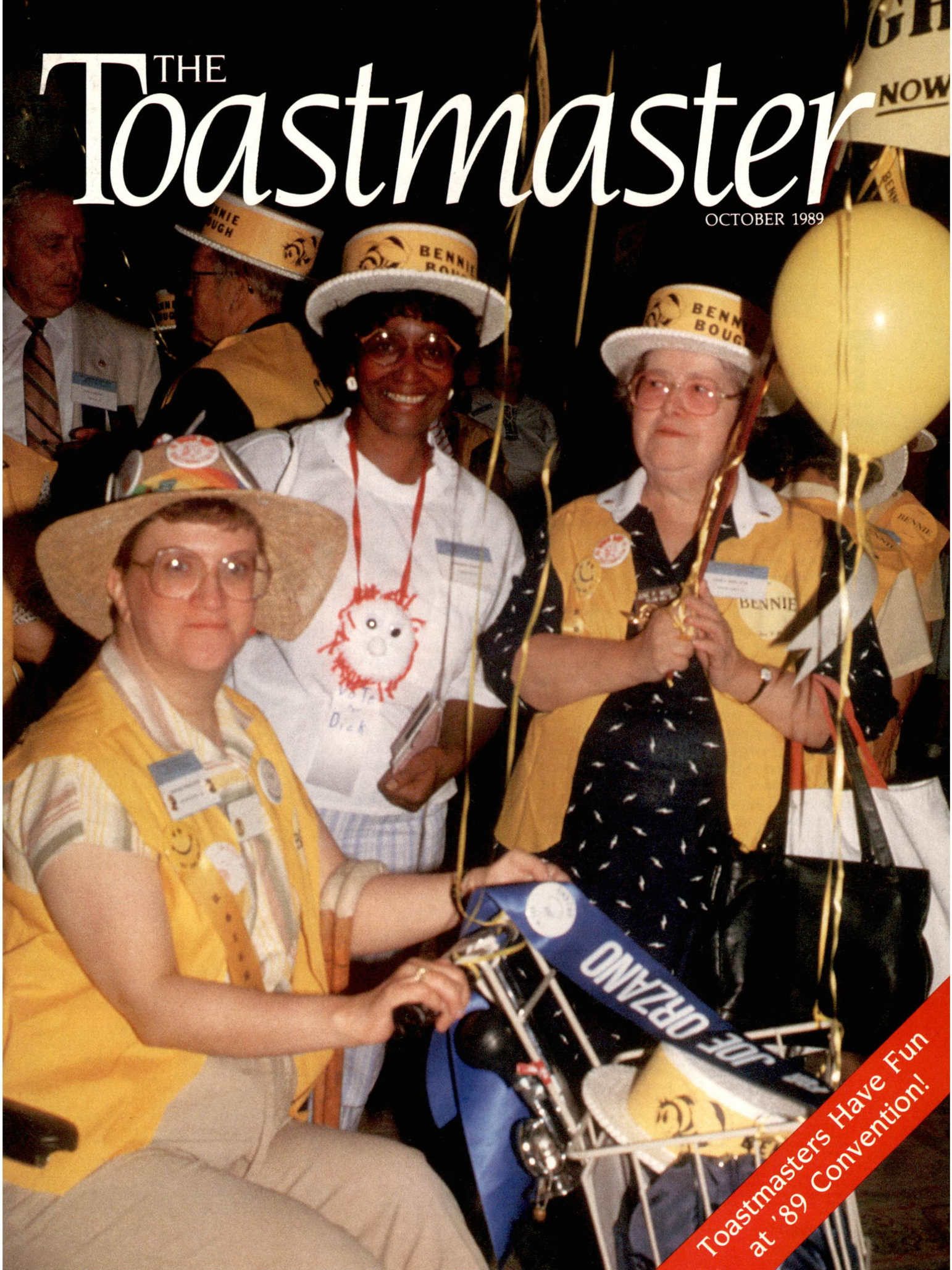
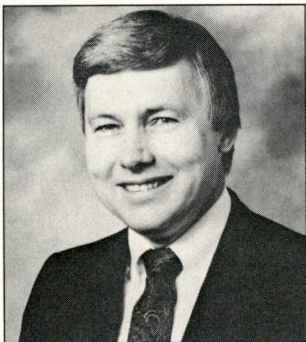


# THE Toastmaster

OCTOBER 1989



Toastmasters Have Fun  
at '89 Convention!



## Toastmasters: Building A Better You

**T**hrough better listening, thinking and speaking it is possible to both start and continue the process of building a better you.

A recent visit to a newly chartered club caused me to reflect on what we expect from our membership. A new Toastmaster asked me during the meeting, "How long, before I'm as good as the best in this group?" I replied, "That depends on you. Your club will provide the tools, the evaluation and the encouragement, but you must build your own creation."

As District 21 Governor, I knew that achieving our district's educational objectives would be the most difficult aspect of meeting and surpassing our district goals. Our area governors called on the club presidents to identify, inspire and provide support to every potential CTM and ATM. They were asked to try a little harder, to build a little higher, to achieve a little more. Their dedication to detail brought home the coveted honor of President's Distinguished District. Was it difficult? Yes. Was it impossible? No. Nothing is impossible if you build toward a common goal. Therein lies the secret of the builder. Each person must build from within to achieve a personal goal and, in so doing, attain the collective goal.

Why aren't we all achieving to the same degree? We often are content to leave untapped the vast pool of hidden resources within us, because if we would take an honest look at ourselves and our potential, we would be forced to acknowledge that we are capable of achieving and growing toward becoming better persons.

No, it is not an easy task to build a better you, but it is possible. When you keep your own specific goals before you and make a plan to accomplish them, you become the architect and the builder of your own success. Toastmasters provides the brick and mortar; the design is up to you.

As the world prepares to enter the 1990s, our communication and leadership program—more than any other program—will help people to take the training and knowledge acquired in their formal education and put those skills to work in the marketplace, in the community and in the home.

My Presidential Theme, "Toastmasters—Building A Better You," grew out of my strong belief that when we use our program as our founder intended, the self-development benefits are unlimited.

Toastmasters—Building A Better You  
Builds a Better Family, which  
Builds a Better Community, which  
Builds a Better World:

"The world can be changed from your Toastmasters club."

*"People will listen to the person with a message—  
if (s)he knows how to deliver it."*

Dr. Ralph C. Smedley

**JOHN F. NOONAN, DTM**  
International President

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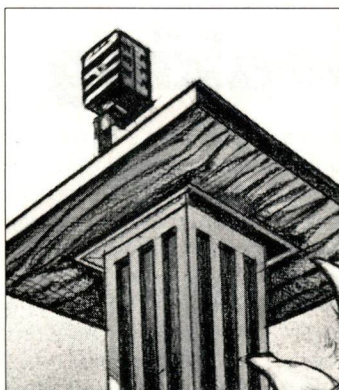
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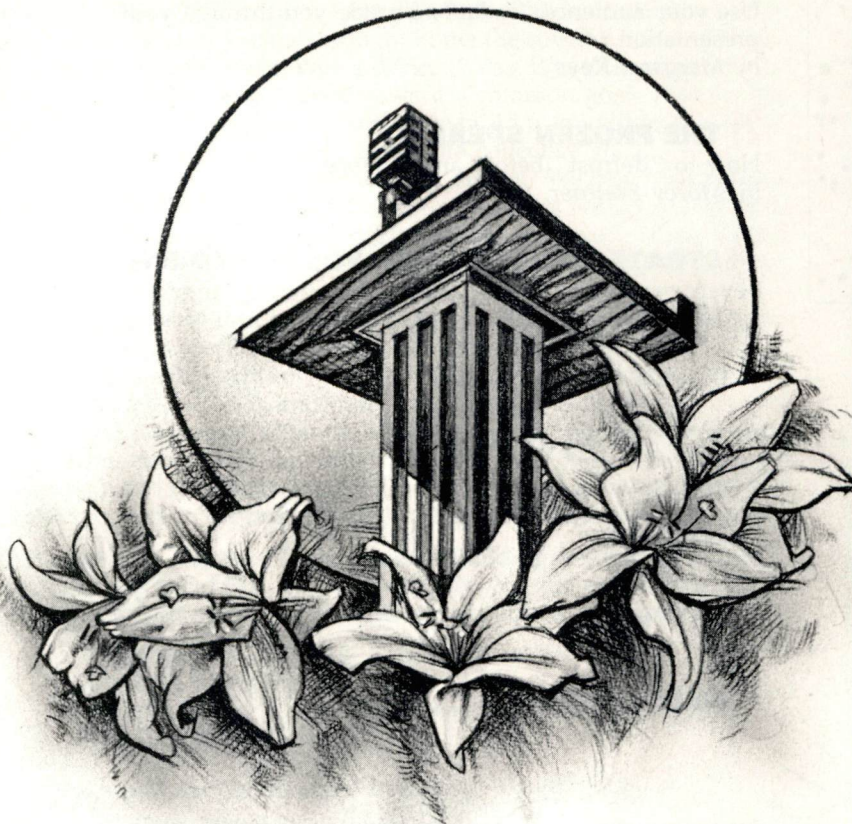
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# THE EULOGY: A public speaking challenge!

How to deliver "a few words" with dignity.

BY KEITH R. FROST, ATM



**T**he telephone rings—a friend tells you that someone you know has suddenly passed away. Would you, a Toastmaster, be willing to "say a few words" at the funeral to honor the deceased?

Your mind races as you try to recall the relatives and friends who would be better suited to fill such a request. You suspect they would be overcome with emotion. You know that you, too, have tender feelings. You try to excuse yourself from this duty. But you are a Toastmaster, your friend points out. Surely you could "say just a few words." Finally, you agree. Hanging up, you ask yourself, "Now what do I do?"

The first discovery you make is that not much written information exists on the subject. Not only that, most people who have had similar experiences tell you horror stories. After a while, you regain your composure and begin to approach the problem logically.

Essentially, a eulogy is just another form of public speaking. It is a speech designed for a special occasion. It is a speech of commendation and praise. Its purpose is to recall the good characteristics of the deceased, with some mention of the person's special contributions to family and friends. It usually provides a comfort, perhaps a bit of humor, and a pause for remembrance.

Arm yourself with all of the information you can gather. You may not use it all, but the more you have, the easier it will be to create an outline of ideas you wish to express. Remember, you must try to express precise and accurate shades of meaning that fit the occasion.

"A few words" should take no more

than five to eight minutes. The message must be simple and convey clear impressions. Just as Winston Churchill rewrote his speeches many times to achieve his oratorical masterpieces, your task will require several drafts to reach its final form.

### Be upbeat and factual

Once you have gathered all the facts and recollections, you are ready to begin. First, craft an opening statement that is *free of emotionally charged phrases*; one that is upbeat! This will ensure that you get started with a clear sentence that is easy to say. Follow your opening with factual information that sets the stage and still is free of emotional involvement. Once you are well into your eulogy, you will gain confidence and ease.

## Highlight interests, hobbies, organizational affiliations and character traits of the deceased.

Highlight interests, hobbies, organizational affiliations and character traits of the deceased. If you can, find something with a humorously human note in it. A bit of humor will keep your eulogy from getting too heavy and emotional. It will provide an escape valve for those who are really looking for a way to lighten their intense feelings. It will help you as well.

By now, you are well into your eulogy and everything is flowing smoothly. Perhaps in your preparations you have found a personal attribute that best described the deceased. (For instance, friendliness, community service, personal sacrifice and achievements that were beneficial to others.) Use any of these as the theme for the eulogy.

If possible, look for three or four short points that may be used to convey your theme. Amplify each of these points with a short quotation, poem or actual example.

You now are ready for a closing thought. Create a positive conclusion that is not too emotionally charged, to bring your eulogy to a dignified and logical end.

### How to keep control

The greatest danger in delivering a eulogy is the tendency to become too emotionally involved. Here are some

suggestions that may help you avoid the problem:

- If any material is too heavy, leave it out. There is no point in deliberately setting traps for yourself. Your eulogy should be controlled and dignified. Only use material you know you can deliver!

- If you feel yourself losing control, pause. . . breathe very deeply, and then continue. This will help you regain your composure.

- Rehearse thoroughly. Focus on ideas, concentrate on your material. Visualize yourself in complete control.

- On the day of your performance, try to insulate yourself emotionally from the occasion. Concentrate on your message.

Remind yourself that your speech is only a small part of the whole ceremony. The world will continue to spin regard-

less of your little contribution. You are there to deliver a message that lends dignity and emotional support to the loved ones. Breathe deeply when introduced, then stand and deliver your eulogy in true Toastmasters fashion. You can do it!

### A need to be filled

Save your eulogy as a model for the future. Begin a file of material suitable for such occasions. Quotations, poems, inspirational thoughts—anything to help make the next eulogy an easier task.

Senior Toastmasters will find that the eulogy is another challenging speaking experience to be mastered. Your ability to "say a few words" on behalf of someone's departed loved one will fill a genuine need.

Though seldom used, the eulogy is an important form of the speaking art that every Toastmaster should be able to perform on short notice. Start your file today. Then, when the telephone rings, you will be able to "say a few words" with ease!

**Keith R. Frost, ATM**, is an Accredited Speaker and 35-year Toastmaster. He's a member of Dan Patch Club 1280-6 and PROS Club 4650-6 in Minneapolis, Minnesota.

"Whenever I feel like exercise I lie down until the feeling passes" -Robert Maynard Hutchins

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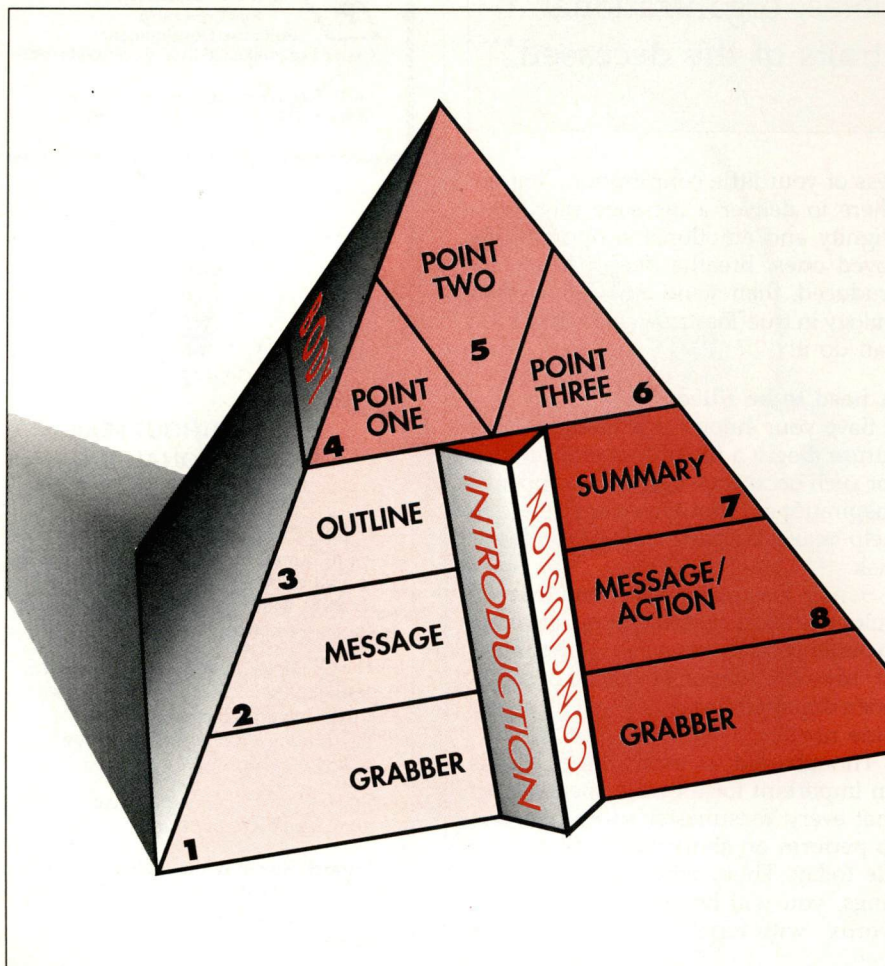
*The specialists in overcoming speaking anxiety.*

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# Triangulate Your Talk

Another way to organize your speech.

BY ROY FENSTERMAKER, DTM



**U**nless you have the hypnotic vocabulary of a Castro or Hitler, it is highly unlikely that you will hold the attention of your listeners by flitting from thought to thought like a hummingbird in a rose garden.

In these days of 10-second commercials no one will sit still for a rambling, discursive, disorganized speech for seven, 12, 30 or 45 minutes.

Abraham Lincoln at Gettysburg was well ahead of his time when he said more in two minutes than Edward Everett—the U.S. statesman who spoke immediately before him at Gettysburg—did in two hours. President Lincoln said what he had to say and then sat down. No better advice could be given to anyone.

The secret of a short, concise and meaningful talk is good organization. Toastmasters founder Dr. Ralph Smedley's insistence on rock-solid speech organization is as valid today as it was 65 years ago and for the same reason: it works!

A well-organized speech helps the speaker. It concentrates attention. It focuses on the object and purpose of the speech. It leads to something.

Listeners, too, want to hear a speech that is well-organized. Richard Borden said it well: "Listeners like vertebrate speeches—speeches with a spine."

The typical listener has a natural curiosity about the speaker's purpose. Where is he or she heading? What's the point? How do the arguments hang together? What action is being asked for?

As a speaker, what message will your audience remember once your words have been lost in the stillness of the night?

A tightly knit speech is a first-class memory aid, both for the speaker and the listener. It helps the speaker tie his or her thoughts together into a logical sequence, so that they can be called out of the memory bank by the simple linkage of ideas. The listener, on the other hand, also has the benefit of the association of ideas and is more apt to remember the thrust of the speech for a longer period of time.

This is why Toastmasters place so much emphasis on speech organization: introduction, body, conclusion and the development of each in a logical pattern.

Of course, Toastmasters training offers numerous ways to move toward this goal. For example, the *Communication and Leadership* manual mentions several speech organization methods.

Every Toastmaster and student of public speaking should experiment with various methods of speech organization to discover their potential and suitability for specific topics.

My favorite method for organizing a speech can be used in conjunction with other methods. Called the "**Triangle Method**," I find it applicable to a wide variety of talks—informative, persuasive, entertaining and motivational, or combinations thereof. It may provide you with a useful framework for organizing and developing your next speech.

Our discussion will proceed from the left of the base of the triangle illustrated on page 6 to the apex and then downhill to the right. Sections of the triangle are numbered 1 through 9. The first three blocks constitute the introduction.

• **Block 1. The Grabber.** This is the attention-getter: the anecdote, question, joke, story, quotation, line of poetry or similar device that grabs the audience, awakens its interest and directs its attention to the topic at hand. Make it lead into the second block.

• **Block 2. The Message or Theme.** This tells the audience what the speech is all about. To quote Cavett Robert, "If you don't have a message, you don't have a right to take up people's time." One might add: "No message, no speech!"

• **Block 3. Outline of the Body.** This is particularly important in a persuasive

speech in which the listeners' acceptance of the argument hinges directly on their seeing a logical basis.

• **Blocks 4, 5 and 6. The Body.** If more than three main points exist in the body (a hazardous endeavor in a 7-to 10-minute speech) the number of blocks would be increased. The usual methods of speech development (problem—cause—solution; past—present—future;

A tightly knit speech is a first-class memory aid, both for the speaker and the listener.

features—benefit—close and many others) can, as mentioned, be used effectively depending on the nature of the subject and the speaker's purpose.

• **Blocks 7, 8 and 9. The Conclusion.** The transition to the conclusion can be clearly marked by a change of voice tone, modulation or pause as well as by some explicit reference such as the trite "...in conclusion..." or by "...what we have been discussing..."

• **Block 7. The Body Summary.** This is a taut recap of the preceding points with no elaboration or redundant afterthoughts. The summary is to remind the listeners of the thrust of the argument. It is the logical tying together of the main ideas and the linkage that adds strength to the individual points.

• **Block 8. Return to the Original Message (Block 2).** The speech culminates as the speaker drives home the single idea, theme or action iden-

tified in the beginning as the heart of the speech and the speaker's purpose. Make this flow smoothly into...

• **Block 9. Another Grabber.** Round out the speech with a story, quotation or few lines of verse encapsulating the overall message. This leaves the audience with something aesthetically satisfying by which to remember your message. John F. Kennedy's "Ich bin ein Berliner!" is a good example of a classic "grabber."

The diagram illustrates the parallelism of the introduction and the conclusion. The speech begins and ends with a grabber. The heart of the introduction (Block 2) and the heart of the conclusion (Block 8) focus on the message, the single most important part of the speech. The introduction ends with a clear outline of what is to follow. The conclusion begins with a summary (Block 7) of what has been said. The body stands on its own three feet.

Admittedly, there's nothing new in the Triangle Method. It's simply a model; a way of organizing one's thoughts in an effective and logical manner. It's a mental peg-board. It gives the speaker a handy framework on which to build. It provides the listener with a blueprint of what is being said. And it's an aid to memory for both the speaker and the listener.

Like Mark Twain's character who was surprised to learn that he had been speaking prose all his life, you may have been using the Triangle Method already. If not, try it.

**Roy Fenstermaker, DTM**, a Founder's District Toastmaster for 18 years, won the 1983 International Speech Contest. Now retired, he keeps active by teaching, speaking and writing.

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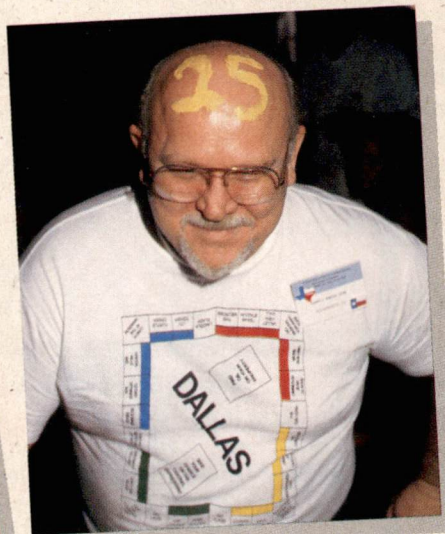
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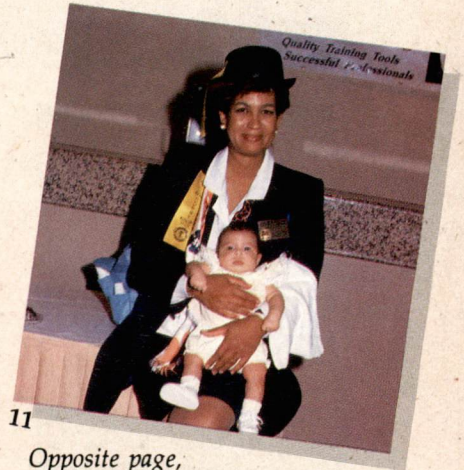




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10



11

# TOASTMASTERS HAVE FUN IN THE SUN!

The 58th Annual International Convention  
in Palm Desert, California.

**W**hen Toastmasters founder Dr. Ralph Smedley said, "We learn in moments of pleasure," he was definitely referring to times like the "Fun In The Sun" 58th Annual International Convention.

During five fun-filled sunny days in Palm Desert, Calif., delegates and their families from 50 countries gathered to share the excitement of the spoken word. The event took place Aug. 15-19 and drew 2,000 participants.

The convention culminated a successful year for Toastmasters International. Celebrating a year well spent, delegates gathered in the elegant Marriott's Desert Springs Resort. Attendees were stimulated mentally by knowledgeable speakers and nourished physically by sumptuous meals. They also enjoyed some poolside sunning, made new friends,

sampled delicious date-shakes and enjoyed quality entertainment.

It was truly an International Convention, with many Toastmasters attending from countries outside North America. For "first-timers," the convention lived up to its reputation.

"Prior to coming to the convention, I could never quite understand why everyone praised it so highly. You really have to be there to experience the enthusiasm and greatness of it," said Interdistrict Speech contestant Lloyd Purdy from club 2249-74 in Cape Town, South Africa.

For others, it was not only their first convention, but their first trip to the United States. David Murphy, CTM, of club 1519-70 in Sydney, Australia, was especially impressed with the beautiful Palm Desert setting,

Opposite page,  
from bottom left corner:

1. **Election Excitement**— Young campaigners help ensure Bennie Bough's election to the office of Third Vice-President.
2. **A Walking Advertisement**— District 25 Governor Gary Smith, DTM, promotes next year's convention in Dallas, Texas.
3. **Say Cheese!**— A budding Toastmaster has fun at Fun Night.
4. **Catching a Wave**— Toastmasters checking out the action at the Beach Party.
5. **Hall of Fame**— Founders District members are pleased to receive their Distinguished District plaque from President Richardson.
6. **An Exhausted Host**— Keeping track of 2,000 Toastmasters is no easy task; Host District Chairman John Latin, DTM, steals a quick rest.

Captions continued on next page.



From left:

**A Happy Customer—**  
A Toastmaster buys self-improvement books at the Education Center.

**"The Gift of Laughter"—**  
Keynote speaker "Doc" Blakely is congratulated by Helen Dobson and her husband, Past International President Dobby Dobson.

Captions continued from previous page

**7. Dressed for Success—**  
1988-89 President Tom Richardson and his wife Peggy have the right outfits for every occasion.

**8. Team Spirit—**  
Ventriloquist Gail Wenos and her "associate," Ezra D. Peabody, were a hit at the Toastmasters and Guests Luncheon. National Speakers Association Chairman Cavett Robert was an unsuspecting victim of Ezra's pranks.

**9. Presidential Partners—**  
Toastmasters newly elected President John F. Noonan, DTM, with his wife Stevie at the President's Dinner Dance.

**10. Fun, '50s Style—**  
International Director Ian Edwards, DTM, shows off his hula hoop talent.

**11. Maternal Pride—**  
District 1 EVP Cheryl Myers-Kunze, ATM, cuddles her newborn daughter.

the organized and informative meetings and the opportunity to meet Toastmasters from all over the world. His biggest problem was that he couldn't get used to Americans' way of driving. "You all drive on the wrong side of the road," he joked.

#### Recapping a Successful Year

"Fun In The Sun" began on a high note when 1988-1989 International President Tom Richardson, DTM, extended his enthusiastic welcome.

"What a year this has been," he exclaimed. "Just 12 short months ago in Washington D.C., I asked you to join me in 'Touching Tomorrow Today.' Today we are experiencing part of that Tomorrow. We currently have a record-breaking membership of 150,000 members in 6,900 clubs. We have chartered 619 new clubs and retained 33 more clubs than last year. This is great news.

"I believe we have a bright future," he said. "This is the second year in a row that we've chartered more than 600 clubs. I see this trend continuing into the '90s."

He mentioned as a highlight of his Presidential Year the chartering of two Toastmasters clubs in the Soviet Union, marking the organization's entrance to countries behind the Iron Curtain.

The President also told of his enlightening months of traveling on district visits and lauded the "dedication, enthusiasm and volunteer spirit" he encountered in Toastmasters everywhere.

"It has been a privilege and an honor to serve as your ambassador this year," he said. "I have traveled more than 52,000 miles—as far west and south as the island of Maui, as far north as Edmonton in Alberta and as far east as St. Johns in New Brunswick."

His visits were highlighted in 190 minutes of radio and television time and in a dozen newspaper accounts.

#### Milestone noted

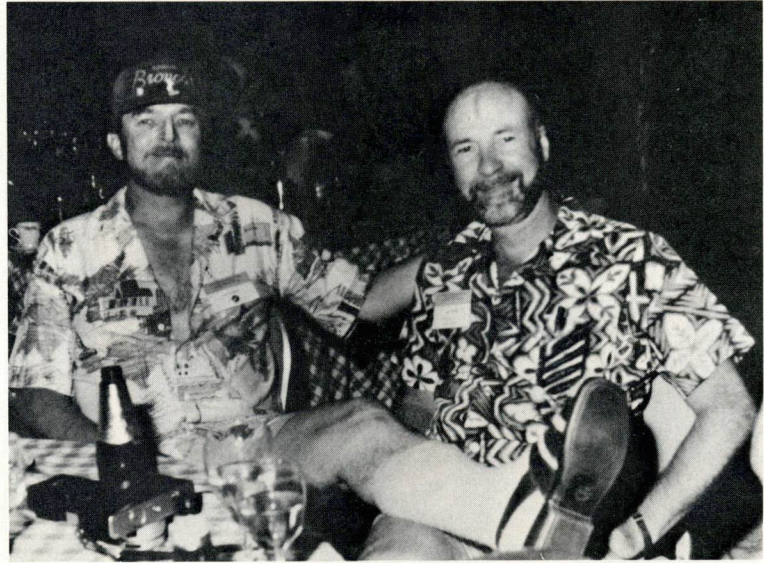
Before closing, Richardson had the exciting task of honoring Toastmasters' 150,000th member, Keith Larson, with a commemorative plaque. Larson is a member of the Amana Refrigeration Club 1824-19 in Middle Amana, Iowa. When he joined Toastmasters, he considered it a milestone in his life. What he didn't realize was that it was also a milestone in the history of Toastmasters International.

"Toastmasters International has doubled its membership in the last 10 years because people like Keith Larson are realizing the importance of good communication skills for career success," said Richardson. "As Toastmasters International grows, so, too, does each and every one of us."

Echoing Richardson's sentiments, Executive Director Terry McCann expressed pride and pleasure in the organization's record growth during the past year.

He emphasized that attitude is the key to building a strong organization. "People often ask me, 'Why is Toastmasters International growing while other similar organizations are not doing as well?'" he said. "My answer is simple. Whether people or organizations succeed or fail is a matter of attitude. With a great attitude, people can succeed even if they haven't much to start with. An organization with a great collective attitude will always be successful. Last year at this time, we predicted that we could reach 150,000 members this year. Our club and district leaders went to work with an optimistic attitude, and we achieved that important milestone."

In addition to positive attitude, McCann told delegates that the organization's continued good fortune also is a matter of quality in club programming. "Quality must be designed into the clubs' operations and programs," he emphasized.



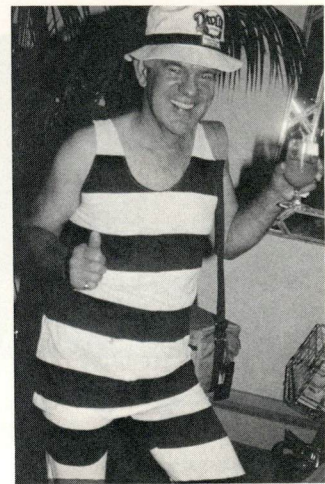
# Bustin' Loose in Big D

**Dallas, Texas, August 14-18, 1990**

Enter a world beyond your imagination. The 1990 Toastmasters International Convention will be held at the Loews Anatole Hotel in Dallas, Texas. Mark your calendar and plan to enjoy the most exciting Toastmasters event ever!



**See ya, pardner!**

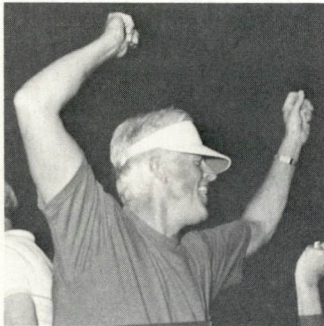


From left:

**Good Vibrations—**  
Steve Cambridge, International Speech Contestant from Region V, and Carol Snyder Dupont.

**Cheers!—**  
A cold drink was just what these Toastmasters needed after venturing into the 115° Palm Desert sun.

**Wanna Dance?—**  
Peter Kossowan, Past District 42 Governor, struts his stuff.



From left:

**Shake, Rattle and Roll—**  
Past International President  
William D. Hamilton, DTM,  
dances the night away.

**Passing the Torch—**  
1988-89 President Tom B.  
Richardson gives incoming  
President John F. Noonan his  
presidential pin.

**A Golden Moment—**  
1989 Golden Gavel Award  
recipient Joel Weldon and  
his wife, Judy.

### Prominent Speakers

Keynote speaker James 'Doc' Blakely, Ph.D., delivered a humorous message titled "The Gift of Laughter" that also stressed the importance of attitude.

"The outward signs of pleasure, a smile or laugh, are generally agreed to be 10 times as effective in having a positive influence on blood pressure and heart rate as the opposite scenario," he said. "This simply means that attitudes do make a difference, and that a positive mental attitude is a prerequisite to effective listening and learning."

He proved to be a man of his words. When the sound system temporarily malfunctioned and he had to improvise for 10 minutes until an amplifier was replaced, Blakely exemplified true creativity, optimism and wit.

A professional humorist, speaker, seminar leader and author of seven books, Blakely is best known for his humorous motivational presentations, which he regularly gives to Fortune 500 companies.

Other than stressing—and exemplifying—that "your attitude can determine your altitude," the 1987 Cavett Award recipient outlined three other factors important for success: doing more than is expected, using creative thinking and promoting teamwork.

Such information, mixed with side-splitting humor and demonstrated professionalism, gained Blakely a very appreciative audience.

### Golden Gavel Award

After the Opening Ceremonies, conventioners eagerly took their seats at the Golden Gavel luncheon, at which Joel H. Weldon was presented with the Golden Gavel Award. This prestigious honor was

given to Weldon in recognition of his contributions as a communicator who has made a profound impact on corporate audiences through his pursuit of excellence.

Weldon, a former member of two Toastmasters clubs in the Phoenix area, said he was "filled with gratitude and appreciation," for receiving the reward. "Without a doubt, the Golden Gavel is the highest professional honor I've ever received. It will be cherished and will receive the place of honor in our company office."

He said, "This award represents the highest form of communication excellence I know of. It's even more meaningful because the skills that helped me earn it were developed in my Toastmasters Club experience."

Weldon, who operates a successful corporate seminar company in Phoenix, Arizona, made his first professional presentation shortly after placing third in the 1974 Toastmasters' International Speech Contest. As compensation he was paid \$25 and served a free chicken dinner. His business has grown rapidly since then, and today his clients include many major corporations.

Weldon's philosophy is similar to that found at Toastmasters clubs worldwide: His company trademark is a small tin can that says, "Success comes in cans, not in can-nots"; a motto he frequently incorporated into his motivational presentation about setting and achieving goals.

### Collage of Topics Addressed

Throughout the week, other experts in the communication field shared their secrets of personal and professional success.

Those appearing included Dottie and Lily Walters, with their speech, "Speak & Grow Rich." Gail Wenos and Ezra D. Peabody, a ventriloquist and her amusing

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- TS4-402** "Reports of the Executive Director and President" - Tom Richardson, DTM; Terry McCann
- TS4-403** "Golden Gavel Address" - Joel Weldon
- TS4-404** "Speak and Grow Rich" - Dottie Walters, C.S.P.; Lilly Walters
- TS4-405** "L-E-A-D-E-R-S" - Donald L. Panhorst, A.Mus.D.
- TS4-406** "Assessing Your Club's Personality" - Panel: Richardson, DTM; Berg, DTM; Cook, DTM; Gardner, DTM; Harvey, ATM; Lumley, ATM; Skillman, DTM
- TS4-407** "Speakers Showcase" - Tom Dell, ATM; Seaford Jack, DTM; David Meeks, DTM; John J. Smith, M.F.P.T.; Steven Wall
- TS4-408** "Communicating with Team Spirit" - Gail Wenos and Ezra D. Peabody (Smart Dummy)

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- TS4-415** "Energize Your Stress" - Dr. Gregory Ladd, CTM
- TS4-416** "YOU - The Presenter" - Thomas E. Reese
- TS4-417** "Your Life Is Your Material" - Orvie Nix

- TS4-418** "Six Levels of Communication" - Dr. Hal Hawley, ATM
- TS4-419** "Partnering For Improved Relationships" - Gary L. Couture, Ph.D.
- TS4-420** "President's Inaugural Address" - John Noonan, DTM, Int'l. Pres. 1989-90
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- TS2-230** "1987 World Championship of Public Speaking" - John Howard, Don Johnson, Harold Patterson, Kathy Brown, Doug Cox, Doug McCarthy, Abbie Jones, Kerry Poitier, Raymond Ng
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- TST-030** "1986 World Championship of Public Speaking"
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### Also Available on Video for 1989

- TS4-433** "The Gift of Laughter" - Doc Blakely (also available on audio)
- TS4-435** "Golden Gavel Address" - Joel Weldon (also available on audio)
- TS4-437** "Communicating with Team Spirit" - Gail Wenos and Ezra D. Peabody (Smart Dummy) (also available on audio)
- TS4-439** "Partnering For Improved Relationships" - Gary L. Couture, Ph.D. (also available on audio)
- TS4-441** "Not Another Joke Please" - Natasha Josefowitz, Ph.D. (also available on audio)

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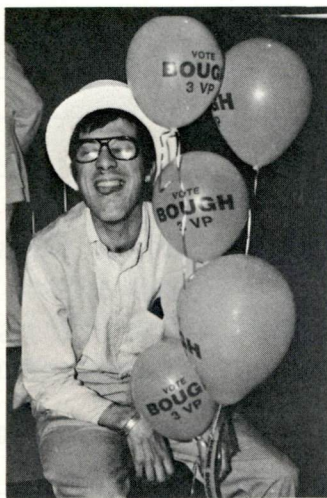
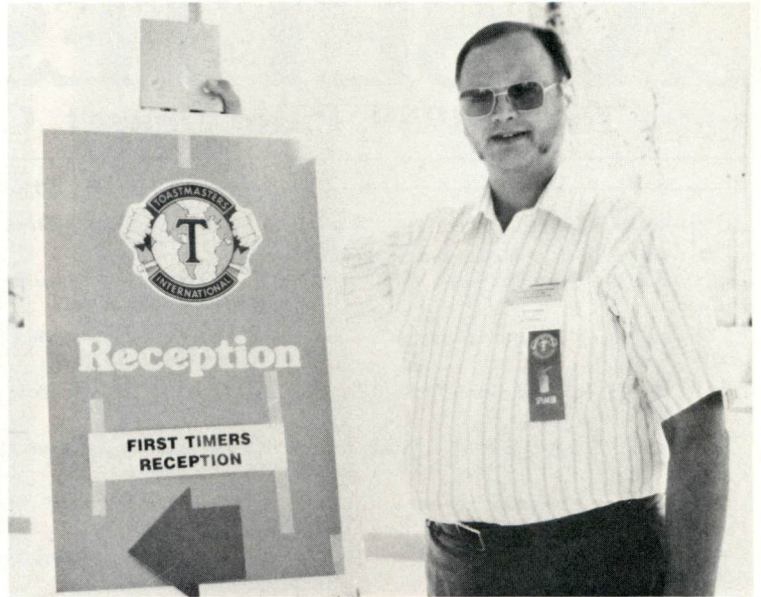
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From left:

**Politics, Toastmasters Style—**

*A happy Proxy Prowler.*

**Host District Volunteers—**

*Carol Averill, ELG of District 12, and friend man the information booth.*

**150,000th Member—**

*Keith Larson from Middle Amana, Iowa, was honored for being Toastmasters 150,000th member. He enjoyed himself royally during his first convention.*

puppet, delivered the message, "Communicating with Team Spirit." Donald L. Panhorst, A.MUS.D., spoke about effective leadership. Norman B. Sigband, Ph.D., offered "Solving the Great Illusion." Mary Jane Mapes discussed ways of tailoring speeches to various audiences in her presentation, "Make Your Message Matter"; Dr. Gregory Ladd told how to "Energize Stress" and make it work for you.

Furthermore, Natasha Josefowitz, M.S.W., Ph.D., an internationally known keynote speaker and management consultant, discussed the use of humor with sensitive subjects in her presentation, "Not Another Joke Please." Dick Caldwell, winner of the 1979 World Championship of Public Speaking, presented his award winning speech, "Dream Your Dream." Eli Mina, one of the few Registered Parliamentarians in Canada, held a roundtable session on "How to Become a Parliamentarian." William Rush, a professional voice consultant, shared his message, "Creating A Powerful Vocal Image."

In addition, communication specialist Thomas E. Reese offered "You—The Presenter." Orvie Nix told audiences the secret of finding good speech topics in "Your Life Is Your Material." With his message, "Partnering for Improved Relationships," Dr. Gary L. Couture discussed the need for people skills.

The many Toastmasters who shared their expertise at the convention included the participants in Speakers Showcase: Tom Dell, ATM; David Meeks, DTM; Seaford Jack, DTM, Steven Wall and John J. Smith. A lively discussion panel titled "Assessing Your Club's Personality" was moderated by Al Richardson, DTM. Panel members were Norman L. Cook, ATM; Jerry Weitzman, DTM; Pat McDougall, ATM; Robert G. Harvey, ATM; Edna M. Lumley, ATM;

Juanita M. Skillman, DTM; and Mary E. Berg, DTM. Equally enthusiastic were the speakers in the roundtable session: "The Accredited Speaker Program—What's in It for Me?" Ray Brooks, DTM; and Joe Eden, DTM, shared their expertise in this area. The meaning of the DTM was discussed at the DTM Luncheon and Interdistrict Speech Contest by keynote speaker Peter Kossowan, DTM, in his speech, "Step by Step." Accredited Speaker John N. Hartquist Jr., DTM, added drama to his popular presentation on how to "Be A Star." Dr. Hal Hawley, ATM, talked about the "Six Levels of Communication." Another roundtable session run by Dianne Bryson, DTM, brought out some exciting new ideas about using "Computers in the Club."

**New Leadership**

Many attended the convention not only to learn and compete, but to elect Toastmasters International's new leaders for the coming year. At Thursday's Annual Business Meeting, delegates elected John F. Noonan, DTM, as Toastmasters' 1989-90 International President; A. Edward Bick, DTM, as Senior Vice-President; Jack Gillespie, DTM, as Second Vice-President; and Bennie E. Bough, DTM, as Third Vice-President.

Delegates also elected eight Toastmasters to two-year terms on the organization's Board of Directors: Robert E. Barnhill, III, DTM, of Lubbock, Texas; Donna L. Brock, DTM, of Huntsville, Alabama; Pat Kirk, DTM, of Burnsville, Minnesota; Joseph E. Orzano Jr., DTM, of White Plains, New York; Ruth E. Ray, DTM, of New Castle, Pennsylvania; Charles Rodgers, DTM, of Collinsville, Illinois; Eileen V. Wolfe, DTM, of Vancouver, British Columbia, Canada; and William W. Woolfolk Jr., DTM, of Mountain



View, California.

During Thursday's DTM Luncheon, the Interdistrict Speech Contest took place, featuring champion speakers from districts outside North America. Robert Hince, CTM, of the Parramatta Club 2274-70 in Sydney, Australia, won first place and thus qualified for the ninth contestant spot in Saturday's International Speech Contest.

After lunch, it was time to recognize the achievements of outstanding Toastmasters, clubs and districts at the festive Hall of Fame Pageant. Awards were presented in categories such as Top Ten clubs and Top Ten Bulletins and Distinguished Districts. A list of recipients appeared in the September issue of *The Toastmaster*.

#### Beach Party

Celebrating their achievements, delegates donned sandals, shades, shorts and other beach wear for a "Fun Night" party that would make Annette Funicello and Frankie Avalon proud. Everyone enjoyed good vibrations as they boogied down to the popular "surfin' sound" of the California band Papa Doo Run Run. Many delegates reported "catching a wave" as they danced until midnight.

One of them was first-timer Martin De Souza from club 5672-U in Singapore. "Toastmasters are the friendliest people I have ever met. They brought their own unique warmth to Palm Desert," he said. "I will cherish the memories of this convention forever."

#### Toastmasters: Building a Better You

After an action-packed day of informative educational sessions, Toastmasters gathered in their finest attire on Friday night to honor the newly elected officers and directors at the President's Dinner Dance. International

President John F. Noonan, DTM, captured the audience with an inspiring message. Explaining his Presidential Theme, "Toastmasters — Building A Better You," Noonan said, "It is my strong belief that when we use our program as our Founder Ralph C. Smedley intended, the benefits to be gained for individual self-development are unlimited.

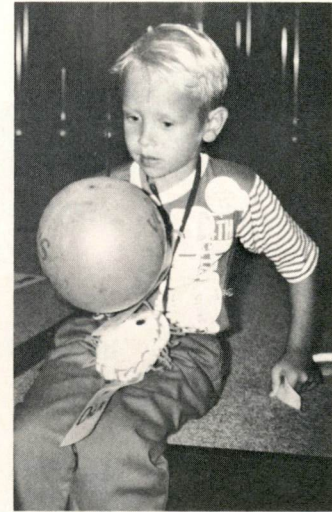
"No, it is not an easy task to build a better you, but it is possible. Keep your own specific goals before you and make a plan to accomplish them. You become the architect and the builder of your own success. Toastmasters provides the brick and mortar. The design is up to you.

"Today is a pivotal, exciting time to be the President of Toastmasters International," he continued. "We're coming out of the 1980s and entering the 1990s; the final decade in this century. As we build the foundation for our program to take it into the 21st century, our responsibility is to protect the program provided to us, build on it and make it more effective and available to more people. At the same time we also must be sensitive to the changes occurring in the marketplace, be able to seek out the opportunities that are in those changes and respond accordingly."

#### The Grand Finale

The highly anticipated International Speech Contest finals on Saturday morning topped off what was a highly successful Convention.

A spellbound crowd of 2,000 Toastmasters gathered in the huge ballroom to watch as nine contestants vied for the title of "World Champion of Public Speaking." Video cameras displaying the contest on two large screens ensured that no one missed out on the drama.



From left:

#### What's So Funny?—

Past International Directors Margaret Hope, DTM, and Charles Rust, DTM, share a joke.

#### A Friendly Smile—

Host district volunteer Ionna Sandlin wears pin that says, "Hug me, I'm a Toastmaster."

#### Bedtime—

Keeping up with active Toastmaster parents can be tiring.

Continued on page 31

# Excuses, Excuses

Ranging from "little white lies" to absurd "doozies," excuses can serve as social lubricants, healthy coping mechanisms or harmful psychological barriers.

BY CHARLES DOWNEY

**F**elix Dahn, a German jurist and historian at the turn of the century, once gave a major speech in Hamburg. When invited to be guest of honor at a dinner afterward, Dahn declined, saying he once spent six weeks in Hamburg doing nothing but sleeping and drinking, and that he did not want to repeat that time-wasting experience in such a beautiful city. His host, troubled, pressed Dahn and asked when this happened.

"During the first six weeks of my life," Dahn said.

An Anglo-Irish playwright of the late 1700s, Richard Sheridan, was watching London's drizzly skies at a theater party. A lady eager to take a stroll with Sheridan noticed the weather had cleared enough for them to set out. Sheridan, equally eager to avoid the tête-à-tête, begged off, saying, "It may have cleared up enough for one, my dear, but not for two."

Humankind always has used them. At least 10 percent of any nationality may use them to excess. At times, they have been lame, witty, laughable, barely believable, awkward, transparent and self-serving. Moreover, they have been delivered with halting speech, stuttering, head scratching and nervous shuffling of feet. At other times, they have

been graceful, subtle and believable.

Everyone has heard them. And most persons have offered one type or another to police officers, tax officials, judges, bill collectors, teachers, insurance adjusters, co-workers, supervisors, spouses and parents.

They are excuses.

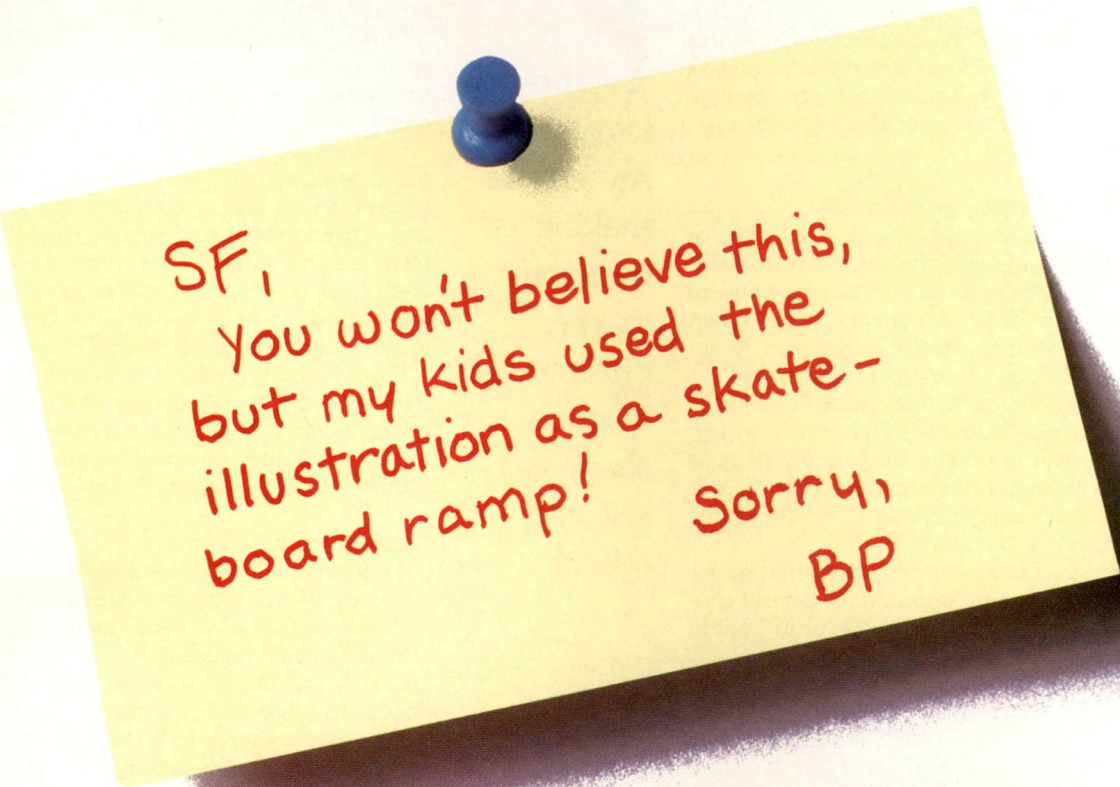
## **A social lubricant**

The subject of excuse-making has been thoroughly studied for the past six years by Charles R. Snyder, a psychology professor at the University of Kansas. Snyder is co-author—along with Raymond L. Higgins and Rita J. Stucky—of *Excuses: Masquerades in Search of Grace*.

"I began studying excuse-making because I noticed that when people were criticized, some squirmed, some glided, and some deserved an Oscar for their acting," Snyder says. "A few deserved Pulitzer Prizes for their imaginations."

Research shows that excuses—up to a point—actually are healthy coping mechanisms for dealing with everyday stress. Excuse-making can make you feel better, protect your self-image, maintain compatibility with your family and co-workers, and supply a safety net that gives you the courage to push your limits and take risks in a world where





SF,  
You won't believe this,  
but my kids used the  
illustration as a skate-  
board ramp!  
Sorry,  
BP

everybody fails occasionally.

"Good excuses are based in truth," Snyder says. "They tend to be low key, subtle, natural and convincing. But bad excuses are based on dishonesty and tend to be outrageous, preposterous, colorful and occasionally, beyond belief."

Garden-variety excuses, like "little white lies," can prevent hurt feelings ("Sorry, I can't make it to the party: I'm all tied up") and are used commonly because they are a social lubricant vital to the smooth operation of daily life.

However, when excuse-making becomes chronic, it can become an addiction that harms growth and relationships and ruins credibility. At their worst, excuses are chronic evasions of responsibility borne of irrational fear.

Psychologists say excuse-making is necessary to keep one's image in good shape for self and for others. The second great purpose for excuses is to give an individual a firmer sense of control over life.

Snyder reports that if people fail to make an excuse for themselves when one is expected, others will voluntarily provide one for them.

"Providing excuses for others is natural and a way of keeping the social fabric intact," says Snyder. "The air is filled with tension when somebody does not make an excuse when one is due."

Excuses  
help  
people  
cope with  
stress.

#### When excuses backfire

But excuses sometimes backfire and get out of control.

Steven Berglas, an assistant professor of psychology at Harvard Medical School and author of *The Success Syndrome*, has treated dozens of leading business executives, top models, athletes, movie stars and others who escape the pressures of success by having a made-to-order, free-standing excuse.

"These successful people grab onto a global excuse, like alcoholism or drug abuse, and use it to excuse any and all failures," says Berglas. "They cling to it so desperately, they often become 'self-handicappers.' The excuse takes control and eventually diminishes their performance. In a few cases, the excuse ruins them.

"Their thinking becomes: 'If I let people know I'm a drunk, they'll excuse failures while still believing I can perform when sober.' The self-handicapper takes on a chronic excuse *after* he or she is successful, whereas most others provide excuses for not becoming successful."

Shyness, alcoholism, drug use, hypochondria and procrastination also can be forms of excuses. Persons who use such excuses do so automatically, without fully realizing what they are doing.

Says Snyder: "Such forms of behavior provide a highly visible and credible way out for persons who need to put blame on an outside force. At this level, the excuse no longer serves as a coping mechanism, but as a barrier that can prevent schooling, job performance or dealing with marriage and family."

### Chronic excuse-making is abnormal

Chronic excuse-making can be a sign of unhealthy behavior. Research shows that those individuals who are most likely to indulge in frequent excuses believe their lives are out of control. When they fail at something, blame is assigned to someone or something other than themselves.

Moreover, the frequent excuse-maker has a fragile sense of self-worth, is highly sensitive to criticism and is mistrustful of others. In contrast, persons who seldom make excuses see themselves in control of their lives. They are willing to take blame for their errors.

Excuse-making becomes a problem when shaky, farfetched and downright unbelievable excuses constantly are offered at work, at home, or in front of

**P**sycho-  
logists  
say excuse-  
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to keep  
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in good  
shape for  
self and for  
others.

experts who can expose the excuse for what it is: a masquerade.

"A bad job of excuse-making only makes the first error worse," says Snyder. "Excessive excuse-making can be overcome once you become aware of the behavior and find its underlying cause."

Snyder's research reveals that men and women use excuses equally often. Women more frequently use the "Yes, but..." type of excuse (see sidebar) and explain extenuating circumstances. Men more often use the "I didn't do it" type of excuses. Also, one's level of education affects the plausibility of an excuse. The more education a person has, the greater his or her skills at choosing words.

Supervisors, business owners and executives also have a need to make excuses. Although these individuals may not have to answer to anybody, they tend to set high personal standards and then, ultimately, must answer to themselves.

### Analyze your excuses

To determine if excuse-making has become a personal problem, Snyder suggests that a person honestly answers the following questions:

What is being excused? When do I make the excuses? To whom? How often? How drastic? What effects do the excuses have on my relationships? Do the excuses seem to be part of a refusal to see and change some self-defeating habits? What alternative action could I take to avoid being in this situation in the future?

The key signs of harmful excuse-making are blatant excuses. In some cases, excuses are only believable in the mind of their creators.

Marilee Goldberg, a psychologist in Washington, D.C., studied a group of overweight women who frequently went on out-of-control eating binges. Goldberg discovered that the women drummed up excuses to justify their gluttony to themselves. But the excuses were so transparent, they never were given to anybody else.

Observed Goldberg: "The women said to themselves, 'This one dish won't hurt,' 'This cake will pick up my energy,' 'I'm anxious (tired, sleepy, frustrated, overworked, need a reward, etc.), so I'll eat all this.' The eating binges then took place in secret—probably because nobody would believe the excuses.

"But excuse-making generally could be made much easier," Goldberg says. "Rather than jump through endless verbal hoops, a dignified way of handling one's performance would be to simply say 'yes' or 'no' when a request is made of you. By developing a personal sensitivity to the things you must do and by honing your negotiating skills, the rituals of excuse-making could be all but eliminated."

And then, German jurists who don't want to stay for dinner or Irish playwrights who wish to avoid long walks with bores simply could decline. ♣

*Charles Downey is a professional freelance writer based in Fawnskin, California.*

## TYPES OF EXCUSES

You may hear thousands of inventive excuses, but if you listen closely, most will fall into the following categories devised by Charles R. Snyder, a University of Kansas psychology professor:

**Alibi.** The accused person feigns ignorance or argues the impossibility of having been involved: "I didn't even know about it!" Or, "I was at my girlfriend's house."

**Blaming.** The proverbial pointing finger pinpoints the culprit of the bad action to enhance one's own position: "The dog ate my homework." "I didn't break the Ming vase—the cat did."

**Minimalization.** The guilty party admits the error but tries to put the bad performance in a better light: "Well, I'm only 45 minutes late," "I'm still eating desserts—but very small portions."

**Justification.** The excuse-maker tries to gain points for his actions: "We aren't inconveniencing motorists with this new highway; we're improving their transportation network."

**Derogation.** Confronted with the truth, the offender downgrades the setting, critic or victim: "She was driving so slowly that she was asking to get hit."

**"It wasn't really me."** Ordinarily, the person wouldn't behave like that, but at the particular time he or she was on medication, angry, forgetful, feeling sensitive, and so on: "I had no idea that I could have kicked a hole in that wall."

**"I couldn't help it."** Powerless to control his destiny, this type of person suggests blame be placed on some force other than his will—such as alcohol, astrology, media violence, luck, fate, the weather, the hand of God, or possession by the devil: "The wet pavement caused my car to swerve."

**"Yes, but ..."** and **"I didn't mean to."** These penitent wrongdoers admit guilt and offer apologies: "Yes, I spilled coffee on your desk, but the rug end was loose and I tripped."

## FROM LITTLE WHITE LIES TO TALL TALES BY CHARLES DOWNEY

The following are excuses delivered to persons in authority. No records were kept of which, if any, excuses were believed, and only the persons who gave the excuses know if they were true.

"The mail truck carrying your check was hijacked in upper New York state."

"Your check was on that airplane that just crashed."

"Our postage meter was running too low."

### Judges

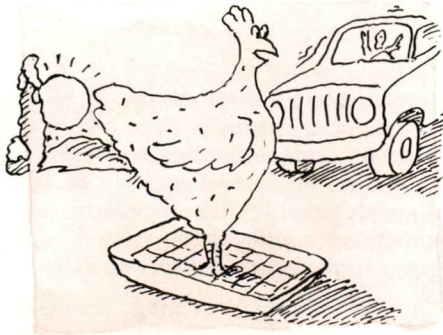
"I was speeding because I parked my car on an anthill, my windshield became covered with ants, and I simply wanted to blow them off."

"I can't serve on jury duty because my wife is going to conceive a baby on that day."

"I missed jury duty on that day because that was when I died."

"I can't serve on jury duty because my pet hamster just had surgery, and I can't leave until the anesthesia wears off. The trial will be over by then."

the road. I was later found in the ditch by some cows."



### Bosses

The Detroit Free Press sponsored a contest for the strangest excuses given to bosses by tardy workers. One year's winner: "My pet pig fell down a furnace duct, and I had to take the furnace apart to rescue it."

Other entries that raised supervisory eyebrows include:

"I ran over a bowling ball in front of the bowling alley. I spent the morning jacking up my car to dislodge the ball and explaining the incident to the insurance agency."

"My chickens' feet froze in the driveway, and I had to wait for the noon sun to come up and melt their feet because I didn't want to run over them with my car."

"My mother-in-law is visiting from back East, so to make her feel at home, my wife changed all the clocks back three hours."

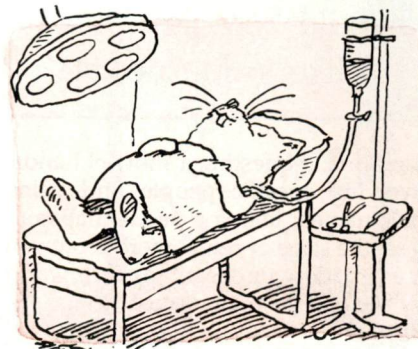
"I thought Halloween was a holiday."

"A squirrel jumped in my open car door and would not get out until it ate the doughnut that I had laying on the seat."

"I had to comfort my three-year-old daughter who filled her aquarium with milk, causing all her goldfish to die."

### Your check's in the mail

"Our new investors are Arabs, and we can't issue checks during the month of Ramadan."



"I can't serve on jury duty because the mutt upstairs would break into my apartment and my French poodle would have a litter of mutts."

"I was doing 60 in a 30-mile-per-hour zone because I had to go to the bathroom."

### Bill collectors

"The reason I'm not paying the doctor bill is because I was over X-rayed."

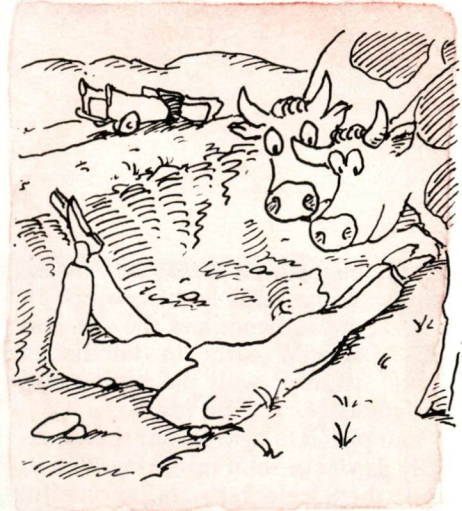
"The doctor gave a prescription that didn't work. I got better anyway, so why should I pay him?"

"I can't pay that bill because I've been told I'm brain dead."

### Insurance companies

"I swerved to avoid hitting a nun who was praying on the road."

"I was thrown from my car as it left



"Coming home, I drove into the wrong house and collided with a tree I don't have."

"My car was legally parked as it backed into the other vehicle."

"The indirect cause of the accident was a little guy in a small car with a big mouth."

"An invisible car suddenly appeared, struck my car, and vanished."

"A telephone pole was approaching. I was attempting to swerve out of its way when it struck my front end."

### Teachers

"Dear School: Please excuse John for 'been absent' (sic) January 28, 29, 31, 32 and 33."

"My son is under a doctor's care and should not take PE. Please execute (sic) him."

"I thought it was Saturday until I noticed my favorite cartoons weren't on."

"My science project ate my mom."

"My tongue got stuck on a metal pole, and my mom didn't notice me not getting on the bus."

"I had to take my grandfather to a baseball game."

"My parakeet spoke for the first time, so I waited for him to do it again so I could tape-record it."

"A band of Greenpeace protestors laid themselves in front of traffic and would not move until all whaling was banned by international law."

# Adjusting to Your Audience

Rely on your audience "radar" to guide you through your speech.

BY MARGARET KEYS

**Y**ou feel well-prepared to speak. You've done advance work on the audience and the site. You arrived early to familiarize yourself with the setting and the audience. You are ready.

Your plan is to deliver your speech exactly as you've set it up and written it, and then celebrate its successful completion.

Not so fast. The real work has just begun—the time when focus, concentration and energy must be working in sync, and your awareness of the audience must be at its highest. All the preparation you've done is just to hone and tune the instrument.

Now you must rely on all that preparation to take your speech from the *mechanical* to the *instinctive*. You have to be able to rely on your audience "radar" to guide you through the speech. If you don't, you'll find yourself fatally trapped in a monologue. The rapport with the audience...the dialogue...will elude you. So how do you stay with your audience and have them stay with you—have them really hear your message? These are the parts that have to mesh:

- You and your unique way of looking at and experiencing the world.
- The audience and their unique way of looking at the world (and at you).
- Your point of view, transmitted in a way they can hear and accept.

These factors together are the psychological bridge that you construct between you and the audience. You talk about them; you wrap your message in "their language," using their reasons.

You ask your audience questions, both rhetorical and actual. You create dialogue. You come back to the same point time and again, using the four thinking styles (see "Speaking on Course: Before You Speak," in the

August issue) so you can approach each person as he or she hears things best.

**You involve the audience** by asking questions; getting them to ask you

As the speaker, you are in charge of the energy level in the room, and should be able to read it like a thermostat.

questions; requesting a show of hands; involving specific people and using their names; telling a sequential story to set the stage or reveal more about you or a situation; or describing *their* world as you see it—their issues, trials, triumphs.

**You break the tension** by noting any hidden "truth" in the room; using humor; facilitating group interaction; changing the talk's direction to get at the tension; surprising the group with dialogue in an example, or some spontaneous movement; seeking their opinions; or asking what the tension is about.

**You read the energy** in the audience and react to it by changing your pace, audibly and physically; changing the volume of your voice; using more emphasis; using silence; changing inflection; moving into or toward the audience; getting them to move; getting them to clap or laugh; getting them to reflect on a particular thought or problem.

Remember, tension is blocked energy. Once you break the tension, you can get through to the audience. As the speaker, you are in charge of the energy level in the room, and should be able

to read it like a thermostat.

Audiences mentally click out after seven seconds, according to research. They close their minds quickly, unless they determine the speaker has something to offer them.

You have several delivery tools:

1. Your awareness of them, moment to moment.
2. Your ability to shift midstream to amplify, illuminate or handle a question or skeptical glance.
3. Your vocal ability—to pace, inflect, pause and muster strong breath support for diction and emphasis.
4. Your ability to gain and hold eye contact to strengthen the connection.
5. Your body movements and gestures.
6. Your clothing (Are you one of the "head table" elite, or one of the tribe?)
7. Your clear, memorable, quotable, often-repeated message.
8. Your energy level.

You'll notice that the more you speak, the more comfortable you'll become before audiences. Bob Doolittle, author of *Professionally Speaking*, says that everyone begins public speaking in a self-conscious state. Since that is intolerable, we become experts and enter a state of "message consciousness" — locked to our prepared scripts. Where we want to be is "audience consciousness," a state that comes slowly to most of us. If we are to be effective speakers, we must adjust to the audience, for its reasons.

Don't stop at preparation and rehearsal. Use the lectern to build your energy. Save your greatest energies for your audience, and the adjustments you must make as you create a dialogue that connects you to them. ♦

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# The Frozen Speaker

How to "defrost" before an audience.

BY MOREY STETTNER, CTM

**W**hat makes a frozen speaker? Fear. If the thought of making a presentation gives you the jitters, then now is the time to prepare strategies to redirect your anxiety into positive energy. Rather than freeze up, light the match that melts your stiffness and self-induced panic. I call this process *defrosting*.

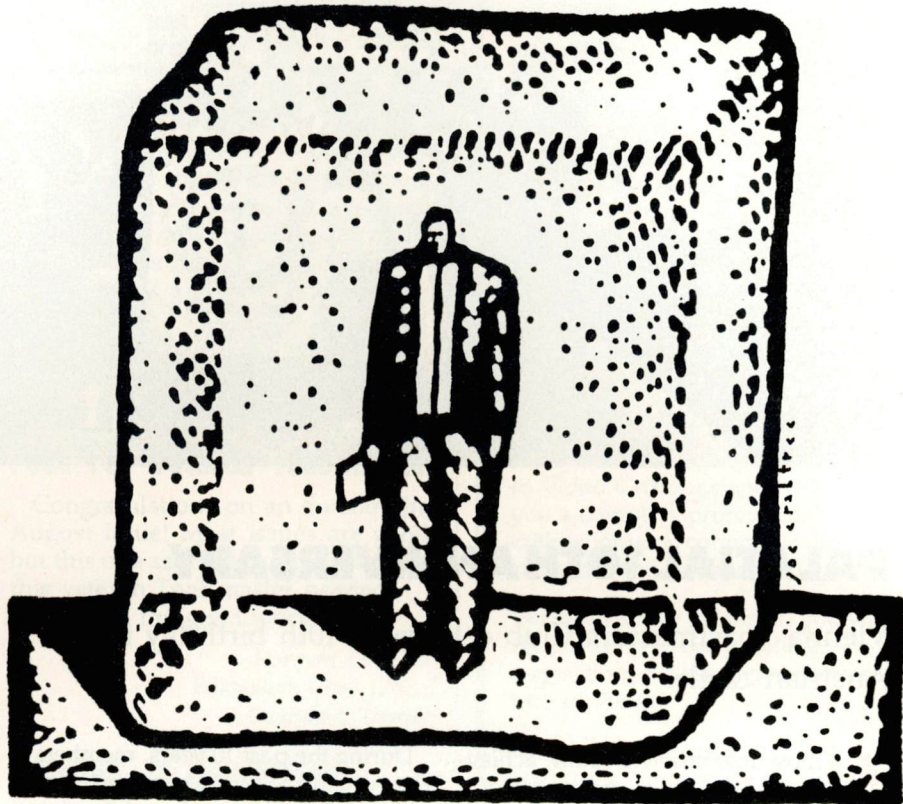
Defrosting involves three steps. First, do not assume that you need to appear rigid and formal to your listeners. Since audiences respond best to speakers who reveal warmth and personality, your task is to be conversational. If you stumble or face a mental block, just plow forward and don't dwell on your uncertainty. If you begin by clearing your throat, you are already trying too hard!

Second, even if you dread public speaking, resist the temptation to blow this process out of proportion. For example, the days before you are scheduled to give an important Toastmasters speech will prove unbearable if you allow fear to overpower you. Instead, approach speaking as a skill that you will master.

## Rehearse to subdue fear

You can probably think of other tasks that you once feared, but later learned to master (riding a bicycle, taking tests, swimming). Although it might not be your favorite activity, rehearsing is the best way to prepare for a speech. The more time you spend practicing your talk, the less time will remain for pondering your nervousness.

When rehearsing, don't try to memorize every word. This only creates greater pressure and suffocates your spontaneity and personality when you need them most. Instead, outline your thoughts and carry on a question and answer session with yourself (or a willing partner) to ensure that you cover the main points



in a clear manner.

Third, defrost yourself by embracing your nervousness rather than denying it. Since about one of every two adults fear public speaking, do not view the anxiety as abnormal.

If you exhibit physical symptoms of nervousness before or during your speech (such as a dry mouth, sweaty hands or a loss of breath control), this means you are losing the "fight or flight" battle. "Fight or flight" is a survival mechanism that speakers wrongly apply to speech giving: they view their survival as depending on the audience. The truth, of course, is that the audience wants you to succeed. They want to enjoy a sincere, enthusiastic

speaker. They are not your enemy, and your survival is not at stake.

Embrace your nervousness by transforming your fear into energy. Unleash your anxiety when you speak by using vivid gestures, lively facial expressions and rich vocal tones. Do not bottle up your nervousness, or you will freeze. Remember that the emotional arousal of public speaking makes us different people than we are in moments of greater calmness. Our adrenalin flows faster and our strength increases. If we allow our fear to fester, we will turn into robots and put everyone to sleep.

A senior marketing executive once told me, "I don't like to look out over

*Continued on page 30*



## PALATIAL 10TH ANNIVERSARY

Vienna Toastmasters Club celebrates 10th birthday in Austrian castle.

**A**s most Toastmasters know, achieving the 10th anniversary for any club is reason enough to celebrate in grand style. That is why the Vienna Toastmasters Club 551-U chose to stage their 10th "birthday bash" in an authentic grand palace overlooking their home city—the capital of Austria.

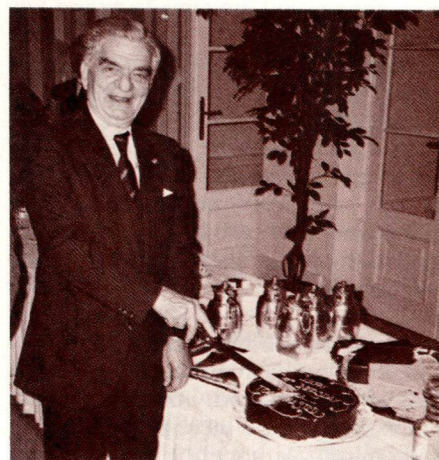
Club members and guests, joined by visiting Toastmasters from clubs in Paris, Salzburg (Austria), and several towns in West Germany, gathered in the nearly century-old palace, Schloss Wilhelminenburg. This recently renovated jewel of neo-classical empire style architecture sits nestled in the picturesque Vienna Woods atop a hill overlooking the city.

The Sunday afternoon event featured an interclub Humorous Speech Contest and Table Topics Contest and a champagne toast to celebrate the occasion.

During the past 10 years, members of Vienna Club 551 have been instrumental in tripling the number of Toastmasters clubs in Austria. Two new clubs have been chartered: V.I.C. Club 6390-U (Vienna, in October 1986) and Amadeus Club 6484 (Salzburg, in January 1987).

On hand to cut the club's birthday cake, after a rousing rendition of "Happy Birthday to You, Vienna Toastmasters," was Club 551's Founding President James Raphael, ATM, who said, "I knew it would be very difficult to succeed with an English-speaking club in a city where German is the mother tongue for most of the 1.5 million residents."

Although only four of the Vienna club's 28 members are native English-speakers, they all look forward to continued personal growth in the develop-



*James Raphael, ATM, President of Vienna Club 551-U, cuts the club's 10th birthday cake.*

ment of their communication skills, as well as for the development of new Toastmasters clubs in Austria.

"Let's make sure we'll have just as much, if not more to celebrate at our club's 15th anniversary," Raphael said.

*Stephen K. Badzik, ATM  
Vienna Club 551-U  
Vienna, Australia*

## European Toastmasters

I recently returned to Germany after a month's vacation in the States. During that month, I visited Toastmasters clubs in Tampa, Florida and Hartford, Connecticut. None of the Toastmasters I visited was aware that a Toastmasters Council existed in Europe. For Toastmasters who come to Europe on business and would appreciate a contact point for information on European clubs, please contact me at this address:

PSC Box 9629  
APO, NY, NY 09012

The theme for the 1989-90 year is "The CCET - Unity in Diversity." At last count, we had 29 clubs, in nine European countries, with 32 nationalities represented among our members. Our goals for the year will focus on encouraging the uniqueness of individual clubs, while maintaining unity toward our common goals of strengthened communication and leadership skills.

The Continental Council may be smaller in numbers, but we are large in enthusiasm. At our Spring Conference in Kaiserlautern, West Germany, approximately 100 Toastmasters attended three educational events and four contests. We look forward to even better attendance at our 10th Anniversary celebration during our Fall Conference in Oberammergau, West Germany, Nov. 3-5.

Linda M. Smalec  
1989-90 Chairman, Continental Council  
of European Toastmasters  
Fluerchenstrasse 24  
D-6751 Mackenbach  
West Germany

## A Matter of Etiquette

Your magazine is a delight. I read it thoroughly, issue after issue. The articles are timeless.

Your issue on etiquette is especially worthwhile. Mike Cronin's article is an important one. People—at least those who hired you for that crucial presentation—will forgive ignorance on a current topic faster than they'll forgive ignorance of table manners.

One correction, however. A foreign object in one's food is not removed from the mouth with a napkin. According to Amy Vanderbilt's *Etiquette, New Revised Edition*, on page 32:

"Foreign bodies accidentally taken into the mouth with food—gravel, stones, bird shot—are removed with thumb and forefinger, as are fish bones and other tiny bones."

Other than that, the article was right on target.

Page Emory Moyer  
Bryant Park Club 2895-46  
New York, New York

## Exceptional Etiquette Issue

Although all your magazine's issues are enjoyable and educational, I think the July issue was particularly exceptional.

Each article positively reinforces what Toastmasters stands for. Furthermore, it's the first time in quite a while that I've seen an advertisement for parliamentary aids on the back cover.

Thanks for a great publication!

Marshall Lewis, CTM  
Federal Center SW Club 651-27  
Washington, D.C.

## Food For Veteran Toastmaster

Congratulations on an outstanding August issue! Most issues are good, but this one seemed to have just what this veteran Toastmaster needed.

Keep up the good work!

Norman D. Webb  
Filibusters Club 1262-7  
Troutdale, Oregon

## Smoking at Convention

This is *not* a letter disagreeing with Toastmasters International's smoking policy. It is a letter about the poor choice of wording in your smoking policy statement on page 9 of the "Fun in the Sun" Convention Program distributed in Palm Desert, California.

After you state a restrictive "no smoking" policy you say: "We appreciate your cooperation in making this International Convention enjoyable for *everyone* (emphasis added).

You may have made it more enjoyable for nonsmokers, but smokers probably would have found it more enjoyable with smoking sections at the meals (for example).

Would it not have been much more accurate to say: "We hope you all en-

joy the convention and appreciate the cooperation of the smokers?" I don't see how the nonsmokers could not cooperate.

About 25 to 30 percent of Americans are smokers. Toastmasters must reflect this to some degree.

Let us strive for accuracy.

Paul J. Sander  
Phoenix, Arizona

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# STRATEGIES FOR GOOD VOCAL HYGIENE

Seven ways to preserve your voice.

BY BEVERLY PLASS

**J**ohn Murray put out his cigarette, took a deep breath and began his speech. He had been preparing this presentation for months. This was the day he had been waiting for. He projected a deep, authoritative voice across the room, loud enough so that he could be heard from the back. He deepened his tenor voice into the bass ranges. He felt tension building in his neck, but he pressed on.

After making his first few points, his throat began to sound hoarse. He couldn't lose his voice now! His jaw was clenched, his neck was tight. Leaning on the lectern, he looked around the room to see if the 50 members of the audience were still listening (or better yet, if they noticed his quavering voice). They seemed distracted. He wanted to regain their full attention. He turned to the side and coughed loudly, trying to clear his throat. But the next few words, to his dismay, were merely a whisper. His voice was gone!

He didn't get to finish his speech. He never got to present the last few points. His summary and conclusions were never heard by this group. How could this have been prevented?

As this example indicates, a speaker's voice is

a most important tool. Reviewing John's presentation, you will notice that he didn't take very good care of his voice. In fact, he made seven errors in vocal hygiene. Can you identify them?

Good vocal hygiene should be practiced by all speakers. These seven essential steps should be followed: use your normal voice, practice good posture, keep your throat relaxed, avoid yelling, sip water, avoid vocal irritants such as cigarette smoke and chalk dust, and avoid excessive coughing or throat clearing.

**1. Use your normal voice.** It may be tempting to lower your pitch to sound more authoritative, but it is actually harmful to your larynx. Similarly, women should avoid using a breathy "sexy" voice.

Your normal voice is determined by the unique configuration of your vocal tract. Just as men generally have more pronounced Adam's apples, their pitch also is naturally lower than women's. Changing the pitch or quality of your voice requires undue stress on certain muscles in your larynx and vocal tract.

If it is any consolation to you, your voice sounds different to you than to a listener. When you perceive your voice, you also hear the vibrations of the bones in your skull (bone conduction), whereas the listener does not. This is why your tape-recorded voice sounds different to you than your live voice.

**2. Practice good posture.** This may sound trite, but it does more for you than improve your appearance. Erect posture allows more room for your lungs to expand and enables you to breathe correctly. Remember, air is the "fuel" for your voice. It travels from your lungs and through your vocal cords, causing them to vibrate and create your voice.

Good posture allows adequate amounts of air into your lungs so you won't experience shortness of breath. It also allows you to breathe using your diaphragm, which is found below your lungs and above your stomach. When you inhale, the diaphragm contracts, causing the lung space to increase and fill with air. Good posture enables you to breathe without undue stress, using your shoulders or neck muscles for compensation.

**3. Keep your throat relaxed.** Standing before a group can be intimidating. Some people deal with stress by clenching their teeth and tightening their neck and shoulder muscles. If you notice tension or a "lump in your throat," use the following strategies to help you relax these muscles.

The main objective is to relax your jaw, neck and shoulder muscles, and to preserve this relaxed state throughout your presentation. The first three methods should be tried prior to your speech (they are rather conspicuous), whereas the last three can be done during your presentation. Try each of them and see which is the most effective for you.

• **Differential relaxation.** Tighten your face, clench your teeth, tense your neck and raise your shoulders to your ears. Hold this tense position



**A**ir is  
the "fuel"  
for your  
voice.

for 10 seconds, then relax. Feel the difference between the tensed and the relaxed condition. Repeat this two or three times, then focus on maintaining the relaxed feeling when you begin speaking.

• **Chewing.** Imitate the chewing motion with large, mouth-stretching bites. Pay attention to the stretching and tensing of the vocal musculature and the relaxed feeling that follows. Hold onto the relaxed feeling when you speak.

• **Head rotation.** Try head rotation exercises similar to those taught in aerobic exercises. When standing or sitting in a backless chair, drop your head forward toward your chest. Feel the weight of your head as you let it drop. Slowly roll it to the side so your right ear nearly touches your shoulder, then return to the original position. Repeat this a few times, and be sure to do this exercise slowly as you feel your neck relax.

• **Yawn-Sigh.** Holding your head down slightly toward your chest, try making a big, prolonged yawn followed by a sigh. This tenses and relaxes the muscles in your vocal tract. Concentrate on how your throat feels in that opened position. Try to maintain that relaxed feeling when you begin speaking.

• **Imagery.** Imagine yourself in a relaxing setting. It could be floating on a lake, sitting by a waterfall, reclining by a fire or simply lying in your bed. Try to capture the relaxed feeling as you visualize the setting. Initially, you may need to close your eyes in a quiet room to recreate the relaxed feeling. But, with practice, this technique can work even while you are standing before a group.

• **Relaxed response.** Once you can initiate relaxation of your jaw, neck and shoulders, try associating that feeling with something in your environment. Before your speech begins, choose something in the room to focus on periodically (such as a clock, your notes or a face in the front row). Relax fully when you look at it. Then during your speech, let it serve as a reminder to relax.

**4. Avoid yelling.** Whether you want to be heard in the back of the room or you want to emphasize a particular point, yelling is not the answer. Even though it is common among some enthusiastic ministers, yelling is irritating to your vocal cords and is vocal abuse. It is what causes some cheerleaders to lose their voices after a game. If a speaker yells frequently over a period of time, vocal nodules may appear. Treatment consists of reduction of vocal abuse and possible surgery.

So, how can you make your voice louder? If more than 30 people are in your group, or the acoustics in the room are poor, a microphone is a better alternative than yelling.

How can you emphasize certain parts of your speech? There are a number of alternative methods. A simple pause can command the audience's attention, such as, "The point I would like to make is this...(pause)." Similarly, using

*Continued on page 30*

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Richard H. So, 4946-56  
Harold Usher, 3726-60  
Michael L. Wearing, 5645-60  
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Ernie Panza, Jr., 596-66  
Lorna Brooks, 3208-69  
Karen N. Lewis, 6127-69  
Lynda M. Parsons, 880-70  
Alan G. James, 5335-70  
Ron Isaac, 6079-73

*"It is one of the most beautiful compensations of this life that no man can sincerely try to help another without helping himself.*

RALPH WALDO EMERSON

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Jeffrey Davidson, 5515-52  
Todd Burns, 2995-56  
Barbara W. Branton, 5500-57  
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 Malacca, Malaysia-2nd & 4th Thurs., 8 p.m., Hotel Ramada Renaissance, 1162-B Jalan Bendahara, (606) 325644  
**Metro, 7607-U**  
 Kuala Lumpur, Malaysia-2nd & 4th Thurs., 6:30 p.m., Parkroyal Kuala Lumpur, Jalan Sultan Ismail, (03) 7568452  
**I.U.J., 7618-U**  
 Niigata, Japan-2nd Sat., 2 p.m., International University of Japan, L-4 Yamato Machi Minami Uonumagun, (0257) 77 1698  
**Uruapan, 7623-U**  
 Uruapan, Michoacan, Mexico-Tues., 8:30 p.m., Hotel Tarasco, Independencia, No. 2, 31199  
**Dream Challengers, 7604-3**  
 Phoenix, AZ-1st & 3rd Sat., 7:30 a.m., Hair In Motion, 5551 N. 7th St., (602) 279-1629  
**Power Talkers, 7616-3**  
 Glendale, AZ-Thurs., 6:30 a.m., Coco's Restaurant, 4372 W. Olive, (602) 842-8516  
**Glendale, 7611-7**  
 Glendale, OR-Wed., 3:45 p.m., Village Inn, 426 Pacific Ave., (503) 832-2001  
**Simtoast, 7626-9**  
 Hermiston, OR-Thurs., 4:15 p.m., J.R. Simplot Company, P.O. Box 850, (503) 567-9733  
**Decker Lake, 7624-15**  
 Salt Lake City, UT-2nd & 4th Thurs., 11:30 a.m., Geometronics Service Center, 2222 W. 2300, S., (801) 524-3185  
**Gulfstream, 7620-16**  
 Oklahoma City, OK-Sat., noon, Casa Bonita Restaurant, 3601 N.W. 39th, (405) 350-1733  
**Sunburst, 7602-22**  
 Garden City, KS-Thurs., 7 a.m., Garden City Hilton, Campus Drive & Kansas Ave., Library Room, (316) 276-7641  
**Salina, 7610-22**  
 Salina, KS-Mon., 5:15 p.m., Salina Housing Authority, 469 S. 5th  
**AT&T Indian Hill Court,**

**7613-30**  
Skokie, IL, AT&T, 5555  
Touby Ave., (312) 982-2740  
**Raytheon Hager, 7603-31**  
Marlboro, MA-2nd & 4th  
Thurs., noon, Raytheon  
Hager Plant, 1001 Boston  
Post Rd.  
**E.P.A., 7625-31**  
Boston, MA-alternate Tues.,  
noon, JFK Federal Building,  
Room 1508, (617) 565-4415  
**Mae I Speak, 7617-36**  
Washington, D.C.-Wed.,  
noon, Fannie Mae, 4000  
Wisconsin Ave., N.W., (202)  
752-4651  
**EDS, 7606-38**  
Camp Hill, PA-Wed., noon,  
EDS Corp., 225 Grandview  
Ave., 6th Fl., Conf. Rm. M,  
(717) 975-4334  
**SmithKline Speecham,**  
**7621-38**  
Swedeland, PA-2nd & 4th  
Wed., 11:30 a.m., Smith  
Kline & French R & D  
Labs., 709 Swedeland Rd.,  
(215) 270-6992  
**Fox Tales, 7608-42**  
Fox Creek, Alberta, Canada-  
Tues., 7 p.m., Fox Creek  
School, Box 88, (403)  
622-3754  
**Flagler Federal, 7612-47**  
Miami, FL-2nd & 4th Wed.,  
7:30 a.m., Flagler Federal  
Ctr., 2300 NW 89 Pl., (305)  
652-8266  
**State Farm Premium**  
**Speakers, 7614-47**  
Jacksonville, FL-1st & 3rd  
Wed., 7:30 a.m., State Farm  
Insurance Co., 8001  
Baymeadows Way, (904)  
636-4631  
**BellSounds, 7619-47**  
Miami, FL-1st & 3rd Tues.,  
12:30 p.m., Southern Bell  
Telephone & Telegraph Co.,  
666 N.W. 79 Ave., Room  
317, (305) 263-5310  
**Wilcrest Speakeasy, 7615-56**  
Houston, TX-1st & 3rd  
Wed., 11:30 a.m., Chevron  
Corp., 11111 S. Wilcrest  
**Today, 7629-56**  
Austin, TX-Tues., 7:30 p.m.,  
Church of Today, 1120  
Capital of Texas Hwy, (512)  
328-7755  
**Special Delivery, 7628-66**  
Newport News, VA-  
alternate Tues., 5:30 p.m.,  
The Daily Press, Inc., 7505  
Warwick Blvd., (804)  
247-4991

**Forestville, 7577-70**  
Forestville, NSW,  
Australia-1st and 3rd  
Thurs., 7 p.m., Forestville,  
R.S.L. Club, 22 Melwood  
Ave.  
**Blue Mountains, 7593-70**  
Wentworth Falls, NSW,  
Australia-1st and 3rd Tues.,  
7:30 p.m., Elm Tree  
Restaurant, Great Western  
High, (02) 623-6366  
**Lunchbreakers Speakeasy,**  
**7505-72**  
Lower Hutt, New  
Zealand-2nd and 4th Tues.,  
12:05 p.m., N. Z. Geological  
Survey, Andrews House,  
Seminar/Conference Rm.,  
(04) 699-059  
**Ohariu, 7506-72**  
Johnsonville, Wellington,  
New Zealand-Tues., 7:30  
p.m., Johnsonville Union  
Church Hall, Doctor Taylor  
Terrace, (04) 780-152  
**Bay City, 7523-72**  
Napier, New Zealand-Wed.,  
5:30 p.m., Christies,  
Hastings St., (070) 351896  
**Silver Service, 7524-72**  
Auckland, New Zealand-  
every third Mon., 6:30 p.m.,  
Various BYO restaurants  
**Coastmasters, 7525-72**  
Paraparaumu, New  
Zealand-alternate Thurs.,  
7:30 p.m., Coastland's  
Shopping Town, (058) 72812  
**Standard Bank, 7526-74**  
Johannesburg, South  
Africa-2nd & 4th Tues., 5:30  
p.m., New Club, Anderson  
St., (011) 636-7032  
**Golden Gavel, 7534-74**  
Johannesburg, South  
Africa-2nd & 4th Mon., 6  
p.m., Karos Johannesburg  
Hotel, Twist St.  
**Oasis Singles, 7535-74**  
Johannesburg, South  
Africa-1st & 3rd Tues., 7  
p.m., Old Johannians Club,  
Club Street, (011) 883-3975  
**Pyramid, 7601-74**  
Kempton Park, Johan-  
nesburg, South Africa-1st &  
3rd Thurs., 7:30 a.m.,  
Rosebank Hotel, (011)  
8232304  
**Grahamstown, 7609-74**  
Grahamstown, South  
Africa-1st Thurs., 7:30 p.m.,  
The Albany Sports Club,  
Bucklands, (0461) 26301  
**Cebu Plaza, 5733-75**  
Cebu City, Philippines-1st &

3rd Tues., 11:30 a.m., Cebu  
Plaza Hotel, Nivel Hills,  
Lahug, 9-24-31

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**Top of the World, 4087-U**  
**Southcenter, 4072-2**  
**Muni, 4077-4**  
**Executive Toastmasters,**  
**3429-11**  
**Greater Greenwood, 4081-11**  
**Noonshiners, 4070-24**  
**Storagetalk, 4071-26**  
**GSA, 4073-32**  
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**Vintage, 4075-39**  
**City & County, 4079-49**  
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**Warner Center, 2966-52**  
**Communicators Int'l,**  
**4078-57**  
**Palmetto Mastercrafter,**  
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## Good Vocal Hygiene

*Continued from page 26*

gestures ("The biggest problem..." with your arms outstretched); visual aids outlining your main points (posters, slides, overhead projectors) or even repeating your sentence ("Let me say that again...") can help you stress a point.

**5. Sip water.** Keep a large glass of water by your side, and sip it throughout the speech. This not only soothes and moistens your throat, but the swallowing action relaxes the neck muscles.

**6. Avoid vocal irritants such as cigarettes and chalk dust.** These substances irritate your throat. If you are a cigarette smoker, here is one more reason for you to consider quitting. If you are not, remember that smoke from another smoker or smoke that lingers in a room can be just as irritating to your throat.

Regarding chalk dust, if you use visual aids in your presentation, you may want to try dustless chalk or some other medium (such as marking pens on a white erasable board, slides, posters or an overhead projector).

**A**  
simple  
pause can  
command  
the  
audience's  
attention.

---

**7. Avoid excessive coughing or throat clearing.** If you feel a tickle in your throat, try sipping water first. If that doesn't alleviate the tickle, try saying a prolonged "h" sound. These methods avoid irritation to your vocal cords.

If you apply these seven vocal hygiene strategies during your speeches, your throat should feel relaxed and your voice should remain clear.

If you have repeated difficulty with your voice, you may wish to contact a speech and language pathologist. For more serious conditions, you may need to consult a doctor.

So, what suggestions would you have for John Murray? Next time, he could save his voice by employing simple vocal hygiene. The best advice would be for him to: use his normal tenor voice, stand up straight, relax his jaw and neck, use a microphone, sip water, quit smoking and avoid throat clearing and coughing. These are seven sure-fire steps to preserving your voice, your most essential tool as a Toastmaster. ♣

**Beverly Plass** works for the Irvine Unified School District as a speech pathologist. She also has a private practice in Irvine, California.

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## The Frozen Speaker

*Continued from page 21*

an audience and see all those faces judging me: how I look, what I say, what I do. I get so self-conscious that my mouth takes on a life of its own."

### Overcoming fear of rejection

The reason for his discomfort was fear of rejection. Audience approval loomed in his mind, and he was dependent on his listeners' frequent nods and smiles. In the absence of these favorable signs, he grew convinced that he was "messing up" and lapsed into a monotone. Although this may not be a problem at a Toastmasters meeting where the audience is full of supportive, friendly faces, other listeners may not appear as warm and positive!

Rather than seeking audience approval, concentrate on what you can control: your body movements and voice tone. Our facial muscles can make 7,000 different expressions, and our arms and hands communicate messages that can either enhance or undermine the power of our words.

For example, if you want to invite the audience to participate in a non-threatening discussion, you do not want to place your hands squarely on your hips like a drill sergeant. If you plead that you are telling the truth, you do not want to fold your arms across your chest

or rub your hands against your face as if you are hiding something.

Confidence shows in your face and posture: your head is erect and your eyes connect with individuals in the audience. Your weight is balanced evenly on both feet.

If you begin by clearing your throat, you are already trying too hard!

If you use slides or other audio-visual aids, do not smother yourself and hide among the graphs, flip charts and overheads. A frozen speaker will continually stare at the screen, thereby severing any connection with the audience. Know what appears on the screen beforehand so that you can refer to your aids while maintaining a conversational flow with your listeners.

Since the first few minutes of a speech often determine whether the remaining minutes will prove a success, here are three tips for your next talk:

**1. Establish your presence.** As you prepare to speak, begin with a pause and visually embrace the audience. Make eye contact with at least four people located in different quadrants of the

room. Wait for any group chatter to stop and check to see that you have full audience attention. This way, before you utter a sound, you will already appear like a confident pro!

**2. Voice.** Begin your first sentence by mentally addressing someone seated in the back row. This will make your voice heard across the room. In contrast, the frozen speaker begins in a soft, often inaudible murmur.

**3. What's in it for me?** Answer this question in the first minute of your speech. Each member of your audience wants to know the answer, so let them know what they stand to gain from your message right at the outset.

Ultimately, you will come across as a dynamic speaker if you care about your message. Frozen speakers are so riddled with fear that they just want to finish their remarks and flee. As long as you genuinely care about your topic, all the rest will fall into place. If, on the other hand, you find yourself babbling without a trace of passion, you'll be like Robert Benchley, who said, "Drawing on my fine command of language, I said nothing." ♣

**Morey Stettner, CTM**, is a member of Bryant Park Club 2895-46 in New York City. He leads executive education programs in listening skills, sales training and public speaking.



## International Convention

*Continued from page 15*

Nancy Barnes of club 3541-60, a two-year Toastmaster from Bowmanville, Ontario, Canada, said she was in awe of the talented contestants. "The speech contest definitely is the highlight of the convention," she said. "Watching it broadens one's perspective as a Toastmaster."

Once the votes were counted, Don Johnson, ATM, a member of M.A.P.S. Club 4526-1 and Can-Do Videomasters Club 6073-1 in Torrance, California, was announced the winner.

His engaging, "down-to-earth" speech, titled "A Many Splendored Thing," discussed the importance of family, unity and love. It was sprinkled with memories of annual family gatherings and the assortment of relatives that would show up: his eight children, 10 grandchildren, in-laws and live-in "outlaws."

Wondering if his children ever got anything from him (besides braces) in the way of values, he said his concerns were settled after his daughter gave him a peck on the cheek and an "I love you."

"This was a topic I am most familiar with," Johnson said, explaining his subject choice. He said the speech originally was part of a talk he regularly gave to service organizations.

Johnson said rehearsing the speech in front of Toastmasters clubs, critiquing videotapes of his speech and maintaining a positive attitude helped him win over the other eight contestants.

"I went to 17 Toastmasters meetings in the month before the contest to rehearse this speech," he said. "I usually only do six or seven speeches in a month."

Johnson, 57, a Toastmaster for 13 years, has

done public speaking for the last six years for organizations such as the American Heart Association, the American Cancer Society and the March of Dimes.

The retired engineer admitted that he was nervous about the speech contest. "You never get over the fear, but you learn to enjoy it," he said.

Second place went to Robert Hince of Sydney, Australia, for his humorous speech, "Let's Fly Over the Rainbow." John F. Howard of Ogden, Utah, placed third with his message, "It's Never Too Late."

Six other excellent speakers reached the international level at the contest: James R. Walsh, Region III; Bruce Trippet, CTM, Region IV; Steve Cambridge, Region V; Kenneth Meades, Region VI; J. Mark LaVergne, Region VII; and Al J. Dunkleman, Region VIII.

Before the presentation of the awards, District 25 Governor Gary Smith, DTM, invited everyone to next year's convention in Dallas, Texas.

The convention drew to a close with a slide show set to the music of "Good Vibrations" by the Beach Boys. Images of the past five fun-filled days reminded everyone of the new friends they had made, the excitement they had shared and the wealth of knowledge they had obtained.

Although this year's "Fun In The Sun" was drawing to a close and fond farewells were made, many were already anticipating next year's 59th Annual Convention in Dallas, Texas.

Said Nancy Barnes: "I'll be there—I'm hooked on conventions! Where else can you learn so much in only a few days, enjoy a nice holiday and make new friends from around the world? Conventions offer such wonderful opportunities for personal growth!"



*From left:*

**Victory at Last—**  
*International Speech Contest winner Don Johnson, ATM, of Torrance, California, accepts Award.*

**Making Friends—**  
*Martin de Souza (left), a first-timer from Singapore, discovers that dining together is a great way to meet new friends.*

**Seminar Speaker—**  
*Dottie Walters of Walters Speakers Bureau teaches the ropes of the professional speaking circuit.*

# THE CLUB MEETING

## A LABORATORY FOR LEARNING

"A Toastmasters Club is properly called a laboratory for it is a place where many experiments are tried and many operations tested."

Dr. Ralph C. Smedley  
Founder, Toastmasters International

**236. HOW TO CONDUCT PRODUCTIVE MEETINGS.** Success/Leadership Module. Teaches the techniques and dynamics of small group meetings. For eight participants.

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**1111. DISTINGUISHED CLUB PROGRAM.** Planning aid to insure top club performance.

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**403. MEMBER INTEREST SURVEY.** A key tool for planning club programs.

**900. PROGRAM ASSIGNMENT NOTICE.** Postcard to remind members of their meeting assignments.

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**163. BALLOTS AND BRIEF EVALUATIONS.** For best speaker, evaluator and Table Topics speaker.

**1323. EVALUATION OF THE EVALUATOR.** Checklist.

**1315. THINK FAST! TABLE TOPICS HANDBOOK.** Ideas for imaginative Table Topics.

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| _____ 900 @ \$1.75 (pkg. of 75)   |                     |
| _____ 1114 @ \$2.00 (pkg. of 50)  |                     |
| _____ 912 @ \$2.50 (20 cards)     |                     |
| _____ 1314 @ \$1.50               |                     |
| _____ 1323 @ \$3.50 (pkg. of 100) |                     |

Add \$.50 shipping and handling to each item above.

Add \$1.00 shipping and handling to each item above.

Add \$3.00 shipping and handling to each item above.

California residents add 6% sales tax. Where postage exceeds shipping and handling, customer will be billed for the excess.

**PAYMENT MUST ACCOMPANY ORDER.**

Check or money order enclosed:

\_\_\_\_\_ (U.S. funds)

Bill against my: MasterCard Visa (circle one)

Credit Card No.: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Club No. \_\_\_\_\_ District \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip \_\_\_\_\_

See the 1990 Supply Catalog for complete descriptions and other club programming and recognition materials.