

TOASTMASTER

FEBRUARY 2005



**A World
Without Waste**

**Extension
Cords of Hope**

Effective
Sales Techniques

Selling should be
"a transfer of enthusiasm."

Reflection

It is with horror that I've watched the devastating tsunamis ravage areas in South Asia that many of our fellow Toastmasters call home. As far as I know, no members of our organization have lost lives or homes, but I'm certain many of our members have been affected by this disaster in one way or another – through friends or colleagues, or through the general disruption of services or even club meetings.

Our Senior Vice President, Dilip Abayasekara, was visiting family and friends in Colombo, Sri Lanka, during the Christmas holidays and was on the last flight leaving Colombo before the tsunami hit. We are indeed fortunate that he and his family are safe.

A business associate was vacationing with his family in Thailand's Phuket Island over Christmas. His family stayed in a hotel on the beach, saw all six waves, and witnessed up close the immense destruction and loss of life. He and his family narrowly escaped with their lives. I want to share some of his thoughts with you from a letter he wrote:

"The questions keep coming. At first, they were superficial, such as, 'Why did we not get more warning from the authorities?' However, over the past week or so, the questions have become much deeper and more confounding... I already realize the answers will never come. So I have to be positive and not dwell on what I cannot control. I've discovered and rediscovered a fresh perspective: That people care, that life is a precious, precious gift which can be snatched away at a moment's notice... that we need to take the gift of life and make the most of it to make the world a better place."

In Toastmasters, we make the world a better place when we, one by one, become more capable of communicating and leading. During tragic times, such as the devastation resulting from the tsunami, it's natural for members and clubs to want to help by raising funds through their clubs. However, Toastmasters policy prohibits the use of club funds or fundraising efforts by clubs and districts for purposes other than what's strictly related to our educational programs. But members, as individuals and not in the name of Toastmasters International, are free to volunteer their services and donations to any cause. Please consider providing a contribution to the South Asia relief effort through one of the following organizations:

- International Red Cross • www.icrc.org
- Save The Children • www.savethechildren.net • 800-728-3843
- Doctors Without Borders • www.doctorswithoutborders.org • 888-392-0392
- Childreach/Plan International • www.plan-international.org
- UNICEF • www.unicef.org

We can, indeed, Change Lives, One at a Time.

Jon R. Greiner

Jon R. Greiner, DTM
International President



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The Toastmasters Vision:

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

The Toastmasters Mission:

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

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

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

Do you have something to say? Write it in 300 words or less, sign it and send it to letters@toastmasters.org.

Volunteering Should Be Selfless

While I usually enjoy every article I read in this magazine, I can't abide Judith Tingley's September 2004 article, "No, No and No Again."

Judith says the first time she firmly said no was when she chose not to continue her volunteer role of supervising in her kids' school cafeteria because she didn't enjoy doing it.

We have a volunteer emergency organization in Australia – the SES. During storms, accidents, fires and floods, these people are called to assist. Would they say they enjoy themselves? I doubt it. Do they get satisfaction from being of service? I'm sure they do, and everyone these men and women help owes them a big thank you.

If we all restrict our volunteer roles to those we enjoy, many community organizations would cease to exist. To do only what we enjoy seems selfish to me, and Judith's children were the losers.

Sue Pitman • Nambour Club 4164-69
Nambour, Queensland, Australia

Toastmasters Helped Me Get Published

When I joined Toastmasters last year, I knew it offered an array of opportunities to expand my goals of becoming a better speaker and leader. I did not think it also would improve my chances of getting published.

In the *Communication and Leadership* manual, the "Speak with Sincerity" project presented me with the forum to speak on an issue I thought could be presented to a wider audience. After reviewing the project's objectives and considering what editors look for, it dawned on me that my speech might be suitable for publication. After presenting the speech to my club, I sub-

mitted it to a nationally circulated news journal.

The idea of turning a speech into an article was the furthest thing from my mind as I began working on my CTM. It was both exhilarating and a confidence builder when my speech materialized into a published article!

Timothy Etson, CTM • Victory Voices of Vision Club 468
Stone Mountain, Georgia

Three In One

Yesterday was a momentous day for me as a Toastmaster. At 2:30 p.m., being the associate dean at the University of Nevada, Las Vegas, I gave the closing remarks at the College of Sciences function recognizing award winning faculty and students.

At 4:30 p.m., I spoke at the memorial service of a professor I've known since 1976. Without the stage confidence I've gained in my five years as a Toastmaster, I would not have come forward.

The day was not over yet. In the evening was a glittering function set to celebrate my granddaughter's 16th birthday. I had been preparing for it all week. But what I said (at 9:30 p.m.), at the spur of the moment caught the attention of everybody. I involved everyone in a game and packaged grandfatherly advice with it.

This is an opportunity to thank Toastmasters and the club I joined in 1998. It has made a difference in my life so that I can make a difference in the lives of others.

Satish C. Bhatnagar, ATM-B • TNT Club 4055
Las Vegas, Nevada

Congratulations Toastmasters!

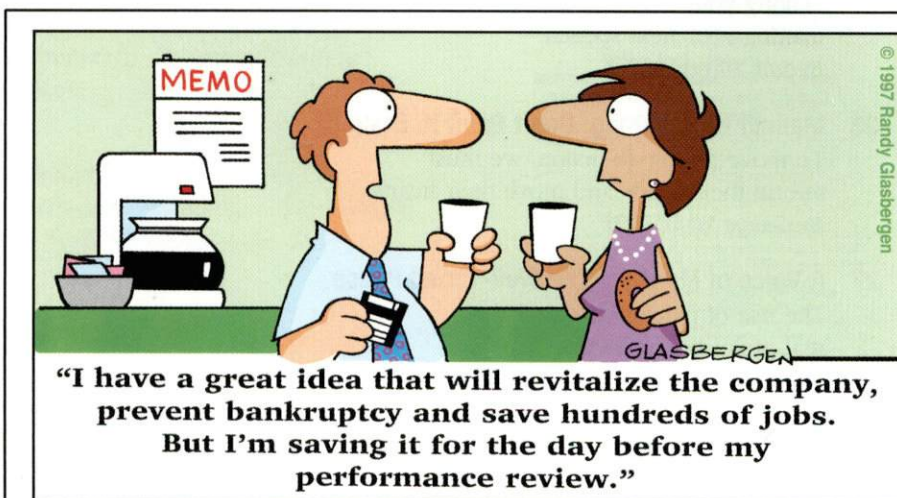
I join International President Jon Greiner in congratulating the organization on its 80th year. I am indeed proud to be associated with the world's leading communication and leadership development organization.

Anyone who has tasted what Toastmasters provides would agree that it is "remarkable" and "changes lives," as Mr. Greiner said in the October 2004 issue.

I remember seeing people speaking so articulately at my first Toastmasters meeting. I tasted that "special recipe," and I wanted more.

If not for Toastmasters, my life for the past 15 years would not have been as challenging or eventful. Having been helped by this great organization, my knowledge, skills and experiences are now imparted to other clubs through invitations to hold various evaluating roles. My association with Toastmasters has made me a more complete person.

Soh Swee Kiat, DTM • Lion City Club 2086 • Singapore



What you don't want is a failure to communicate.

I Learned It at the Movies

Wicked one-liners, great come-backs, perfect put-downs. The movies are full of people who say the right thing in just the right way. What wouldn't we give to be that quick on our feet?

If our feet are failing us, we can always borrow the work of screenwriters. Let's look at the dialogue that's moved into our collective consciousness; consider the phrases we use with confidence – even if we never saw the movie.

Annoyed with someone? Let Inspector Harry Callahan, Dirty Harry to his friends, help you out. "You've got to ask yourself a question: 'Do I feel lucky?' Well, do ya punk?"

Annoyed with someone you love? Let Rhett Butler give you the polite way to be *Gone with the Wind*.

"Frankly, my dear, I don't give a damn." In big trouble at work? Let *Apollo 13*'s Jim Lovell help you make the ultimately nonchalant call to the office. "Houston, we have a problem."

Of course we can't always use lines from the movies: Sometimes we have to speak for ourselves, and that's generally where the trouble starts. "What we got here... is a failure to communicate," said the Captain of Road Prison 36 in *Cool Hand Luke*. We don't want to fail at communicating, so let's do more than lift lines and let the movies teach us something about the underlying principles of communication.

Keep it short and simple, like the Terminator in his namesake movie, "I'll be back."

Simple needn't be crude, not even in an insult that's *As Good As It Gets* at taking our breath away. Think of Melvin Udall disemboweling the receptionist who ingenuously asked him, "How do you write women so well?" His answer? "I

think of a man, and I take away reason and accountability."

Even in action movies like *Con Air* – all improbably muscular convicts and exploding aircraft – there's room for style. "There's only two men I trust. One is me. The other is not you."

Stay calm: laconic is good. "I'll be very surprised if our suspect is from Brainerd." So says *Fargo*'s Marge Gunderson, a detective from a small Minnesota town, when confronted with a hitman-style triple execution worthy of New Jersey.

Understatement is better. "He chose... poorly." Thus spake the Knight of the Holy Grail about Walter Donovan's hideously bad choice of the wrong chalice in *Indiana Jones and the Last Crusade*.

Always speak to your audience. Assuming too much or too little knowledge leads to surprises, much as Captain Barbosa told Elizabeth Swann in *Pirates of the Caribbean: The Curse of the Black Pearl*: "I'm disinclined to acquiesce to your request. Means 'no.'"

Surprise is a principle of war and when used in conversation has much the same effect. "That's a knife." Who can forget Mick "Crocodile" Dundee in his namesake movie pulling that knife out from under his jacket, or the grin that went with it?

Preparation matters, maybe even more than profundity, as Ebby Calvin "Nuke" LaLoosh finally came to appreciate in *Bull Durham*. "A good friend of mine used to say, 'This is a very simple game. You throw the ball, you catch the ball, you hit the ball. Sometimes you win, sometimes you lose, sometimes it rains.' Think about that for a while."

Grammar matters too, even though most of us don't have a *Clue* about it.

Mrs. White: *He had threatened to kill me in public.*

Ms. Scarlett: *Why would he want to kill you in public?*

Wadsworth: *I think she meant, he threatened, in public, to kill her.*

If regular communication is tough, cross-cultural communication is even harder. "You know, I don't know what they taught you in France, but rude and interesting are not the same thing." It might take a *French Kiss* to overcome some communication problems, as Kate found out.

Sometimes, however, our biggest challenge is just to recognize that what we're doing isn't working. Showing people a drawing of a circle and saying, "You know, for kids," didn't help Norville Barnes explain the hula hoop to anyone in *The Hudsucker Proxy*. But can anyone or anything really explain the hula hoop?

The good news is that there are lots of ways to say anything, as the pet shop customer made eminently clear in Monty Python's *And Now For Something Completely Different*: "E's not pinin'! 'E's passed on! This parrot is no more! He has ceased to be! 'E's expired and gone to meet 'is maker! 'E's a stiff!" And so on and so on, until, finally, "This is an ex-parrot."

With all the things we want to say, and all the ways there are to say them, it's no wonder we are plagued by information overload. Even the inexhaustibly relentless Inigo Montoya in *A Princess Bride* found that less can be more: "Let me 'splain. No, there is too much. Let me sum up." Deciding what's important can be the most important thing we do. ■

Isabel Gibson is a management consultant and freelance writer in Ottawa, Ontario, Canada.

Calling all silent members:

Stay On the Track

By Julieann Smith, CL

It's better to be on the slow or bumpy Toastmasters track than completely off track.

People on the Fast Toastmasters Track are regarded as enthusiastic go-getters and leaders we all should emulate. Hurrah to you all, blah, blah, blah. There is another track, though, the Slow Toastmasters Track!

My theory is that it is better to be on the slow track than completely off track. I hope to rally back those who are off track or have left Toastmasters for whatever reason, and I want to inspire those active but non-speaking members. In his September 2001 Viewpoint article, Toastmasters' 2001-2002 International President Alfred Herzing said that 75 percent of all new members each year do not complete the work needed to earn their CTM. If you are one of the more than 60,000 new members per year who has not claimed that CTM, come back and resume your speaking path! Don't worry how long it takes. Just keep your goal in sight and stay on the track.

Let my experience remind you to stay the course. Shortly after giving my Ice Breaker at my first Toastmasters club, I moved, joined my second Toastmasters club, gave the same Ice Breaker again and attended meetings regularly. After six months I stopped attending, because I could not find the words to give that second speech, although I participated in all other roles. Many months later, I returned to the club and continued *not* giving speeches for another five months. I moved again, dusted off

my non-updated Ice Breaker and delivered it to my third Toastmasters club, two months after joining.

It had taken only three years and two months to give my second speech! This is the Slow Toastmasters Track. You may not be impressed, but it was a huge relief for me. I recommitted to achieving my CTM and peeled off one speech per month for the next four months.

If you too are having trouble starting your engines, consider a recommitment. Tap into your feelings. Can you recall your first meeting as a guest? Can you remember why you joined? Can you feel the exhilaration of completing your Ice Breaker?

One of *my* purposes for joining Toastmasters was to be a better presenter of ideas at my workplace. Boring, fact-filled and unimaginative meetings were the order of the day for myself and fellow engineers. An intrigued audience listened as I learned to outline technical ideas within the framework of a humorous opening, metaphorical supporting points and a persuasive, summarizing conclusion.

As a direct result of Toastmasters, I was confident and self-assured





during my presentations, strengths learned from participation in and observation of excellent speakers in Toastmasters. Although I was achieving my initial goals, I discovered that I still had work to do toward Toastmasters goals and that recommitment didn't guarantee a smooth ride.

For example, I experienced the Bumpy Toastmasters Track when I went into teaching mode on my third speech, describing in five-to-seven minutes the origin of the universe according to one spiritual philosophy, as if flip charts could provoke enlightenment. I gave a speech "about" laughter (there were funny parts too!), and a speech selling my idea of refreshment lanes on the Turnpike Expressway!

The Bumpy Toastmasters Track asks you to try out the edges when you speak. Those performances were edgy, and I knew it at the time. What this did was leave me with a warm, cozy sense of disappointment. The Bumpy Toastmasters Track requires that you plan to fail, do indeed fail, and then go back ready to do it again. Experiencing this disappointment early prevents you from becoming overwhelmed when it unexpectedly happens later. Having overcome many of my rejection phobias, by proving that a person will not die from embarrassment, I recommitted once again to speak *with* and connect *with* my audiences, instead of speaking *to* my audiences.

To connect with the audience required more vulnerability. That Bumpy Track seemed like an ice rink compared to the Risky Ride of connecting with the vulnerability of the heart. This aspect of truly sharing yourself can frighten many of us away, because it seems like the greatest risk of all. But we are worth that risk. In my CTM-crowning speech, *Keep the Peace*, I shared

**"It had taken only three years
and two months to give my**

**second speech! This is the
Slow Toastmasters Track."**

my sister's successful breast cancer fight. I confessed my fears, love and devotion for her during her struggles through mastectomy, chemotherapy and radiation. There is no safer place to be vulnerable than with my wonderful Toastmasters friends, who are the supports for whatever track I have traveled on.

Perhaps when I thought I was on the Slow Track, I was just inching

up to a critical point I needed to reach, just as on a roller coaster, before I could easily be transported down the Fast Track on the accumulated momentum. So I held tight and veered onto the Leadership Track.

For two years, I served as vice president public relations for our club. During this time, I had the pleasure of publishing our club newsletter on the first Tuesday of every month. In my PR job, I marketed our club using Toastmasters business cards at every opportunity, advertised contests and planned PR events. During my second term, I was selected to serve as the public relations officer of our area and while in that role, gave the public relations training presentation at South Florida Planet Toastmasters club, presided as contest master in our area's international and Table Topics speech contests, and earned my CL award.

A recent job change prompted a six-month hiatus from Toastmasters, but now safely back on the educational track, I continue to head toward ATM. Upon reflection, all tracks were the right track leading me to realize more of my potential, and this wonderful ride never ends. Turn to the back page of

The Toastmaster magazine and you see that clubs have existed for 20, 30, 60 years. Who remembers if someone was on a fast or slow or bumpy track? So come back and fasten your seat belts! **T**

Julieann Smith, CL, is a member of Talk Of The Town 5390-47 in West Palm Beach, Florida.

A World Without Waste

By Kunle Oguneye, ATM-B

“He who is afraid of doing too much always does too little.”

– Nigerian proverb

This is a story about how a butterfly flapping its wings in one part of the world can lead to a tornado elsewhere in the world. It is not a story about destruction, but a story about creation. A few years ago, I stepped out of my comfort zone to make a change in this world. I believe I have done so in my own little way. This story chronicles my vision and the challenges I've encountered along the way.

Table Topics: For Better or For Worse

“Why did you do it?” Even before I turned, I knew who had asked the question. It was the only female voice in the class of electrical engineering students at the University of Lagos in Nigeria. Tosin was asking why I had chosen to donate 30 computers to the university's departmental lab. I was about to respond with my usual presentation about the need to provide technology access and the benefits of the information revolution, but looking in her eyes and in the eyes of her classmates, I realized they wanted a different answer.

In our Toastmasters club, we had a member who was our most dreaded Table Topicsmaster: Gregg. Whenever he served as Table Topicsmaster, we all would cringe. His topics were so arcane and challenging that you truly had to be focused in presenting your response. In Lagos,

Nigeria, in honor of those students who wanted to know why I went to all the sacrifice of resigning my position at a Fortune 500 company and collecting used computers for donation to schools in Nigeria, I thought of Gregg and I silently thanked him for his excruciatingly difficult Table Topics sessions.

I answered Tosin's question by saying that actions speak louder than words. The differences between developing and developed worlds are glaring. A major lesson I've learned in my eight years in the United States is the need to sacrifice for what we believe in.

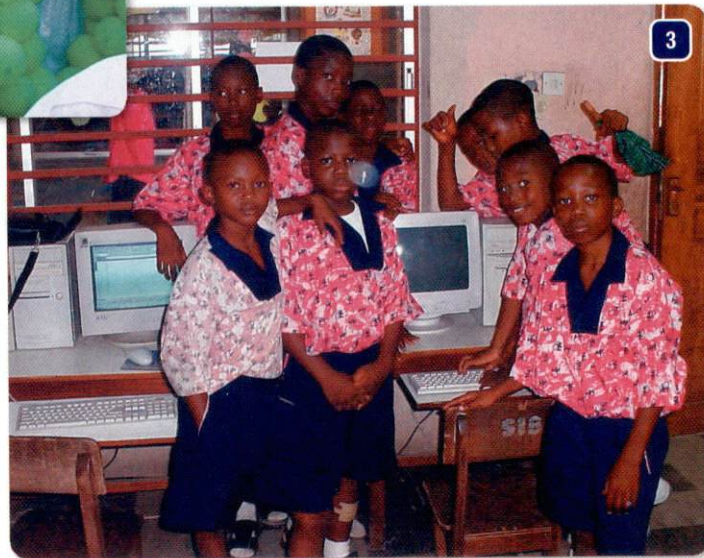
The lack of access to technology is preventing many poorer countries from making the transition from poverty to prosperity. For several years, I would complain and suggest possible solutions to anyone who would listen. But I never did anything about it. Two years ago, I decided to do something about it – to use the opportunities that I had been blessed with to make a difference. I began collecting used computers from organizations and individuals in the Des Moines area and storing them for donation to schools in African countries.



Photo 1: Presentation of computers to Gateway Front Foundation. Left to Right: Principal of Doland International School; Yeye Olufunke Daniel, Executive Director of Gateway Front Foundation; Kunle Oguneye, President of Digital Aid Inc.

Photo 2: Students of St. Victoria Girls' College in Lagos, Nigeria.

Photo 3: Presentation of computers to Learningfield Primary School in Satellite Town, Lagos.



Perseverance

Along the way, there have been several obstacles, the most challenging being a lack of funds to pay for our warehouse rent, vehicle rentals and basic operating costs. Several times I had to collect and store 30 to 40 computers on my own, because I could not find volunteers to help with the collection. At those times, I thought of people who had sacrificed to ensure that my life would be more comfortable: My parents who sacrificed to help me find a better life in the United States, Dr. Martin Luther King Jr., A. Philip Randolph and members of the Civil Rights movement who made it possible for black people to be treated as equals in this country. Without their sacrifices I likely would not have come to the United States.

Making the decision to start Digital Aid required courage and conviction. I didn't know where the funding would come from, but I believed that all we could do is try. I am often reminded of Dr. Ralph Smedley who founded this organization in 1924. Little did he know that his efforts 80 years ago would have a profound influence on my life and on the lives of others around the world.

Our club, Multicultural Toastmasters, was founded by non-American employees of Principal Financial Group to

help improve their ability to communicate in a foreign language. We held our meetings over lunch every Wednesday, and the meetings soon came to mean much more than simply improving my public speaking skills. For two years straight, I missed only a handful of meetings. The meetings were compelling and thoroughly invigorating. The club drew members from very diverse backgrounds, and all members shared their unique stories.

Inspiration

Nguyen was an older gentleman who had emigrated from Vietnam in the 1990s. In his Ice Breaker speech, he told how the North Vietnamese had captured him. He spent seven arduous years in a prisoner-of-war camp being "reconditioned" by the North Vietnamese to embrace communism. He only got to eat meat once a year on New Year's Day. There was complete silence in the room while he delivered his speech. I think everyone of us felt thankful for our lives. Nguyen delivered that speech without any bitterness toward his captors or any regrets for the "lost" years. No, he just took it in stride. It was these types of speeches and the impact that they had on my personal journey of growth



Photo 1: Volunteers loading a cargo container with recycled computers for shipment to Nigeria.

Photo 2: From left: Admiring new computers: The author, Kunle Oguneye with Professor Ibadapo Obe, Vice Chancellor of the University of Lagos; Professor Olu Ogboja, Dean of Engineering; Professor Okoro, head of the Electrical and Computer Engineering department.



me many questions. "Is it true that you can send pictures on a computer?" "Can I use a computer to play music?" "Can I program a computer to do my cooking?" I answered all their questions, but it never seemed to end. I was thrilled. This is what my vision was about. It was more than just providing students with technology – it was about providing them with hope. I wanted to teach them that if you open yourself to opportunities and you believe in them, then you will accomplish them.

After delivering my Ice Breaker speech, my club nominated me to represent them at the humorous speech competition.

Apparently, my humorous speech had the entire club in stitches. What an honor I felt, but at the same time I was scared. My initial reaction was to decline the request, but I felt it was an opportunity for personal growth. My speech was titled "The Greatest," and it was a comparison between Mohammed

Ali and me. If you have ever met me, you will realize that there is little resemblance between Mohammed Ali and myself. Ultimately, I won at the area level and at the division level but I lost at the district level. I can honestly say that these were the first competitions I won in my life. It was definitely one of the more thrilling moments of my life.

that drew me to Toastmasters every Wednesday between noon and 1 p.m.

I drew from other people's experiences and challenged myself to step outside my comfort zone. In explaining my rationale to those students at the University of Lagos, I tried to convey my desire for change and my appreciation for the efforts of those who came before me. I explained to them that we must have a genuine desire and strength of will to make things happen. I challenged them to pursue their goals as well. I challenged them to take advantage of their opportunities.

As was always the case with Table Topics, I had only a brief time to share my thoughts with the students. I had to attend the formal presentation ceremony at the university dean's office. There were members of the press in attendance, and they peppered me with questions for what seemed like an eternity. "Where did the computers come from?" "What is the name of your organization?" "Will you be back next year?" The questions kept coming, and I had to be at the top of my game to respond in a clear and precise manner.

Metamorphosis

During the three months in Nigeria last summer, almost every day I was required to speak about the mission of Digital Aid, the sacrifices that had been made and the hopes I have for the organization. There were presentations at a variety of schools. In one of the girls' secondary schools that received computers from us, the girls asked

How You Can Help

Other organizations involved with
Technology Transfer and their Web sites:

- www.widernet.org
- www.computers4africa.org
- www.youthfortechology.org
- www.techaccess.org
- www.techsoup.org
- www.pcsforschools.org
- www.heartsandminds.org/links/computers.htm
- www.rtpnet.org/recycle/
- www.unites.org

sented the club in numerous competitions in front of complete strangers. Toastmasters served as my boot camp for Digital Aid.

Digital Aid has survived because of people's generosity. I am constantly being offered donations from people I encounter. I try to explain why it is necessary to ensure that resources are effectively distributed around the world and that even small contributions bring hope to people everywhere. I've also had to speak to reporters around the world on the mission of Digital Aid.

“Toastmasters served as my bootcamp for Digital Aid.”

I am constantly meeting with African decision makers and elected officials to explain why they need to make the investment in technology. Officials in the developed world have to be educated on the need to find an alternative to disposal of these valuable resources, when there are others in the world who can use them. On the flip side, officials in the developing world have to be convinced that bringing technology to students has the potential of changing their lives forever. Digital Aid is spreading a gospel of change that expands our sense of community beyond geographical borders.

Just a little bit longer...

Right now, the challenge seems more pronounced than in the past. But I am an eternal optimist; Digital Aid will survive one way or the other. However, if it doesn't, I have brought hope to a few people. I hope that my story will inspire a few more people to do a little bit more, in much the same way as I have been inspired by others.

Wherever tomorrow takes me, I will be forever grateful to my Toastmasters experiences for pushing and inspiring me to greater heights. I call on every reader who has ever dreamed about making a difference in the lives of others

Update

Since this article was written, Digital Aid has been able to donate another 180 computers to schools in Nigeria. We've also expanded our operations to include refugee families and economically disadvantaged families in the United States.

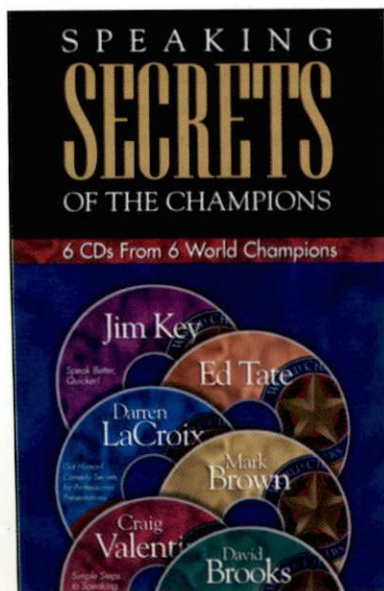
Our primary goal for 2005 is knowledge transfer. We'll donate software and educational periodicals such as *National Geographic* and *Popular Science* to schools across Africa. We will also sponsor a program to train teachers in Nigeria.

Accomplishing our goals requires the participation of volunteers and generosity of supporters. It costs us significant sums to transport these donated materials from the United States to Africa. If you are in a position to help with overseas shipping, please contact us directly at Kunle@digitalaid.org.

to take that baby step. Digital Aid began by word of mouth and a Web site, www.digitalaid.org.

Our work brings hope and inspiration to people. With the support of a few people, we can bring hope and inspiration to even more people around the world. Please visit our Web site and send us a word of encouragement or make a contribution. The children we serve would greatly appreciate it. **T**

Kunle Oguneye, ATM-B, moved to the United States in 1995 to study electrical engineering at Valparaiso University in Indiana. Since graduating in 1997, Kunle has worked in the field of information technology. He currently works for Western Wireless Corp. in Bellevue, Washington.



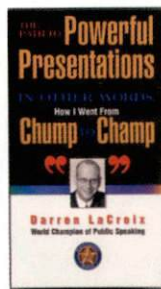
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Extension Cords of Hope

By Victor Parachin

All of us should live in ways that make a difference to someone, somewhere.

"Do all the good you can, to all the people you can, in all the ways you can, as often as ever you can, as long as you can."

— CHARLES HADDON SPURGEON

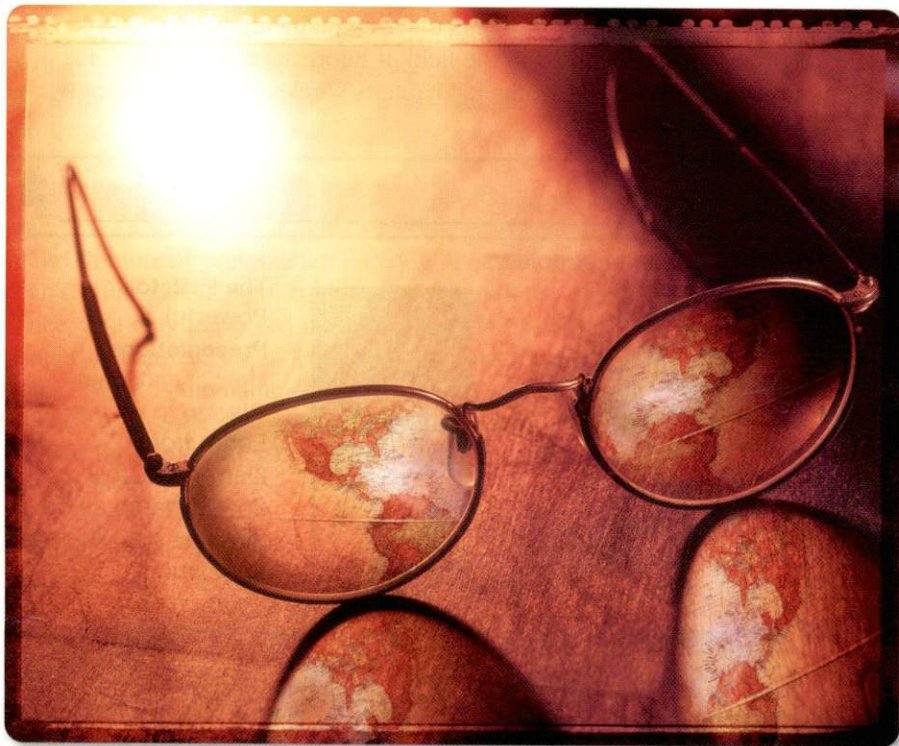
It was in April 1996, while reading through an optometry journal, that Cheryl Landry received an overseas calling. The optometrist from Woonsocket, Rhode Island, noticed a recruitment ad for medical professionals to treat war refugees in Bosnia. When she called for more information, Landry was told the relief organization didn't have an established program. However, if she could pay her own travel expenses and bring all the necessary equipment, the organization's volunteers would help her reach refugees once she got there.

When Landry told her parents and husband, George Rouse, that she felt compelled to go and help, "it went

over like a lead balloon." While the family was not surprised by her compassion, they were concerned about her safety. Nevertheless, Landry forged ahead by launching a massive drive to collect used eyeglasses. Friends, strangers and eyeglass companies from across the United States eventually donated 7,000 pairs. For four days prior to her flight, Landry's living room became an eyeglass "factory." Friends and colleagues worked around the clock to clean, repair, label and bag the lenses.

As soon as she landed with her 18 boxes of glasses in Split, Croatia, Landry started examining patients at orphanages, asylums and refugee camps. In a region where a single pair of glasses costs a month's salary, "people were very grateful," Landry says. Yet, her accomplishments were bittersweet because Landry could meet only a fraction of the need.

"When I tried to leave, people were running after me, yelling, 'Doctor! Doctor! Please, please!'" she recalls painfully. She returned again three more times, but on those occasions she tried to focus on children, the war's youngest victims. Even though she saw 90 children per day, some continue to stand out in her mind. There was a 5-year-old girl whose severely crossed eyes straightened instantly with proper lenses. And there was a little boy in an orphanage who had been found in a garbage can. He was farsighted but was wearing lenses designed for someone with severe nearsightedness. Because of the great need, Landry is planning additional visits to the area.



Cheryl Landry can best be described as a person who is an extension cord of hope. She brings light into the dark and despairing places of life. Like Landry, all of us should live in ways that make a difference to someone, somewhere. "Do all the good you can, to all the people you can, in all the ways you can, as often as ever you can, as long as you can," urged the 19th century minister and writer Charles Haddon Spurgeon.

Of course, not everyone can cross an ocean to help in a war-torn country as Cheryl Landry did. Yet there are needs that can be met in every neighborhood, community – even within a family. Here are some ways of being extension cords of hope where you live and work:

■ **Give someone a break.** If it is within your means, make good things happen to someone who is in need. Be stimulated by this wisdom from German novelist Johann Paul Friedrich Richter: "Do not wait for extraordinary circumstances to do good. Try to use ordinary situations."

Consider the generosity and compassion exhibited by a few individuals in Philadelphia, Pennsylvania. A few years ago, 12-year-old Joey Jones was living with his mother in a homeless shelter. There he happened to see ice skating competitions on television. Although he had never skated in his life, Joey was fascinated by what he saw. He pleaded with his mother to take him ice skating. When she was finally able to generate enough discretionary income, she took him to a local ice rink. There, an ice skating coach spotted Joey's natural talent and began coaching him free of charge.

Soon others, inspired by both Joey's ability and the coach's generosity, began donating money to help Joey train. With available money, Joey began working out at the rink four hours per day. Within a year, he won a gold medal at the

State Games of America in St. Louis, Missouri. Today he and his mother are no longer homeless and Joey has a beautiful dream that motivates his life – he hopes to make it to the Olympics and become a world-champion skater.

■ **Shine light into a dark place.** Be the bearer of light for someone who is in a dark place. Tammy Parker of Dallas, Texas, is a single mother with one child. They reside in a small apartment and live from paycheck to paycheck. Every Christmas Parker receives a bonus. One year she

"Be the bearer of light for someone who is in a dark place."

decided to spend a substantial part of that bonus on someone, like herself, who is struggling financially.

She called her local grocery store manager asking if he knew of anyone who needed some help at Christmas. The manager told her about a young woman whose husband was injured and unable to work. Parker also learned the family had two children aged 10 and 4, both of whom understood why they could not have Christmas that year. Parker and her daughter, Brittany, went out and spent \$200 of her bonus to make sure the family had a wonderful and blessed Christmas. For Parker it was not only an opportunity to share from her "abundance" but to show her daughter that although they don't have much, there are those who have less and that it is important to remember them.

■ **Put love where there is indifference.** Be guided by this wisdom from Mother Teresa: "Let us not be satisfied with just giving money. Money is not enough; money can be got, but [people] need your hearts to love them. So, spread your love everywhere you go; first of all in your own home. Give love to your chil-

dren, to your wife or husband, to a next-door neighbor." Remember that the love you share softens the blows of life and provides a vital buffer against life's bruises.

■ **Use your hardships to make life easier for others.** "Into each life some rain must fall; some days must be dark and dreary," wrote the poet Henry Wadsworth Longfellow. Take the rain that has fallen into your life and use that past pain as a motivator to make life easier for others.

When singer Shania Twain grew up in Timmins, Ontario, Canada, her father, Jerry, was regularly

out of work. He was too proud to accept any form of public assistance, which often meant the refrigerator was empty and the children were hungry. "Most kids feel inferior if they don't have the right jeans on," says Twain. "I was way beyond that. I was worried about what was in my lunch. Nobody knew we were hungry, and I did everything I could to hide it," often bringing a mustard sandwich to school, she recalls.

Twain has never forgotten her experience with poverty. Today, proceeds from her concerts are donated to local charities that aid hungry children. The connection is intensely personal for Twain: "I was that hungry kid," she explains. "My goal is to save kids the humiliation, the anguish of feeling inferior."

Like Twain, we should take whatever suffering, hardship or difficulty has come into our lives and use the experience to humanize our soul, sensitize our spirit and energize our will. **T**

Victor Parachin is a minister and freelance writer living in Tulsa, Oklahoma.

Beware of Word Thieves

By Lia Ayley

How some words steal the impact from your speech.

The night I started flagging up split infinitives as Grammarian, the Toastmaster of the evening jokingly suggested that perhaps I should sit at the curmudgeons' table that night. Her reference to the table where our "club curmudgeons" were seated made me smile. (Several of our senior members are sticklers for accuracy in speech and protocol). As a writer and former psychotherapist, I am sensitive to the use of language, and since joining Toastmasters, I have become increasingly aware of the effect of the spoken word. In particular, I have noticed certain words and phrases in common usage that seem to have an unerring ability to steal power, impact and punch from people's speech, robbing it of the indefinable quality that says, "Listen to me, I have something important to say." I call these words and phrases *word thieves*.

Um, Ah, Etc.

Every member of Toastmasters is familiar with the role of the Ah Counter in drawing the speaker's attention to his or her use of verbal crutches: *ums* and *ahs* used to fill spaces in the speaker's thoughts, *sos* and *wells* inserted as unnecessary transitions, endless *ands* that turn a series of ideas into one long, run-on sentence. All these "filler" words make our communication less clear, less powerful and less effective. But there are other words that sap the strength from our speech, less obviously and thus more insidiously. For example:

Really

Really is often used as an easy modifier when another word would be more powerful. "It was really cold." How about "icy cold?" Or "bitterly cold?" Either of these will create a much more powerful image in the listener's mind. Or perhaps another adjective would say what you mean more vividly. "Really big" might be better expressed as *huge*, *enormous*, *immense*.

As is the case with many of the word thieves, there are times when *really* can be used effectively. "I really believed he was dead" adequately conveys the meaning of *actually*, *genuinely*, *truly* believing he was dead. Often, however, *really* is used simply as a way of underlining our words: "The festival was really spectacular"; "the food was really delicious." Both of these statements are stronger when stated simply as, "the festival was spectacular"; "the food was delicious."

Pretty

Pretty good, *pretty* exciting, *pretty* wonderful, *pretty* amazing – what a bland, half-hearted series of expressions! Was it amazing or wasn't it? If it wasn't, then what was it – *surprising*, *unusual*, *unexpected*? Use the word that describes your experience. Tell us what it was, not what it almost was.

Nice

Nice has a tendency to keep your listeners at arm's length by acting as a substitute for specific detail. "She



was a nice person” could mean anything from “She was compassionate, attentive and helpful” to “She didn’t treat me nearly as badly as I had expected her to.” Specific, concrete language draws your listeners in and helps hold their attention.

Sort Of, Kind Of

Used literally, *kind of* and *sort of* are accurately descriptive: “I won’t stand for that kind of treatment,” “She adores that sort of chocolate.” More commonly, however, *kind of* and *sort of* function as hedging phrases, giving the impression the speaker is less than 100 percent committed to what he or she is saying.

“I felt *sort of* confused” leaves listeners wondering just how confused you really felt. Saying, “I felt confused (or bewildered, or completely at a loss),” communicates your message much more effectively. Similarly, “I felt kind of angry” gives the impression that either your emotion was half-hearted or it wasn’t, but you are afraid to admit it. Choose the word that expresses what you want

to say, and then stand behind it: “I felt angry (or irritated, annoyed, furious).”

Sort of and *kind of* (as well as *really* and *pretty*) are also sometimes used as fillers when the speaker is struggling to find the right word: “I felt kind of... strange,” for example. Compare this to, “I felt... strange.” The second statement grabs the listener’s attention more powerfully, and the pause creates a dramatic effect.

Just

When used appropriately, *just* can be an effective word choice. For example, it functions well in the sense of *simply* or *only* (“I *just* wanted to get home again”), in the sense of *exactly* (“Their support was *just* what she needed”), and in the sense of *barely*

(“The arrow *just* missed its mark.”) Used carelessly, however, this innocent little adverb metamorphoses into one of the biggest word thieves of all. So often, I hear the word *just* used in sentences where its sole function seems to be to diminish the importance of what is said: “I just want to say...,” “I just feel...,” “I just think...” Inserted unnecessarily like this, *just* seriously weakens simple assertions like, “I want to say...,” “I feel...,” “I think...,” giving listeners the subliminal message that you are trying to *justify* yourself or your right to be speaking at all.

At times we unconsciously use language in this way to fend off imagined criticism, avoid potential confrontation or defend against our own feelings of anxiety. The result is that our words lack power and authority. I sometimes have the impression that a speaker prefacing his or her remarks with phrases like, “I just want to say” is actually saying, “I apologize for opening my mouth, and I may be quite wrong, but if I might possibly have your attention

for a moment all the same...” Be bold! State your case without letting words like *just* undermine your right to make it.

Make Every Word Tell

There is a small volume called *The Elements of Style* by William Strunk and E.B. White that has found a place on writers’ bookshelves for more than half a century. In this brief masterpiece on the use of words, there is an eloquent and often-quoted piece of advice:

A sentence should contain no unnecessary words...for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts. This requires not that the writer make all sentences short or avoid all detail and treat subjects only in outline, but that every word tell.

This pithy recommendation applies just as much to speakers as to writers, and great speakers know it. Imagine Martin Luther King Jr. saying, “I have a *kind of* dream,” or General Douglas MacArthur saying, “Old soldiers never die; they just *sort of* fade away.” Or how about Winston Churchill: “I would *just* say to the House, as I said to those who have joined this government: I have nothing to offer but blood, toil, tears and sweat.” Or John F. Kennedy: “Freedom is indivisible, and when one man is enslaved, all are not *really* free.”

So take a tip from a classic writer’s manual: Make every word tell. When you want your words to carry weight and power, leave out fillers and useless qualifiers such as *just*, *really*, *pretty*, *kind of*, and nondescript words like *nice*. Say what you have to say, with courage and conviction, and don’t let the word thieves steal the sparkle from your speeches. **T**

Lia Ayley is a freelance writer and member of Bellingham Evening Club 4470 in Bellingham, Washington. She can be reached at toastmasters@counterpoise.biz.



Effective Sales Techniques

By Julie Bawden Davis

In his courses on effective sales techniques, Doug Harvey tells attendees that the best way to sell something is not to sell it... at least not in the conventional sense.

"Selling is not, 'Here's a great product with all these wonderful features, so buy it,'" says Harvey, who teaches sales classes for Aquascape Designs, a pond manufacturer based in Batavia, Illinois. "Selling is much different than representing. It's more like being a detective or doctor," he says.

Just as a doctor asks questions when a patient isn't feeling well, so should a salesperson query a potential customer. "When I sell a pond, I start out with questions, not answers, much like a physician," says Harvey. "Compare it to a patient telling a doctor he thinks he has an ulcer. If the doctor doesn't ask any questions about the symptoms, how can he accurately diagnose the problem and be able to help the patient? It's hard to have faith in a doctor when he diagnoses you without even talking to you, just as it's hard to believe a salesperson who tells you what to buy without discovering *your* wants and needs."

Let Them Talk

The secret to effective sales is taking out your "sales stethoscope," listening to your potential customers about what they want or need, and then convincing them that your product is the solution, says Harvey. "You can do this by letting customers talk – a lot. The first thing out of your mouth should be a question, and it should be followed by many more questions," he says. "Effective sales means getting out of your space and getting into their space. The greatest salespeople are genuinely interested in people and have little ego."

**Selling should be
"a transfer of enthusiasm."**

Permitting people to talk about themselves builds a positive rapport that pays off in the sales process. "If you've ever been to a party and spent the whole time talking about yourself to someone who asked you a lot of questions, you probably walked away from the experience thinking, 'What a wonderful person and marvelous conversationalist,'" says Harvey. "You were impressed because all you talked about was yourself. When people talk about themselves, it opens them up to a sale and gives the salesperson valuable information regarding appropriate products."

What Does Your Customer Want?

Find out what motivates your customer. Effective salespeople know what a person is trying to accomplish. Without that information you are guessing, and the sale is lost in the presentation stage. You can't base a sale on what you think the customer wants. It has to be something the customer actually needs. Once you understand their circumstances, you can show how your product is the solution.

"Ask who, what, when, where and why questions," says Harvey. "In my pond presentations I'll ask people how long they've been thinking about a pond; who will be using it; when they'll use it most often; where they'd like to have the pond; and the last question, which gives me a great deal of information – why they want a pond."

Selling the Benefits

Many salespeople fail to realize that the key to successful selling is not really about selling a product. "You're not



“When people buy a drill, it’s not the drill they want, but the hole in the wood.”

selling your stuff, you’re selling the benefit of your stuff, says Harvey. “It’s about what it represents and what it can do for your customers. When people buy a drill, for instance, it’s not the drill they want, but the hole in the wood. Good salespeople recognize this subtle difference, and they take advantage of it.”

When selling a pond, Harvey markets the perks of owning a water feature. “We talk about the calming influence of water and how it turns a backyard into an oasis, where people feel like they’re on vacation from the stressful world,” he says. “Once they connect to those feelings, they’re sold.”

Low-Key Selling

That the whole sales procedure is a pleasant experience for everyone is a new way of approaching things, says business coach Rich Giannini of Las Vegas-based Action International. “With the old style of selling, very little time was spent building rapport or following up. It was all about high-pressure sales techniques,” he says. “You would get customers to make an on-the-spot decision and risk having them walk away. On the other hand, the new way of selling involves spending most of your time building rapport and following up and the least amount of time in the actual sales stage.”

Never underestimate the power of relationships, says Giannini. “People buy from people. When they trust you and feel they know you, they’ll want to buy from you,

because they have confidence in your product and what your product promises to do for them. The more you understand customers and their needs, the easier it is to convince them that your product is the right one for them. You can easily point out the features that will attract them.”

Product “malleability” is key, says Stephan Schiffman, author of *The 25 Habits of Successful Salespeople*.

“Determine how you can take your products and services and make them fit

what your customer is doing or trying to do,” he says.

Contrary to popular belief, your biggest competitor is not the salesperson down the street. “Your competition comes from the status quo,” says Schiffman. “You must show customers that it makes sense for them to change, otherwise they’ll opt for keeping things the same.”

Salespeople should use the products and services they sell. “Using the products makes you familiar with how they work and what they can provide to your customers,” Schiffman says. “You also become enthusiastic about what you’re selling.”

Passion about your product is critical, agrees Harvey. “One of the best definitions of selling is that it’s ‘a transfer of enthusiasm.’ Your enthusiasm about the product will show, and it’s contagious. Great salespeople love what they sell and they buy a lot of it themselves,” says Harvey, who enjoys his own 40x30-square-foot pond. Being truly interested in your product also makes you more relaxed, which boosts sales.

Closing the Sale

Closing the sale is often seen as the most difficult part of selling, but it can actually be the easiest, says Schiffman. “It is a natural outgrowth of the sales process. If the proper groundwork has been laid, and if there is in fact a good potential match between what you have to offer and what your prospect would like to be doing, closing the sale is quite simple. You make the assumption that you can help your prospect and you ask for the sale in terms the prospect will find unthreatening. By this stage, buying your product or service should make sense to your customers. If you’ve done your job right, you’ve determined what they want to accomplish and shown that your product can help them reach their goals.”

To close, Schiffman suggests saying, "It all makes sense to me, what do you think?" If the person says it doesn't make sense, then have him or her explain what doesn't work so that you can find a solution," he says. "It isn't always pricing. Usability may be the issue."

If you get the dreaded "I'll have to think about it" response, Schiffman suggests saying something like this: "Well, Mr. Prospect, you know, as I finished this, I have to admit, I was a little concerned that I might have put too much emphasis on the (here pick some non-threatening aspect of your presentation). What do you think?"

"By responding in this way you give the prospect a chance to disagree with you and reveal what the real obstacle to the sale is," says Schiffman. "Once you know what the problem is, you can work to solve it."

Remain confident when ending the sale, says Giannini. "Assume the sale. Don't ask if the prospect is interested. Instead say something like, 'This product seems to appeal to you most; how do you want it delivered?' Either/or questions also work well, such as, 'do you want that in red or blue?' Avoid asking questions that have a yes or no answer, because you may get a no."

Money is sometimes a touchy subject, but it shouldn't be. "Many salespeople say they don't want to be offensive and ask for a check, but that's why you're selling, so get over yourself," says Giannini. "It's possible to soften the way you ask for money by saying something like, 'Will that be cash, check or credit card?' Or try, 'How do you normally pay for a purchase of this kind?'"

Many people are afraid of making a mistake and spending money unwisely, says Harvey. "Reassure customers that they're making the best choice," he says. "They often just need a little extra push."

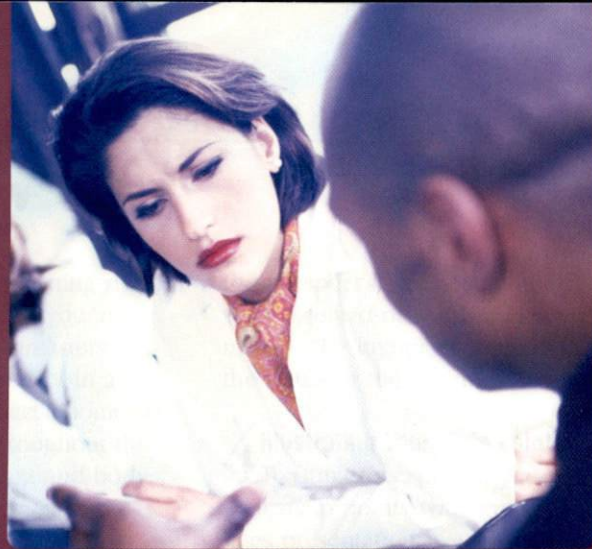
Also remember that cost is often not the issue.

"Generally, customers aren't going to be happy with your price," says Harvey. "It's often more than they thought it would be, and there's always somewhere else to spend the money. I tell people that they deserve to spend the money on themselves, and I'm often the first person that has ever said that to them."

Follow-up

In certain industries that entail revolving product sales, staying in contact is important to future business. "Once the sale is made, keep in touch on a regular basis," suggests Giannini. "Long-term relationships can guarantee sales for years to come."

Julie Bawden Davis is a freelance writer living in Southern California. Contact her at julie@juliebawdendavis.com.



When You Experience Sales Resistance

By Julie Bawden Davis

Closing a sale is often considered the most daunting task. Consider these closing tricks from Stephan Schiffman, author of *Closing Techniques (That Really Work!)*.

1 The Future Response. "If you are having difficulty making the product or service seem tangible, but you're pretty sure that the person is interested, try the future response," says Schiffman, who suggests using a tactic such as this:

"Mr. Prospect, one of the reasons I want to wrap this up for you is so we can lock in your rate; it seems as though every other month the accounting people raise the prices on us, and I know you want to avoid that. Now, because I can still guarantee this price for you, I think it would make a lot of sense to get started. What do you think?"

2 The Incentive Response. If you're trying to pry an important customer away from the competition or want to land a large client, consider this response: "As you know Mr. Prospect, I firmly believe that you'll find our widgets make your operation more productive and profitable. Here's what I can do so that we can prove ourselves to you: Why don't we think about giving you a free service contract on your widgets for the first year?"

3 The Endorsement Response. A popular way to close is to highlight, in a dramatic way, the endorsements you've received from satisfied customers, says Schiffman, who offers this example: "Mr. Prospect, as I'd mentioned earlier, Byron Jordan over at 123, Inc. is very happy with our A-47 model widget. Maybe we could set up a conference call so that you can talk with him about his perceptions of the product. What do you think?"

Speaking = Selling

By Sam Silverstein

Making your next sale is like making your next speech.

How can making a sale be anything like making a speech at Toastmasters? Surely, telling stories to an audience is nothing like trying to persuade a client to invest in your product or service. But stop and think for a minute. In both cases, you need to know your audience, understand their needs, and know what challenges you need to overcome. Furthermore, when preparing and delivering either a speech or a sale, you need to follow the same five steps:

1 Planning and Pre-work. When preparing a sale, you need to know your prospects and the challenges they face. Preparing a speech is no different. You have to research your audience to understand who they are and what they want. In both cases, understanding the marketplace is key to success.

2 Choosing Your Material. Research is just one part of preparation. Just as important is deciding what material you are going to use. In both cases, whether making a speech or making a sale, the basic question you must ask yourself is the same: "What story am I going to tell?"

Make no mistake, a salesperson is telling a story just as much as a Toastmaster is. A salesperson's story is simply about how a product or



service will fulfill the prospect's needs or solve a particular problem. Simply describing the product and its features, while important, is not enough. You must also make the product's benefits real to the prospect, and the way to do that is through stories. If a picture is worth a thousand words, then a mental picture is worth a thousand facts and statistics.

Come up with examples of how your product or service has helped people; create analogies to describe difficult concepts; identify problems that relate to people's lives and the solutions that only you can provide, and you will vastly increase your chances of success.

3 Making Your Main Points. Getting ready to make your speech is like preparing to meet your client. Once you know your audience, you must tailor your speech in order to maxi-



your opening right, whether you are at a Toastmasters meeting or in a prospect's home.

Throughout the opening and body of your sales presentation, your

the prospect's real need is the car, the perceived need for a Mercedes may be the luxury, the dependability, the status or the elegance of the car.

4 Illustrating Your Main Points. In a Toastmasters speech, you back up your main points with stories; in a sales presentation, you use analogies,

“Realize that people move either toward their needs or away from pain.”

prospects need to feel that the two of you are working together to solve a problem, not that you are trying to force them to buy something they don't want. In a sale, your main points will be the ways you can fulfill your prospects' needs or alleviate

facts and third-party testimonies. The composition of the speech and the presentation is the same. Let's say, for example, that you are trying to sell disability insurance to someone who is not sure of its benefits.

While you certainly should give him or her the details of the insurance benefits, you'd also want to make it

mize your rapport with them so they'll "buy" your message.

Likewise, your prospects are more likely to base their decision to buy on their relationship with you rather than on the quality of the product or service you offer. To build rapport, a good speaker will not just talk to an audience but, in the words of 1991 Golden Gavel Award winner Bill Gove, will "pass over the lights" to become one with the audience. Similarly, a good salesperson will build up this relationship with the prospect, fostering trust and making sure the sales presentation is tailored to the client's needs.

Of course, you will make your main points in the opening, which is just as important in sales as it is in speeches. The opening is where you hook your audience or your client and establish a connection with them. Therefore, you need to get

their pain. Realize that people move either toward their needs or away from pain. When prospects buy something from you, they are not really buying the thing itself so much as the benefits the thing provides. So when making your main points, describe these benefits in terms of this movement – either toward their needs or away from a problem or challenge.

Note that a need can be either real or perceived. For example, suppose that you have to get to work in a city with no public transportation and where your job is too far away to walk. So what do you need? You need a car. But what sort of car? A Kia? A Mercedes? You can get to work just as easily in a Kia as in a Mercedes, so a Mercedes salesperson would have to create a perception of need in the client and build that perception as high as it will go, even if no real need exists. Even though

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real for the prospect by giving testimonials from similar people who purchased the insurance when they were healthy and thought they didn't need it, and later became unable to work because of an accident or some other unforeseen event.

Life insurance wouldn't have helped them, because they are still alive, but the disability insurance they purchased was able to help them provide for their family during the period they were not working. Such stories, if told well, evoke far more concrete images in the prospect's mind than a bald listing of figures and percentages.

5 Making the Call to Action. A Toastmasters speech and a sales presentation should both end with a call to action. When delivering a speech, you are calling on the audience to implement your ideas, to change the way they do something

or to rethink a process. When making a sales presentation, you are simply asking the prospect to invest in your product or service.

In both cases, the message is the same; "This will change your life." Both audiences and prospects need to make a decision to move forward. The process of persuading them to do this is the same, whether you are crafting a speech or crafting a sale.

Say It and Win!

The skills you learn at Toastmasters can help you with all aspects of your life. You will learn to present with confidence, build rapport with your prospects and clients and, above all, establish credibility.

You develop confidence, rapport and credibility several ways: through displaying your knowledge and expertise, through being able to speak eloquently and concisely, and through showing that you have

thought through your statements and can substantiate them with data.

All these factors build confidence and trust in the client, so that he or she will choose to invest in you. So while you continue honing these abilities at your weekly Toastmasters meetings, realize that they will transfer way beyond the platform and will propel your career to new heights of success. **T**

Sam Silverstein presents his signature keynote speech, No more Excuses!, to audiences internationally. As an entrepreneur, Silverstein has sold more than 100 million dollars of products and services and successfully sold one of his businesses to a Fortune 500 company. He is the author of many books, including *The Power of Choice*, *The Success Model* and *Only The Best On Leadership*. For a copy of his free BuildaBetterBiz ezine or more information on Sam Silverstein, visit www.BuildaBetterBiz.com.

What's Your Perspective?

By Bo Bennett, ATM-G

"So many objections can be made to everything that nothing can overcome them but the necessity of doing something."

— SAMUEL JOHNSON

In every situation where one person is attempting to sell another person a product, service or idea, a sale is made. It is either the prospect who is sold the product, service or idea, or the salesperson who is sold on a reason for the prospect not to buy. Do not let your own personality flaws interfere with your success. Cultivate an optimistic outlook on life and take responsibility for your own situation. Then, you will be more effective at helping others solve their problems by seeing the benefits your product or service can bring.

Change your perspective. Realize you are the only one responsible for your life, and while you cannot control everything that happens to you, you can control your attitude. Luck is nothing more than chance where you control the odds. The same holds true for every prospect you will ever meet.

Be an optimist. An optimistic attitude, especially in sales, can be one of your greatest assets. Try to see the good rather than the bad, to see the brighter side of life. Seeing situations from this perspective opens the mind to creative solutions to problems. Optimists can see solutions completely overlooked by pessimistic prospects. After all, it is the salesperson's duty to demonstrate how the product or service can solve the prospect's problems.

Use tact. Tact is basically the ability to communicate without offending others. Tact separates the pushy or aggressive salesperson who annoys or offends his prospects from the assertive salesperson, who persists despite rejection or objection, having the best interest of the prospect in mind. In a prospect tells you, "I can't buy because of this uncertain economy," contradicting that statement will only put him or her on the defense. Use tact when you respond to objections and think in terms of the prospect's point of view. An appropriate response may be, "I can certainly understand why you would hesitate in this economy. In fact, our customers appreciate our products most when the economy is slow, because of the money it saves them." **T**

Bo Bennett, ATM-G, is a member of two clubs in Massachusetts. He is the author of the book *Year to Success*, from which this excerpt is taken. Contact him at bo.bennett@yeartosuccess.com

To move people to action we must inform their heads (*ethos*) and move their hearts (*pathos*).

Don't Paint It. Stain It!

I once made a wooden base for a naïve art statue we purchased overseas. I took the wooden base to a hardware store to buy some paint for the base. The paint specialist looked at the wood and asked, "What's the intended use?" After I explained, he suggested I stain, rather than paint, the base. "This is a nice piece of wood. If you paint it, you'll cover the wood, but if you stain it, the stain will enhance the wood and set the statue apart from the base." He was right. The stain did penetrate the wood and enhance the statue.

Isn't that what we need to do when we deliver a speech to persuade? "Painting" an idea in the listener's head is important, but if we are to persuade the audience to take up our cause we must also "stain" the idea into their hearts. This "painting" can be likened to the *ethos* portion of a speech because it goes to the head of a listener, and "staining" can be likened to the *pathos* portion of a speech because it goes to the heart of a listener. To move people to action we must inform their heads (*ethos*) and move their hearts (*pathos*). We must paint their heads with information and stain their hearts with emotion.

Say you've been asked to make a non-Toastmasters speech in support of a local organization – be it religious, charitable or political in nature. You have already determined key arguments that support the validity, value and virtue of the organization. These arguments represent the *ethos*, or cerebral requirements, of the speech. To put it another way, that data sets the stage to help make the *pathos* portion come alive. The

transition from the head to the heart will occur when statistics or data are converted to something meaningful to the listener.

I found there are at least three easy ways of making this *ethos/pathos* or paint/stain conversion: convert the data from unknown to understandable, translate statistics to meaningful personal information, and use a real story.

1 Convert the data from incomprehensible to understandable. Let's say, for the *ethos* portion, you've determined that the Red Cross helped four million people in Asia's tsunami relief. Four million is a large number and most people would have a hard time appreciating the enormity of it. But let's say that those four million represent half the population of Thailand. You could now say to your audience, "Look around you, this means that the Red Cross helped the equivalent of every other person in this room from tsunami damage and suffering." This would be a good time to ask for additional contributions, don't you think so?

2 Translate statistics to meaningful information. Let's say, for the *ethos* portion, you know that the local Emergency Medical Technician (EMT) office has taught over 1,000 people cardiopulmonary resuscitation (CPR). You could ask the audience to imagine themselves standing over a loved one, shaking the shoulder of that person and calling him or her – Tasha, Betty, Mom, Dad – and asking, "Are you okay?" And then ask them to imagine applying CPR in

order to save that person's life. This would be a good time to invite the audience to enroll in a CPR course, don't you think?

3 Use a real story. Everyone loves a story and all great speakers use stories to make a point. Let's say, for the *ethos* portion, you mention that the Boy Scouts in your town graduated six young men to its highest rank of Eagle Scout last year. You could now say, for the *pathos* portion, "Mahomet, son of Mr. and Mrs. Shiraz, who became an Eagle Scout, completed the project of cleaning, removing debris and planting new shrubbery around the creek that runs through our town." This would be a good time to ask for volunteers to support future Eagle Scouts.

Whichever method is used, there remains one more element for the "staining" to occur. Just as a wood stain needs to be left to dry and stain the deeper portions of the wood, whatever method we use also needs time to penetrate the hearts of our listeners. How do we do this? Simply by pausing and letting the *pathos* sink into their hearts.

All persuasive speeches must use *ethos* and *pathos* to touch both the head and heart of the audience. Think of the head as needing a simple paint covering and the heart as needing a deeper stain, and you'll be sure to persuade your audience to action. **T**

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BONES

You Gotta Have

By Michele Caldwell

The five elements of a speech skeleton.

Remember that old song about “The hip bone’s connected to the leg bone; the leg bone’s connected to the knee bone...”? Well, a speech is like a human, it’s gotta have bones. We all have a skull that protects our brain, a rib cage that protects our organs. We have bones in our feet to help us keep balance, and bones in our hands, arms, legs,

face and back. Our bones provide a structural base for keeping our individual traits in place.

A speech is very much the same. Of course the topics, the quality of research, the tone of voice, content, delivery, power, humor and passion of any given speech vary greatly from speaker to speaker, much like personalities and physical features vary from person to person. But, the structure of any given speech should be similar, just as the skeletal design is similar among individuals. Five essential elements make up the skeleton of a great speech:

- a goal
- a power statement
- main points
- an introduction
- a conclusion

Goal

In my experience as a public speaking instructor at the Universities of Cincinnati and North Carolina, I have found that students are most resistant to this step of stating a goal. And yet, it is the most powerful organizational tool they can use. A goal, to be sure, is never stated in your speech, but it is your guide to organizing a clear and meaningful message.

Think of the goal as the border of a puzzle: Once you have assembled all the straight-edged pieces into a frame, all the weird-shaped pieces seem to fall into place. A goal is as essential for a best man’s speech as it is for a high-stakes sales campaign. There are four essential elements to an effective goal: It should be one complete sentence, it should be specific, it should have only one idea, and it should contain purposeful language. Here are some examples of effective speech goals:

- “I want my audience to know the four reasons they should vote for me for team leader.”
- “I want my audience to know the three reasons Russ and Natalie are the perfect couple.”

I even used a simply stated goal when writing this article: “I want my readers to understand the five steps required in organizing a speech.”

Each of these goals focuses on the message to the audience in a complete sentence. Each goal uses a specific number to guide the length of the speech. A speaker must realize that discussing everything there is to discuss is impossible, impractical and irresponsible, especially with rigid time limits; therefore, each goal contains only one



idea with deliberate language that pilots the speech's purpose – whether it is to persuade, entertain or inform. Here is an example of a poor speech goal that is not a complete sentence, is unspecific, has more than one idea and is linguistically non-deliberate: "To show that my Dad is a good man with a lot of exciting experiences and a lot of meaningful relationships."

If a speaker were making a tribute to his or her father, a better goal might look like this: "I want my audience to understand the three reasons my father is a good man."

Power statement

The power statement is the most important sentence in your speech because it previews what you will say. Vocally outlining what you are going to say helps the audiences manage the verbal message. The power statement is a direct result of your speech goal; it is the fulcrum of your message. To formulate an effective power statement, you may need to do some brainstorming. The power statement should be one complete sentence that highlights the three

or four things you want to say about a particular topic. Allow your speech goal to guide you. Say it out loud and then let your power statement flow from that.

Your power statement should be concise; just establish the major headings of your speech so the audience knows what is coming. Here are some good power statements:

- "The four reasons you should vote for me for team leader are because I am dependable, experienced, enthusiastic and trustworthy."
- "The three reasons Russ and Natalie are the perfect couple are because they love each other, they laugh with each other, and they learn from each other."
- "The three reasons my father is a great man are because he has had many exciting experiences, he has had many meaningful relationships, and he has many admirable traits."

Can you see how the speech goal and the power statement are dependant on one another? The beauty of assembling a speech goal and then a power statement is

that once this is done, you've already established your main points.

Main points

The main points make up the bulk of your speech. But your power statement has already told the audience what your speech will be about. You have already established your main points! Your main points should be consistent with your power statement and be said in the same order, because your audience now has expectations about what you will say.

Imagine you are the best man or the maid of honor at your sister's wedding. Your power statement is, "The three reasons Russ and Natalie are the perfect couple are because 1) they love each other, 2) they laugh with each other and 3) they learn from each other." The power statement will be the last sentence of your introduction, which we will discuss later.

Your first main point is **they love each other**. Then you can fill in all the reasons, examples, stories and details appropriate to this heading. You could talk about how they met, specific examples of how they have displayed their love, or an anecdote highlighting how all of their friends and family are jealous of their romance.

Your second main point would be **they laugh with each other**. Here, you could offer a funny story, a significantly humorous event, or even a statistic that shows how couples with a sense of humor are more likely to stay married, etc.

Finally, your third main point is that **they learn from each other**. Here, you could offer an example of how they have grown since meeting, or you could make a humorous recommendation to single audience members about how surveys claim couples are healthier or live longer. Whatever details you feel are appropriate to add beneath each main point will make your speech unique and suitable for the occasion.

Introduction

Many people believe that constructing an introduction is the first step to planning a speech, because it is the first thing a speaker says. But formulating an introduction before formulating the message is a grave mistake. Your introduction has the power to grab the audience's attention.

Knowing what the rest of your speech is about can lend great inspiration to this phase of speech planning. Knowing your full message also helps to assemble an introduction that is thematic and makes sense with what you will say in the body. An introduction can come in many forms: a suspenseful story, an appropriate example, a shocking statistic, fact or statement, a relevant quotation, a stimulating metaphor, or even a joke or a song. The list of creative introductions is endless! Every introduction, however, should grab the audience's attention, should set a tone. (Is it humorous, somber, serious or urgent?) It should establish credibility (Why should the audience listen to or believe you?) And it should lead into your content. (Your power statement should be the last sentence of your introduction.)

Conclusion

A popular saying regarding speech preparation is "Tell 'em what you are gonna tell 'em, tell 'em, then tell 'em what you told 'em." This refers to the power statement as a preview of what you will say, the main points as your actual message and the conclusion as a reiteration of your power statement. A conclusion should be satisfying and obvious. The audience should know when the speech is ending and, if applicable, when to applaud. Nothing is more uncomfortable for an audience member than missing an applause cue. The conclusion should briefly reiterate what you just said and be circular to your introduction.

Here is a thorough example. Suppose you are scheduled to deliver a speech persuading an audience to join a local chapter of Toastmasters.

Goal: "I want my audience to know the three reasons for joining Toastmasters."

Power statement: "The three reasons you should join Toastmasters are because you will increase your self-confidence, grow as a public speaker and become a more influential leader."

Main Point 1: "The first reason you should join Toastmasters is because you will increase your self-confidence." (Add reasons, examples, stories, statistics, facts or other details supporting this heading.)

Main Point 2: "The second reason you should join Toastmasters is because you will grow as a public speaker." (Add details supporting this heading.)

Main Point 3: "The third reason you should join Toastmasters is because you will learn how to become a more influential leader." (Add information to support this claim.)

Introduction: A riveting testimonial from a current member.

Conclusion: Restate the benefits of joining Toastmasters and add either another riveting testimonial or a reference to the first testimonial.

A deliberate and guiding speech goal, a controlling power statement, consistent main points, an attention-grabbing introduction and a satisfying conclusion are the five most essential structural elements of any good speech. A well-organized speech helps your audience follow your message and provokes them to walk away remembering the key points.

I teach this method every quarter to anxiety-ridden, fear-filled college students and by the end of the course, they always tell me that learning how to organize their thoughts using this simple format was one of the most useful things they learned in college. One engineering student likened this format to the structural elements every building must have in order to stand. Whether the metaphor is a skyscraper or the human body, a good speech requires a specific organizational format. Every speech has gotta have bones! 🦴

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The Well-Timed Pause

Let us pause to consider the humble pause. Or should I say the great and dreaded pause?

Even more, perhaps, than the use of the words themselves, it's the pauses between them that separate the real pros from the amateurs.

Let's face it. It isn't easy to pause. It takes real self-confidence and a certain *sang-froid* to do it right. You have to be the kind of person who isn't afraid of losing the audience or giving a heckler the chance to hurl the verbal tomato. I think of Shelley's Ozymandias, who had "the frown, and the wrinkled lip, and the sneer of cold command." I can't imagine a guy like that rushing through a speech. Stopping after an important point, he would allow time for the weight of his words to sink in.

I think, too, of Father Timothy, my high school headmaster, who had a withering stare that would freeze a roomful of noisy boys, and a dazzling smile that complemented (and often complimented) a rapier wit. This man – a legend to generations of school children – was and is an exceptionally gifted public speaker. He is also a master of pauses, whether baleful, jestful or thoughtful.

A good baseball pitcher learns how to mix his pitches effectively. It is the same with public speaking. You use the off-speed stuff – including pauses and changes in pacing and inflection – to set up the high hard one.

Actors do a long pause in the middle of the first line of Hamlet's soliloquy. That is the famous pregnant pause. They add a short significant pause at the end of the line, before picking up speed in the next lines. Try it yourself. Here is the passage (scanned by a professional actor):

To be or not to be? (long pause)
That is the question. (short pause)
Whether 'tis nobler in the mind to suffer
The slings and arrows of outrageous fortune
Or to take arms against a sea of troubles
And by opposing (pause) end them.

Note the ending. Instead of the normal "de dum, de dum" rhythm of Shakespeare's verse, with alternating light and strong stresses, the passage ends with a powerful "thump thump," set up by a sudden and unexpected pause. That is the meaningful pause. It acts as a silent drumroll, heralding a dramatic statement.

In setting up the punch line, the comic pause has the opposite effect – making us think (wrongly) there's nothing more to be said. Here's an example from *The Simpsons*:

Homer: "Marge, don't discourage the boy! Weaseling out of things is important to learn. It's what separates us from the animals. (pause) Except the weasel."

When a joke misfires, comics will often do a double-take, pausing in mock surprise. With Jay Leno, this becomes the dropped-jaw pause. In a good-natured and self-effacing way, practiced speakers with good-sized chins of their own will sometimes use this pause to good effect in responding to criticism from the floor.

Speech coaches tell us never to launch straight into a speech. Upon arriving at the podium, we should pause and establish eye contact with members of the audience. Hitler (and I do not propose him as a role model for anyone) went to an

incredible extreme. He would stand in a trance for several minutes while the crowd joined him in silent communion. Thereafter they hung on every word.

No account of the pause would be complete without the awkward or panicky pause. The massive Luca Brasi in *The Godfather* does an unforgettable turn as a speaker with a bad case of stage fright:

"Don Coreleone, I am honored and grateful that you have invited me to your daughter's wedding (pause) on the wedding day of your daughter's wedding. (pause) And I hope that their first child is a masculine child."

You don't want to overdo the pause. Nothing is more annoying than the speaker who pauses portentously after a commonplace observation. On the other hand, no audience will warm to a speech that is delivered in a monotone. As always, you learn by doing – and by inviting others to critique your efforts as you move outside your comfort zone in acting out the words – varying the tempo . . . and even daring to miss a beat. It is also a good idea (if a painful experience) to observe yourself on videotape.

Here's some further advice from the Bard himself: "Let your own discretion be your tutor. Suit the action to the word and the word to the action, with this special observance, that you o'erstep not the modesty of nature." **T**

Andrew B. Wilson, a freelance speechwriter in St. Louis, Missouri, regularly writes for the CEOs of several large and well-known companies. Contact him at www.abwilson.com.

Toastmasters Help Set World Record

Toastmasters in Land's End Club 845 in Dodgeville, Wisconsin, participated in the world's largest pillow fight – earning a place in the *Guinness Book of World Records*. Last September, 2,773 people took part in “A Fight for Sweet Dreams” – a pillow fight for charity, sponsored by international retailer Land's End. After the “fight,” pillows and pillowcases worth almost \$100,000 were donated to the Association of Hole in the Wall Camps, a charity dedicated to enriching the lives of children with life-threatening illnesses.



▲ From left: Land's End Toastmasters Phil Dekok, Christopher Krutchen, Darren Zemlicka and John Dutcher fight for charity.

Ribbons Revealed

Dave Wilkins, DTM, a member of two clubs in Fort Wayne, Indiana, came up with a great way to display club banner ribbons. First, he arranged all the ribbons by size and trimmed them with pinking shears. Then he placed a strip of Velcro across the length of the banner and on the back of each ribbon.

Need to add more ribbons? Just add another velcro strip across the back of the banner. As the sergeant-at-arms for his clubs, Dave sets up the meeting room and hangs the banner first with the ribbons on display. He gives a two-minute warning that the meeting is about to begin by turning the banner to display the club's name and the Toastmasters logo. Dave's ribbon trick keeps the banner beautiful, the ribbons from getting lost and elicits questions from new members and guests – helping them to engage with the more experienced club members.



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CTM award applications can now be submitted through a new, automated, instant-gratification process! Club officers can log into the Club Business section of the TI Web site and enter all the information required for members to receive their CTMs. Submission confirmation will be immediately received.

Don't forget, this section can also be used to add new members, submit club officers, update club meeting information and pay club dues!

◀ Ute Brinkmann, DTM, a member of three clubs in Connecticut, made this Scrabble-themed quilt and displayed it at the spring conference in Connecticut.



Toastmasters: Fast on Their Feet

Toastmasters from Reno, Nevada, participated in the annual Journal Jog, an 8K run/walk benefit for the Reno Gazette-Journal Foundation, which helps assess community needs. Members from various clubs formed a team and printed up t-shirts with the slogan, “Toastmasters: We're Fast on Our Feet,” that included the names and details of local clubs on the back.

Area 23 Governor Anne Pfautz came up with the idea and realized that if each team member talked to just one person, they'd really be getting the “word on the street” about Toastmasters. Division B Governor Nancy Potts, ATM-B, applauds her division team: “They took a great idea and just ran with it.” Team Toastmasters placed third overall in the combined run/walk category.



▲ Getting the word on the street: From left: front row: Crystal Metzenheim, race coordinator Anne Pfautz, Marilen Nelson, Nyleen Smith, Scott Wait. Back row: John David, Bill Kinson, Dwayne Landenberger, Mike Sullens and team captain Mitch Fleischer.

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DTM

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

Warwick Fahy 585-U, Shanghai, China
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 Richard D. Daugherty 7368-F, Mission Viejo, California
 Wilma Springer 9332-F, Garden Grove, California
 Arvee J. Robinson 9811-F, Irwindale, California
 Ed J. Mihalka 9811-F, Irwindale, California
 Sheila G. Pierce 592885-F, Santa Ana, California
 Michael J. Jue 212-1, Hawthorne, California
 Stephen R. Laughlin 3921-1, Manhattan Beach, California
 John Sutherland 6154-2, Seattle, Washington
 Bobbe Alf 8311-2, Stanwood, Washington
 Glenn F. Barber 1631-3, Glendale, Arizona
 Matthew S. Jones 3480-3, Tempe, Arizona
 Louise E. Wolfe 2752-4, Menlo Park, California
 Linda S. Kenney 2994-4, Sunnyvale, California
 Lawrence Roy Hileman 3927-4, Campbell, California
 Wada R. Nandiwada 3927-4, Campbell, California
 Samuel Dean Marines 4224-4, San Jose, California
 Neil S. Shapiro 4304-4, Menlo Park, California
 John A. Marks 4860-4, San Jose, California
 Eileen Hope 7991-5, San Diego, California
 Stephen Eric Garrett 9550-5, San Diego, California
 Craig A. Ostrem 1696-6, St. Paul, Minnesota
 Catherine A. Gray 5369-6, Bloomington, Minnesota
 Scott C. Miller 9893-6, Eagan, Minnesota
 Ann E. Snelling 469-7, Silverton, Oregon
 Allan B. Edinger 6996-7, McMinnville, Oregon
 Carrie Craggs 8665-7, Portland, Oregon
 Vicky L. Miserez 4492-8, Columbia, Missouri
 Ronald Carl Kautzner 4587-8, Effingham, Illinois
 Suzanne Sullivan 274-9, Pasco, Washington
 Sharon R. Belt 5426-10, Beachwood, Ohio
 Keith N. Hood 666-11, Fort Wayne, Indiana
 Barbara Davis 2259-11, Indianapolis, Indiana
 James W. Green 6089-11, Fort Wayne, Indiana
 Lucy Nicksin 9880-11, Indianapolis, Indiana
 William James Miranda 393-14, Atlanta, Georgia
 Anita Jefferson 2771-14, Decatur, Georgia
 Henry Benny Milton 6488-14, Atlanta, Georgia
 Richard E. Kaiser 3505-15, Idaho Falls, Idaho
 Ken Jenkins 6503-15, Boise, Idaho
 Louella Hefley 3139-16, Tulsa, Oklahoma
 Ann Sherrod 4906-16, Oklahoma City, Oklahoma
 Warren K. Watson Jr. 9857-16, Enid, Oklahoma
 Carmen Lee-Pow 1833-18, Newark, Delaware
 Erastus B. Mongare 1833-18, Newark, Delaware
 Kueier Chung 875-19, Ames, Iowa
 John Hawkins 1709-21, Vancouver, BC, Canada
 Jack Mackey 138-21, Kamloops, BC, Canada
 Curtis L. Harvie 3197-21, Quesnel, BC, Canada
 Marjorie G. Adams 8178-21, White Rock, BC, Canada
 Silvia Rose Wilson 8237-21, Vancouver, BC, Canada
 Jack Mackey 1928-22, Overland Park, Kansas

Timothy O'Conner 2008-25, Fort Worth, Texas
 Ronald B. Clark 3055-25, Denton, Texas
 Abe Birnbaum 3055-25, Denton, Texas
 Rebecca J. Hilkert 3055-25, Denton, Texas
 Jeannette I. Litherland 4225-25, Irving, Texas
 Oliver Ray Cozby 6810-25, Hurst, Texas
 Iveth Valera 7784-25, Dallas, Texas
 Arthur G. Whyte Jr. 555-26, Colorado Springs, Colorado
 Nancy L. Steere 2932-26, Lakewood, Colorado
 Jane Friday 3557-26, Boulder, Colorado
 Howard P. Lambert 3557-26, Boulder, Colorado
 Bonnie D. Hilberer 726-28, Westland, Michigan
 Carlos E. Rangel 3097-28, Rochester Hills, Michigan
 Cordelia V. Barlow 1525-30, Chicago, Illinois
 Heidi J. Sandler 4704-30, Buffalo Grove, Illinois
 Deborah L. Kulkkula 5896-31, Littleton, Massachusetts
 Peter A. Kulkkula 7434-31, Gardner, Massachusetts
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 Cyprian A. Gibson 1600-47, Nassau, Bahamas
 Dwight R. Burrows 1600-47, Nassau, Bahamas
 Teresa K. Ingram, 6861-47, Heathrow, Florida
 Troy Gelinas 8370-47, Miami, Florida
 Antionette Maria Fox 9477-47, Nassau, Bahamas
 Gloria Y. Shishido 2317-49, Honolulu, Hawaii
 Doug Kelly 3701-49, Honolulu, Hawaii
 Kat O'Toole 7026-50, Carrollton, Texas
 Peter A. Burns 7484-50, Plano, Texas
 Richard Albert Gontusan 2574-51, Kota Kinabalu, Malaysia
 Shereen Teng Siew Ching 5197-51, Kuala Lumpur, Malaysia
 Lay Hoon Lim 5955-51, Georgetown, Malaysia
 Kah Hong Lim 6157-51, Petaling Jaya, Malaysia
 Shivcharan Kaur 7315-51, Malaka, Malaysia
 Matthew Kim Seong Wong 7564-51, Kuala Lumpur, Malaysia
 Lee Ann Ramsey 4994-55, Austin, Texas
 Richard Lehman 7455-56, Houston, Texas
 Shirley Ann Gilbuena 7666-56, Sugar Land, Texas
 Fernando Turegano 8687-56, Kingwood, Texas
 John F. Duarte 961-57, Castro Valley, California
 Joe L. Silva 2056-57, Concord, California

Ian M. Pigott 2175-59, Luxembourg
 Barbara Hofmeister 5183-59, Marbella, Spain
 Anna W. Eicher 630139-59, Paris, France
 Y. B. Greig 4447-60, Toronto, ON, Canada
 Frank D. Garell 5260-60, Halton Hills, ON, Canada
 Lori-Ann Jakel 7763-60, Mississauga, ON, Canada
 Lorna R. Musgrave 7976-60, Stoney Creek, ON, Canada
 David Yu 8059-60, Toronto, ON, Canada
 Meyrick D'Sylva 8517-60, Thornhill, ON, Canada
 Frederique Herel 8644-60, Oakville, ON, Canada
 Brenda J. Karges 9016-60, Listowel, ON, Canada
 Lucette Laferriere 6742-61, Ste Foy, QC, Canada
 Guy A. Perron 7041-61, Westmount, QC, Canada
 Brian Kinsley 7258-61, Ottawa, ON, Canada
 John W. Grocholski 9750-61, Pointe Claire, QC, Canada
 Brian K. Sutton 676481-61, Ottawa, ON, Canada
 Sylvie Limoges 684093-61, Terrebonne, QC, Canada
 Debra M. Cox 8003-62, Big Rapids, Michigan
 G. R. Taylor 419-64, Winnipeg, MB, Canada
 Catriona M. Younger 3207-64, Winnipeg, MB, Canada
 Valerie A. Brown 3875-64, Kenora, ON, Canada
 Daniel V. Ferens 1271-65, Utica, New York
 Joaquim M. Flores 4799-65, Rochester, New York
 Sal A. Asad 243-66, Richmond, Virginia
 Richard G. Byrne 562-66, Lynchburg, Virginia
 Ed R. Laliberte 7324-66, Charlottesville, Virginia
 Trini Ding 5844-67, Taipei, Taiwan
 Robert D. Downing 2455-68, Baton Rouge, Louisiana
 Gail S. Willars 8855-68, St. Gabriel, Louisiana
 Sylvia Haller 583927-70, Wallsend, NSW, Australia
 Martin Walsh 2846-71, Fermoy, Ireland
 Sean O'Broin 5658-71, Dublin, Ireland
 Geoffrey Michael Trotter 1866-72, Christchurch, New Zealand
 David Rohan 9534-72, Invercargill, New Zealand
 Heather Whittingham 3062-73, Footscray, VIC, Australia
 Sandra L. Glass 5028-73, Hawthorn, VIC, Australia
 Dianne H. Leech 7246-73, Flagstaff Hill, SA, Australia
 Rhonda Jobe 9481-73, San Remo, VIC, Australia
 Paul Kruger 9636-74, Bellville, South Africa
 Marjorie G. Villanueva 7155-75, Cagayan De Oro City, Philippines
 Shoko Takimoto 8446-76, Funabashi City, Japan
 Nancy Wade 2186-77, Huntsville, Alabama
 Patricia Marie Johnson 610364-78, Sioux Falls, South Dakota
 Janaki Presad Pattanaik 2990-79, Al-Jubail, Saudi Arabia
 James T.M. Wong 4277-80, Singapore
 Richard Sng Ban Seng 9876-80, Singapore

Anniversaries

February 2005

65 YEAR

Twin Falls 149-15, Twin Falls, Idaho
 Tulsa 148-16, Tulsa, Oklahoma

55 YEAR

Harvey Spaulding YMCA 781-62, Saginaw, Michigan
 Western Branch 771-66, Portsmouth, Virginia

50 YEAR

Cedar Hills 751-7, Portland, Oregon
 Atomic City 1760-9, Richland, Washington

Daniel Wright 1605-30, North Chicago, Illinois
Park Forest 1717-30, Park Forest, Illinois
Essayons 988-52, Los Angeles, California

45 YEAR

State Farm 2926-38, Concordville, Pennsylvania
Foothills 3073-42, Calgary, AB, Canada
Clearwater 3087-47, Clearwater, Florida
Groton 3007-53, Groton, Connecticut
Reddy Talkers 1987-77, Birmingham, Alabama

40 YEAR

Anaheim Breakfast 3836-F, Anaheim, California
Kritikos 1686-18, Odenton, Maryland
Flying I 2134-39, Sacramento, California
Patroon 3863-53, Albany, New York
Voyageur 2638-64, Winnipeg, MB, Canada

35 YEAR

Palatine 3307-30, Palatine, Illinois
Greenway 2280-56, Houston, Texas

30 YEAR

NAVFAC 3396-27, Washington, D.C.
Ponoka Proclaimers 3430-42, Ponoka, AB, Canada

25 YEAR

Turbine Talkers 1283-3, Phoenix, Arizona
SRI Organon 1435-4, Menlo Park, California
Mount Vernon 1259-10, Mount Vernon, Ohio
Hub City 1591-21, Nanaimo, BC, Canada
Vineyard 1571-39, Sacramento, California
Pine Bluff 3284-43, Pine Bluff, Arkansas
State Farm Downtowners 3570-51, Bloomington, Illinois

Thousand Islands 3886-61, Brockville, ON, Canada
Speakeasies 1926-62, Lansing, Michigan
Blue Cross & Blue Shield 3874-77, Birmingham, Alabama

20 YEAR

Honeywell Sunrisers 5731-23, Albuquerque, New Mexico
Meewasin Valley 5721-42, Saskatoon, SK, Canada
Speak Easy 5730-42, Ft. Saskatchewan, AB, Canada
Verbal Expressions 5736-50, Richardson, Texas
Mass Mutual 5716-53, Springfield, Massachusetts
Rustenburg 5729-74, Rustenburg, South Africa
UND 5714-78, Grand Forks, North Dakota

Smedley Fund Associate

Kenora Club 3875-64, in memory of Bruno Theohil
Bowmanville Club 3541-60
Roving 49ers Club 6590-50, in memory of Bert Markwardt, DTM, District 25 Governor 1981-82
Richardson Evening Club 2690-50, in memory of Bert Markwardt, DTM, District 25 Governor 1981-82
Members of District 39, in memory of Donna E. Richard, DTM
Jim Key, in memory of Evelyn Jane Burgay, DTM, 1977 World Champion of Public Speaking
Jim Key, in memory of Jerry Starke, 1988 World Champion of Public Speaking
Jessie Mastrianni, Carolyn Glenn and Stephanie Ziegler, in memory William Ziegler

Past District 25 Governors Ed Childs, DTM; John Fooks, DTM; Bill Haas, DTM; Virgil Heidbrink, ATM; Jennifer Johnson, DTM; Jo Anna McWilliams, DTM; Pauline Shirley, DTM; and Gary Smith, DTM; Past District 50 Governors Ed Adams, DTM; Pat Gallagher, DTM; Jack Balko, DTM; Nancy Hodgkinson, DTM; Rick Rose, ATM; Ben Stephenson, DTM; and Alice Willhoite, DTM; Past District 18 Governor Frank Storey, DTM, in memory of District 25 Governor Bert Markwardt, DTM, 1982-83

Motor Street Motor Mouths Club 7784-25, in memory of Bert Markwardt, DTM, District 25 Governor 1982-83
Past District Governor Steven J. Kennedy, DTM, in memory of Donna Seamon, DTM, District 2 Governor 1988-89

Gilcrease Club 1384-16, in memory of Carl Porter II
Challenge Club 3166-16, in memory of Carl Porter II
Capitol Club 4258-77, in memory of Joe Peel, ATM, and Betty Peel

Spring Ahead Speakers Club 8937-56

Angelica B. Michail

AR Club 1481-39, in memory of Donna J. Thompson, DTM, and Wilber Thompson, DTM

Contributor

Emeline Yong

Past International Director Frank L. Slane, DTM, in memory of Carl Porter II

St. Luke's Singles Club 5187-11, in honor of Robert McDonald

Teddy Madison

Lorraine Wong Myers

Robert A. Bullinger

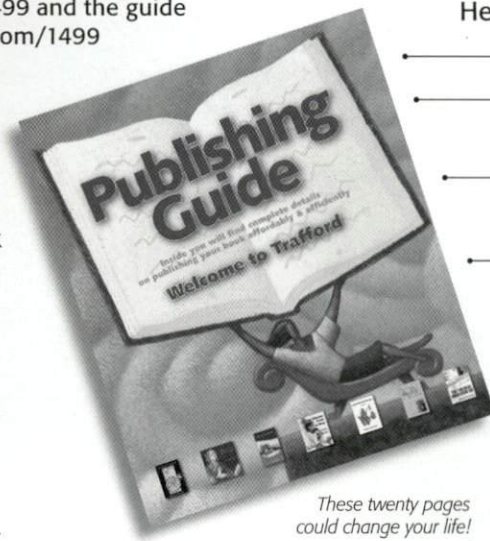
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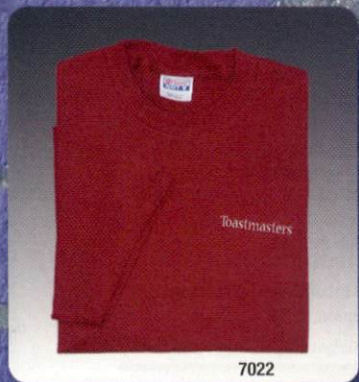
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7022 TOASTMASTERS T-SHIRT \$12.00

100% cotton preshrunk T-shirt available in cardinal with Toastmasters embroidered in natural on left chest.

- ___ 7022B Medium ___ 7022C Large
- ___ 7022D X-Large ___ 7022E XX-Large

7023 FLEECE JACKET \$27.00

Charcoal-colored fleece with Toastmasters embroidered in black on left chest.

- ___ 7023B Medium ___ 7023C Large
- ___ 7023D X-Large ___ 7023E XX-Large

7024 WINDSHIRT \$40.00

Water-resistant stone windshirt with navy accents features a polyester/nylon microfiber shell that feels as soft as suede. Other features include a full nylon lining, two on-seam side pockets, split sleeves, rib-knit cuffs and bottom and a high V-Neck.

- ___ 7024B Medium ___ 7024C Large
- ___ 7024D X-Large ___ 7024E XX-Large

7025 MEN'S PIQUE POLO SHIRT IN STONE \$29.95

Clean cut and simple best describes this classic polo shirt. Made out of 100% cotton to give it that extra softness and strength. Available in stone with Toastmasters embroidered in navy on left chest.

- ___ 7025B Medium ___ 7025C Large
- ___ 7025D X-Large ___ 7025E XX-Large

7026 LADIES PIQUE POLO SHIRT IN STONE \$29.95

Stone colored pique polo shirt made out of 100% cotton for extra softness and strength. Available with feminine Y-collar with Toastmasters embroidered in navy on left chest.

- ___ 7026A Small ___ 7026B Medium ___ 7026C Large
- ___ 7026D X-Large ___ 7026E XX-Large

QTY _____

7027 MEN'S PIQUE POLO SHIRT IN DILL \$29.95

Clean cut and simple best describes this classic polo shirt. Made out of 100% cotton to give it that extra softness and strength. Available in dill with Toastmasters embroidered in black on left chest.

- ___ 7027B Medium ___ 7027C Large
- ___ 7027D X-Large ___ 7027E XX-Large

7028 LADIES PIQUE POLO SHIRT IN DILL \$29.95

Dill colored pique polo shirt made out of 100% cotton for extra softness and strength. Available with feminine Y-collar with Toastmasters embroidered in black on left chest.

- ___ 7028A Small ___ 7028B Medium ___ 7028C Large
- ___ 7028D X-Large ___ 7028E XX-Large

QTY _____

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