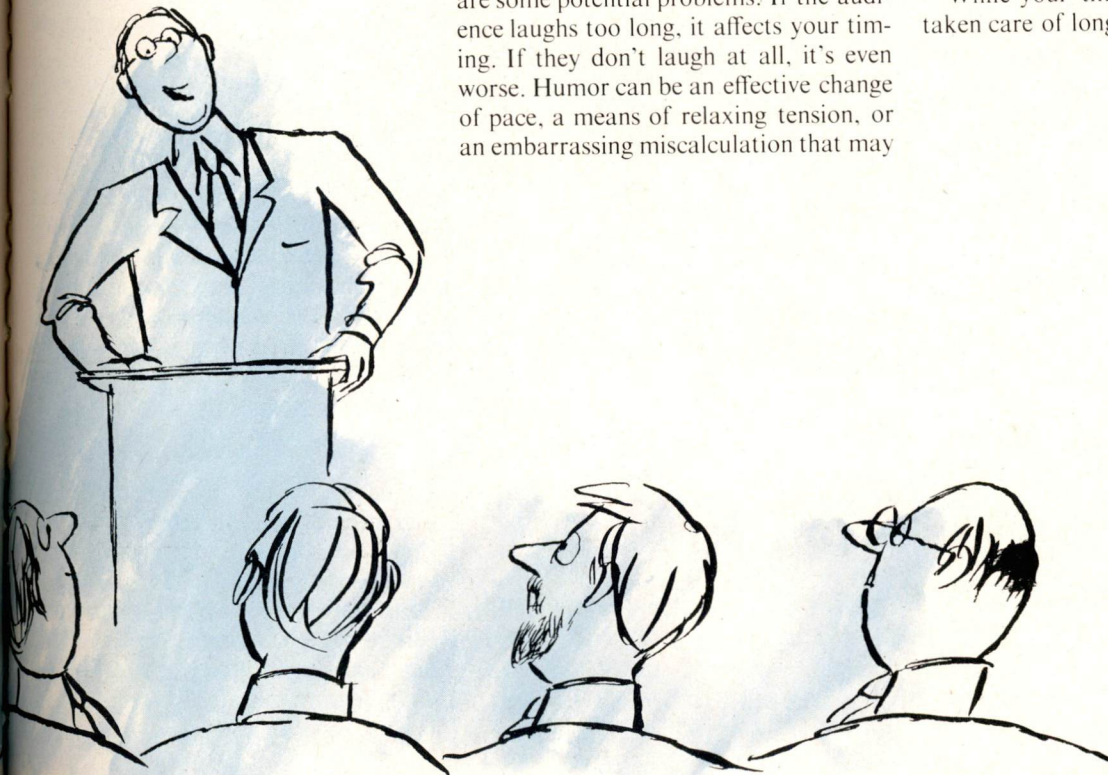
Careful study and hours of practice will help you develop your effective use of humor. Although your stage fright won't decrease appreciably, you will be able to laugh at yourself and understand that the strange feeling you get as you face an audience is part of a natural phenomenon which must not be taken too seriously.

You have a responsibility to learn the use of humor well. Use it as an aid to help persuade your audience of the rightness of your ideas and not to water down your convictions. Make certain your humor is relevant, properly placed and well executed and, by all means, be prepared to keep moving if it bombs. Incidentally, it is generally a good practice to make sure that *you* are the object of your jokes—not others.

#### **Timing**

When the time has come to present your speech, there are three things that should be carefully planned and prepared for—your timing, those unforeseen hazards, and your use or misuse of notes.

While your timing should have been taken care of long before this point, it is



# UT Tell it to the Judge!

still worthy of careful consideration. Because of the stringent contest limitations, your speech should be tailored to the short side. This is particularly true if humor and visual aids are to be used. Thirty seconds under the time limit is greatly preferable to thirty seconds over.

Also, avoid crowding your closing. This is the climax of your speech—the very thing you have been moving towards throughout the entire speech and the high point of your presentation. You cannot afford to rush your speech here.

#### **A Variety of Hazards**

The mind boggles at the number and variety of hazards that face the speaker. The room may be large, small, irregularly shaped, noisy, or dark. The lights may fail or a waiter may trip. A microphone is used or not used, doesn't work or, worse yet, works intermittently. A lectern may or may not be provided, and fire engines or police cars may race by, filling your room with the whine of their sirens. Whatever the case may be, the only way to prepare for these contingencies is to expect the worst. Competence implies flexibility.

#### **Rehearse Your Speech**

As far as your use of notes is concerned, I believe it is wise to avoid them whenever possible. Rehearse your speech until it is inconceivable that each statement could fall anywhere other than where you intended. Rehearse your gestures, your body movements, and even your facial expressions. Make your speech a part of you and there will be no need for notes.

Now, how about you? Nervous? Probably. But you must realize that the other contestants face the same obstacles you do. Work hard on your own speech and, on the night of the contest, go up to that platform with 100 percent total conviction

that you are a well-trained, well-prepared speaker who has every right to be there—and has something of value to give to this audience.

Remember that your overall goal is to become a more competent, more experienced speaker. By competing, you are gaining the experience that will guarantee those results, regardless of whether you win or lose.

*(Author Note: While this article was initially written for the direct benefit of those who are participating in a Toastmasters speech contest, the information and suggestions outlined here are by no means limited to competitive speaking. Many of these principles are to be found in the various Toastmasters manuals and are well-suited to any speaking activity. All of this information is to be considered as suggestion only, to be used, modified, or ignored at the discretion of the individual.)* ■

Robert J. Harding is a member of the sales staff for the J.C. Nichols Co., in Kansas City, Missouri. A member of the Suburban Club 1009-22 in Overland Park, Kansas, Mr. Harding has had wide experience with Toastmasters speech contests as both a contestant and a judge.

## **A "How to" Feature**

# **The Card System**

**by Walter Ruefli  
1628-53**

The Brass City Toastmasters have developed a schedule that tells each member the positions (Chairman, Toastmaster, Speaker, Evaluator, etc.) that he will be expected to fill for the next six months and on what date he will be expected to fill them.

In addition, each member that is scheduled to be part of the club program is notified by card a week before the meeting and asked to confirm his part of the program.

The notifying card gives the meeting participant all the needed information: the position he is expected to fill, the date of the meeting, and the names of the other participants for that particular meeting.

When the meeting participant receives his card, he is asked to complete another card, confirming his intention to be part of that program, and to mail it to the Toastmaster for that meeting. If, for some reason, the member cannot meet the obligation, he or she is asked to provide a substitute for the meeting.

This is the point where the card system is a success. If the particular member cannot fill the position on the schedule, he can get someone to take his place and the Toastmaster is made aware of the change.

The ideas in this program can be tried and altered, but I'm happy to say that they have worked for us. As long as there is someone to continually remind each Toastmaster of his obligation and to do this in sufficient time, the system will have an overall effect of making your club program meaningful for each member and one that will truly deserve the Toastmasters label. ■

**More "How to"  
—page 21**

# TI BOARD HOLDS ANNUAL FALL MEETING

Toastmasters International's Board of Directors held its second meeting of the 1974-75 administrative year November 14-16 at World Headquarters in Santa Ana, California.

Meeting for the first time since the Golden Anniversary Convention, the Board convened as a committee of the whole to receive reports from the President, Executive Director, Executive Committee, and to discuss general business matters.

In his presentation before the Board, President John Diaz reported on his visits to Districts 29, 25, 46, 22, 19, and 65. Highlights of his visits included extensive radio and television coverage in each location, visits with business, educational and community leaders, and personal interaction with individual Toastmasters. Mr. Diaz told the Board of his belief that the visits were productive and encouraging for community relations and awareness of the program offered by Toastmasters International and urged that the activity be continued. He emphasized that the value of these visits largely depends on the prompt follow-up performed by the local Toastmasters in the community.

Executive Director Robert T. Buck Engle presented his report to the Board, and summarized the progress and action by clubs and districts for the period of July 1 through September 30, 1974.

## Visitation Programs

Starting with the District Visitation Program, Mr. Engle told the Board that 36 reports from 12 districts, covering visits to area council meetings, were received by World Headquarters, representing about 4% of the total number of areas. Reports are reviewed at World Headquarters for response where indicated, and then tabulated for district credit. In addition, the Executive Director detailed the accomplishments of the Area Club Assistance Program, saying that area governors of 30 districts reported visits to 166 clubs as of September 30, 1974. World Headquarters also responds to questions and problems included in these reports.

The Board was then told of the club educational accomplishments. Communication and Leadership completions totalled 287 compared with 396 for the same period last year, while the Advanced C & L completions were reported at 134, as compared to last year's 58. The combined total of 421 is a 5% decrease from last year's total of 454. In addition, 143 ATM and 17 DTM awards were made this year, compared to 132 ATMs and nine DTMs last year.

Twenty-seven Speechcraft programs were completed by clubs through September 30, 1974, compared to nine programs for the same period last year. Forty Youth Leadership programs were completed, compared to 12 for the same period last year, bringing the total number of Youth Leadership programs registered to date to 3890.

Total club membership additions (new, transfers, reinstates, and charter members) for the period totalled 3,798, compared to 3,786 last year. Dropped club members totalled 2,035, compared to 2,276 for last year.

Thirty-seven new clubs were chartered and 60 dropped for the three months ending September 30, 1974. For the same period in 1973, 35 new clubs were chartered and 73 were dropped. Fifteen clubs were given "President's 40" recognition and 181 Golden Growth new member certificates were awarded.

Executive Director Engle reminded the Board of the numerous opportunities for Toastmasters participation in activities designed to gain recognition and publicity, including the U.S. Bicentennial program, the Boy Scouts-Readers Digest speech contest, and the presentation of Youth Leadership Programs for the Girl Scout Councils and other youth organizations of local communities. Mr. Engle also acknowledged the effort of District 36 in obtaining recognition of the 50th Anniversary of Toastmasters and its programs through presentations made by Senator John Tunney of California and Congressman David Towell of Nevada, both presentations being carried in the *Congressional Record*.

In concluding his report, Executive Director Engle told

the Board of a reference made to Toastmasters Communication and Leadership Program by Dr. Colin Park, of William and Mary University, in his new book dealing with effective training. He also reported that many districts have, with the help of the Toastmasters Advertising Kit, made arrangements with their local television and radio stations to present Toastmasters spot announcements during January/February Advertising Months and urged each club to benefit from this by placing a Silent Salesman display in the lobbies of their local banks.

The Board received a report on the World Headquarters survey of locations for the 1978 Annual Convention scheduled to be held in Region I. It was approved that the 1978 convention of Toastmasters be held in Vancouver, B.C., during August 16-19, 1978.

#### Other Board Action

In other action, the Board of Directors:

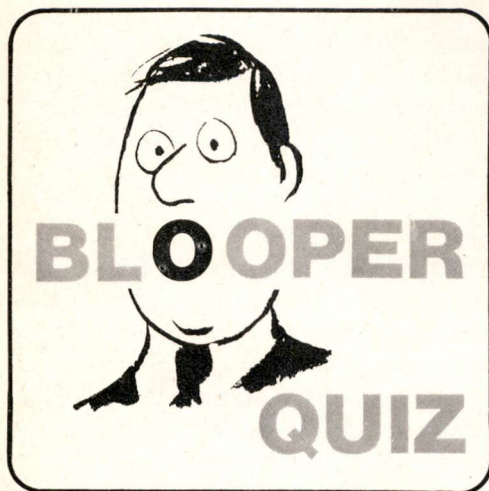
1. Discussed the proposal to establish the office of District Governor-Elect for presentation at the 1975 annual business meeting as recommended by the District, Club Development Committee and accepted by the Board at its March, 1974, meeting. The former action of the Board in adopting this recommendation was rescinded.

2. Reviewed the educational programs to be presented at the 1975 Regional Conferences and Annual Convention and noted progress made in its continued study of area and club officer training programs, *The Toastmaster* magazine, development of an educational program for officer and direct candidates, and utilization of the Educational Advisory Committee.

3. Noted progress on the continued study of mailings of credential or proxy certificates to clubs for voting at the Regional Conference and Convention, use of opinion poll for the nomination of International officer candidates, and reorganization of the structure of the Board of Directors.

4. Announced that the following people had been selected to serve on the TI Nominating Committee for 1974-75: Pacific International Presidents Russell Herron, chairman, Al Smekta and Donald Paape; Region I—Marvin Kling; Region II—C. C. Petersen, Region III—A. W. Stillwell; Region IV—N. Wm. Hamlin, Region V—Adam Bock; Region VI—Frank Hurst, Region VII—William Miller and Region VIII—John Lister.

The next Board of Directors meeting will be held on March 13-15, 1975, at World Headquarters in Santa Ana, California. ■



Time again to test your grammar with Toastmaster Billy Bloop, as he presents another collection of slips of pen and lip by world leaders.

**Test your BQ (Bloopier Quotient) by circling the incorrect word or phrase.**

1. "He knew survivalship . . ."
2. "Second and most important . . ."
3. "It seemed to also apply . . ."
4. "Don't judge on your personal reactions . . ."
5. "Although I study black magic, I'm not particularly suspicious . . ."

#### ANSWERS:

1. There's no such word, but—if you mean the art of survival—there's no reason you shouldn't coin one. We use **workmanship**, why not **survivalship**?
2. Please use the comparative **more** when you are discussing two items.
3. You've got grammatical schizophrenia, a condition that leads to chronic infinitive splitting. Say "**It also seemed to apply.**"
4. Your reaction, by definition, is **personal**. Leave out the **person** in the future; you'll have a shorter, better sentence.
5. Judging by your sentence, you sounded suspiciously as though you meant to say **superstitious**.

SCORE: 5 correct—perfect; 4 correct—excellent; 3 correct—good; below that, keep reading the quiz.

# Make Your Club Come ALIVE!

by  
**James E. Knowles**  
**District 30**

Is your Toastmasters club dying? Has it lost its zest for speech training, for expanded education and development? Have your meetings become drab—a meaningless routine degenerated into a half-hearted, spiritless chore?

If so, there are many ways to bring your club out of the doldrums and into a vibrant, stimulating life. Most of these are tried and true methods and have produced excellent results in the revitalization of dying Toastmasters clubs. Check the following points against the present performance of your club and make every effort to put them into practice. When this is done, you'll be sure to see your club come alive.

1. Do your president and the team of officers inspire the members? Are they triumphantly marching ahead and challenging the individual member's need to accomplish?

If your club is dragging its heels, nine times out of ten it is lacking inspirational leadership. Do your leaders enter into challenging programs lackadaisically? Do they devise new ones or revitalize established ones? In many years of working in and with various groups, as well as 18 years in Toastmasters, I have found that any success your club realizes will be dependent on the elected and appointed officers who furnish direction, enthusiasm, and dedication.

2. Are your meetings run smoothly? Is there an orderly presentation of matters pertaining to business, membership building, or club and program participation? Does every member follow manual assignments?

Needless to say, there is no room for dead committees in your club. Every member should be on an active, working committee and should look forward to the stimulation of good fellowship and fun that accompanies every meeting.

3. How is a guest received? Is he given a genuine greeting? An identifying tag? Is he introduced to the club members before and after the meeting? Has the guest been invited to say a few words and asked to sign the permanent guest book?

4. Does your club furnish leadership in the community? Are the citizens aware of what your club is doing for its members and for the community? Do people

know about the excellent communication and leadership training that is being offered?

Your club should be registered with the local chamber of commerce, the library, the local government, and any other organizations or facilities that may serve as a means of getting your message to the public. Make the small investment necessary to obtain a listing in the telephone directory.

Publicity should be sought in the local newspaper, television or radio stations. Announcements should be made in churches, schools, or any other place where a large number of people congregate. Notices should also be sent to local youth organizations, detailing the special programs Toastmasters has to offer and what participation can do for them.

When your community begins to depend upon your better speakers to participate in various community-wide projects, your members will have an unexcelled opportunity to help improve the community, such as building hospitals, educational buildings, museums, or historical halls. A Toastmasters club dedicated to its community will always find many opportunities to speak on behalf of worthwhile projects.

5. Do you install your new members promptly or do you let their enthusiasm dissipate for weeks and months, during which time they neither feel like visitors nor members? Are your installations serious?

Your club officers should be firmly charged with their duties and made to realize their responsibilities. Why not have public officials, area or district officers participate in the installation? Invite representatives from other organizations, former Toastmasters, and leading citizens to attend the ceremonies. Make the installation a colorful, meaningful event—one that can easily be recalled by your members and your community.

Maintaining a club with muscular vigor is not easy. Solid membership dedication is required for a club to live up to its avowed principles.

Yes—you can make your club come alive. But it takes officers who are dedicated, as well as yourself and every other member of the club, to do it. ■

# Are Introductions THAT Important?

by Julien D. Saks

"I'm John Smith and I'm here to tell you how to catch fish."

Without an introduction, every speaker would have to start out with a statement similar to this one. How much better it would be for him to walk on after the audience has been told, "John Smith is one of the greatest fishermen I've ever met. Last time we went out, he promised me he would share some of his fishing secrets, and he is here tonight to keep that promise."

However the introduction is presented, your job as introducer is to prepare the audience to accept the speaker and to receive his message. How well you perform this function is vitally important to the speaker, the audience and the success of the speech.

## The Three Basic Functions

When you make an introduction, you should perform three important functions:

First, bridge the gap between the speaker's opening remarks and what has gone before, such as previous speeches, events or simply the assembling of the audience. Sometimes a bit of quick humor, if it bears on the purpose of the speech, will relax the audience and be quite helpful in breaking ties with previous events. If the topic is technical, such as nuclear physics or psychiatry, and especially if the speaker is a stranger, your reference to personal items, such as the speaker's family or hobby, will help establish rapport by common interest between the speaker and the audience.

Second, state the purpose of the speech briefly, without infringing upon the subject matter of the speech. This will tell the audience why the speaker is before them. It is also helpful to mention briefly how the audience can benefit from the speech.

Third, list the qualifications of the speaker regarding the subject at hand and emphasize that what he has to say is worth listening to.

Every introducer should place great emphasis on brevity in order that the speaker may be brought before the audience without undue delay and that maximum time may be given the speaker to deliver his message. Often, a speaker is limited by a pressing closing time for the meeting. Sometimes a meeting may be running late or his speech takes longer than he had anticipated. Allowing him extra time will greatly ease the pressure on your speaker.

Accomplish these objectives with clarity and dispatch. It is only those who have little to offer who need a long, flowery introduction. Compare such an introduction with that afforded the American Chief Executive, whose power, prestige, authority and familiarity to the audience require only: "Ladies and Gentlemen, the President of the United States."

Keep in mind that this is the speaker's moment on the

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stage and you are the backdrop to facilitate his entrance. Do not take up the speaker's or the audience's time by spotlighting yourself. Your turn will come and you want a short and effective introduction when it does come. Besides, you could even become in great demand as an introducer if you do the job well.

### **Get Your Information**

Assuming that the speaker has already been contacted and has agreed to speak when you accept the assignment to introduce him, you should get as much information as you can from whoever invited you (or someone else if this person was simply delegated to invite you). You need to know the nature and size of the meeting which the speaker will address, where and when it will be held, the topic the speaker will talk on, the speaker's qualifications, at what point in the meeting the speech will occur, how much time is allotted to it and who else will speak at the meeting. This, and any other pertinent information, is essential for you to converse intelligently with the speaker about the mechanics of the meeting.

Then you should contact the speaker as soon as is convenient to him. Introduce yourself, tell him the nature of your call and determine:

- The nature and purpose of the speech (compare with your information).
- The EXACT title.
- The length of his speech. (Compare with available time as told to you. If there is a discrepancy, straighten it out with the program chairman and the speaker.)
- The qualifications of the speaker, particularly those bearing on the subject of the speech. Remember that even though you think you know the speaker's qualifications, he may have, unknown to you, some additional qualification especially pertinent to this speech.
- If there are any particular remarks the speaker wants included. After all, he knows better than you what he plans to say and what might be of assistance to the audience.
- If he has accurate information regarding time, date and place of the meeting, and that he has adequate plans for

getting to the meeting place. If these matters have not been accurately handled previously, you may find yourself without someone to introduce.

Having obtained the essential information, write an introduction which accomplishes the three primary functions with brevity and clarity, in the order you consider most appropriate for the occasion. Writing this out will help you make it shorter and more concise. Then check back with your speaker to determine your accuracy with facts, etc. An experienced speaker realizes the importance of the introduction and will appreciate your efforts, especially if he has devoted considerable time to his speech preparation. At this time, check with him on how you will find him at the meeting place, which also gives you another chance to remind him of the date, time and place.

### **Respect the Speaker's Requests**

Do not include anything he really wants omitted. Sometimes a speaker may protest out of modesty. In this case, you can tell him it is essential for the audience to understand how much he really knows or has experienced, so they can fully appreciate his speech. He should then allow you to go ahead. However, sometimes he may really want something omitted and be firm about it. He could have his own reasons and may not tell them to you. In this case, it is better to defer to his wishes.

Be sure to greet him before the meeting starts, which will give each of you a chance to know each other and make any final checks.

If you do these things properly, while your introduction may be short, it could be great, like Lincoln's Gettysburg Address. ■

Julien D. Saks is a member of the Texas Talkers Club 3731-56 in Houston, Texas. A real estate broker dealing in industrial and residential real estate with Clyde Gunter Realtors, Mr. Saks has a B.S. degree from Georgia Tech and an M.B.A. degree from the University of Alabama.

## **Your Introduction Checklist**

- Contact speaker**
- Discuss purpose**
- Get exact title**
- Agree on length of speech**
- Discuss speaker's qualifications**
- Be sure he understands date, place and time and all pertinent information on the meeting**
- Determine remarks he may want included or excluded**
- Make travel arrangements**
- Having prepared your introduction, review it with him**
- Arrange to greet him before the meeting, if possible**

it was a  
very good  
year

Toastmasters International's 50th Anniversary celebration was a giant success. Through the concerted efforts of Toastmasters all around the world, more people than ever before were introduced to the Toastmasters programs and concepts.

While Toastmasters has always stressed the idea of community involvement, it was never so apparent as it was during the 50th Anniversary Year. More Toastmasters than ever before have found that one of the best ways of carrying the Toastmasters message to the people was through the use of Anniversary Proclamations, issued either by city or state officials.

While this experience has not only developed increased community interest and awareness in the Toastmaster program, it has provided Toastmasters with an excellent opportunity to meet with the leaders of their local or state governments, thus further developing their communication and leadership skills while truly enhancing their total Toastmasters experience.

All in all — it was a very good year! ■

Mayor Wayne E. Peirce, of Lakewood, California, signs a proclamation commemorating Toastmasters 50th Anniversary. On hand to receive the proclamation are President Richard Whittet (left) and Administrative Vice-President Kenneth H. Luehmann of the Douglas Aircraft Club 1497-1 in Long Beach, California.



STATE OF OKLAHOMA  
OFFICE OF THE GOVERNOR  
OKLAHOMA CITY

DAVID HALL  
GOVERNOR

April 16, 1974

Mr. W. G. "Bill" Maxwell, ATM  
District 16 Governor  
Toastmasters International  
1002 Canterbury Road  
Enid, Oklahoma 73701

Dear Governor Maxwell:

Congratulations to Toastmasters International and District 16 "The Oklahoma District" for achieving a milestone in the field of communications and leadership training.

In honor of the 50th "Golden" Anniversary of Toastmasters International and the 35th Anniversary of Toastmasters in Oklahoma I, as chief executive of the State of Oklahoma, wish to congratulate Toastmasters International and wish your organization the best in success during the next 50 years.

Sincerely,

A handwritten signature in dark ink that reads "David Hall". Below the signature, the name "David Hall" is printed in a small, plain font.







**(Left)** Paul Brady (far left), educational vice-president of the Ridgewood Club 2639-46 in Ridgewood, New Jersey, and Club President Len Sage look on as Ridgewood Mayor Herbert H. Bennett, Jr., signs the proclamation making October "Ridgewood Toastmasters Month." In the proclamation, Mayor Bennett extended his best wishes to the organization on its 50th Anniversary and wished Toastmasters everywhere continued success.

**(Below)** West Virginia Governor Arch A. Moore signs a proclamation to officially recognize Toastmasters 50th Anniversary in his state. The Toastmasters witnessing the signing are (from l to r): Richard Weekly, president of the West Virginia Capitol Club 477-40 in Charleston, West Virginia; George Ferrell, new club commissioner for District 40's Area 15; Rhuel Craddock, president of the H. E. Dobson Club 2005-40 in South Charleston, West Virginia; and Vic Daniel, District 40's Area 15 governor.



# Special Resource Section

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## For the MEMBER

*Every Toastmaster who is constantly striving to improve his communication and leadership abilities should have the following items for study and easy reference:*

### YOUR BASIC MANUALS

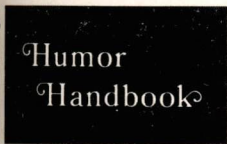
- 225. COMMUNICATION AND LEADERSHIP PROGRAM.** Toastmasters International's fundamental Communication and Leadership Program manual. Price includes copy of Toastmasters Advanced Communication and Leadership Program upon submission of completed "A Record of Your Progress" form from Communication and Leadership Program. \$3.00.
- 226. ADVANCED COMMUNICATION AND LEADERSHIP PROGRAM.** Toastmasters Advanced Communication and Leadership Program manual for members who have completed the Communication and Leadership Program. \$2.00.
- 202. EFFECTIVE SPEECH EVALUATION.** Manual for individual and general evaluators, includes suggestions for putting variety into your club's evaluation program. 65 cents.
- 777. PROGRAMME DE COMMUNICATION ET DE CHEF DE FILE.** \$3.00.

### PAMPHLETS TO FURTHER YOUR DEVELOPMENT

- 107. POINTERS ON SPEECH MAKING.** Six-page pamphlet outlining speech formulas, preparation, delivery, qualities, and cautions. 20 cents.
- 109. HOW TO PUT VOCAL VARIETY INTO YOUR SPEECH.** Pamphlet explaining methods of controlling and developing the voice. 20 cents.
- 110. HOW TO USE GESTURES.** Six-page pamphlet explaining the use of gestures. 20 cents.
- 111. INTRODUCING THE SPEAKER.** Answers the questions "Why should a speaker be introduced to his audience," "What should the speaker contribute," and "What should the introducer say." 20 cents.
- 1315. TABLE TOPICS.** Pamphlet explaining the method, purpose, and value of Table Topics programs in promoting discussion and conversation. 25 cents.
- 1616. THEY'RE ALL AROUND US.** Many ideas on how to find subjects for your speeches; where and how to uncover them. 5 cents.

## FOR YOUR SPECIFIC NEEDS

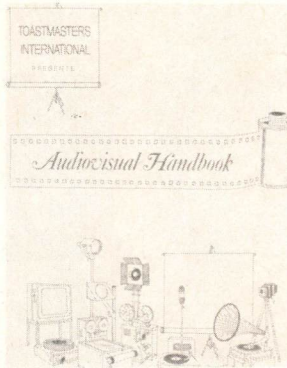
104. **DEBATE HANDBOOK.** Basic information for staging and judging a debate. 75 cents.
200. **CHAIRMAN.** Guide for the many aspects of chairmanship, based on the rules of parliamentary procedure. 80 cents.



No. 1192



No. 1193

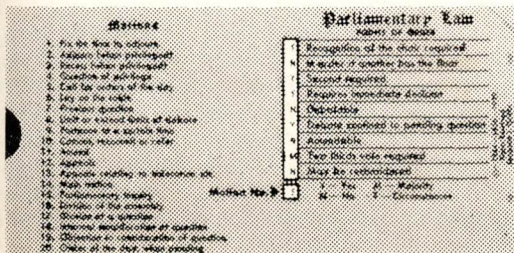


1192. **HUMOR HANDBOOK.** Tells when and how to use humor. NOT a joke book. \$1.10.
1193. **AUDIOVISUAL HANDBOOK.** Illustrated guide to selecting the audiovisual technique best suited for your speeches. Contains audiovisual aids you can make, suggestions and references about audiovisual equipment, and a bibliography of audiovisual research material. \$1.10.
1322. **TRAINING THE TRAINER TO TRAIN.** Booklet to help you be an effective trainer. Discusses your responsibilities and the framework for effective training. 50 cents.
- B-16. **WHAT TO TALK ABOUT.** "1001" ideas for speeches. \$1.50.
- B-52. **CLEVER INTRODUCTIONS FOR CHAIRMEN.** By Lawrence M. Brings. A gold mine of practical and tested introductions by more than 100 experienced chairmen. \$5.25.

## PARLIAMENTARY PROCEDURE

169. **PARLIAMENTARY PROCEDURE IN ACTION.** This pocket-size card outlines the program and fundamentals of correct club procedure. 20 cents.
- or —
170. **HENDERSON'S PARLIAMENTARY GUIDE.** Pocket-size outline for studying parliamentary procedure. 20 cents.

— or —



No. 171

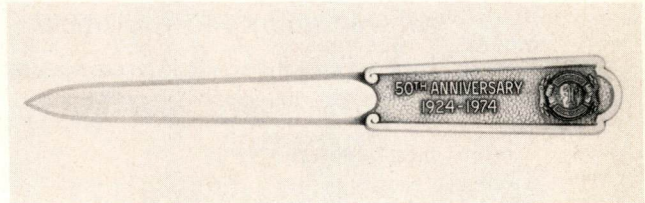
171. **PARLIAMENTARY SLIDE RULE—THE LEGISLATOR.** Pocket-size guide covers 40 points of parliamentary law. \$1.50.

— and —

- B-25. **PARLIAMENTARY PROCEDURE AT A GLANCE.** By O. Garfield Jones. Contains a simplified index for quick parliamentary reference. \$2.00.

## SYMBOLS OF YOUR MEMBERSHIP

391. **MEMBERSHIP PLAQUE.** Silk-screened plate on a walnut base, with TI insigne, makes the 5" x 7" plaque an attractive addition to home or office. Space for engraving your name. (World Headquarters cannot provide engraving. It must be done locally.) \$3.50.



No. 5002

5001. **DOUBLE FACED COIN.** The 50th Anniversary emblem on an antique gold finish coin, 1 1/8" in diameter. \$2.00.
5002. **LETTER OPENER.** Toastmasters 50th Anniversary is commemorated on a Roman bronze letter opener, with an antique finish. \$6.00.



No. 5003

5003. **SYMBOL OF THE FUTURE.** A double-faced spinner medallion with the 50th Anniversary emblem mounted on a stand. The medallion and base is 2 3/4" tall, in Gothic antique finish. \$12.00.
5751. **MINIATURE MEMBERSHIP PIN.** Gold electro plate, hand finished. \$1.80.
5753. **LARGE MEMBERSHIP PIN.** Gold electro plate, hand finished. \$2.15.

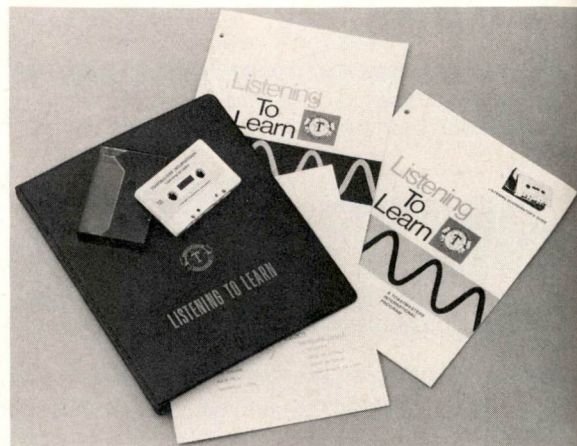
# For the CLUB

*All well-equipped Toastmasters clubs should have the supplies listed below on hand for programming, conducting the meeting, administrative needs, and for community relations and membership programs:*

## CLUB PROGRAMMING

- 163. BALLOTS AND BRIEF EVALUATIONS.** Perforated form with ballots for best Table Topics speaker, best speaker, and best evaluator, and a form for each member to make brief comments. Available only in quantities of 500. \$3.00.
- 167. EVALUATION KIT.** Ideas for putting variety into the evaluation portion of your club meetings. Contains 25 each of: Speech Evaluation Panel Discussion (160); Speakers Profile (161); Picture and Score Yourself (164); Individual Speech Evaluation Form (165); and Critique of the Critic (1323). \$1.50.
- 220. MEMBERS, MEETINGS, AND MEALS.** Excellent planning aid for club, area, district, community and company meetings, banquets, conferences and conventions. 90 cents.
- 403. MEMBER PROGRAM PLANNING GUIDE.** Pad of 25 survey forms to establish each club member's communication and leadership needs. Semiannual survey recommended. Results help educational committee plan club programs to meet members' needs. One per club. No charge.
- 1019. COMMUNICATIONS MEETING.** Outlines a club program to include representatives of news media and chamber of commerce for publicity and membership purposes. Three free, additional copies one cent each.
- 1020. THE COMMUNITY CONTACT TEAM.** Explains how to organize and conduct a 30-minute Toastmasters program for presentation to civic and social clubs for membership and to groups desiring to organize a Toastmasters club. Three free. Additional copies one cent each.

- 1114. TOASTMASTERS CHECKLIST.** Provides an outline for the educational vice-president to complete an entire club program. Reverse side of the sheet gives the Toastmaster of the meeting an outline of his duties. Pad of 50. 75 cents.



No. 1202.3

- 1202.3. LISTENING TO LEARN PROGRAM.** Program on cassette tape to help club members improve their listening skills. Contains enough material for ten participants. \$20.00. (Additional manuals ordered with program, \$1.00 each; additional response sheets, \$1.00 for a pack of 25.)
- 1310. CLUB OFFICERS MANUAL.** All the information each club officer needs to help his club meet the Toastmaster standard of excellence. Includes policies, procedures and programming ideas. 75 cents.

## MORE CLUB PROGRAMMING

1314. **PATTERNS IN PROGRAMMING.** New ideas for lively, worthwhile, and educational Table Topics, educational happenings, and club programs. 75 cents.
1502. **QUARTERLY PROGRAM ASSIGNMENT SCHEDULE.** Provide each member this schedule form to record past and future assignments. It will assure that none are overlooked. Available only in quantities of 20. 50 cents.



No. 1550

1550. **CLUB REFERENCE FILE.** Essential handbooks, brochures, fliers for club and member. Includes copy of Debate Handbook (104); Humor Handbook (1192); The Audiovisual Handbook (1193); Listening to Learn (1200), and more. \$10.00.
1555. **COMMUNICATION AND LEADERSHIP LIBRARY SET.** Consists of 4 C & L manuals, No. 225. Keep a supply on hand to loan to new members until their own manuals arrive. \$10.00.
- B-60. **HANDBOOK OF PARLIAMENTARY PROCEDURE.** By Henry A. Davidson. Covers the rules and practices of parliamentary procedure for the small organization. \$5.00.

## FOR YOUR CLUB MEETING

231. **GUEST BADGE—VISITOR'S CARD.** Designed to fit into breast pocket. Space for visitor's name. Detachable card is club's record of visitor's name, address, occupation and comments. 2 cents.
234. **OFFICIAL CLUB BANNER.** Blue TI emblem and lettering on gold satin 3' x 4'. (Specify club name, city, and state.) Allow 30 days for delivery. \$25.00.
375. **GAVEL.** Antique hardwood finish, boxed. \$3.75.
384. **OFFICIAL CLUB MEETING PLAQUE.** White plastic plaque, 10½" x 10", with Toastmasters motto and emblem. For inside display at club meeting place. Includes statements: "Toastmasters Meet Here," "Guests Welcome." Pressure sensitive decals provided for day and hour of meeting. \$3.25.

393. **OFFICIAL CLUB OFFICER BADGE.** Heavy plastic, TI emblem, spring clip back, name and club office slots. Preprinted office titles. 80 cents.



No. 393 and 395

395. **OFFICIAL MEMBER BADGE.** Heavy plastic, Toastmasters emblem, spring clip back, name slot and insert. 60 cents.
904. **VISITOR'S CARD.** This 6" x 8" card is useful as a means of obtaining a visitor's name, address, and occupation. Available only in quantities of 30. 50 cents.
1440. **INSTALLATION OF OFFICERS.** Outline for properly conducting an installation ceremony. Two per club. No charge.

## FOR YOUR CLUB MANAGEMENT NEEDS

36. **STATEMENT OF CLUB DUES PAD.** Notice to members of dues to be collected. 60 cents.
37. **DUES RECEIPT BOOK.** Receipts for collection of dues. Perforated stub for payment record. \$1.00.
50. **DIRECTORY OF TOASTMASTERS CLUBS.** Lists the time and meeting place of Toastmasters clubs throughout the world. No charge.
223. **COMMUNICATION AND LEADERSHIP PROGRAM—RECORD OF PROGRESS.** Report form for completion of Toastmasters Communication and Leadership Program. No charge.
224. **ADVANCED COMMUNICATION AND LEADERSHIP PROGRAM—RECORD OF PROGRESS.** Report form for completion of Toastmasters Advanced Communication and Leadership Program. Three per club. No charge.
227. **MEMBER PROGRAM PROGRESS CHART.** Maintain a permanent club record of member progress in the TI Communication and Leadership Program. One per club. No charge.
- 227-A. **MEMBER PROGRAM PROGRESS CHART.** Maintain a permanent club record of member progress in TI's Advanced Communication and Leadership Program. One per club. No charge.
228. **COMMUNICATION AND LEADERSHIP PROGRAM—EVALUATION GUIDES.** Complete 15-page set for evaluating each project in the Toastmasters Communication and Leadership Program. 40 cents.
229. **ADVANCED COMMUNICATION AND LEADERSHIP PROGRAM—EVALUATION GUIDES.** Complete 15-page set for evaluating each project in the Toastmasters Advanced Communication and Leadership Program. 40 cents.
350. **CLUB ENVELOPES.** Matching envelopes for club letterheads. Available only in quantities of 100. \$1.50.

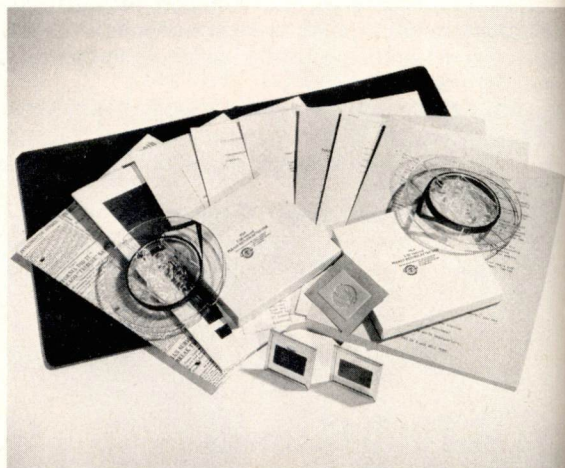
## MORE CLUB MANAGEMENT NEEDS

- 351. CLUB LETTERHEADS.** Official stationery for club correspondence. 8½" x 11". (Special imprinting not available.) Available only in quantities of 100. \$1.50.
- 356. KOMPLETEKIT FOR THE SECRETARY OR TREASURER.** Handy portfolio of club record forms for entire year. Record of officers, members, attendance, dues payments, visitors. \$1.75.
- 400. APPLICATION FOR MEMBERSHIP FORM.** Envelope for reporting new, reinstated, and transfer members to World Headquarters. Ten per club. No charge.
- 902. CHANGE OF ADDRESS CARDS.** Postcards for reporting address changes to World Headquarters. Five per club. No charge.
- 945. THE MOVING TOASTMASTER.** Pre-paid postcard to advise World Headquarters of Toastmasters who leave your club and move to a new community. Five per club. No charge.
- 1051. INSTRUCTIONS FOR REPORTING MEMBERS.** Two per club. No charge.
- 1110. DISTINGUISHED CLUB PLAN.** Achieve and maintain the Toastmasters standard of excellence for club programs, community activities, and participation in TI programs for clubs, areas, and districts. Used for judging in TI's Top Ten Club competition. \$1.00.
- 1205. SUPPLY CATALOG.** No charge.
- 1205-A. ORDER BLANKS.** No charge.
- 1208. RECOGNITION IN FOCUS.** Brochure describes TI club, area, district, and International awards and recognition. One free to each club. Additional copies 25 cents each.
- 1503. RECORD OF REGULAR MEETINGS.** A simplified method of keeping club minutes. May be inserted in looseleaf binder for permanent record 8" x 11". Available only in quantities of 40. 80 cents.
- 1504. COMMITTEE MINUTE RECORD FORM.** Provide these to each club committee to insure complete record of committee action. Available only in quantities of 25. 50 cents.

## FOR YOUR COMMUNITY RELATIONS AND MEMBERSHIP

- 99. COMMUNICATION AND LEADERSHIP PROGRAM.** Two-color promotional pamphlet describes the benefits of Toastmasters program to your prospective membership. Twenty-five free to each club upon request. One cent each additional copy.
- 100. INTRODUCING THE ACTION PEOPLE.** Pamphlet describing Toastmasters programs and explaining the personal benefits membership offers. Twenty-five free to club upon request. One cent each additional copy.

- 101. COMMUNICATION... FOR YOUR ORGANIZATION** Explains the value of Toastmasters to business, industry, and government. Twenty-five free to each club upon request. One cent each additional copy.
- 108. FROM PROSPECT, TO GUEST, TO MEMBER.** Membership sales pamphlet tells how to find prospects, what to say, and how to stimulate their interest in membership. Twenty-five free to each club upon request. One cent each additional copy.
- 348. INVITATION TO MEMBERSHIP.** Distinctive card with gold emblem superimposed on black script. Matching envelope. Available only in sets of 25. \$1.25.
- 358. ARTWORK, READY TO USE.** Four pages of emblem symbols such as "The Action People," arrows, numbers, stars... everything you need to dress up your bulletin. 25 cents.
- 363. HIGHWAY SIGN, 22" DIA.** Toastmasters emblem in weatherproof paint with reflecting "Scotchlite" T. Hole drilled for attachment to post. \$7.00.
- 366. SILENT SALESMAN.** Special kit to help get information about Toastmasters to your prospective members. Contains 25 "Communication and Leadership" (99); 25 "Introducing The Action People" (100); and three high impact plastic containers to display the pamphlets. \$3.75.
- 402. PROSPECT ORIENTATION PROGRAM FORM.** One page guide to review the benefits of Toastmasters membership with a guest or prospective member. Three per club. No charge.
- 1007. SAMPLE INVITATION LETTER.** This sample letter contains a number of pertinent points which should be covered when inviting guests to a Toastmasters meeting. One per club. No charge.



No. 1150

- 1150. ADVERTISING KIT.** A complete media package, with recorded radio spot announcements, color TV slide scripts, newspaper advertising material, and public manual. The kit comes with full instructions and is packaged in an attractive vinyl binder. \$10.00.
- 1156. YOUR CLUB BULLETIN.** A brochure explaining the value of a good club bulletin, the necessary ingredients including selection of an editor, the name, format, content, and distribution, plus some samples. Three per club. No charge.

All Toastmasters items and prices are subject to change without notice.



**TO**  
**Toastmasters International**  
**P. O. BOX 10400**  
**SANTA ANA, CALIFORNIA 92711**

DO NOT WRITE IN THIS SPACE

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Date \_\_\_\_\_

CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_ CLUB NAME \_\_\_\_\_

Please ship the following: Please Print or Type Name and Address Clearly. Payment accompanies  
Include Club, District and Zip Code on all correspondence. this order  \$ \_\_\_\_\_

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Address \_\_\_\_\_ Address \_\_\_\_\_  
NUMBER AND STREET NUMBER AND STREET

CITY STATE ZIP CODE CITY STATE ZIP CODE

HOW SHIP — Surface Mail  Air Mail  Air mail requests are extra charge

BILLED (Date \_\_\_\_\_ ) Add 15% to the amount of your order to cover postage and packing, except where otherwise indicated in supply catalog. Where postage charges exceed 15% customer will be billed for excess. Calif. clubs add 6% sales tax.  
 INVOICE NO. \_\_\_\_\_

LINE NO.	DESCRIPTION	SUPPLY CATALOG NUMBER	QUANTITY	UNIT PRICE	TOTAL PRICE
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Product of U.S.A. _____	Preshipped _____
Airmail _____	Pick-up _____
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Special Delivery _____	No Sales Tax _____
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Rush _____	_____

TOTAL \_\_\_\_\_  
 15% Postage & Packing \_\_\_\_\_  
 Calif. clubs add 6% sales tax \_\_\_\_\_  
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COMING NEXT MONTH  
Special Leadership Issue

