

# The TOASTMASTER®

JUNE 2001

## ALSO INSIDE:

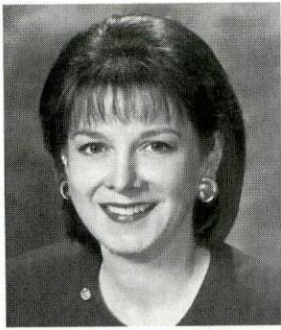
The Promotional Speech:  
How to promote yourself  
without the hype.

The Persuasive Speech:  
Take the Path of Least  
Resistance

# Abraham Lincoln's Humor

The 16th U.S. President  
won battles with his wit.





## VIEWPOINT

# The DCP Roadmap

**M**y husband Bruce and I enjoy traveling by car. We have driven through many beautiful places abroad and here in the United States.

Traveling by car can be disastrous, though, if you don't plan ahead. We've gotten lost a few times, of course. That's why a good road map is vital. It keeps you going in the right direction.

Road maps are important in other aspects of life as well, including your Toastmasters club. Every club needs a guide to follow to make sure it provides the best possible learning environment. This guide is called the Distinguished Club Program. Every club should follow the DCP. Its emphasis on educational award completions and new members will keep your club on track and focused. Every club activity should be planned with this question in mind: How will this help us become a Distinguished Club? The DCP will prevent your club from getting lost. It will stop the club from focusing on activities that do not help members and the club achieve their goals.

Here are my "Top 10" reasons a club should participate in the program. The DCP:

1. Enables the club to fulfill its mission, which is to provide the environment in which members can develop their communication and leadership skills.
2. Ensures the club provides a quality "product" – the club meeting – for its members.
3. Results in satisfied members who are learning communication and leadership skills.
4. Gives members the opportunity to learn planning skills useful in business and community life.
5. Provides a sense of achievement to those clubs that are successful in it.
6. Gives members and club officers the opportunity to learn the value of teamwork as they work together to achieve DCP goals.
7. Keeps the club focused on providing a good educational program.
8. Reminds clubs that new members bring new ideas and new personalities.
9. Allows the club to be recognized for its achievements in the DCP.
10. Provides a road map for success.

How is your club doing in the 2000-2001 Distinguished Club Program? How close is it to achieving at least five of the 10 goals? Remember, the program ends June 30. Check your club's progress on the TI Web site, [www.toastmasters.org](http://www.toastmasters.org).

Even if your club isn't a 2000-2001 Distinguished Club, it should begin planning for the 2001-2002 program. Your club will soon receive the information booklet, *The Distinguished Club Program/Club Success Plan*. The booklet explains the Distinguished Club Program and includes the Club Success Plan, a planning document to use to set goals for the year and check progress.

The DCP is your club's road map. Follow it and your club won't get lost.

*Joanna McWilliams*

Joanna McWilliams, DTM  
International President

# The TOASTMASTER

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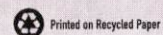
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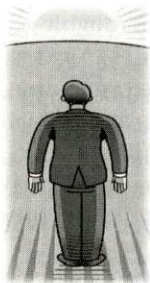
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#### *The Toastmasters Vision:*

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

#### *The Toastmasters Mission:*

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

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

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

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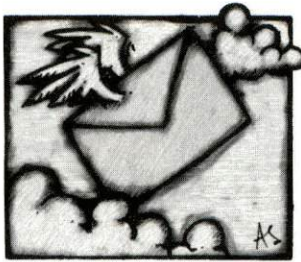
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## LETTERS

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### UNDERSTANDING STUTTERING

I found Steve Synan's article (May 2001) quite interesting because we have a member in my club who stutters. Rich has taught us all a great deal about stuttering, organizations for people who stutter and how to treat people with speech impediments.

When my granddaughter developed a slight stutter, she was very embarrassed. I sat her down and told her, "We have a man in my Toastmasters club who stutters and we all laugh at him." Of course, her reaction was shocked disbelief. I then added, "Rich is a great guy who tells us lots of funny jokes and makes lots of funny remarks." When Meghan realized that we laughed at Rich because of what he said rather than how he said it, she became more confident about her own ability to communicate effectively.

Rich has been a blessing to my family by sharing his knowledge, his support and, best of all, his example.

Suzanne Conaway, DTM • Professionally Speaking Toastmasters 8591-22 • Kansas City, Missouri

### MENTORING: A PATH TO SUCCESS

In my experience, mentoring is an under-utilized aspect of the Toastmasters program. It deserves to be more widely appreciated and embraced by clubs.

Successful individual mentoring rapidly builds confidence and enthusiasm in members, especially new members. It not only fosters a sense of purpose within them, but also promotes cohesiveness, focus and vitality in their clubs.

Clubs with an active mentoring program do achieve success! My own club (an active mentoring advocate) was the first club in District 72 to achieve all 10 Distinguished Club Plan goals this year.

I challenge all clubs that don't take advantage of a mentoring program to give it a try. Start with the "Mentoring" module in the Successful Club Series and watch the benefits flow.

Colin Perfect, ATM-G • Public Service Club 6336-72 • Northland, Wellington, New Zealand

### WINNING ISN'T EVERYTHING

Two articles in the March issue offer advice for winning Toastmasters speech competitions. But in more than 15 years as a Toastmaster, I've encountered very few members who were primarily interested in winning speech competitions. Virtually all joined to better their communication skills. The programs that lead us through the

levels of achievement are excellent guides to this end. Let's stick with our original and base premise of becoming better speakers rather than contest winners.

Walter McHugh, ATM-B • San Pedro Club 111-1 • Rancho Palos Verdes, California

### CONVERSATION HELPS US LEARN

After reading the "Conversations Are Distracting" letter in the April issue, I was a little perturbed. We often have guests at our meetings, and we always have someone sit with them who can answer questions. This is an excellent way to foster friendliness and help the prospective member understand how our club operates.

In the real world, we will have many distractions during presentations or meetings – how we handle these is up to us. Club meetings are our practice grounds and if we leave out all possible distractions, we would have a hard time accepting distractions during non-club events.

We are a club to practice how to have meetings and give presentations. If we have come to learn, we shouldn't stifle questions intended to teach us.

Brent Browning • Somass Club 1303-21 • Port Alberni, British Columbia, Canada

### HAPPY WITH MEMBERSHIP

As a new member, I find Toastmasters thoroughly exhilarating and enjoyable. I take great pleasure in exercising the qualities of being dynamic, succinct, encouraging, positive, entertaining, thought-provoking, and validating.

I have learned a lot so far and find that my self-confidence grows the more I practice my speaking skills. I hope to be a member of Toastmasters International indefinitely.

Barry Jacobs • Panorama Club 9669-38 • Philadelphia, Pennsylvania

### CONTROLLING THE BUTTERFLIES

Public speaking has never been something I enjoyed. I practically made an art of avoiding it, until a few months ago. I saw an article about Speechcraft in the local newspaper and decided to give it a try. Not only was this a great way to improve my speaking skills, it was an interesting and fun opportunity to hear other people's life stories. It has certainly helped my career, which increasingly requires me to make presentations. I still get nervous, but at least my butterflies are flying in formation these days!

Mark Young • Spinnaker Speakeasy Club 7868-72 • Whitby, New Zealand





By Kimberly A. Porrazzo

**How you handle defeat is key to your success the next time around.**

## Conceding With Class

YOU LOST. HURTS, DOESN'T IT? MAYBE YOU DIDN'T GET THE promotion. Perhaps your proposal didn't win. Whether it's a presidential election, a spot on the local school board or managing your child's Little League team, not being selected for the job is a real disappointment. Add to the feelings of

rejection all the time and money you may have spent campaigning or marketing, and losing is a tough pill to swallow.

Chances are you're certain the other guy, the one who won, isn't as well qualified as you. He certainly doesn't have the great ideas you have. And, well, he's probably not even as nice as you are. But hey, you lost. Get over it. And the sooner you do, the better your chances are of winning the next race.

"You're allowed 25 hours of grieving," says Ann Humphries, whose company ETICON in South Carolina offers business-etiquette consultation. Then, "life goes on," she advises. "Don't dwell on that loss; you've got to keep going." (She also claims winners get only 24 hours to gloat.)

In doing so, Humphries says you just might be paving the way for your next victory. "Getting on with it shows maturity and professionalism. None of us are going to have all our ideas accepted 100 percent of the time."

In fact, a good concession speech can actually be the first campaign address of your second effort. Recall Al Gore's speech conceding the U.S. presidential election last fall to George W. Bush. Humphries says both Gore and Bush "did well under the circumstances," because they thanked and praised each other.

An effective concession speech, according to Humphries, should include comments about the campaign being a healthy competition. The loser can state that there were differences of opinions, but that the winner is a good person and will do well. Planting the seed that you'll be back is certainly allowed.

The winner must also acknowledge that it was a good fight. Recognize the losing candidate's contribution to the race, but don't patronize or fawn too much. Point out where the two of you do agree and offer to work together.

Humphries suggests setting up the speech, "... so that the winner can succeed and the loser can be effective even if in second place."

The same principles apply to virtually every situation in which you may be passed over. Even the would-be Little League manager might volunteer to assist the person chosen to manage the team, preparing for another shot next season.

Humphries suggests that "losers" work to position themselves for success the next time around. "Whether it's an election, a business proposal or even a single business sale, start campaigning again immediately upon rejection." She suggests, for instance, that if you lose a project bid or are passed over for a promotion, write the decision maker a gracious letter expressing gratitude for the opportunity to present yourself and your ideas. Always add something to the effect of, "If things don't work out to your satisfaction, I'm ready to step in." You might just get the business or the job after all.

Once hired, people sometimes don't fulfill the requirements of the position. "A lot of people present a lot of flash, but they don't have the substance to do the job," Humphries notes. As president of ETICON, she's experienced this first-hand. "A former employee of mine was actually a second-choice candidate." When the person she hired didn't work out, the second-string candidate was hired and did a first-rate job. "That's one of my lessons," Humphries admitted. "Have a plan B ready... because second choices often become first choices."

"What we don't want to see is a lot of sulking, pouting and undermining," she advises. Spiteful comments like "what else would you expect from him," or talking down the winner, "will surely ensure your failure."

Remember, people are watching your reaction to defeat. How well you handle it may just help you win the next contest. **1**

**Kimberly Porrazzo** is a freelance writer living in Lake Forest, California.





# Committee Is Not a Four-Letter Word

*A committee is a thing that takes a week to do  
what one good man can do in an hour.*

– ELBERT HUBBARD

*Committee – a group of men who keep  
minutes and waste hours.*

– ANONYMOUS

The term “committee” gets a lot of bad press. It is often regarded as a guaranteed impediment or death knell for any project. Are committees inherently flawed in concept? Must they be fraught with conflict and indecision? Do they have to be a hindrance rather than a viable means to an end? The answer is a resounding “No!” – as long as committee members know what’s expected, have what they need to get the job done, are appropriately involved along the way, and feel appreciated.

By addressing these concerns, the chairman can ensure both the timely completion of tasks and a positive, productive experience for all participants:

**1 Be sure participants have a clear understanding of the committee’s mission.** Richard Saul Wurman, in his book *Information Anxiety*, asserts that the quality of meetings in our lives would improve if, among other factors, “the ultimate purpose of each meeting were clear in the minds of all attending.” The same holds true for committees! At the outset of any committee venture, you must establish a shared vision and sense of purpose. Identify the specific tasks the group is expected to accomplish and clarify how the committee’s work will contribute to achievement of the organization’s overall goals and objectives.

**2 Define the parameters for decision-making and authority.** The committee process allows people to share authority and responsibility for decision-making; nonetheless, there are parameters that the group must not exceed. Some limitations involve time, money, personnel and restrictions established in bylaws or in other internal

or external regulations and guidelines. Whatever the source, carefully delineate for your committee members the extent and boundaries of their power. To do otherwise is to risk embarrassing the members or setting them up for failure. It’s also frustrating and demoralizing to expend time and energy on an endeavor, only to be told that it “can’t be done” or “wasn’t done right.”

**3 Provide appropriate guidance and education.** One factor that contributes to committee failure is assigning responsibilities to members who lack necessary training and preparation. As an example, if your committee is charged with designing a marketing plan for your organization but no one in the group has marketing experience, members may wind up spinning their wheels.

To enhance the chance for success, the chairman should consider several alternatives. These include providing pertinent background information and literature; bringing in an outside authority or consultant to provide training; or contacting similar organizations where marketing plans have been successfully developed and implemented.

**4 Supply whatever resources are required to get the job done.** Don’t let the “for-want-of-a-nail” syndrome sabotage your committee and its efforts. Ascertain what resources – human, material and financial – your members will need in order to operate efficiently, and then make every attempt to secure those resources.

As committee chairperson, you serve as liaison between the committee and the larger organization and must be prepared to represent and lobby for your group’s interests. Decide in advance where you can reasonably cut corners on a project, or where you must stand firm to avoid delays or jeopardizing quality.

**5 Capitalize on committee members’ experience and areas of expertise.** Delegating, simply put, is getting things done through other people. It doesn’t mean abdicating your responsibilities or dumping the job on the new guy who doesn’t know any better, or handing it off





to the busiest but ever-dependable member of the group. Rather, delegating requires the fine art of identifying the skills, interests and expertise of committee members and then matching the right person with the right job. Once you have delegated, the next step is determining how much support or autonomy different individuals may require, based on their experience and track record in the organization.

**6 Set reasonable deadlines.** Your committee and its work no doubt constitute only one in a myriad of responsibilities borne by members of the group – busy people trying to juggle work demands, community service commitments and a family life. Out of respect for these individuals and with the goal of successfully completing your project, do a task analysis at the beginning of any committee endeavor.

After defining what needs to be done, determine your priorities and establish an agreed-upon timeline. You may want to begin by looking at the deadline for the project and then work backward, identifying critical dates for progress reports and the completion of various tasks.

**7 Seek “win-win” solutions for resolving conflicts.** Differences of opinion are an inevitable part of any group process. How they are handled will determine whether they become vehicles for issue clarification or escalate into outright war. As chairman, aim for consensus and avoid solutions like voting, where some members of the group emerge as winners and others as losers.

Thomas Gordon in his book *Parent Effectiveness Training* offers these steps for “win-win” conflict resolution: 1) Identify and define the specific nature of the con-

flict; 2) Generate as many solutions as possible in a brainstorming fashion; 3) Evaluate the strengths and weaknesses of each solution; and 4) Pick the solution that looks best to everyone.

**8 Provide participants with positive feedback.** In the workplace, effort can be rewarded through recognition such as bonuses, promotions and written commendations for the personnel file. Volunteer organizations, on the other hand, aren’t usually in a position to offer such perks for a job well done. Granted, most people wouldn’t expect them anyway, but a little gratitude and acknowledgement can do much to maintain morale and motivation and may prompt people to volunteer for future projects.

Use your committee meetings – as well as newsletters and monthly business meetings – as forums for thanking people and recognizing them for their labors. At the conclusion of a project or activity, distribute certificates, plaques or other mementos as tokens of appreciation.

Management expert Peter Drucker says that “every enterprise requires commitment to common goals and shared values. Without such commitment there is no enterprise, there is only a mob.” Interestingly, the first six letters of “committee” spell the word “commit,” something people do willingly when they feel an endeavor is worthwhile, that their time participating will not be wasted and that their contributions are both sought and valued. **1**

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**Deborah W. Flores** is a freelance writer living in Riverside, California.



# Abraham Lincoln's Humor

The 16th U.S. President  
won battles with his wit.

**P**erhaps the most famous of all debates in American history are those between Abraham Lincoln and Stephen A. Douglas campaigning in Illinois in 1858 for a Senate seat. On one occasion, Douglas attempted to buffalo Lincoln by alluding to Lincoln's lowly start in life. He told a gathering that the first time he met Lincoln, it had been across the counter of a general store in which Lincoln was serving. "And an excellent bartender he was too," Douglas concluded.

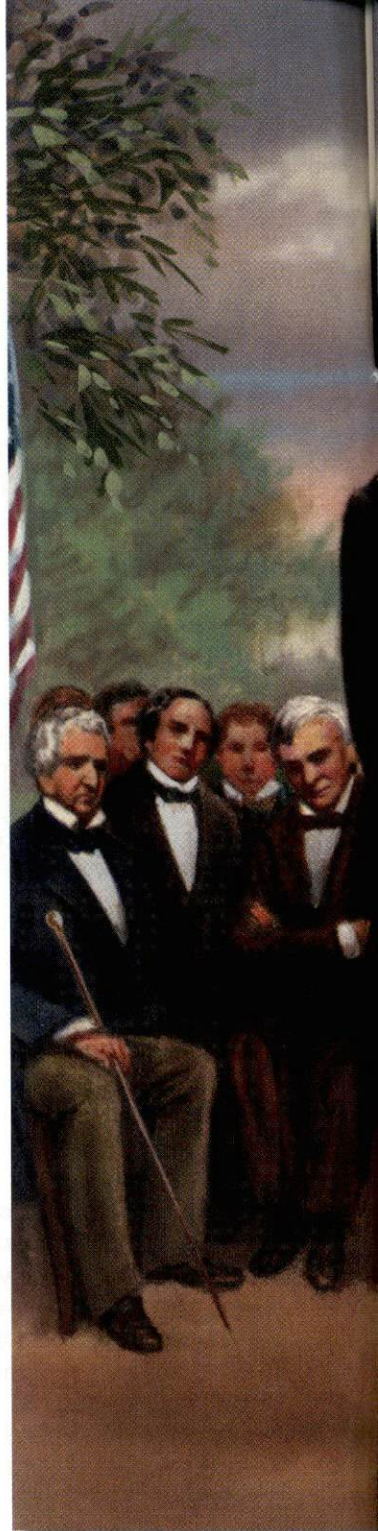
When the laughter died away, Lincoln got up and quietly riposted, "What Mr. Douglas has said, gentlemen, is true enough: I did keep a general store and sold cotton and candles and cigars and sometimes whiskey, but I particularly remember that Mr. Douglas was one of my best customers. Many a time I stood on one side of the counter and sold whiskey to Mr. Douglas on the other side. But now there's a difference between us: I have left my side of the counter, but he sticks to his as tenaciously as ever!"

Another difference between the two men was that Lincoln became the United States' 16th president and one of its very greatest. When he arrived at the lectern to be sworn in, he held a copy of his speech, his hat and a cane. He laid down the cane, but there was no place for the hat. Douglas quickly came forward and relieved him of it. As he sat down, Douglas observed to one of Mrs. Lincoln's cousins, "If I can't be president, I can at least hold his hat."

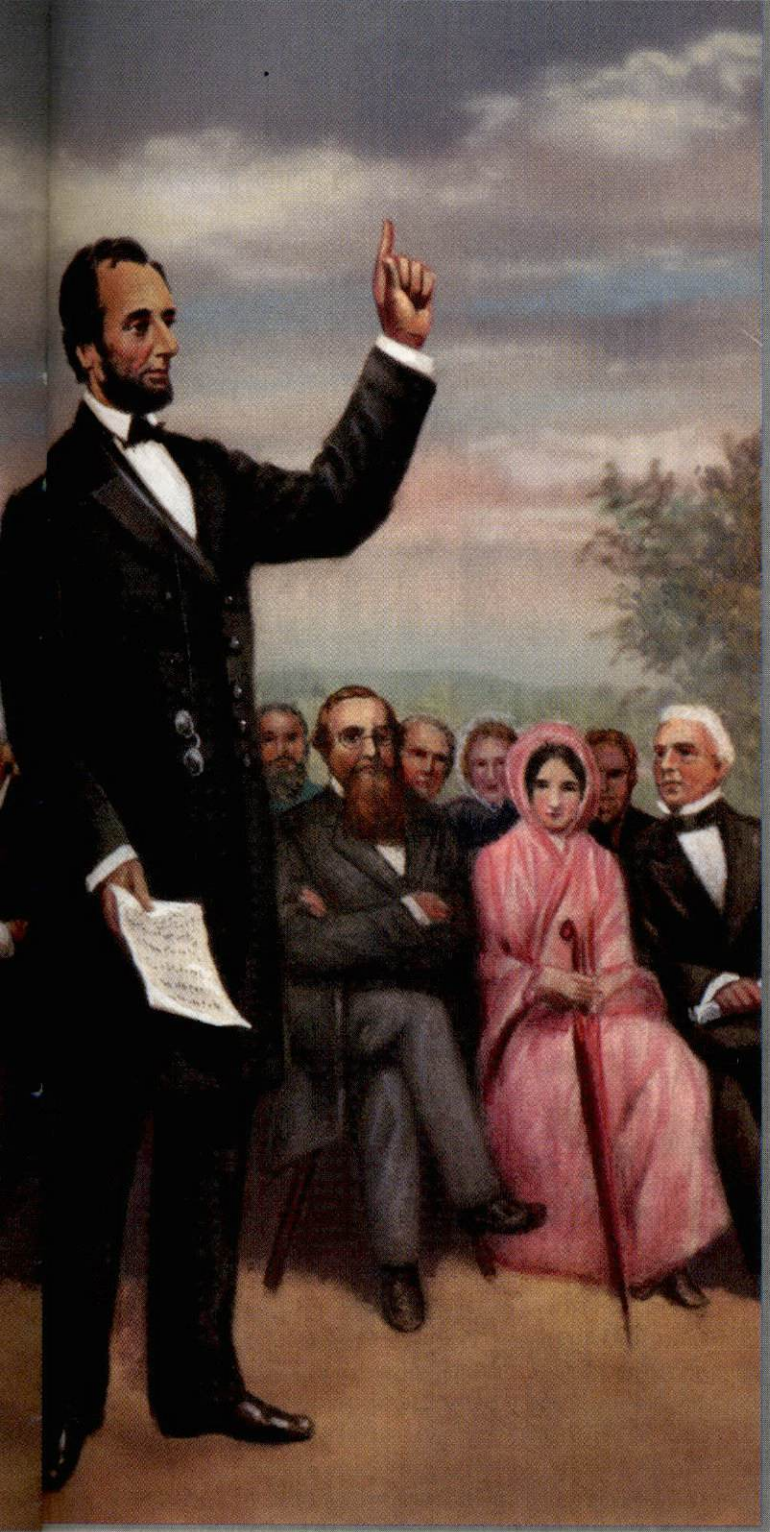
That Lincoln and not Douglas became president was partly because of Lincoln's subtle humor. The common people looked at him as one of their own. A guest at a reception told Lincoln that people in his home state said that the welfare of the nation depended on God and Abraham Lincoln. "You are half right," said Lincoln.

A contemporary wrote, "When Lincoln tells a joke in a fireside group, his face loses its melancholy mask, his eyes sparkle and his whole countenance lights up." Lincoln was indeed a great common man who often told jokes to show how he felt about a subject. When he was running for a seat in the Illinois state legislature, an opponent of considerable standing dwelt on the fact that his father had been a senator, his grandfather a general and his uncle a congressman. Abe then rose to give his family background: "Ladies and gentlemen, I come from a long line of married folks." Years later, when he was asked about what it was like to be president, Lincoln offered an analogy: "I'm like the man who was tarred and feathered and ridden out of town on a rail. When they asked him how he felt about it, he said that if it weren't for the honor of the thing, he would rather have walked."

Lincoln was even able to make fun of his own legendary homeliness and gangly height. During one of their debates, Douglas accused Lincoln of being two-







faced. Replied Lincoln calmly, "I leave it to my audience: If I had two faces, would I be wearing this one?" At 6-feet-4-inches, Lincoln was the nation's tallest president. To the inevitable question "How tall are you?" Lincoln inevitably replied, "Tall enough to reach the ground."

Lincoln could impale an opponent with a humorously turned phrase or analogy. "He can compress the most words into the smallest idea of any man I ever met," said Lincoln of a political foe, but his own humor was always just long enough "to reach the ground." He once called an argument put forth by Stephen Douglas "as thin as the homeopathic soup that is made by boiling the shadow of a pigeon that has been starved to death."

"When I was a boy," said Lincoln in one of his debates with Stephen Douglas, "I spent considerable time along the Sangamon River. An old steamboat plied on the river, the boiler of which was so small that when they blew the whistle, there wasn't enough steam to turn the paddle wheel. And when the paddle went around, they couldn't blow the whistle. My friend Stephen Douglas reminds me of that steamboat, for it is evident that when he talks he can't think, and when he thinks he can't talk."

In the last months of 1862, Lincoln became angered by the inactivity of Gen. George B. McClellan's Union forces despite their superior numbers. Exasperated by McClellan's refusal to attack Gen. Robert E. Lee and his Confederate forces in Richmond, he wrote the general a one-sentence letter: "If you don't want to use the army, I should like to borrow it for a while. Yours respectfully, A. Lincoln." When a man who wanted to get to Richmond asked Lincoln for a presidential pass, Lincoln responded, "I would be very happy to oblige you if my passes were respected; but the fact is, sir, I have within the last two years given passes to 250,000 men to go to Richmond and not one has got there yet."

*"When Lincoln tells a joke in a fireside group, his face loses its melancholy mask, his eyes sparkle and his whole countenance lights up."*

In an effort to create the impression of competence and activity, Gen. Joseph Hooker reported his plans to Lincoln in a dispatch entitled HEADQUARTERS IN THE SADDLE. Sighed Lincoln: "The trouble with Hooker is that he has got his headquarters where his hindquarters ought to be."

Ultimately the Civil War ended, and on April 13, 1865, Lincoln gave orders to stop the draft of soldiers. The following day he made his fatal visit to Ford's Theater to see *Our American Cousin*. At one point in the play the heroine, reclining on a garden seat, called for a shawl to protect her from the draft. The actor Edward Southern, to whom the request was addressed, replied with this impromptu line: "You are mistaken, Miss Mary. The draft has already been stopped by order of the president!" Lincoln joined in the audience appreciation of this remark with what was to be his last laugh. T

**Richard Lederer, Ph.D.** is the author of many books and articles about language and humor, including his best-selling *Crazy English* and his current book, *The Bride of Anguished English*, a Book-of-the-Month Club selection.

Dr. Lederer will speak at the Toastmasters International Convention on Friday, August 24 at 4 p.m. Don't miss the opportunity to hear this "International Punster of the Year" and usage editor of *The Random House Webster's Unabridged Dictionary of the English Language, Third Edition*.



By Richard Lederer, Ph.D.

# The Literary Lincoln

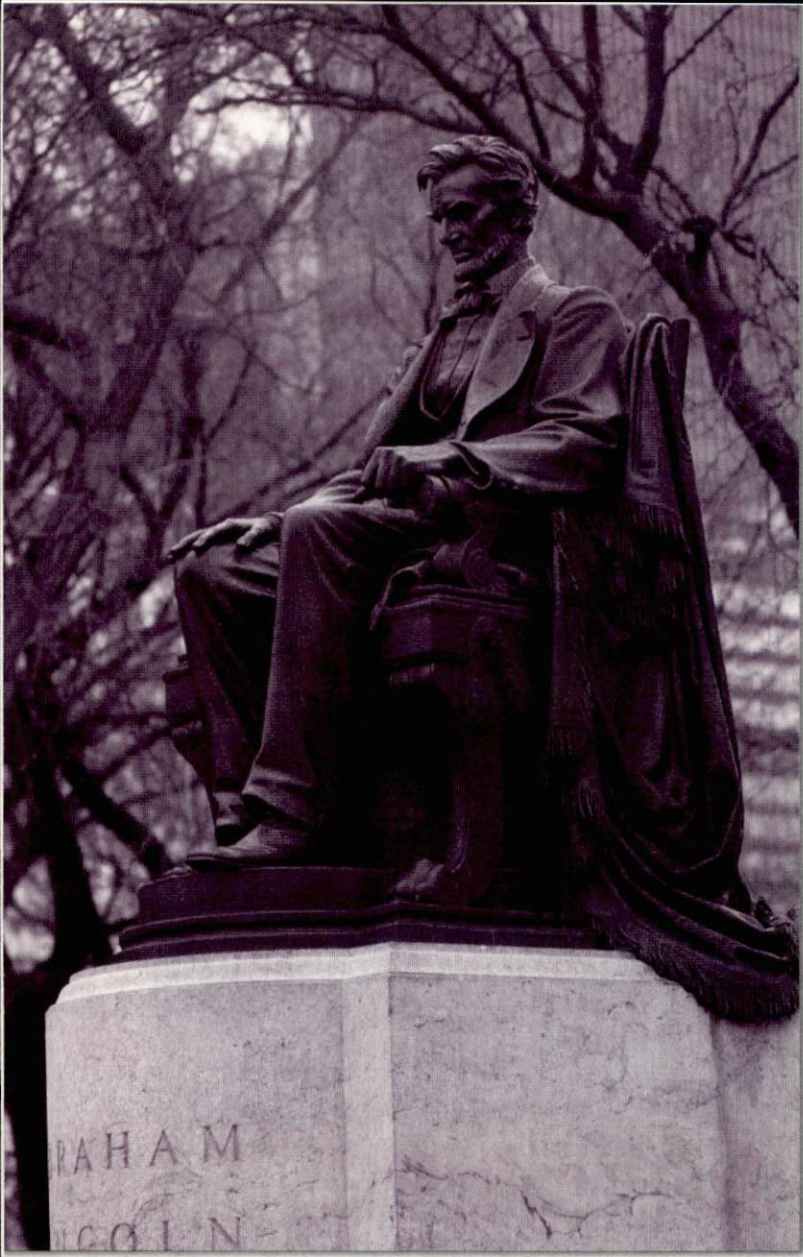
There was little in the society about him to lift his eyes and ideals above the level of those around him, but in books he found constant friends in whose companionship his aspirations took form before the world had yet heard of him. "I will study and get ready, and someday my chance will come," he answered the taunts of friends who assured him that he was wasting his time "readin' and learnin'."

Young Abraham told those who doubted him, "The things I want to know are in books. My best friend is the man who'll git me a book I ain't read." Sometimes his friends would reply, "Well, books ain't as plenty as wildcats in these parts." But Abe went right ahead widening his circle of book friends. Through books he held conversations with the greatest minds of all ages. With their inspiration, he continued to educate himself all the years of his life.

Cousin Dennis Hanks thought there was something "peculiar" in Abe. One time, Dennis caught Lincoln reading *Aesop's Fables* and told him that all those stories were lies. "Perhaps they are lies," Lincoln allowed, "but they are mighty good lies." The big boy of the backwoods knew that in literature, lies tell the truth. Too poor to buy books, he borrowed them, once walking 40 miles to get one.

Another cousin, John Hanks, who shucked corn and split rails with him in the fields and the woods from sunset to sundown, said, "When Abe and I came back to the house from work, he used to go to the cupboard, snatch a piece of corn bread, sit down, take a book, stick his legs up as high as his head – and read in front of a fireplace till midnight. Whenever Abe had a chance in the field while at work, or at the house, he would stop and read." One time, Lincoln found a complete edition of Blackstone's *Commentaries on the Laws of England*. From that day on, he studied law and eventually became a lawyer.

Good books gave Lincoln the power to magnify his mind. In them he found faithful counselors who lifted his eyes beyond the horizon of his pinched backwoods



**L**ong ago, there lived in the backwoods of America's Middle West a young man who had been born in a log cabin in 1809, had grown up without schooling and had never traveled except through a few rural counties. When his father, Thomas Lincoln, a lazy,

thrifless carpenter, married Nancy Hanks, no one dreamed that their offspring would be remembered throughout history as the man who gave America a voice to sing of itself.

Born into grinding poverty, the young Lincoln helped to break a pioneer farm but had little formal education. During his first seven years in the wilds of Kentucky, he learned how to spell his name and a little arithmetic. More important, he possessed an extraordinary sense of purpose. "I don't know who my grandfather was," he observed. "I am much more concerned to know what his grandson will be."



community and helped him climb, step by step, to eminence. After he had become the 16th president of the United States of America, he was asked to tell the story of his life. He answered with a literary allusion: "It is contained in one line of [Thomas Gray's *Elegy Written in a Country Churchyard*: 'The short and simple annals of the poor.'"

Most Americans know the story of how Abraham Lincoln, on November 19, 1863, came to dedicate the opening of a new Civil War Cemetery in Gettysburg, Pennsylvania. We know that in a time before presidential speeches were stitched by teams of professional writers, Lincoln crafted the most famous political statement in American history. We know that in an age when orators often went on for more than two hours, Lincoln, within the brief compass of three minutes and 272 fateful words, delivered a masterpiece that changed a young nation forever. Fewer of us know that he also changed the world.

Traveling in a wild region of the Caucasus, the Russian novelist Leo Tolstoy was befriended by a devout Circassian chief who wanted to hear about the world outside his mountains. After Tolstoy went on at length about the powerful leaders of Europe, the chief insisted: "But you have not told us about the greatest general and ruler of the world. We want to know something about him. He was a hero. He spoke with a voice of thunder, he laughed like the sunrise. His deeds were strong as the rock and sweet as the fragrance of roses.

"He was so great that he even forgave the crimes of his greatest enemies and shook brotherly hands with those who had plotted against his life. His name was Lincoln

and the country in which he lived is called America. Tell us of that man."

Word of Abraham Lincoln, whose seed was planted on such dry, unpromising ground, had reached even this remote area. **T**



## The Gettysburg Address

*"Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.*

*"Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of that war. We have come to dedicate a portion of that field, as a final resting-place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.*

*"But in a larger sense, we cannot dedicate – we cannot consecrate – we cannot hallow – this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us – that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion – that we here highly resolve that these dead shall not have died in vain – that this nation, under God, shall have a new birth of freedom – and that government of the people, by the people, for the people, shall not perish from the earth."*

– Abraham Lincoln, November 19, 1863.





## MANNER OF SPEAKING

By Vickey Kalambakal, CTM

Something new we can learn  
from The Gettysburg Address.

# Speaking When We Don't Want To

**F**our score and seven years ago...” Fighting off illness, Abraham Lincoln used these words, and a few others, to dedicate a military cemetery at Gettysburg during the U.S. Civil War on November 19, 1863. They’ve become so well known that many of us can recite The Gettysburg Address at will.

“...and that government of the people, by the people, for the people, shall not perish from the earth.” These were brilliant words expressing profound concepts. Does it surprise you to know that Lincoln was sick when he gave this speech, and that most people at Gettysburg paid very little attention to it?

Immediately after giving this speech and returning to Washington, Lincoln was forced into bed for three weeks, fighting a variant of smallpox called varioloid. If he felt ill before the speech – which he probably did – he did not tell anyone.

And what of his audience? They hadn’t really come to hear him, but a former senator and president of Harvard University, famous for his rhetoric. President Lincoln was invited to speak at Gettysburg as a courtesy, and organizers expected a few official remarks, nothing more.

Except for the fact that the speech ultimately became famous, people had reason to wonder at the wisdom of the President’s trip to Gettysburg. He was, after all, the leader of a country at war, and there were many demands on his time. Was the dedication of a cemetery that important? When the time to depart came, Lincoln himself was reluctant to leave the capital because his son Tad was ill – no small concern to a man who’d lost a child less than two years earlier.

But he did leave Washington, spending the day on a train and the night in a hotel. The legend that Lincoln wrote his speech on the back of an envelope during that train ride is not true – all indications are that he crafted

and refined the short address over weeks. By the morning of November 19, 1863, he was ready.

Lincoln joined in a solemn procession to the battlefield and cemetery. After a very long invocation by the chaplain, the orator Edward Everett spoke for two hours. Then there was a musical interlude, after which Lincoln gave his address. People had now been standing, straining to hear, for close to four hours. They were fidgeting and distracted. By the time the crowd had started to settle down for another speech, Lincoln had finished. His address had lasted only a couple of minutes.

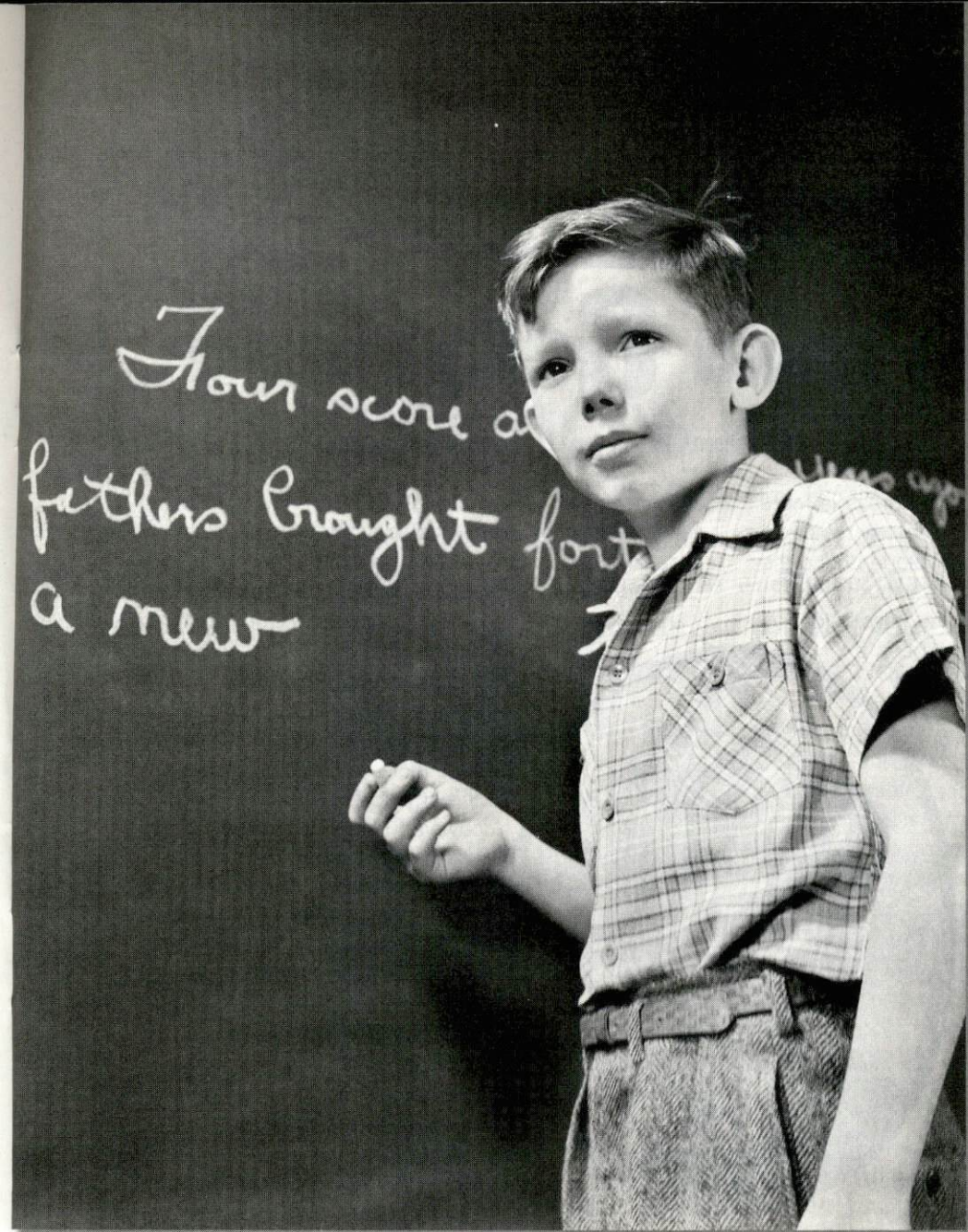
Yet Everett’s words are forgotten and Lincoln’s are memorized each year by generations of school children. What does this tell us about how important it is to give a speech, once you’ve committed to it?

“Hold on!” you say. “I am not a president, and this is just one speech in a manual of speeches.” That’s so. But giving a speech is practice, and that’s the reason most of us joined Toastmasters, right? To learn to face an audience and speak? Sometimes we feel up to the challenge, and sometimes we don’t. Part of what we learn in Toastmasters is that it’s important to get up and speak either way.

Our speeches rarely last more than 10 minutes, and for 10 minutes, we can simulate some sort of excitement. Usually, your audience won’t know how you feel unless you say something. So if your energy is low, or you didn’t get much sleep the night before, don’t tell anyone! For 10 minutes, reach into yourself and give it all you’ve got. Wow them – you can collapse later.

There’s another reason to speak, whether or not you feel like it. We are not alone in our clubs. If you are speaking to an audience of 10, there are 11 people who may benefit from your speech, not just one. Think of Lincoln, once again, and his little two-minute address. How many





hundreds of thousands of people have benefited from those words?

We never know how our speeches might affect someone else. We do know, from our own experiences as listeners, that every speech does affect us in some way. Every speech from a fellow club member tells me a little more about her, or makes me like him a little more or less. Other members' speeches show me how gestures and voice levels work, and how effective a summation can be. A speaker with a nervous twitch makes me more aware of my own habits, so even less successful speeches can teach us something.

Abraham Lincoln knew he had something important to say at Gettysburg. He could not have known that for generations to come, Americans would find a definition of what this country stands for in his words. None of us can really know what impact our speeches will have.

Your speech might make someone smile, and that smile will be passed on to someone else. You may make a

not happen without you.

This carries over to other aspects of our lives, of course. "Ripple effects" of our words – like the ripples in water when a pebble is tossed into a pond – are real. If we use the skills we learn in Toastmasters, we improve the chances that our words in meetings and at presentations will have the result we want. A successful sales meeting usually leads to other successes.

We never know what impact our words and actions may have on others, but if we choose not to speak – not to share – our impact may be negative. Everything we do in our clubs influences what other club members do. Don't cheat your friends and associates of your time and your thoughts! Speak, and accept the compliments and evaluations – you'll be surprised at how well your words are received. **T**

**Vickey Kalambakal, CTM**, is a member of Bay Cities Club 3645-1 in Torrance, California.

*"Everett's  
words are  
forgotten and  
Lincoln's are  
memorized  
each year by  
generations  
of school  
children."*



## Lincoln's Speech Writing

# The Truth About Gettysburg

By Art Johnson, ATM

No myth about Lincoln's Gettysburg Address is more persistent than the apocryphal story that Lincoln wrote the speech on the back of an envelope during the bumpy train ride from Washington to Gettysburg.

The brevity of Lincoln's Gettysburg Address helps support the belief that this might have been a hastily prepared speech. Any speech of only 272 words could theoretically have been scribbled quickly on a sheet or two of paper. However, the elegance and craftsmanship evident in this work did not come easily to Lincoln. Few presidents, before or since, prepared their speeches more painstakingly than Abraham Lincoln. He employed the speechwriting process to clarify and crystallize his own thinking on the issues.

Furthermore, the President was known to meticulously research his speeches. In fact, several days before traveling to Gettysburg, Lincoln called in the cemetery's landscaper for a full report on the layout of the grounds. Hastily scribbling a few remarks at the last minute would not have been in character for Lincoln.

The night before the ceremony, a crowd gathered at the Wills residence where the President was staying and asked Lincoln to speak. As Gary Wills describes in his book, *Lincoln at Gettysburg: The Words That Remade America*, the President replied, "I have no speech to make. In my position it is somewhat important that I should not say foolish things. [Interruption: If you can help it!] It very often happens that the only way to help it is to say nothing at all. [Laughter.] Believing that is my present condition this evening, I must beg you to excuse me from addressing you further."

If Lincoln refused to address a small group below his bedroom window because he had no prepared speech, would he the following day deliver an important dedication in front of 15,000 onlookers that he had merely dashed off on the back of an envelope?

Lincoln, mourning the death of one son, and with another son just taken ill, could easily have avoided this speaking occasion entirely. Instead, leaving a distressed wife in Washington, President Lincoln boarded a train that, after two transfers, took him to Gettysburg in six hours.

The evidence suggests that Lincoln accepted this invitation to "make a few dedicatory remarks" as an opportunity to make a clear statement of purpose to the American people. The speech conveyed Lincoln's view of the war as a struggle to uphold the principles espoused in the Declaration of Independence. Afterward, "Lincoln never failed to remind his correspondents of its implications," writes Mario Cuomo and Harold Holzer in their book, *Lincoln on Democracy*. This further suggests that Lincoln himself regarded the address as an important occurrence.

Many historians consider Lincoln's Second Inaugural Address his greatest speech. Like The Gettysburg Address, The Second Inaugural is brief – only four paragraphs – and it too has stood the test of time. But for many of us, who learned to recite it as school children, The Gettysburg Address is the speech that comes to mind when we think of Lincoln.

As Toastmasters, we know how hard it is to prepare a good speech. We can take comfort in the knowledge that one of the greatest speeches of all time was not the product of divine inspiration, but more likely the result of weeks of deep thought and hours of careful crafting. **I**

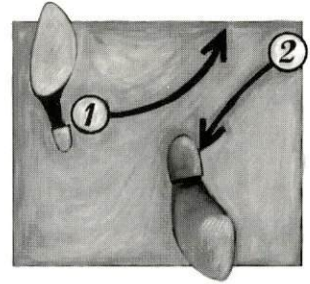
Art Johnson, ATM, is a writer living in Anthem, Arizona.

**Editor's Note:** For more information on this great leader and orator, please visit <http://members.aol.com/RVSNorton/Lincoln2.html>



***"Hastily scribbling a few remarks at the last minute would not have been in character for Lincoln."***





By Edward Gordon, ATM-B

Ending your fear of a chilly crowd.

# Cold Audiences

IT'S YOUR TURN. YOU STEP UP TO PRESENT THE SPEECH YOU'VE been preparing for the last two weeks, and the first thing that hits you is a blast of cold air from an audience that looks bored, disinterested and disapproving of you and your presentation. And you haven't even uttered your first word.

As you begin your opening, it only gets worse: The hand-raising question you relied on to generate audience participation fails to raise any arms, and the joke you told left you with blank stares.

Fear of a frigid crowd is by far the most gut-wrenching feeling that can sap the confidence from anyone standing at a lectern. There's nothing so intimidating as facing an audience that looks as if its members came from the North Pole and would rather be anywhere else than listening to you. But don't be intimidated. To end the fear of speaking before a cold audience, you need to understand only three important things about audiences in general, and cold audiences in particular.

**1** Most "audiences" are cold. However, few individuals are. And an audience is a group of individuals. As a group, an audience is basically an inanimate object. It will usually appear cold, just as your microwave oven will appear cold if you speak to it. The larger the audience, the colder it will appear, but you must not allow an audience to intimidate you. Always speak to the individuals in the audience, not to the audience as an entity.

Be sure to initiate eye contact with the various people in the audience. Don't just scan the whole group. Everyone in the audience perceives you as talking to him or her personally, so why not do it? As you make a point, look directly at someone and then proceed. Let the audience as a whole listen to the speech you are giving to the individual people.

**2** People will avoid the spotlight. If you start your presentation with a hand-raising question, you're probably asking for trouble. If you start your speech with a joke, you're begging for it to fall flat. Individuals within a group, such as an audience, are intimidated by its other members. They don't want to call attention to themselves, to stand out or appear different.

Even if they like your style, they will tend to conform to the group rather than react to you. It's better to use rhetorical questions in the beginning, so the people can respond to you privately in their minds. Granted, you may need their positive feedback to help alleviate your own fear of

speaking in public. But you must avoid asking them to perform public acts that will make them feel even more uncomfortable than you are.

Let's face it: If you have only 10 minutes to speak, you're never going to warm up a group sufficiently to make your jokes and participation exercises work as well as you'd like. In my two-day training seminars, it takes a good hour to get a group really warmed up and interacting with me. So, if your presentation is short, just provide information enthusiastically and with passion. Don't expect people to give up their group security by raising their hands or bursting with laughter right off the bat.

**3** People want to hear you. Finally, you must understand that even if people are forced by an employer to attend your presentation (which is likely the coldest audience possible) and even if they look bored to tears, they aren't bored because of you. They're bored because they have to be there in the first place. Nevertheless, they want to hear what you have to say. After all, what else do they have to do? Since they have to be there, if they don't have you, they have nothing. You can bet they'd rather hear what you have to say than sit in silence and stare at each other.

In such a chilly environment, resolve to stay passionate and enthusiastic, keep talking to the individuals, and don't expect too much from them. Certainly, never be afraid of what appears to be their cold nature.

Audiences usually look cold, and individuals generally tend to be shy. But rest assured that the group really does want to hear you speak. Never take their blank stares personally. **1**

Edward Gordon, ATM-B, is president of At Eze Club 7055-29 on Keesler Air Force Base in Gulfport, Mississippi, and a member of Gulf Coast Club 2095-29 in Gulfport.



Keep the sales pitch out of the lecture hall.

# The Promotional Speech

**L**ike many Toastmasters, I joined a club for business reasons. I'm an author and a publisher, and I promote my city's history and my books through public speaking engagements. I talk about the local history at service club and historical society meetings. I present writing workshops to groups of authors and would-be authors. I speak to the people who attend my book signings at bookstores and specialty shops.

Public speaking is a natural way to market your product or service. Think about it: You talk to clients and customers about aspects of your business throughout the workday. Why not increase your PR effectiveness by speaking to a whole audience of people who are interested in your topic?

Before embarking on a public speaking campaign to promote your business, product or service, however, there are some things to consider. Most important, keep the sales pitch out of the lecture hall. While this may seem like a blatant contradiction, it could be the most important statement in this article.

A promotional speech should not be confused with an infomercial. One does not get invited to the Rotary club or the Visalia Garden Club to hard-sell their members on purchasing water purifiers, for example. You may be there representing a water-system company, but your job as a speaker is to entertain, inform and educate. If any sales result from your presentation, it's because you've met the needs of the audience: You've held their interest. You've provided important information they can use. And you probably taught them something.

What's the difference between a sales pitch and a promotional speech? A sales pitch focuses on you and your product or service. When pitching, you sound like a commercial. You spew features and benefits. You

attempt to build desire for your product or service. An audience that has been unexpectedly bombarded by a sales pitch may leave the presentation feeling violated. If they buy your product, they may feel as though they've done so under duress.

A promotional speech focuses on information. Members of this audience generally take something of value away with them. And if they make a purchase, they feel that it's not a matter of their having been browbeaten into doing it, but rather that it's because they now understand that they need or want what they're buying.

When I talk to a group of writers, I am introduced as the author of *Over 75 Good Ideas for Promoting Your Book*. I might explain why I felt compelled to write the book. I'll share a few anecdotes illustrating some of the interesting things I learned while compiling it. Then, I'll give the audience a good dose of information straight from the pages of the book. I believe it's this information that inspires so



BY PATRICIA L. FRY, CTM ■ PHOTOGRAPHY BY MICHAEL BARLE





*"A promotional speech should not be confused with an infomercial."*

many audience members to purchase the book afterward. They find my tips helpful and crave more of them.

What would the audience get out of my talk if I just stood on the stage and listed all the reasons I think my book is so great? My presentation wouldn't be very entertaining, informative or educational. And I doubt this approach would sell many books. When people go to the trouble of attending a presentation, they expect to receive some compensation. It's your job, as the speaker, to make sure they're not disappointed.

I once heard a man give a lecture that was supposed to explain how to use the public library. This was just before an election and he was all worked up about one of the initiatives on the ballot. This man took the opportunity to try to sway the audience's opinions rather than to present them with information they could use.

If you want to give a promotional speech, here are some tips:

■ **Find an appropriate arena.** Is your topic of general interest? Does it relate to a specific group such as gardeners, those who service their own automobiles, animal owners or parents of twins? Research appropriate clubs and organizations through your local phone book. Contact the Chamber of Commerce for a list of organizations. To locate clubs and organizations outside your area, use the Internet or the Yellow Pages from other communities (available in most large libraries).

Write, call or e-mail the contact person. When writing, include your resumé, previous speaking experience, your topic and a list of possible speech titles.

■ **Get publicity.** Once you've set a date, find out how the host organization plans to promote your presentation. If the meeting is for members only, make sure someone submits a news release to local newspapers and includes an article in the corporate newsletter or Web site.

If the meeting is open to the public, determine whether the program chairman plans to send news releases to all local newspapers and radio/TV stations two weeks before the event. Will the host organization include a notice in its newsletter? If the host isn't planning to promote your presentation, do it yourself. Besides sending news releases to local newspapers, posting notices on bulletin boards and doing one-on-one networking, remember to send notices to your friends, neighbors, business associates and fellow Toastmasters.



# Five Rules for Appropriate Networking at Club Meetings

1. View your Toastmasters club meetings as an opportunity for self-improvement, not self-promotion.
2. Avoid cornering fellow Toastmasters with your sales pitch. Keep in mind that if you're doing most of the talking and it's about your business, you are probably boring someone.
3. If a Toastmaster asks about your work, offer the short version. Give your 30-second commercial, hand him or her your business card and suggest that the person contact you later.
4. When someone approaches you with a long-winded sales pitch that you don't want to hear, it's OK to interrupt, ask for a business card and change the subject or walk away.
5. If blatant self-promotion is a problem in your club to the point where it's driving members away, suggest that the board establish rules designed to curb this practice.

■ **Provide photos.** Have publicity photos taken and submit them with your news releases. Likewise, have someone take a picture during your presentation and send it to local newspapers with a story.

■ **Create a speech.** Think about what you can offer the audience. If you make and sell handmade fishing lures, your speech should include some good fish stories. Talk about the proverbial "one that got away." Use anecdotes illustrating the value of fishing for family togetherness. Share techniques for catching fish in local waterways. Offer information about fishing licenses and regulations. Of course, you'll want to talk about why you started making fishing lures and you'll bring some to show off. When you're showing some of your lures, share a story or two about record-sized fish that were caught using them.

Could this become an informative, entertaining and educational talk? I'd say so. Will you sell some fishing lures? Most likely.

Maybe you have a mobile car-detailing business. Your presentations could include some of your secrets for detailing a car and some funny things that have happened in your business. Tell about the time you were washing a car when someone rose up from a nap in the backseat. Maybe you washed a car on a hot day using the shade of a large tree, only to discover that the tree was alive with messy birds. Offer a contest where someone wins a free detailing. And hand out your business cards to everyone at the door, thanking each of them for attending.

■ **Use different strokes for different folks.** Not every speech is right for every group. If you own a catering service and you're talking to the elementary school PTA, you might focus on shortcuts in the kitchen. A group of active senior citizens might be more interested in how to set an attractive table. And you can offer a group of married couples tips for sharing kitchen tasks. Sprinkle your talk with anecdotes that illustrate your catering abilities and professionalism. Those looking for a caterer for their next event will remember you.

I constantly vary my talks on local history. I present my material in storytelling form for grammar school kids. When I speak to seniors, I choose topics to which they can relate, such as activities pursued in this community in the early 1900s or the evolution of transportation in the valley. Historians delight in hearing about how I collected my information over the years and the obstacles and challenges I encountered. Newcomers want to know how the community was established. And when I speak at the middle and high school level, I generally offer anecdotes featuring the history of some of the places they are most familiar with.

■ **Give in order to receive.** Sometimes speakers resist giving away too much for fear the audience won't ultimately purchase their wares. I recommend erring on the side of generosity. Mary Embree is the founder and director of SPAWN (Small Publishers, Artists and Writers Network). She is also an author. When she presents talks or workshops around the theme of her book, *The Author's Toolkit*, she uses the book's Table of Contents as a guide. She proceeds chapter by chapter through her book, sharing information and facts with the audience. And she responds in detail to audience questions. Does she sell books at these events? Absolutely.

If the car detailer or the caterer share some of their trade secrets during a presentation, do they risk losing business? No. Some people will hire professionals to do these things, no matter what. Other people will wash their own cars and prepare their own meals, no matter what. The majority, however, will probably use these services at some point. Weddings and special birthday celebrations occur in almost every household. A car-detailing service makes a good gift for someone who has everything else. And everyone in the audience has the potential to spread information about you by word of mouth.

I always tell someone who is disappointed when they don't sell as many items as they expected at an event, "It doesn't matter. What matters is that you got exposure.



What you put out will come back sooner or later." And I advise them to keep on keeping on.

■ **Poll the audience.** When you walk up to the podium, you'll have at least a general speech outline in mind. But before you utter a word, find out what the audience needs from you. Ask for a show of hands to determine the audience's interest in your topic and their level of expertise or experience. When I talk about book promotion, for example, I ask how many people have published books, how many are currently working on a book and how many are contemplating writing a book. The audience's response always helps to guide my talk.

■ **Be prepared.** If you plan to sell something after the meeting, make sure you have enough items to sell,

appropriate denominations of currency for making change and a receipt book. Bring plenty of brochures and business cards for those who want to pass them along to a friend or who need time to think about the purchase.

Go forth, and give your business a boost through effective presentations without the commercial hype. Remember, the sales pitch is for the showroom, the conference room and even the ballroom. But let's keep it out of the lecture hall. **T**

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**Patricia L. Fry, CTM**, lives in Ojai, California and is the author of *A Writer's Guide to Magazine Articles for Book Promotion and Profit*. She can be reached at [matilijaPR@aol.com](mailto:matilijaPR@aol.com) or visit [www.matilijapress.com](http://www.matilijapress.com).

## Promoting Your Club's Web Site

By Linda Adams, CTM

Your club's Web site competes with the sites of thousands of other Toastmasters clubs. How do you make sure Web surfers find your site – and ultimately, your club? Here's how:

Start by removing any pages labeled "under construction" from your site. Prospective members find it ill-prepared and incomplete. Site visitors probably won't return and may not even come to your club. For the same reason, you should regularly update your site to keep it current.

After updating the site, speak with your club officers and members about promoting it. The Web site address should appear on every piece of the club's promotional material. This is crucial, because prospective members probably will take the time to look at the site if they see an address.

Promotional resources might include:

- Newsletters
- Newspaper advertisements
- Fliers
- Public service announcements
- Brochures
- Signs – both indoor and outdoor
- Business cards
- E-mail
- Meeting agendas
- Membership rosters

Announce the Web site address at every club meeting – especially if you have guests. I promoted our new site to members at a meeting, and a guest asked for the site's address.

Make sure you submit your Web site address to Toastmasters International so it may appear in your club's listing at [www.toastmasters.org](http://www.toastmasters.org). To see if your address is already listed, follow the "Find a Club Near You" link and search for your club. If you're not listed, or if you need to update your listing, send the information to [direct-orychanges@toastmasters.org](mailto:direct-orychanges@toastmasters.org). You may also submit a club contact e-mail address..

Check to see if your district has a Web site. If you don't know, visit the Toastmasters International Web site at [www.toastmasters.org](http://www.toastmasters.org) to find out. If there is a district site, e-mail the Webmaster, providing your site's address. Be sure to include a link to the district on your site.

### ONLINE PROMOTIONAL RESOURCES

- A. If your club meets at a restaurant, a church, or on the property of another organization, see if that organization has a Web site. Offer to put a link on your site in exchange for the organization giving you one.
- B. Drop by your community's Web site. Many of them list links to businesses and organizations that serve the community. Toastmasters clubs work with the community, so your site deserves to be up there.
- C. Some free Web site providers offer a banner exchange for their members. You create a banner representing your site, and it circulates through various sites that are part of the program. Unfortunately, this isn't always effective. During the two years I had a banner, only two people from the exchange visited my site.
- D. If you or any of your members participate in newsgroups or message boards, ask them to list your club's Web site as part of their signature. The club's location should be mentioned in the link to make it possible for prospective meeting visitors to determine if they're nearby.

Promotion of a club Web site is an ongoing project. Don't expect a thousand visitors to come to your site as soon as you advertise. Just like building your club membership, it takes time to build a base of visitors to your Web site. **T**

.....  
**Linda Adams, CTM**, is a member of G.U.T.S. Club 5986-27 in Arlington, Virginia





## CAN WE TALK?

By Paula Syptak Price, ATM

What to do when you can't remember your next word.

# When Silence Is Not Golden

Last spring, our club president took a risk in giving his first humorous speech. Jeff quickly had us laughing over insights about his new puppy. Then about a third of the way into the speech, he stopped. Silence masked the anxiety in the room.

I noticed the earnest squinting of Jeff's eyes, the silent movement of his lips. I looked away, as though I alone might relieve the pressure he seemed to feel and somehow help his words return. After about a 30-second eternity, he walked over to check his notes, then sailed on with his speech. A few minutes later, he went blank again. He looked down, turned his head to the side, moved his lips. Another eternity before he again remembered his words and continued to the end. The silences had cost him time and created frustration.

While it's been said that silence is golden, it's not golden when you can't remember what comes next in your speech – it's agony! There are at least three ways to deal with memory lapses:

- Never give another speech.
- Prepare well.
- Learn recovery strategies.

As Toastmasters, let's consider points number two and three.

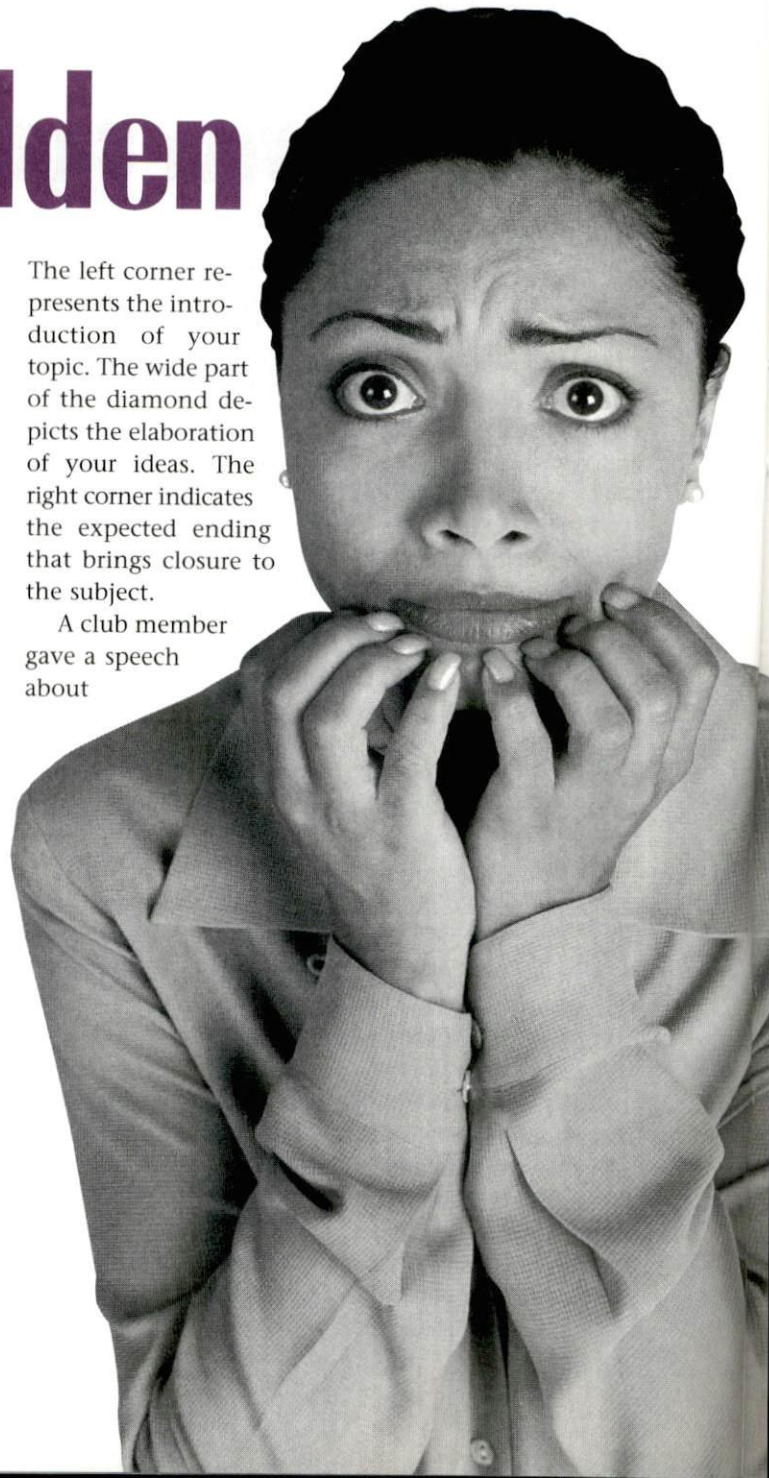
### PREPARE WELL

Lack of preparation can account not only for forgetfulness but also for nervousness. Be good to yourself and be prepared with:

- **Organization:** There are a variety of ways to organize your speech. One way is to think of it as diamond-shaped.

The left corner represents the introduction of your topic. The wide part of the diamond depicts the elaboration of your ideas. The right corner indicates the expected ending that brings closure to the subject.

A club member gave a speech about





the process of mummification. In his introduction he said he would describe the step-by-step process, which he did. At the end, as expected, we were more knowledgeable about how mummies are made. When your thoughts flow in a logical order, with your objectives clearly in mind, they are easier to remember. The organization pulls you through the speech.

If you forget some idea or word, sometimes it's best to skip it and go on. If the forgotten part comes back to you later in the speech, you must decide whether you want to tell the audience. It might not be important enough to interrupt the flow of ideas.

■ **Transitions:** When preparing your speech, use transitions. These are words or phrases that create a bridge from one thought to another.

In his new-puppy speech, Jeff first talked about how he obtained the puppy. The second part dealt with funny situations the puppy got into. Jeff froze after the first part because he didn't have a bridge into the second part. He could have led into the second part of his speech by saying something like, "So that's how we got the puppy. I'm glad we did because of all the funny things he does. For instance...."

Not only do transitions help you as a speaker move from one idea to another, they help the audience move with you.

■ **Notes:** Is there anything wrong with using notes? No, although being overly dependent on notes breaks eye contact, cools audience rapport, and restricts your enthusiasm.

Simple notes are easier to use. They can be written as an outline, or contain only key words. You may want to try using pictures or icons instead of words. Another suggestion: Visual aids can serve as notes.

■ **Memory Connections:** The more connections you have to a piece of information, the easier it is to access that information on demand, as Lawrence C. Katz and Manning Rubin point out in their book, *Keep Your Brain Alive*. You can create at least five connections to your speech. First, review your speech material several times to become more familiar with it. Next, practice it out loud to see how it sounds. Develop a kinesthetic feel by practicing with gestures.

What about your sense of smell? Do you remember a time when you walked into a house and smelled cookies baking? I'm guessing you have a detailed mental image of the house, who was baking the cookies, and whether you got to eat any.

Again, according to *Keep Your Brain Alive*, "Associations based on odors form rapidly and persist for a very long time." If you can associate a smell with any portion of your speech, you will remember the details

better. Finally, if you are relating a story with step-by-step events, try visualizing the scenes in your mind to help you remember them.

By immersing yourself in your speech material, practicing out loud, using gestures, associating odors and visualizing, you'll experience a fuller involvement with the speech, which will help you remember it better.

## RECOVERY STRATEGIES

Suppose you are totally prepared. Could you still go blank? Yes. But you can recover by:

■ **Repeating:** A contestant in a division humorous speech contest had a memory lapse part way through his speech. Since he had given this speech at the club level and the area level, he knew the material well. After the contest ended, I asked him why he went blank. He said music blaring in the room next door distracted him. I asked how he managed to recover. He said he kept repeating his last words to himself.

Essentially, he backed up to his last thought, picked up the idea, and moved forward again.

■ **Drinking:** In Lilly Walters' book, *What to Say When You're Dying on the Platform*, John Kinde suggests bringing a glass of water to the lectern. If you go blank, take a drink while you try to remember where you were. Keep drinking until you remember. The audience will think you are thirsty.

■ **Dropping:** Sometimes a distraction can break through your moment of stagnation. Dropping something, like a pencil, can serve as that distraction.

■ **Asking:** Ask the audience a question. "Who agrees with me so far?" Or "Who thinks they know what I'm going to say next?" This takes some attention off you and helps you relax. When you relax, the next thought can re-enter your mind.

■ **Breathing:** Another way to relax is to take a deep breath and smile. Keep in mind that just because you forget something doesn't mean your speech is ruined. The man in the division humorous contest who went blank won second place. His speech was not perfect, but it wasn't ruined. Take a deep breath to relax, and let the next thought in.

As a last resort, you might learn to tap dance to keep your audience entertained during the silence. The key is to be prepared for going blank, because silence is not always golden. **T**

**Paula Syptak Price, ATM,** is a member of Talk of the Tower Club 4601-55 in San Antonio, Texas.



# Tips For the Amateur Joke Teller

By Paula Syptak Price, ATM

Once you outgrew "knock-knock" jokes, did you start telling yourself, "I can't tell jokes. I don't remember them"? Here are some tips to challenge that negative notion.

First, wash your mouth with soap each time you say, "I can't tell a joke." Although it takes effort, telling a joke is a skill you can learn, just like public speaking.

Second, practicing helps you remember. "I have trouble remembering a joke until I've told it five or six times," says veteran comedian John Carfi.

Carfi spends much of his time as an opening act for headliners such as Donna Summer and Taylor Dayne. To remember several jokes, he uses topics that relate to each other. If he starts talking about going to the fitness center, he can then segue into jokes about the home fitness equipment purchased by his wife. Once his wife is mentioned, he transitions into relationship jokes.

You can make a joke funnier by adding gestures and facial expressions. Carfi says such liveliness may contribute up to 40 percent of the joke's effect. "Some people are better joke-tellers because they are animated."

Carfi advises keeping the joke short and to the point. "Jokes are supposed to be a premise, a setup, and a punch line. The shorter the better."

What if no one laughs at your jokes? Carfi says, "A good comedian can take an audience of a thousand people and make 800 love him. The other 200 will say, 'He's all right, I guess.'" People have different tastes in humor, just as they do in music. But it's also possible you didn't tell the joke very well.

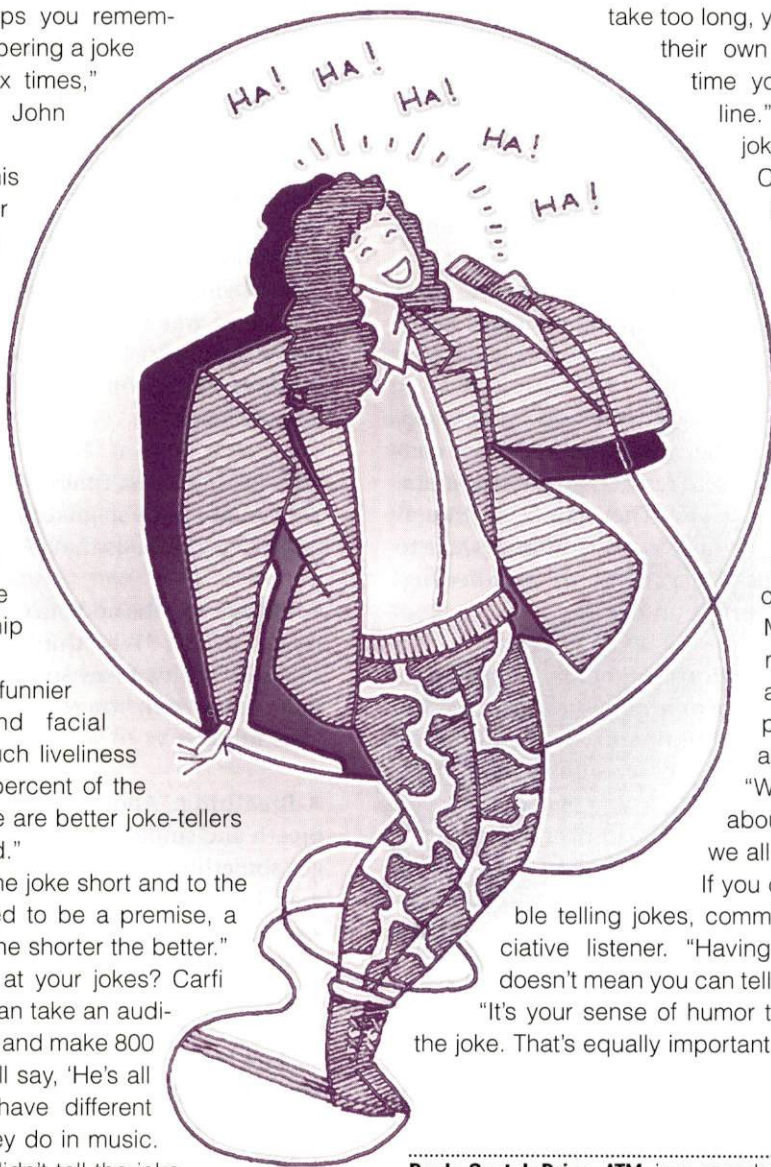
C.W. Metcalf, author of *Lighten Up – Survival Skills For People Under Pressure*, says dialect can be difficult. If the joke requires an accent, use one consistently throughout the story or don't tell it.

Carfi says if a joke doesn't go well, more than likely the speaker is dragging it out. "How quickly you get to the end is very important. If you take too long, your listeners will be in their own little worlds by the time you get to the punch line." Examples of short jokes can be found on Carfi's Web site [www.lookforgolf.com](http://www.lookforgolf.com).

Metcalf, who helps people in corporations use humor as a coping skill, emphasizes the importance of knowing the audience. Obviously, one shouldn't tell lawyer jokes to a meeting of the American Bar Association. Metcalf points out that most women don't appreciate jokes about power and dominance as much as men do. "Women prefer jokes about human foibles that we all share."

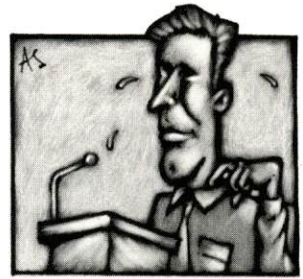
If you continue to have trouble telling jokes, commit to being an appreciative listener. "Having a sense of humor doesn't mean you can tell a joke," says Metcalf. "It's your sense of humor that allows you to get the joke. That's equally important."

***"Having a sense of humor doesn't mean you can tell a joke. It's your sense of humor that allows you to get the joke. That's equally important."***



Paula Syptak Price, ATM, is a member of Talk of the Tower Club 4601-55 in San Antonio, Texas.





By Patricia Sutherland, ATM-B

# A Pause for Thought

MOST PEOPLE JOIN TOASTMASTERS TO IMPROVE THEIR SPEAKING skills. I became a Toastmaster because I wanted to speak slower. I often make presentations to raise funds for a charity. Before I joined Toastmasters, the audience would often ask

questions on subjects I had already addressed. I realized that much of what I said whizzed past my audiences' ears.

I tried various tricks to learn to speak slower. I tried taking long pauses between paragraphs. That didn't work because I would lose my train of thought. Or I brought my speech to the lectern, only to end up reading it – a sure way of losing an audience's attention! I am much more comfortable memorizing a speech as opposed to using notes, as I have been blessed with a nearly photographic memory. Alas, it doesn't help me talk slower.

Every Toastmaster eventually finds his or her niche and I soon discovered mine. I enjoyed humorous speaking. I don't try to be funny, it just happens. People laugh at things I say that I don't think are funny. It's the emphasis I put on words and my facial expressions that send them into fits of laughter.

I also discovered that when I gave humorous speeches, I talked slower. I had as much fun presenting my material as the audience had listening to it. However, I soon discovered a second problem. The audience would laugh and I was unsure how long to let them. I didn't want to lose momentum waiting for them to stop, and I didn't want to risk their laughter drowning out the next part of my speech.

This can be a problem for any humorous speaker – especially when there is a time limit. During one contest, I stopped so often – for so long – to allow for the audience's laughter that I completely passed the time limit, leading to my disqualification. Every speaker has to discover his or her own solution to this problem. I schedule pauses for laughter rather than trying to make up time playing “beat the clock.” But I soon learned that a pause can be a lifesaver for a speaker.

I was asked to give a humorous speech at our club's 25th anniversary celebration. However, two days before the speech – and before I could memorize it – I came down

with a terrible migraine headache. In retrospect, I think the headache was caused by the enormous risk I was about to take. I was taking the sensitive subject of having a disability and poking some fun at it. Because I had a

disability, I felt I could pull it off, but I wasn't convinced.

I knew my material was funny, but when a speaker takes a risk, it can go one of two ways. Either everyone will laugh or the audience will be offended. Despite numerous words of warning, I decided to give the speech. Unfortunately, the migraine persisted and I was not able to memorize the speech as thoroughly as I would have liked. Fearing distraction, I left my speech notes on my seat.

I glanced around the room at all the seasoned speakers staring at me. For the first time in years, I had butterflies and a very sick feeling in my stomach.

To start with, things were going very well and my confidence slowly returned. However, as the whole room looked expectantly at me, I started to tell a joke and a speaker's worst nightmare occurred – I blanked. I could not remember the rest of the joke!

Every Toastmaster knows that if he or she forgets part of a speech, it is not a big problem. Material can be changed or eliminated and no one will be the wiser. But a joke has to have a punch line. As the audience was laughing at something else I said, I took a long pause and frantically searched the room for a clue – anything that would prevent me from making a complete fool of myself. Suddenly, there in the corner I saw it – a barstool. That was it! The next line of the joke was about a man falling off a barstool. Everything fell into place, and I continued on with the rest of my speech. I received a standing ovation.

My suggestion for any Toastmaster in this predicament: Do not panic! Take a long pause and look around the room. The words are in your head but sometimes you just need to “pause for thought.” **1**

**Patricia Sutherland, ATM-B**, is a member of Bay of Quinte Club 2057-60 in Trenton, Ontario, Canada.



## The Persuasive Speech:

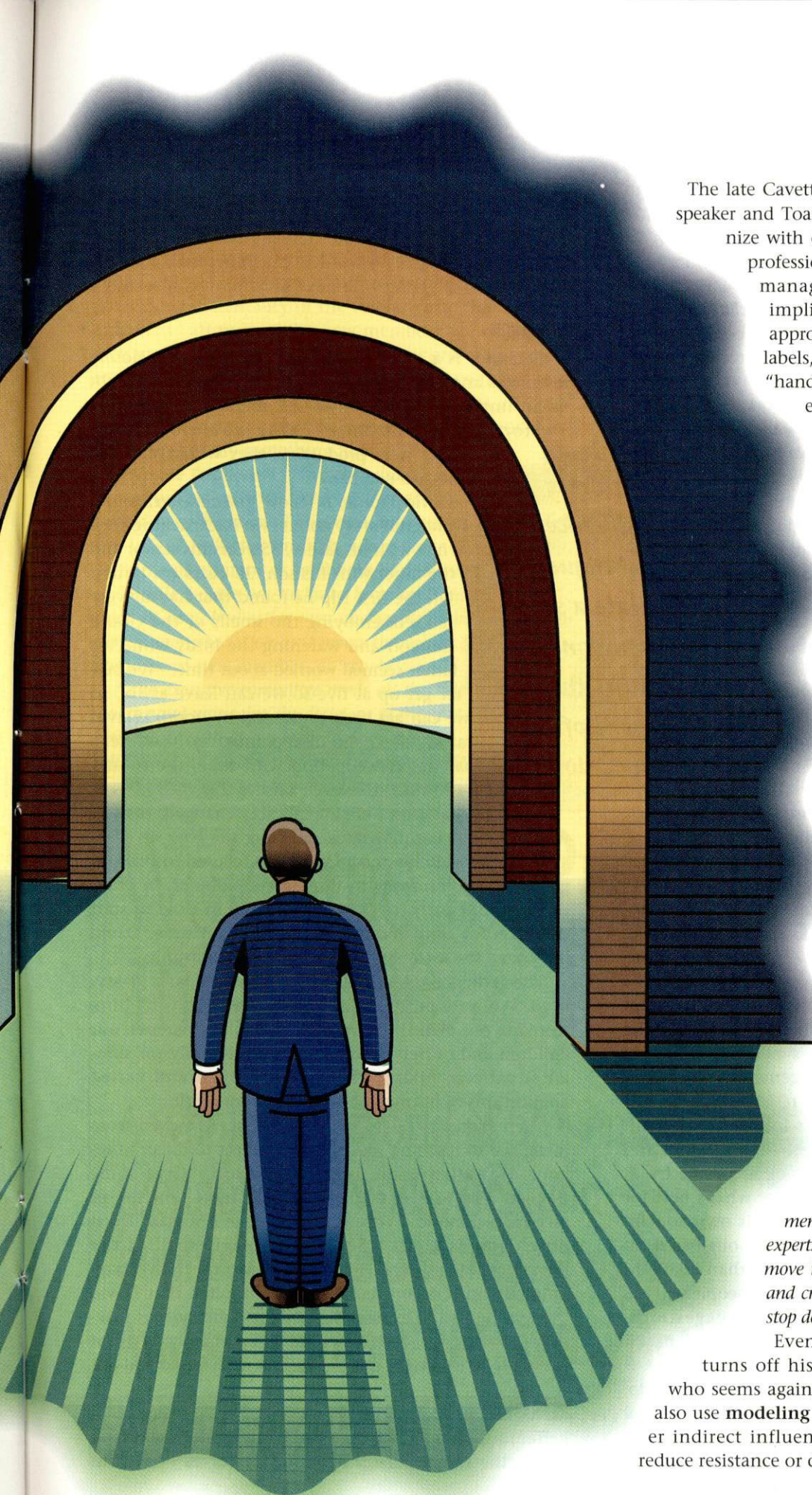
# The Path of Least Resistance

Why telling an audience what they should do and how they should think doesn't work.

**M**y friend Joe, a novice speaker and not a Toastmaster, asked for help in writing an important twelve-minute speech. His task? Plant the seed with 200 members of his trade association's executive committee that they need to reconfigure the organizational structure – as a solution to the current membership problem. Joe saw himself as a mediator of sorts, appealing to veteran members, loyal to the organization's historic structure, and new members, who were uninterested in the past and eager to promote change. The message he was trying to sell? All members should stay open-minded and disengaged as the executive committee worked through the process of reevaluating the structure, rather than rushing in with their own solutions to the membership problem. His concern about the speech? The audience would be inattentive, bored, nod off, or not get his point. My concern? That his audience would be turned off by his "should," "must," "ought-to" message.

BY JUDITH TINGLEY, ATM-S, PH.D. ■ ILLUSTRATION BY PETER HOEY





The late Cavett Robert, a pioneering motivational speaker and Toastmaster, coined the term, “harmonize with objections” as a technique for sales professionals to use when they attempt to manage buyers’ resistance. The phrase implies a more mellow, less aggressive approach than do other commonly used labels, such as “overcome objections” or “handle resistance.” It is an indirect influence technique, a technique that I refer to as “acting in accord” in my book *The Power of Indirect Influence*, (AMACOM, 2000).

If Joe acts in accord, he says, *“Our proud association has a strongly diverse membership. We have members who think we’re moving too slowly, others who think we’re making changes haphazardly; some have been here since 1950 and like things as they are, and others want to resign because they think we’re not in touch with the times. All factions won’t be satisfied at the same time, with the same outcome, but we can all support the executive committee as representative of our diverse membership for three more months as it comes up with suggestions for solving the membership problem.”*

“Acting in accord” works better than “acting in discord,” or any direct, authoritative or competitive approach, because it generates a sense of commonality rather than one of opposition. Joe acts in discord if he says, *“Even though many of you think our organization is great as is, you have to be open-minded in your thinking. You need to listen to the new members, the younger members, and the experts in organizational change. You must move into the 21st century with enthusiasm and creative thinking or this association will stop dead in its tracks.”*

Even if Joe’s thinking is accurate, he turns off his audience. He becomes someone who seems against them, not with them. Joe could also use **modeling** to influence his audience – another indirect influence technique that works well to reduce resistance or diminish objections.



## MODELING

Modeling is behaving in ways that you'd like others to match. Joe could connect with the audience through similarity, and then move to modeling by saying, "I've been a member since day one so I'm well-acquainted with the our organization's history. (He connects with veterans.)

"Recently, I've been more wrapped up in my own business and haven't stayed as tuned in to the association's needs, problems, or processes as I could have. (He connects with newer members who aren't familiar with recent association issues.)

"I've found it difficult along the road to stay unbiased and positive, to put my trust in our group of leaders instead of thinking I know what's best, but I'm working on it. I ask you to join me in hanging loose for the next three months as the executive committee does its work. (He begins demonstrating the model.)

"Then, perhaps we can receive the committee's results with appreciative inquiry, rather than with negativity and criticism. Those people in the association who have known me for a long time know I can be tough, and sometimes stubborn. They'd agree. If I can do it, you can do it!"

Joe, and many speakers, could be much more influential by using a variety of indirect influence techniques instead of directly telling the audience what they should do. Indirect influence techniques are used intentionally by the speaker, but not seen by the audience as intentional influence attempts. Such techniques go around, over or under potential objections.

In contrast, a direct influence attempt is used intentionally by the speaker and seen as intentional by the audience. If Joe says, "You should keep your opinions to yourself and not rush to judgment. Let the executive committee take time to gather information and come up with its own solutions to the membership problem," the audience will know clearly that he's trying to influence them. A direct influence attempt generally ignores or plows straight through the ridges of resistance.

What's wrong with the speaker's influence intention being so obvious? Most listeners raise their defenses and become guarded and resistant when other people try to tell them what to do or claim to know what's best for them. People want to come up with their own conclusions, choose their actions, and learn lessons based on their own analysis of information, rather than take others' unsolicited advice or direction. Often people will ask your advice, and when you give them suggestions, they'll quickly tell you why it won't work for them. I'll bet you have experienced this phenomenon.

As a consultant who is paid to tell people what to do, I have found that avoiding and skirting around potential resistance is a big part of my job. The tendency to resist advice may not make sense, but it's human nature.

In Toastmasters we often use a "call to action" to motivate our audience. The action call is best delivered as what members can do, might like to do, or what would work well rather than what they should do or what is best for them to do. Here are two more indirect influence techniques to try with an individual, a group, or when you're giving your next Toastmasters speech:

## METAPHOR

A metaphor is a statement about one thing that closely resembles another. It implies a comparison. What might be an implied comparison to the metaphor "A rolling stone gathers no moss"? One would be that if employees were productive, they would stay valued at their company.

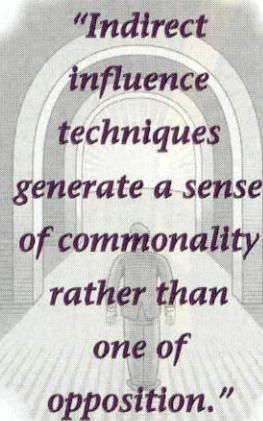
David Frome, a fellow Toastmaster, told a wonderful story about two backpacking trips – one with his father, 35 years his senior and the other with his son, 35 years his junior. On the first trip he found that he was very relaxed, enjoying the smells of the Grand Canyon and watching the birds while his father seemed worried about time. "We better get up at five so we can leave at six, so we can get back to the top by noon." David was annoyed and disappointed by his father's apparent preoccupation with time, the future, order and rush. However, on the trip with his son he found that roles were inexplicably changed. His son was enjoying chasing lizards, smelling the bark on trees and trying to catch a toad. David was focused instead on getting to the campsite in time to cook dinner, in order to get to bed early, so they could be up in time to start the hike out early enough to get home on time. David illustrated the metaphor informally and beautifully.

The audience was enchanted, mesmerized, and glassy-eyed. We were putty in his hands. We were with him, thinking our own thoughts about time, our parents, our children and ourselves. We reflected internally on similar situations, hiking, the Grand Canyon and varied applications of his metaphor. It was wonderful!

Then suddenly David switched gears. He moved from metaphor to teaching mode, from indirect to direct influence. He called upon us to take action. "Give some thought now to who you want to take more time for, or give more time to. Write it down. Make it a goal. Do it now. Time is a gift." Boom. The magic spell of the metaphor was broken. The audience was not only disappointed and resistant, but also a bit insulted that David thought he had to explain directly the point he was making. We had all received his indirect influence attempt gratefully. We loved it, until he told us what we should do!

## REFRAMING

Reframing means to change the frame or the context in which the target person or group perceives events, in



**"Indirect  
influence  
techniques  
generate a sense  
of commonality  
rather than  
one of  
opposition."**



order to change the meaning. The children's story, *The Ugly Duckling* is a good example. When the reader realizes that the duckling is in fact a baby swan (change in context), the duckling isn't ugly after all (change in meaning.) Friend Joe could use reframing as an indirect influence technique with his trade association's mixed audience. He could put a different frame around the "slow-down" mentality of the veterans and the "rush-to-judgment" attitude of the new members. He could help each group see some value in the other group's position, and propose that both contingents have a common mission: To be sure the executive committee has all opinions in hand prior to its three-month deliberation period. Joe might say something like:

*"We are fortunate to have the wisdom of the veterans in our organization who know what has and what hasn't worked over the years. These men are pioneers who pushed our infant industry through adolescence to adulthood. (Reframe of veterans as "stubborn or against change.")*

*"Similarly, we are lucky to have such an enthusiastic group of new, innovative men and women who are eager to support our association as it moves through its mid-life crisis. (Reframe of new members as 'rebels.')*

*"The executive committee needs all the help it can get in making and managing the decisions of the next three months. I encourage each of you to write down one idea, suggestion, or solution to a problem that you see and submit it now. Your participation now assures you that the committee's decision*

*will reflect the views from all factions, all facets, all faces of our membership"*

What's the down side of using an indirect influence approach? The major disadvantage is that it often takes longer, at the time and over time, to deliver the indirect influence than it does to deliver the direct influence. That disadvantage is overcome if your influence attempt works, rather than raises resistance.

Secondly, if you start out using "acting in accord," reframing, metaphor or modeling and nothing happens, you can always revert to a direct approach. If instead you start out with a direct approach and it doesn't work, you've raised the resistance. It's often too late for an indirect technique unless you wait until the resistance subsides. The idea of indirectness may seem familiar to you, or very strange. Either way, consider the possibility of trying it, adding it to your repertoire, or refining your skill as you practice to be an even more effective influencer at work, at home and in your Toastmasters speeches. **T**

**Judith C. Tingley, ATM-S, Ph.D.** is a member of Park Central Club 3527-3 in Phoenix, Arizona. She is a coach, speaker, trainer and the author of *GenderFlex™: Men and Women Speaking Each Other's Language at Work* (AMACOM, 1994) and co-author of *GenderSell™: How to Sell to the Opposite Sex* (Simon and Schuster, 1999). Visit her Web site, [www.gendersell.com](http://www.gendersell.com).

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# YOUR 2001-2002 OFFICER CANDIDATES

**H**ere's your introduction to Toastmasters International's 2001-2002 Officer Candidates. On Friday, August 24, you'll have the opportunity to vote for the candidates of your choice while attending the International Convention in Anaheim, California.

Candidates were nominated for the positions of President, Senior Vice President, Second Vice President and Third Vice President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section 1, of the Bylaws of Toastmasters International.

*It is the right and duty of all clubs to participate in the vote, either through their representatives at the Convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate. For those attending the Convention, you'll have the opportunity to meet and talk with all the International Officer and Director candidates before the election.*

*(Additional nominations for International Officers may be made from the floor at the Annual Business Meeting. International Director candidates will be nominated at the eight Regional Conferences to be held this month.)*

## Official Notice

The 2001 Annual Business Meeting will be held on Friday, August 24, at 8 a.m., during the International Convention, August 22-25, 2001, being held at the Hilton Anaheim, Anaheim, California, U.S.A.

## Nominating Committee:

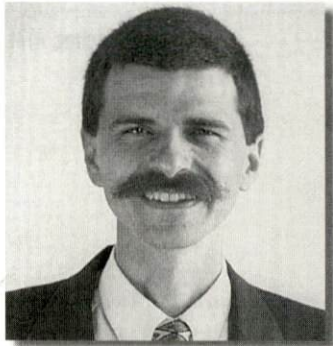
Len Jury, DTM, Chairman; Terry Daily, DTM, Co-Chairman; Pauline Shirley, DTM; Roberta Battle, DTM; Bill Stull, DTM; Nancy Starr, DTM; Ken Tanner, DTM; Irma Ortega Perry, DTM; Ralph Williamson, DTM; Fran Gedra, DTM; Evelyn Jane Burgay, DTM; and Clare Murphy, DTM.



## For International President

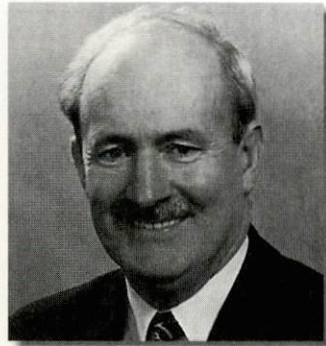
**Alfred Herzing, DTM** – Senior Vice President, Second Vice President, Third Vice President, International Director 1995-97 and District 52 Governor 1990-91. Mr. Herzing's home club is the Yorba Linda Achievers Club 9591-F. As Governor of District 52, he led his district to Distinguished District. He was Club Toastmaster of the Year six times, and Area Toastmaster of the Year once. He also won the District 52 Evaluation Contest. Mr. Herzing is an Information Technology Director for Beckman Coulter, Inc. He has a Bachelor of Science degree in Electronic Engineering from California State University. He is a member of the YMCA Indian Guides and the BMW Car Club. He is also a board member of the Yorba Linda/Placentia YMCA. His hobbies include coin collecting, computer driving and flying simulations, frisbee golf, and travel. He and his wife, Margie, reside in Yorba Linda, California. They have one son, Adam.





## For Senior Vice President

**Gavin Blakey, DTM** – Second Vice President, Third Vice President, International Director 1994-96 and District 69 Governor 1990-91. Mr. Blakey's home club is the Western Suburbs Club 2477-69. As Governor of District 69, he led his district to President's Distinguished District. He won the District Evaluation Contest in 1992. Mr. Blakey is a Principal with the City of Brisbane, the largest local authority in Australia. He has an Honor's degree in Civil Engineering, a Post Graduate diploma in Management, and a Master's of Business Administration. His career has included roles in consulting, engineering, management, project management, program budgeting, strategic asset management, lecturing in communication at two universities, labor relations, total quality management, policy development, and communication training for Australia's elite athletes. He and his wife, Bea Duffield, ATM, reside in Brisbane, Queensland, Australia.



## For Second Vice President

**Ted Corcoran, DTM** – Third Vice President, International Director 1996-98, and District 71 Governor 1994-95. Mr. Corcoran's home club is the Fingal Club 6255-71. As Governor of District 71, he led his district to President's Distinguished District. He founded five new Toastmasters clubs and, while Governor, his district was awarded the President's 20+ Award and the President's Extension Award. Mr. Corcoran is Manager of Safety for Irish Railways. He is a graduate of the Irish Management Institute. He is President of the Dublin Rotary Club and has served as Vice President of the Kerry Association, Chairman of the Clontarf Football Club and is a current member of the American Society of Safety Engineers, Chartered Institute of Transport and Chartered Institute of Marketing. He and his wife, Celine, reside in Dublin City, Ireland. They have two daughters.



## For Third Vice President

**Jon Greiner, DTM** – International Director 1991-93 and District 54 Governor 1988-90. Mr. Greiner's home club is the Caterpillar Employees Club 79-54. As Governor of District 54, he led his district to Select Distinguished District. He has received the District Outstanding Toastmaster Award, the Outstanding Division Governor Award, and a Presidential Citation. He also won the District Evaluation contest. Mr. Greiner is the Mining Product Support Manager for Caterpillar, Global Mining Division. He has a B.S. degree in Mechanical Engineering and another B.S. in Business Administration. He is a founding father and past president of the Equipment Maintenance Council and a member of the United Way, Society of Automotive Engineers, the National Mining Association and his church choir. He and his wife, Belinda, reside in Dunlap, Illinois. They have five adult children.



## For Third Vice President

**Beverly Wall, DTM** – International Director 1997-99 and District 62 Governor 1994-95. Ms. Wall's home club is the Grand Rapids Club 404-62. As Governor of District 62, she led her district to Distinguished District. She has received the Area Governor of the Year Award and is a District Evaluation Contest Winner. She served as the Region VI Conference Chair. Ms. Wall is a partner in and secretary-treasurer of finance of Truss Technologies, a \$20 million sales company. She has a B.S./B.A., and an M.B.A. She is a board member of the Grand Rapids Rowing Club, the Cedar Springs Chamber of Commerce, View 100, Junior Achievement, and the Davenport University Alumni Board of Directors. She is also a member of Rotary International. She and her husband, Steven, reside in Grand Rapids, Michigan. They have two daughters.





## TOPICAL TIPS

By Mark Majcher, ATM

### Toastmasters Share Their Lessons Learned

# Take a Tip From the Pros

**L**et's face it. As humans and mere mortals, we make mistakes. Then how can professional speakers and celebrities consistently turn in what appear to be error-free performances? The answer is that the pros are acutely aware of their own performance mistakes,

but you'll rarely notice them. Pros always have a backup plan and have learned to avoid an awkward pause after making a mistake. They flow through their performances, displaying high energy and enthusiasm. Let's learn from closely watching celebrities and discovering that they are not immune to mistakes.

Now for some tips from fellow Toastmasters on how we can improve our own communication skills:

■ *I'm testing my progress as a communicator by NOT telling everyone I've joined Toastmasters. Not yet. At my job, my bosses have reminded me every year during performance reviews that I should improve my communication skills. Co-workers have made similar comments to me. So I joined Toastmasters and decided to consider my Toastmasters experience an experiment. I haven't told anyone at work, but I'm waiting for my colleagues to comment on my progress. Then I'll spring the reason on them. And their noticing my improvement will provide affirmation for me that my Toastmasters experience is taking hold outside, as well as within, club meetings.*

JIM KIEL • AURORA, COLORADO

■ *"Never underestimate yourself!" That's a lesson I learned as a Toastmaster in Saudi Arabia and one I'd like to share with others, especially new Toastmasters.*

*My club is 40 kilometers from my house, and to get to meetings, I have to cross three congested traffic zones. In the beginning, I felt the commute was too difficult and considered quitting. Then my club president called to say he was going on vacation and wanted me to fill his position.*

*He also told me he saw great potential in me. Wow! I had a hard time believing it. After acting as president for four weeks, I started enjoying the club meetings. The lesson I learned: If you are pushed into a river, even if you don't know how to swim, you can cross it. The only thing required is courage.*

*So if you're a new Toastmaster, I urge you to: 1) accept assignments, 2) carry them out to the best of your ability, 3)*

*attend meetings regularly, and 4) most important, don't underestimate yourself.*

SUHAIL AHMAD, CTM • RIYADH, SAUDI ARABIA

■ *To effectively deliver a message to an audience, the presenter must make*

*sure his speech is well-structured. I have found this to be an easy-to-follow three-step plan for doing that:*

- 1. First, write the conclusion with a powerful "take home" message.*
- 2. Then, develop the body with facts and illustrations to enforce the message.*
- 3. Finally, select an introduction that will have impetus and attract audience attention.*

A.M. LEVIN • JOHANNESBURG, SOUTH AFRICA

■ *Don't despair if you forget your speech notes. I experienced one of my most enjoyable times at a Toastmasters meeting – listening to others speak and then giving one of my best speeches – after inadvertently leaving my speaking notes in my car and not realizing it until it was too late to go get them.*

*Before that meeting, every time I was scheduled to speak, I was busy reviewing my notes. As a result, I rarely concentrated on anything else.*

*But when I couldn't do any last-minute preparation (worrying about my speech, I relaxed and enjoyed other parts of the meeting. I remained relaxed, and surprisingly confident, when I gave my speech. My evaluator said my vocal variety was the best she'd ever heard from me. My voice was uncharacteristically strong. And I remembered all the parts and words of the speech. With nothing for me to fall back on – and no notes to distract me – all those strengths that Toastmasters encourages were free to surface.*

TRINA HESS, ATM-B • CRANBERRY, PENNSYLVANIA

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher  
"Topical Tips"  
1255 Walnut Court  
Rockledge, FL 32955  
or e-mail: majcher@spacey.net





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

## DTM

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

Glen Edward Davis 328-1  
Donyielle Holley 5942-1  
Jack Roberts 5942-1  
Patricia Garcia 1803-4  
Eugene D. Myer 7242-4  
Cliff Heinsch 6477-6  
Nancy McCarthy 2979-7  
Jim Noonan 1957-8  
Carl T. Rogers 55-12  
Cammie L. Brye 1613-14  
Colin Knecht 4483-21  
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Ronald R. Bland 7882-25  
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Dorothy L. Stroz 3213-27  
Cherylle V. Garnes 5350-31  
Claude J. Schilling 6173-35  
Pamela S. Christopher 2946-37  
John Clark 2946-37  
Gayle Oleksiak 3093-42  
Peggy R. Zubyk 6395-42  
Jana B. Barnhill 5011-44

Gale L. Watzel 1066-47  
Deborah Birinyl 4331-50  
Ho Fong Ming 5895-51  
Fred Rapson 3427-60  
Jean Charles Girard 1838-61  
Harold Elgee 9750-61  
Kelly McKeethan 5100-63  
Jack Hartmann 6685-74

## Anniversaries

### 65 years

Bremerton 63-32

### 55 years

Corvallis 395-7  
Tuesday Night 394-11  
New Albany 410-11  
Dayton 405-40

### 50 years

Christopher 958-6  
Birmingham 957-28  
Texoma 345-50  
Tejas 966-55

### 45 years

Marty Rogers 2137-8  
Penn Square 2106-16  
Lunchmasters 2073-39  
Toast-N-Talk 2142-40  
Madison 2059-41

Florence 2101-48  
Bossuet Gaveliers 2175-59

### 40 years

Extraordinaires 2148-2  
Fallbrook Toastmasters 2335-5  
Anoka 2748-6  
Harry Diamond 3323-36  
State Health 2973-57  
Skyway 3301-60

### 35 years

Valley TMS 3626-4  
Pile O Bones 1862-42  
Parramatta 2274-70

### 30 years

TGIF Management 3328-4  
Chagrin Valley 3613-10

### 25 years

Zigurat 425-F  
Kentucky Farm Bureau 1035-11  
Parkville 300-18  
Northwest 3566-19  
US Geological Survey 3078-27  
Raytheon Sudbury 2258-31  
Sandpiper 1224-33  
TM Femenil de Tijuana 2680-34  
North Winds 1955-45  
AT&T Basking Ridge 344-46  
Tennessee Valley 960-48  
Pearl City 2805-49  
The Nooners 2810-49  
Canberra City 986-70  
Diamond Valley 567-73  
Glen Waverly 3807-73

### 20 years

Early Risers 4617-2  
Sunset 4631-3  
Motorola Echoes 4634-3  
H P Communicators 4606-4  
Cupertino 4608-4  
Luncheon Linquists 4611-6  
Big Apple 4619-6  
Pros 4650-6  
Lord Effingham 4587-8  
Toastmasters 17 Skills Club 4571-17  
State Center 4597-18  
Advanced Speakers 4589-21  
Simon Fraser University 4590-21  
Fort St. John 4598-21  
Energy 4572-27  
Xerox 4612-27  
Bay Area 4578-28  
Speech Invaders 4641-31  
Sentry 4596-35  
Saint Jude 4580-36

Icebreakers 4621-36  
Dale R. Schallhorn 4654-36  
Sackville 4588-45  
We Search 4593-46  
YMCA of Ipoh 4595-51  
Upeeka 4538-55  
Anico Articulators 4570-56  
Diamond 4582-57  
Golden Strip 4639-58  
Vocal Exchange 4618-60  
Manitoba Morning 4574-64  
Key Club 4645-67  
Bathurst 4613-70  
A M 4594-72  
Te Puke 4616-72  
Breakaway 4602-74a

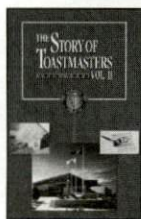
## Ralph C. Smedley Memorial Fund

### Associate

Roving 49'ers Toastmasters Club No. 6590-50, in memory of Bob Lanz, DTM, District 25 Governor 1985-86 and "Mr. Toastmaster" to District 50  
Mt. Helix Toastmasters Club No. 126-5, in memory of Theodore C. Ashby, ATM  
Past District Governor Phyllis Allen, DTM, Past District Governor Pat Amadeo, DTM, John Miller, CTM, Tom Miner, CTM, and Charles Hanson, CTM, in memory of Rosemary Smith  
District 2 Toastmasters, in memory of Jack Howard, DTM, District 2 Governor 1974-75  
Sound Barrier Toastmasters Club No. 384-33, in memory of James Allison, DTM

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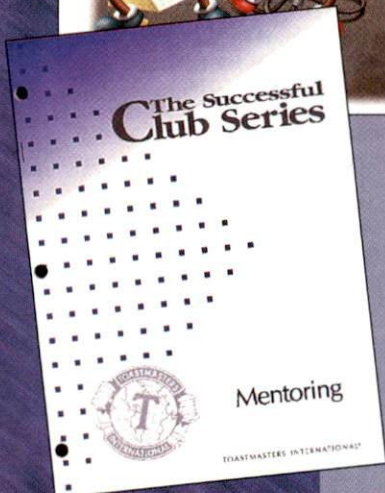
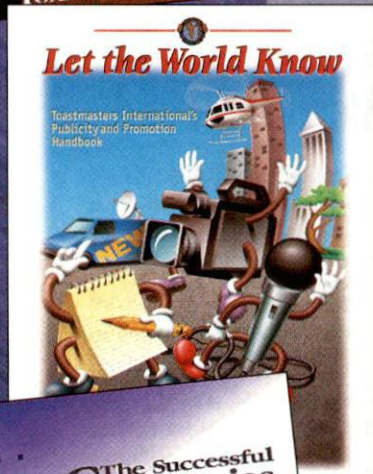
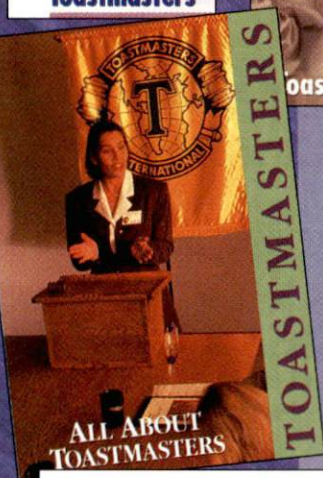
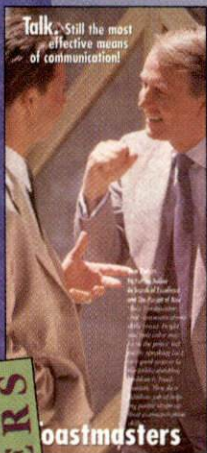
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for your

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



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