

THE TOASTMASTER

OCTOBER 1992

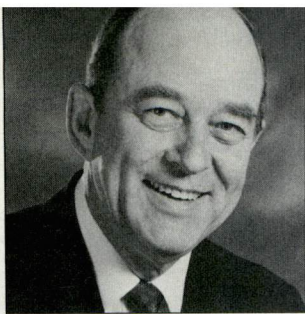


THE TOASTMASTERS WAY TO PLAY!

Highlights of the International Convention in Las Vegas.

Restyling Political
Speechmaking
When Political Patois
Goes Conventional

FRIE
PIONEER



VIEWPOINT

THE POWER TO COMMUNICATE

"...the power to communicate is one of man's greatest endowments."

RALPH SMEDLEY

Dr. Smedley was right. By communicating effectively in our professional lives, social contracts and community work, we gain the power to accomplish our goals. The ability to communicate is truly a great gift. And it is up to us to fulfill our potential.

The Toastmasters program can change our lives and those of our listeners through effective communication. Moreover, the release of positive power through communication can indeed result in miracles, as Norman Vincent Peale, the apostle of positive thinking, certainly has demonstrated. On the other hand, negative power through negative communication can create havoc. Consider Adolf Hitler, the master communicator who nearly destroyed his nation and the world with his message of hate.

Dr. Smedley's article in *Personally Speaking* titled "The Toastmasters Club...Its Meaning and Values," emphasizes that it is through Toastmasters club membership that the individual can

develop powerful communication skills. Smedley, in fact, writes that dynamic clubs become laboratories in which we can experiment and grow.

To illustrate that Smedley's original vision for the Toastmasters program still holds true, let me tell you about a nervous young lady, Kathy Pablo, who joined our Springfield Toastmasters Club a few years ago. Although she appeared frightened and unsure at first, Kathy's determination drove her to do whatever it took to become a powerful speaker. While she sometimes doubted her own ability, she persisted, buoyed by constructive criticism and positive reinforcement from fellow club members. After only a few meetings it became clear that Kathy had potentially powerful communication skills. Yet without the nurturing environment of the club, she probably wouldn't have discovered them. Today, as a testament to her Toastmasters training, Kathy serves as a model of effective communication.

Contrast Kathy's experience, however, to that of a young lady in another club who also felt terrified at the thought of facing an audience. When asked to participate in Table Topics or to give a speech, she always declined. Still, she attended every club meeting. Finally, she worked up enough courage to give a three-minute speech she had written on notecards. She read it word for word. Her hands were shaking. Her evaluator criticized her for reading from the notecards. At the end of the meeting, I complimented her tremendous courage and encouraged her to read her speeches for as long as she felt the need. I knew she wanted to improve. Unfortunately, I don't know what happened to her. My hope is that her determination overcame that thoughtless evaluation.

If we want to be effective communicators, we must be willing to risk the pain of failure in order to gain the pleasure that comes with achievement. Fear can restrain us or call us to excellence. Step by step, the Toastmasters program can help us develop the gift of communication. The decision to do so is ours.

BENNIE E. BOUGH, DTM
International President

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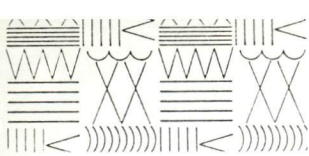
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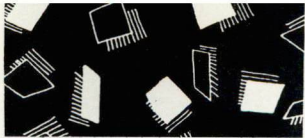
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On the cover – Clockwise from top left:
 1991-92 International President Jack Gillespie leads Board of Directors meeting.
 Newly elected International President Bennie E. Bough gives his acceptance speech at the President's Dinner Dance.
 Golden Gavel recipient Dr. Ken Blanchard receives the award from 1991-92 International President Jack Gillespie.
 Fans of the St. Louis Cardinals enjoy the All Star Sports Night.
 President Bennie Bough congratulates International Speech Contest winner Dana Lamon.



l e t t e r s

CRITICAL THINKING IS CATCHING

I am approaching my second anniversary as a Toastmaster and enjoy my membership immensely. The magazine is a completing aspect because it helps me connect with my fellow international Toastmasters, allowing me to receive input from a worldwide pool of talent.

The thing I most enjoy about the magazine is its willingness to print letters with critical comments about its content. In fact, the content of the article, "Thinking Critically in Critical Times" by Jan Rainbird (July) prompts some critical thinking of my own. Rainbird points out the misuse of euphemisms to cushion the impact of a less indirect word. Then he uses the term "adult language" for what most likely is crude, obscene or offensive language!

I keep issues of *The Toastmaster* for reference material, loaning them out occasionally, though I try to encourage people to join so they can receive their own copies.

VALERIE M. WADEPHUL
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WINNIPEG, MANITOBA, CANADA

GET WITH IT!

I was amazed to read the Board Report in the November 1991 issue of *The Toastmaster*, which stated: "Reviewed the use of the word 'Chairman' by Toastmasters International and recommended no change." I did not write then, however, assuming a barrage of letters would close the subject before correspondence from New Zealand

could arrive. Apparently, this was not the case.

For goodness sake! It's 1992, but do our Directors really represent the views of members? I realize one word cannot be changed in isolation and we might need to go as far as reconsidering the name of our organization. I'm not interested in having such an upheaval at this time, but surely the personal form of address to a woman running one of our meetings need not be Madam Chairman in this day and age.

I know "chairman" is a historically accepted term, denoting a position rather than the person in the position. Well of course: men were always in the Chair! As stated in *The Toastmaster* of April 1992, "...for a woman to speak on a public platform in early 19th century America was both shocking and scandalous. To do so was considered un-ladylike, shameless... even unnatural."

I find it quite incredible that any Board of Directors could be so out of touch with reality. In order to avoid making ourselves the butt of more jokes and comments for our outmoded views, I would ask that this matter be reconsidered. If all our Board can do is recommend no change, without having the courage to give their reasoning, why do we not seek the wider views of our membership?

New Zealand was the first country to give women a vote. Are we still so far ahead of the rest of the world?

NANETTE MCLAUCHLAN, DTM
MILFORD CLUB 4298-72
AUCKLAND, NEW ZEALAND

AUTHOR POSTSCRIPT

I have had several contributions published in our fine *Toastmaster* magazine, but never have I had the positive feedback from readers that I received from "Walking Tall In Toastmasters" (July).

To date, I have received 24 letters from such diverse places as Delaware, New Mexico and the Virgin Islands. This tells me three things: 1) Readers are interested in reading about marvelous things that can happen in the Toastmaster experience, 2) not all Toastmasters are against prison clubs and 3) a heck of a lot of people read this magazine!

Toastmasters is more than just a club. If done correctly, it is a mind-boggling experience which will bring out the best in us, and which allows demeaned people to rise up with esteem and confidence. It all has to do with communication, and this, I believe, leads to helping others. As a Christian I learned this early. But I never saw it in action until I became a member of a prison Toastmasters club.

REX R. MOORE, JR., ATM
NEW DAWN CLUB 4101-16
LEXINGTON, OKLAHOMA

PORTRAIT OF A PRISON CLUB

Our club holds meetings behind two fences – one topped by razorwire – while gun-towers stand like giant, dark sentinels just beyond the perimeter. This is Baker Correctional Institution, a maximum security prison in Florida which houses almost 1,000 inmates. But those who attend the Jaw-

breakers Toastmasters meetings step from a bitter, hostile and angst-ridden environment to one of camaraderie, laughter and learning.

Guests from other clubs often attend contests, helping out as judges and instructors. All guests first have to pass metal detectors and searches; nonetheless, these security measures don't stop them from coming back.

We've even been complimented on how organized, educational and fun the meetings are. In fact, we are proud of the fact that as of June 1992, we were rated 134 out of 26,400 clubs with 20 to 29 members!

While different in many ways, our prison club is like other clubs in that we diligently pursue the Toastmasters International educational program. Perhaps our limitations have drawn us closer in our quest for self-development and speaking excellence. Because we will never be like any other Toastmasters club, we have dedicated ourselves to being the best that we can. And as long as the Jawbreaker club exists, we will never stop trying.

DAVID M. WOOD, ATM
JAWBREAKERS CLUB 5193-47
OLUSTEE, FLORIDA

CLUB PROGRAMS WANTED

Our club wants to obtain a computer program that will maintain a club schedule. If someone can recommend a program, please contact me. Thanks!

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VACA MORNING TOAST CLUB 7674-39
1851 BROOKWOK DRIVE
VACAVILLE, CA 96587



MOSCOW TOASTMASTER
PROVES THAT EAST AND
WEST DO INDEED MEET.

by Tanya Roganova, CTM

American and Russian Toastmasters

Editor's Note: Recently a member of the Free Speakers Club (6386-U) in Moscow paid an extended visit to the United States, attending Toastmasters meetings in California, Houston and Seattle. During her stay, Tanya's speaking and observational talents were well-employed: she earned her CTM, was selected as target speaker at District 57's Spring Conference, and submitted this article to The Toastmaster.

■ THE SPEECHMAKING STYLES OF AMERICAN and Russian Toastmasters reflect the spirits of their different countries. Let's look first at America.

The very names of American clubs suggest a country of initiative and competition, ardent for success: "Breakthrough Toastmasters!", "Successmasters!", "Enterprising Toastmasters!", "Smashing Toastmasters!"

And Americans often choose business oriented subject matters:

"How to Survive and Win in the Chaotic World of a Free Market."

"How to Advertise and Sell Your Products Most Effectively."

"How to Compete with the Japanese."

In free-enterprising America, I notice, Toastmasters not infrequently display a commercial bent!

Russia, on the other hand, is a country of philosophers where Toastmasters introduce into their speeches eternal inquiries and spiritual themes:

"Will Beauty Save the World?"

"Is There Life After Death?"

"What Gives Courage and Hope in Days of Unrest and Upheaval?"

Our countries, our approaches, are different in emphasis. Consequently is there not a curiosity and desire to learn more about each other - to improve our own performance by learning from each other? Certainly, we Russians can learn from Americans how better to compete in business. And perhaps we can teach you American Toastmasters something about the spirit. Let's see!

I will bring back to my club in Moscow the enthusiasm and energy of Breakthrough Toastmasters, the intellectuality of Gateview

Toastmasters, the warmth and hospitality of Alameda Toastmasters, the creativity of the Enterprising Toastmasters and the challenge-seeking and friendly spirit of all American Toastmasters!

But the favor should be returned. Please give me an opportunity to welcome you to our Free Speakers Toastmasters Club in Moscow soon! As my Houston Toastmaster friends might say, "Y'all come now - y'hear?" **T**

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M

usings from a Modern Day Orator

For New York's Governor Cuomo,
speechmaking is "mirabile dictu."

by Michael Winerip

During a break in negotiations with state legislators, the man who delivered the oratorical jewel of the Democratic convention walked upstairs to the battered third-floor pressroom, shot a little pool on the reporters' table, then settled into a ratty office to discuss his gift.

Like most conventions, this year's was dominated by easy, tub-thumping speeches: politicians who postured for applause after each mundane sentence, who chronicled their personal travails to fill the bathos tub, who led grown men and women in inane chants.

"Cheating," Gov. Mario Cuomo said. "During a speech, I shake off applause. I was talking to {Senator} Bill Bradley last night

after the speeches. Two or three of the best speeches I ever made, I got not a single round of applause until the end. I gave a Lincoln Day speech with Governor Thompson in Illinois. Nothing, and then a standing ovation. Bill Bradley says, 'That's it, no cheap applause lines, you're writing thoughts.' I don't do the cheap lines."

Mr. Cuomo's nominating speech for Bill Clinton hit all themes dear to Democrats, often without directly mentioning them. He never said "pro-choice" or "school prayer." Instead he talked of a Republican attempt "to tell us what God to believe in and how to apply that God's judgment to our schoolrooms, our bedrooms and our bodies."

He has the writer's gift for making ideas visible: children hearing gunfire before they hear an orchestra; Captain Bush lost at sea, in search of imperceptible economic undercurrents; the quiet catastrophes, the rich hiding behind their walls with polo mallets. (He was going to use golf clubs, but too many Democrats golf.)

Cuomo didn't have to recite scripture, like Governor Clinton and Al Gore, to tell you he was religious; a passing reference to the "loaves and fishes" of trickle-down economics did it. He didn't tell you he was educated; just used a little Latin, "mirabile dictu" (wonderful to tell). "You write that in for guys like Bill Buckley." With a small ad lib, he included a wing of the party that felt bruised: "Jesse is right. They are our children."

At convention's end it was plain. Governor Clinton and Senator Gore are speechmakers. Governor Cuomo is the party's orator.

For the press corps that covers him daily here, he can be impossible, a maddening nitpicker when challenged. But fanatic attention to detail is where lovely writing comes from. He started on his Wednesday speech 10 days earlier, jotting thoughts on note cards. "You go to sleep thinking about it, you think in your sleep and wake at 3 a.m. thinking about it. You're trying to dislodge your mind from the place it's stuck." And then, "probably because of terror," you see where to start. "Oh my God, here it was, and you don't stop then. You know you have it. If that happens I can write 10 to 12 hours." He wrote in longhand, giving it to a friend to type. The Governor can't type.

"You write a speech different than an Op-Ed piece. I end a lot with periods or pauses or slash marks that aren't really sentences. I write in talking English. Bill Bradley writes a speech the way you write an essay and read an essay." Then rewriting. He had a Quayle joke: "Bill Clinton and I agree on all the important things — including how to spell potato," but cut it. "Too cheap." He read parts to his son Andrew and aides. He almost dropped the supply-side section, but several of them urged keeping it. Commentators later said that it was the first time anyone made a major audience understand that policy's failings.

Tuesday night he didn't sleep. "Your head's so full." Noon on Wednesday he rehearsed for a small group. Clinton aides asked him to do more to link the two of them. That afternoon

he tied the poor of Hope, Arkansas, to the city's asphalt streets. He added a dozen Clinton references, including, "I want to march behind Bill Clinton in a victory parade."

Delivery is the easiest part. Like great teachers, writers, athletes, the orator has something magic inside that even a man who works as hard as Senator Bradley can't reproduce if it isn't there at birth.

There was nothing of Mario Cuomo's personal life in his speech. In contrast, nothing was too personal for Governor Clinton, if it was useful, not his mother's breast cancer or Chelsea's birth. (Of course, there was no use going into nonuseful suffering such as Ms. Flowers.)

"The lawyer, the advocate, doesn't talk about himself," said Governor Cuomo. "He talks about his client." When the speeches ended, many felt the advocate was a size larger than the younger client he spoke for.

"No regrets," said Governor Cuomo. As he'd said all week, he was "four steps from wistful." And with that, the orator left to talk to the Albany press corps about the fiscal bailout for Nassau and Suffolk counties. **T**

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*"Two or three of
the best speeches
I ever made, I got
not a single round
of applause until
the end...I don't do
the cheap lines."*

MARIO CUOMO

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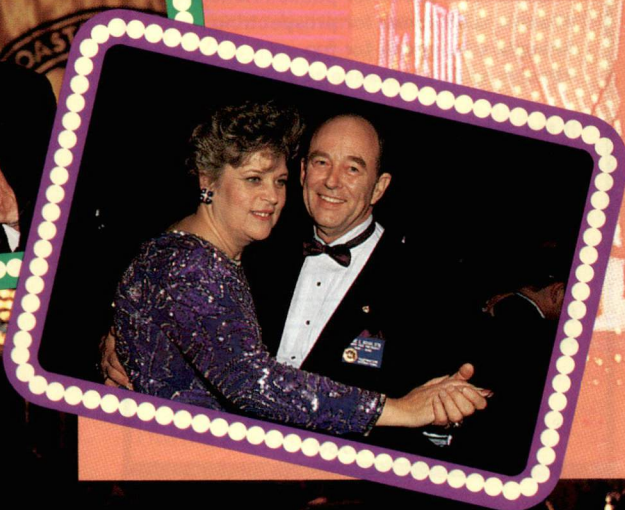
THE TOASTMASTERS WAY TO PLAY? YOU BET!

Highlights from the 61st Annual Convention in Las Vegas, Nevada.



Top to bottom:
Golden Gavel recipient Dr. Ken Blanchard signs autographs after his speech.
Keynote speaker Grady Jim Robinson delivers poignant, yet humorous message.

Newly elected International President Bennie E. Bough and his wife, Kathi, celebrate at President's Dinner Dance.



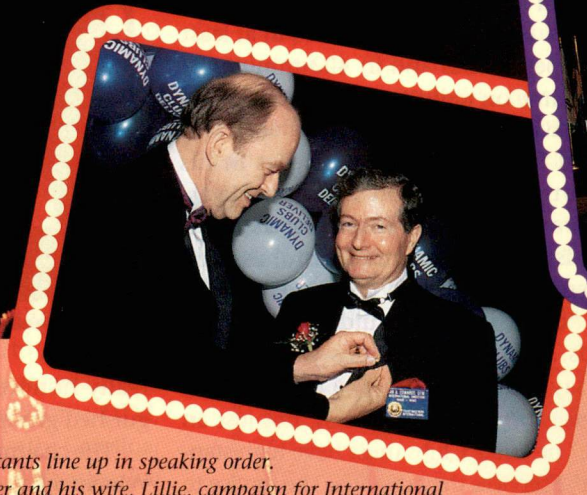
More than 2,200 Toastmasters from all over the world converged on the Las Vegas Bally's hotel during August 17-22 to attend Toastmasters' 61st Annual International Convention. For veteran conventioners, this was a time to renew friendships with Toastmasters from distant clubs and to vote for important issues facing the organization. For "first timers," this was a chance to experience first hand what they've been told is an inspiring, action-packed way to learn more about what Toastmasters and public speaking is all about.

In between reunions with old friends and chats with new ones, convention participants were enriched by communication experts and inspired by great speakers. They also celebrated the achievements of the past year by the Toastmasters organization as a whole and by its award-winning members.

RECAPPING A SUCCESSFUL YEAR

With traditional pomp and pageantry, the 61st Annual International Convention began on Wednesday, August 19, with the Parade of Flags down the ballroom aisle. Accompanied by a rolling drum beat, local Toastmasters proudly carried the national flags of all the 52 countries in which the organization is represented. Host District 33 Governor Midge Cameron Mitchell, DTM, welcomed everyone to Las Vegas with a promise of "fun and games, but not necessarily fortune" and a reminder that in Toastmasters, "everyone is a winner."

Keynote speaker Grady Jim Robinson then commanded the stage with a humorous, yet poignant message about the importance of personal storytelling in public speaking. He illustrated his point with hilarious recollections about growing up in Arkansas, trying desperately to please his father by playing baseball and basketball despite a lack of interest and initial talent for sports. While Robinson eventually



From top left clockwise:
 Newly elected Third Vice President Ian Edwards receives his officer pin from President Bennie Bough.
 The nine International Speech contestants line up in speaking order.
 Past International Director John Foster and his wife, Lillie, campaign for International Director Harold Usher.
 Top Ten Club Bulletin editors Barbara Banman and Dawn Braun of Club 7341-42 show off their awards for CU Nooners News.
 Happy delegates campaigning at the Proxy Prowl.
 A team of Toastmasters from South Africa. Newly elected International Director at Large Howard Steinberg is second from left in front row.



excelled in both sports, entering college on a basketball scholarship and then playing semi-pro baseball for 15 years, his true calling in life was drama, storytelling and public speaking. The moral of the story? "Don't ever try to be anyone else, even by imitating the greatest... When speaking from fakery, you don't connect with the audience." He said the power of the personal story, in fact, is that "the audience members are reminded of their own similar experiences."

UNLEASHING NEW POTENTIAL

Toastmasters 1991-92 International President Jack Gillespie, DTM, then reported on his presidential year. Citing a 6.1 percent membership growth amounting to an all-time high of 174,367 members in 7,898 clubs, Gillespie said it was clear that "communication skills are still a number one priority" among Toastmasters, especially in light of the worldwide recession and a sluggish job market. He mentioned that a new provisional district was formed during the year - in Mexico - and commended members for fulfilling the mission of Toastmasters International and making "effective communication a worldwide reality."

Citing Dr. Ralph Smedley's words, "The power of communication is a human being's greatest endowment," he urged Toastmasters to always keep the best interests of the organization in mind and look to the future. While Smedley had his vision of what he wanted



Toastmasters International to become, and every leader since has tried to keep that vision intact, Gillespie reminded delegates that "you are the future leaders of this organization," and asked, "What kind of legacy do you want to leave?" He then proceeded to explain the organization's financial status and urged delegates to approve the proposed dues increase. "Without it, we won't be able to keep up the level of quality and member service we've all come to take for granted," he cautioned.

President Gillespie spent 74 days traveling 97,378 air miles on Toastmasters business during the year. He visited 12 districts, during which time he met with representatives of 49 corporations, eight government officials and





"Toastmasters {membership} is for people who not only want to become better speakers, but who want a career in better living."

KEN BLANCHARD

*From top left clockwise:
Last year's World Champion of Public Speaking Dave Ross teaches seminar on "A Fresh Approach to Developing a Speech."
Past International Director and Host District 33 Chairman Don Ensch in action at the All Star Sports Night.
Speaker Mitchell Friedman, DTM, shares tips on how to employ "Public Relations Power" in a Toastmasters club.*

leaders from universities, service clubs and associations. His visits were covered in at least 12 newspaper articles and in 423 minutes of broadcast time on radio and television.

Executive Director Terrence McCann elaborated on Gillespie's sentiments in his report on the organization's growth. He assured the audience that Toastmasters International is as strong and successful as ever. But to remain strong and continue to grow he said "clubs must be guided by quality standards...to see if our clubs perform the way we say they should."

However, "Quality is a process, not just an outcome," he said. "Clubs must have high standards in the services they provide. The service to the member must be more than 'good enough'...Our clubs must strive for perfection in programming, speeches, evaluation and in helping every member achieve their needs."

GOLDEN GAVEL AWARD

Following the Opening Ceremonies, conventioners eagerly took their seats at the sold-out Golden Gavel luncheon to watch renowned author and management expert Dr. Ken Blanchard receive the Golden Gavel Award. This prestigious honor was bestowed on Blanchard in recognition of his influence on modern management techniques through his best-selling "One-Minute Manager" series of books and his services as a speaker and business consultant.

In his acceptance speech, the famous author impressed delegates with his familiarity

with the Toastmasters organization and his high regard for its members and educational programs. "Toastmasters {membership} is for people who not only want to become better speakers, but who want a career in better living," he said. "It's wonderful to see the impact this organization has had on people I know." Blanchard said he was "thrilled" to receive the award, much because of his admiration of past Golden Gavel recipients. "I grew up collecting autographs from Art Linkletter, Cavett Robert and Bill Gove...I'm

really honored to be included in this distinguished group."

The chairman of Blanchard Training and Development in Escondido, California, Blanchard said he's always tried to heed his father's advice of "If you learn only one skill, learn how to share information, to inspire people."

In the rest of his speech, Blanchard shared some of his personal experiences in public speaking and what he'd learned from them. He used the acronym HELP to illustrate what he considers the essential traits of a good speaker:

- H:** Humor. "Wrap your point in humor."
- E:** Esteem. "Know your value but put yourself in the background and the audience in the foreground." To overcome stage fright, he recommended mentally repeating the following statement by speech consultant Dorothy Sarnoff right before a presentation: "I'm glad I'm here, I'm glad you are here. I know what I know and I care about you."
- L:** Learning. "Always be open to it. But to learn, you'll have to listen more than you speak."
- P:** Purpose. "Ask yourself, 'What is the purpose of this presentation?'"

Echoing keynote speaker Grady Jim Robinson's emphasis on personal storytelling, Blanchard concluded: "Don't fight who you are. Find out who you are and be consistent with the gifts you've been given."

COLLAGE OF TOPICS ADDRESSED

Throughout the week, other communication experts shared their secrets for personal and professional success. Popular topics dealt with self-improvement in areas related to public speaking, club management and leadership. Most seminar leaders were Toastmasters, who by their very example demonstrated the potential of the Toastmasters program. Toastmasters also facilitated and participated in productive group discussions about membership growth and retention, as well as shared ideas for innovative and fun club meetings.

NEW LEADERS ELECTED

Many attended the convention not only to learn and meet friends, but to elect Toastmasters International's new leaders for the coming year. At Thursday's Annual Business Meeting, delegates elected Bennie Bough, DTM, as the organization's 1992-93 International President; Neil Wilkinson, DTM, as Senior Vice President; Pauline Shirley, DTM, as Second Vice President; and Ian Edwards, DTM, as Third Vice President.

Delegates also elected the following nine Toastmasters to serve two-year terms on the organization's Board of Directors: Lee Beattie, DTM, of Wake Forest, North Carolina; Doug Couto, DTM, of Omaha, Nebraska; Joe Jarzombek, DTM, of Montclair, Virginia; Tim Keck, DTM, of Honolulu, Hawaii; Jo Anna McWilliams of Dallas, Texas; Jenny Pagano, DTM, of Greenfield, Indiana; Howard Steinberg, DTM, of Rivonia, South Africa; Kathy Todd, DTM, of San Rafael, California; and Harold Usher, DTM, of London, Ontario, Canada.

Delegates also voted on four proposals, all of which are described in detail on page 14.

After enjoying good food and inspiring speeches at the Toastmasters and Guests and DTM Luncheons, delegates took time to celebrate the accomplishments of fellow achievers at the festive Hall of Fame ceremony. Awards were presented in categories such as Top Five Clubs, Distinguished Districts and Top Ten Bulletins. (A list of clubs, districts and individual Toastmasters honored for their efforts in 1991-92 appear on pages 27 - 29.)

TOUCHDOWN AT THE ALL-STAR SPORTS NIGHT

By the end of the day, conventioners were ready to celebrate their achievements with a party styled to fit this group of players in the All Star Toastmasters League. Donning their favorite sports attire, Toastmasters enjoyed an evening of great food, dancing and fun. The evening's popular Las Vegas style entertainment show featured vocalist Lisa Donovan and comedian Paul Lennon.

PASSING THE TORCH

On Friday, after a day of stimulating educational sessions, Toastmasters dressed in black-tie elegance and gathered to honor the newly elected officers and International Directors at the President's Dinner Dance. 1991-92 International President Jack Gillespie handed over his presidential pin to 1992-93 President Bennie E. Bough, who began his term with a speech about his chosen theme: "Dynamic Clubs Deliver."



Emphasizing that "the action of Toastmasters International is at the club level," Bough stressed that members' needs must be met. "We have a product that people want. A dynamic club will attract and hold members...Dynamic clubs deliver changed human beings."

He urged all Toastmasters to "return to the basics of club operations" originally advocated by Dr. Smedley: "Let's keep it simple"; "Toastmasters is a 'do-it-yourself' activity"; "Toastmasters is based on the belief in the individual"; and "We learn in moments of enjoyment."

THE GRAND FINALE

The highly anticipated International Speech Contest finals on Saturday morning topped off the successful and memorable convention. A record number of nearly 2,300 Toastmasters gathered in the huge ballroom to watch in awe as nine talented contestants vied for the title of "World Champion of Public Speaking." Video cameras projecting the contest on two screens ensured that no one in the audience missed out on the drama.



From top:

Karen Stacey, DTM, of New South Wales, Australia, assists in educational session.

Past International Director at Large Gary Wilson, DTM, teaches session about innovative club programming called "Games Toastmasters Play."

Two Toastmasters talking shop in the Education Center.

Comedian Paul Lennon was a hit at the All Star Fun Night.

1991-92 International President Jack Gillespie visits with Toastmasters from the South Pacific.



After the votes from the 18 judges were counted, Dana Lamon, a 40-year-old administrative law judge from Talents Unlimited Club 4177-33 in Lancaster, California, emerged as the popular winner. His speech, "Take a Chance," used the image of gambling in Las Vegas for its theme of risk-taking and pursuing dreams. To conventioners eager to play with the "One-armed Bandit," slip in their coins, pull the lever and try to hit the jackpot, he posed the challenge, "Why not take a chance on you?"

"Don't be too afraid to try again, too comfortable to try something new or too indifferent about life to find the hope that spurs you on," Lamon advised the crowd.

No stranger to adversity, Lamon has practiced this message in his own life. Growing up in a low-income Los Angeles suburb with eleven brothers and sisters, and losing his eyesight in an accident at age 4, taught him a few things about motivation. In fact, Lamon, who is married and has four children, says that "Being black and blind and having come from a large family provides me with much material for speeches."

A graduate of the prestigious Yale University, Lamon has a law degree from the University of Southern California and has spent the past 11 years as a judge, specializing in solving welfare disputes. However, he now is ready to pursue another dream: To expand his own professional speaking business, ImageWorth, founded shortly after he placed second in last year's World Championship of Public Speaking in Atlanta. His goal is to pursue this new career full time by January, 1995.

This year's second-place winner was Dilip Abayesekara, a research scientist in chemistry from Club 1833-18 in Newark, Delaware, with a speech titled "Love Makes the Connection." Third place went to Doon Wilkins of Club 3037-42 in Calgary, Alberta, Canada, for his speech, "The Glory of Love."



From top:
International Director Sandy Vogele thanks Luncheon Speaker Roy Saunderson.
International Speech Contest Winner Dana Lamon.
Toastmasters check out Convention action.



Six other speakers competed in the contest: Kimberly Wilson from Region I; Jim Foy from Region III; Doug Cox from Region V; John Smilek from Region VI; Glenda Durano from Region VIII. Lloyd Purdy from South Africa represented the districts outside North America.

ACCREDITED SPEAKERS CHOSEN

Also honored at the World Championship of Public Speaking were the four newly conferred Accredited Speakers: Past International Director Robert E. Barnhill, III, DTM, of Lubbock, Texas; Paul Burke, DTM, of Mansfield, Massachusetts; Laurie Molsberry, ATM, of Orange, California; and Barbara Rudnicki, ATM, of Naples, Florida.

The Accredited Speaker Award recognizes Toastmasters who have professional-level speaking skills. To earn the award, applicants must meet a rigorous set of requirements, including giving at least 25 presentations varying in topic and purpose before different audiences within three years.

Host District 33 Chairman and Past International Director Don Ensich, DTM, gave special thanks to the many host district volunteers who so generously offered their time and efforts to make the convention run smoothly. District 60 Governor Ralph Williamson, DTM, then welcomed everyone to next year's convention in Toronto, Ontario, Canada.

The convention drew to a close with a slide show accompanied by the appropriate Elvis Presley song "Viva Las Vegas." Images of the past five days recalled the excitement, fellowship and personal growth that had taken place and set the mood for fond farewells. Toastmasters now had enjoyed their "Way to Play" and were already making plans to reunite next year in Canada for the 1993 International Convention.



Note: Most speeches from the convention – including those from the International Speech Contest – are available for purchase on audio and video cassette. See ad on the next page for details.

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1992 Annual Convention, Las Vegas

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"RAIDERS OF THE LOST SPARK—ENERGIZING YOURSELF & RENEWING PASSION IN YOUR LIFE" Connie Merritt. Examine the subtle influences in our lives that "Raid" us of our "Spark" without our knowledge. Learn constructive ideas to reduce stress, increase energy, rekindle passion and bring style into your life. **AUDIO: TS715; VIDEO: TS732**

"THERE IS MORE THAT GOES INTO THE MAKING OF A SPEECH THAN THE WORDS WE USE" - Bill Gove. Learn and laugh with the 1991 Golden Gavel recipient as he shares his secrets of success for a dynamic speech. As a member of the International Speakers Hall of Fame, Bill's style and humor make him one of the most respected speakers of our time. **AUDIO: TS716; VIDEO: TS733**

"THE YES TRIGGERS OF INFLUENCE" - Kare Anderson. If you need to get the attention, trust and support of others, you cannot ignore what thousands have learned from this Emmy award winner. Learn practical techniques to help you positively involve others. **AUDIO: TS726; VIDEO: TS735**

AUDIO CASSETTES

"INTERDISTRICT SPEECH CONTEST" - Graeme McCourt, Dominic Gonzalvez, Adrienne Daly, David Nottage, Roger McMillan, Lloyd Purdy, Rose Marie Solante. Hear finalists of the "Overseas Region" compete to be a contestant in the International Speech Contest. **TS701**

"REPORTS OF THE EXECUTIVE DIRECTOR & PRESIDENT" - Terry McCann & Jack Gillespie. Stay up-to-date with the developments and progress of Toastmasters International. **TS703**

"H.E.L.P. FOR YOUR PRESENTATIONS" (GOLDEN GAVEL) - Ken Blanchard, PhD. Invest a minute of your time with Ken and gain a lifetime of wealth, information and success with the co-author of the "One Minute Manager", and an internationally known author, educator, and a consultant/trainer in the fields of leadership, motivation and management. **TS704**

"PICK A WINNER: SPEECH CONTEST JUDGING" - Mary Bucy, DTM. Understand speech contest rules and the Judge's Guide and Ballot in order to eliminate bias and pick a winner through fair and impartial judging. **TS705**

"CONFIDENCE: HOW TO TURN FEAR INTO SPEAKING POWER, FUN & AUDIENCE CONNECTION" - Anne Boe Learn how to energize yourself and your speeches with "win-win" techniques for overcoming fear, having fun and achieving audience rapport. **TS706**

"DELIVERING EXCELLENCE" - Bob Clark & Larry Matheny Keep your club meetings on track & recognize barriers that can detour your club from achieving your goals. Learn practical and timely skills for success. **TS707**

"SPEAKERS SHOWCASE" - R Gregory Alonzo, ATM-S; Wayne Choate, DTM; Dick Hawley, DTM; Dawn Miller, DTM; JoAnn Williams, DTM; Martin Morris Jr, DTM Hear a variety of speakers to learn how they've become Top Speakers in Toastmasters. **TS708**

"PUBLIC RELATIONS POWER" - Mitchell Friedman Discover the critical role public relations plays in every Toastmasters club, and the fundamentals of an effective PR campaign. **TS709**

"EFFECTIVE SPEECH EVALUATION AND YOU" - Jim Olson, ATM Excellent evaluations encourage and motivate members to achieve. Learn as an expert shares techniques for effective speech evaluation. **TS710**

"KEDS, NIKES OR REEBOKS?" Ralph Joslin, DTM Don't miss this special message from featured keynote speaker, Past International Director Ralph Joslin, DTM. **TS711**

"BELIEVE IN THE MAGIC WITHIN YOU" - Roy Sanderson Roy's insightful message can help you become more productive in all areas of life. Challenge yourself to receive richer rewards at work, at home, and in your club. **TS712**

ACCREDITED SPEAKER PROGRAM - Robert Barnhill III, DTM; Paul Burke, DTM; Laurie Molsberry, ATM; Barbara Rudnicki, ATM; David Wallace, DTM Hear candidates give their judged speeches in final steps to achieve the coveted "Accredited Speaker" designation. **TS713/14 (2 Tapes)**

"QUICK! SAY SOMETHING FUNNY!" - Gary W Hankins In this fun-filled session, you'll learn why you don't need to be a stand-up comic to make your audiences laugh, and a chance to learn about the elements and targets of humor and how to make humor work for you. **TS718**

"GAMES TOASTMASTERS CAN PLAY" - Gary Wilson, DTM; Leigh Wilson, DTM Learning through Toastmasters can be fun and exciting. You'll discover games that can be adapted and developed to suit the specific needs of your club. **TS719**

"LOOK, LISTEN & LEARN: INCREASE YOUR EFFECTIVENESS AS A SPEAKER BY 50%" - James Spencer Learn from a professional magician, as he presents tips and techniques on how to "wow `em". Unleash the vast potential of this powerful tool and increase the effectiveness of your next presentation by 50%. **TS720**

"SEE IT BEFORE YOU SAY IT: A FRESH APPROACH TO DEVELOPING A SPEECH" - Dave M Ross, DTM Hear the best in action! The 1991 World Champion of Public Speaking shares his approach to developing a winning speech that will surprise, entertain and enlighten! **TS721**

"FIVE STRATEGIES FOR EFFECTIVE NEGOTIATION" - Vince DaCosta Find out what it takes to come out a WINNER! Create a positive climate for negotiating, prepare your strategy, deal with conflict, reach common ground, and learn tools for effective interpersonal transactions. **TS722**

"ASSERT YOUR WAY TO THE TOP" - Marlene Ward, ATM Learn the elements of assertive and responsive statements and how to use them. Discover the benefits of a refreshing speech **TS723**

"UPON THIS ROCK—BUILD A FOUNDATION FOR CLUB SUCCESS" - Mel Nott, ATM, Cameron Lea, Melanie Schumilak Capitalize on practical ideas that will help you build and maintain strong leadership skills within your club. **TS724**

"WHEN YOU LEAST EXPECT IT: EFFECTIVE OFF-THE-CUFF SPEAKING" - Michael Sands, ATM Acquire new skills needed to prepare, improve, and organize your thoughts for unexpected speaking opportunities. **TS725**

PRESIDENT'S INAUGURAL ADDRESS - Bennie Bough, DTM Our newly elected President leads the way into the next year in his stirring inaugural speech and state songs of those represented. **TS727**



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DELEGATES VOTE

ON FOUR PROPOSALS AT

1992 ANNUAL BUSINESS MEETING

Here is a summary
of the action taken:

PROPOSAL A:

PASSED

INCREASING MEMBERSHIP DUES AND FEES

This proposal, which required a two-thirds affirmative vote, was approved by the delegates. On October 1, 1992, the following dues schedule becomes effective:

- Semiannual Dues - District Clubs \$18.00
- Semiannual Dues -
 - Undistricted Clubs \$13.50
- New Member Fee \$16.00
- New Member Dues -
 - Districted Clubs \$3.00 per month
 - Undistricted Clubs \$2.25 per month

PROPOSAL B:

PASSED

ADD A NON-DISCRIMINATION CLAUSE TO TOASTMASTERS INTERNATIONAL GOVERNING DOCUMENTS

This proposal, which also required a two-thirds vote, was approved by the delegates. Effective August 20, 1992, the following non-discrimination statement becomes a part of the Bylaws of Toastmasters International, the Club Constitution and the Standard Club Bylaws:

"No person shall be excluded from membership in a Club because of age (except those persons under 18 years of age), race, color, creed, sex, national or ethnic origin, sexual orientation, or physical or mental disability, so long as the individual is able to participate in the program."

PROPOSAL C:

DEFEATED

GIVE PAST DISTRICT GOVERNORS VOTING PRIVILEGES AT THE INTERNATIONAL CONVENTION ANNUAL BUSINESS MEETING AND AT THE DISTRICT COUNCIL

This proposal also required a two-thirds vote. It was not approved by the delegates. The voting strength of the Clubs remains undiluted.

PROPOSAL D:

PASSED

TRANSFER DISTRICT OFFICER QUALIFICATIONS FROM THE DISTRICT CONSTITUTION TO THE DISTRICT BYLAWS

This proposal, which required a majority vote, was approved by the delegates. Effective August 20, District Officer qualifications become part of the District Bylaws, allowing the Board of Directors to make necessary changes in qualifications as needed.

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It was October 14, 1912, and Roosevelt was in Milwaukee campaigning for re-election to the Presidency as a third-party candidate, not unlike Ross Perot's candidacy this year.

On his way to making a speech, Roosevelt stood in an automobile bowing to a cheering crowd. Suddenly a shot rang out. A half-crazed fanatic had shot the former president.

They wanted to rush him to a hospital. But Roosevelt said, "You get me to that speech! It may be the last I shall deliver, but I am going to deliver it."

Speech Preparation:

Why Teddy Roosevelt was Bullish

As he entered the hall where he was to speak, someone exclaimed, "Look, Colonel, there's a hole in your coat!"

Roosevelt looked down, saw the hole and, putting his hand inside his coat, withdrew it stained with his own blood.

"It looks as though I have been hit," he said calmly, "but I don't think it is anything serious."

Three physicians, summoned from the audience, examined the wound, which was lodged near his right lung, and recommended that he be taken at once to a hospital. But Roosevelt would have none of it.

Beginning his speech, he told the audience, "I am going to ask you to be very quiet and please excuse me from making a long speech. You see there is a bullet in my body. But it is nothing. I'm not hurt badly."

When he took the folded manuscript of his speech from his coat pocket, he saw that it had a bullet-hole completely through it, the bullet having first passed through a metal case holding his eyeglasses.

Holding up the bullet-pierced speech manuscript to the crowd, Roosevelt roared, "It takes more than that to kill a Bull Moose!"

With a bloody handkerchief pressed on the wound, Roosevelt spoke for an hour and a half. Several times he seemed to weaken but, when persons on the platform rose to help

him, he shook them off, saying, "Let me alone, I'm all right."

Roosevelt finished his speech and was taken by special train to Chicago, arriving there at half past three the next morning. Even then he insisted on walking to the ambulance and into the hospital himself.

"I'm no weakling to be crippled by a flesh wound," the former Rough Rider declared.

Roosevelt remained in the hospital until October 21, when he returned to his suburban home in Oyster Bay, Long Island. And 10 days later he addressed an audience of 15,000 in New York City's Madison Square Garden.

The shredded speech manuscript, the mangled spectacle case and the torn shirt he was wearing that fateful day are on display today where Theodore Roosevelt was born in New York City – a tribute to a stubborn and brave man whose life may have been saved by a carefully prepared speech. **T**

Charles Francis is a former advertising director for IBM. He now runs a research service called IdeaBank in Chappaqua, New York, that provides quotations on any topic for speakers and writers.



Moral: Speak calmly – and carry a big script!

by Charles Francis

Restyling Political Speech

Public Speaking:
Mediocrity often plagues
this crucial and
overlooked image-builder.

When it comes to abusing the public's tolerance for mediocre speeches, there is probably no single group of offenders larger than politicians. Dating back to their well-deserved reputation as "Claghorns," political leaders commit grievous sins in the name of rhetoric and oratory each year, and there seems to be no letup in sight.

Now that's some pretty stern language for people who year in and year out occupy more time behind a lectern than all the beauty queens, football coaches and charity leaders combined. When all else fails, it seems one can always count on the local city councilman, legislator or water commissioner to say "a few words" at any ceremony. And I'm certain that more calls go out to politicians for last-minute speeches than anyone would care to admit. Just think how many times you've heard a club president or master of ceremonies give this kind of introduction:

"Mr. Joe Smith here was kind enough to fill in at the last minute when our scheduled speaker was forced to decline because of an illness in the family. I'm sure he's got some interesting words for us, so without further ado, let me turn the program over to our distinguished guest."

by Thomas M. Marchant, DTM





making

And sure enough, Mr. Smith plods to the lectern, thanks everyone repeatedly, tells a few stale jokes, lumbers through the dismal platitudes of a well-worn address and concludes by thanking everybody again. And again. And again.

In effect, he gets away with a mediocre speech because nobody really expects him to do better. And that's the greatest shame of all: Politicians simply aren't expected to give good speeches, but to fill their time with fluff, like a minister who won't talk about sin for fear he might offend someone in the congregation.

Obviously, these generalities are unfair to many fine political speakers. In my lifetime, however, I've listened to many more "Joe Smith" speeches than thoughtful, well-prepared political speeches.

In fairness to Mr. Smith, however, let's figure out why such things happen.

First, Joe Smith doesn't know he's bad. After all, people keep asking him back again and again, and they never seem to complain. The fact is that nobody has the courage to tell him he's bad. So he makes the same mistakes in one speech after another.

Secondly, Joe accepts so many speaking invitations that he never really has time to prepare. He's never learned to say no and believes that's part of his political appeal. Like an old vaudeville trouper, Joe travels the circuit, borrows jokes and quotes from other similar speakers and rarely modifies his routine.

Thirdly, Joe is afraid to say anything really important. He dreads controversy and would rather tell 20 old jokes than make one unequivocal statement. He wants everyone to like him, so he's not going to run the risk of offending anyone.

Joe never stops campaigning. Whether it's the day before or the day after an election, he's looking for votes. And that's probably why he accepts so many last-minute speaking invitations when he knows he won't have time to prepare a new speech.

Joe may get away with it. In fact, he does – time after time. But political speakers who fail to address current issues of importance lower the public status of all politicians.

OVERCOMING MEDIOCRITY

Office holders and their constituents often seem locked in a self-perpetuating cycle of mediocrity. It's probably too late to do anything about all the Joe Smiths in politics; they'll go on boring their audiences for generation after generation – or at least as long as civic clubs and other groups tolerate such performances. But it's not too late to suggest alternatives for conscientious and enlightened political speakers.

For each of the "Ol' Joe" rules of mediocrity, there are counter rules and recommendations that can help political speakers improve their images. Let's start with a few general observations:

"It's time that politicians began taking their speaking responsibilities more seriously. It's more than flag-waving on the Fourth of July – a speech reflects the speaker's overall abilities."

1. Political speakers should be even more interesting than experts from other fields. While the average general audience may not know much about advanced circuitry and telemetry or the adhesive gum label business, most people think they know a lot about politics and government, and they're eager to find out what makes a real live politician tick.

So for those of you who hold public office: Don't disappoint your listeners! Don't be afraid to challenge or upset them; give them a chance to disagree. In the long run, they'll be much more impressed with a serious-minded person who "tells it straight" than with an uncommitted speaker who leaves no impression at all.

2. Politicians should not always be available to speak at a moment's notice. While it's nice to be accommodating,

it's worse to be boring and mediocre. If you're not prepared, admit it and politely decline. Don't dust off an old manuscript and try to get one more mile's use out of it. Like an old tire, it may blow out on you.

3. Speak only as often as you think your schedule can bear. Believe it or not, there is such a thing as overexposure for a politician, especially if he or she keeps giving the same speech.

STEPS TO IMPROVEMENT

Having made these general observations, let's examine some specific techniques of political speech preparation and delivery. Not unexpectedly, many of the same rules that apply to standard Toastmasters speeches also apply to political talks. For example:

- Don't talk down to the audience. Don't try to "tell them what they want to hear."
- Find out how many people will be in the audience. Nothing is more deadly than using booming rhetoric in a group of 20, or chatty asides in a group of 200.
- Discuss a topic of interest to the audience and be specific. A group of accountants, for example, would be more interested in tax reform than would a group of environmentalists.
- Anticipate news coverage and include distinctly quotable "soundbites" in your speech. By summarizing your thoughts

"If the Claghorns can be replaced by strong and forceful speakers, it's possible that the term 'politician' will gain a new level of respect."

concisely, you practically write your own news story, thus increasing your chances for publicity.

- Be as current as possible. For example, if you're addressing a group of U.S. veterans or conservatives, it's not enough to simply speak rhetorically on the spirit of Valley Forge or the Bill of Rights. It's much better to focus on current issues such as veteran's benefits, constitutional changes, etc.
- Be wary of open-ended invitations to speak on any subject. The club or organization should have some reason for wanting to hear you. The program chairman should be able to offer a few topic suggestions. If not, then respond as quickly as possible to the invitation by announcing a specific subject of your own choice. There's nothing more deadly than an introduction that says nothing more than,

"Here is Congressman Smith. I am sure he has something interesting to tell us."

USE RHETORIC WITH CAUTION

Often, however, politicians have subjects in mind before they're even asked to speak. They may want to announce personal political plans or push legislation they are introducing, so they seek audiences rather than wait for speaking invitations.

In such cases, the audience becomes part of the news event itself, and the relationship between speaker and listener is even more important. If the politician, for example, chooses to announce a new tax reform package before a Chamber of Commerce group, the audience's response may be almost as important as the announcement itself. Television cameras constantly roam through audiences looking for facial expressions, and alert reporters are obliged to get "reaction" stories to such announcements.

Political speakers should be cautious about using rhetoric under such circumstances. Their material must not only be sharp and to the point, it also better be right. And the subject must be well researched. Political speeches are closely examined by the press and particularly by individuals who oppose the politician's views. Even a minor factual error can destroy the credibility of the presentation and doom the politician's proposals.

In short, it's time that politicians began taking their speaking responsibilities more seriously. It's more than flag-waving on the Fourth of July. A speech is a reflection of the politician's overall abilities.

As in any other profession, public speaking is the most important tool of public image building available to

the politician. If the Claghorns can be replaced by strong, forceful public speakers, it's possible – just possible – that the term "politician" itself will gain a new level of respect and understanding. That's a goal well worth pursuing. Politicians may not always be correct. They may not always agree with us. But it's not too much to ask that they communicate clearly and precisely. That's a major step toward making government work a lot better than it is today. **T**

Thomas M. Marchant, DTM, is a past International Director of Toastmasters, a former member of the South Carolina House of Representatives and a former member of the Ways and Means Committee and the State Reorganization Commission. This article was originally published in the September 1979 issue of *The Toastmaster*.



manner of speaking

IN THE LAST 30 YEARS OR SO, ARTICULATE POLITICIANS HAVE BEEN AS SCARCE AS WINDBAGS ARE PLENTIFUL.

EGGHEADS IN THE MIDST

by Carol Richardson

■ THE UNITED STATES WAS founded on speechifying. We like to orate, and to be orated at. Eloquence has made folk heroes of Daniel Webster and Clarence Darrow, and gods of Jefferson and Lincoln. In hard times, we've looked to our leaders for inspiration in lofty phrasemaking. And even though sound bites have largely replaced oration as the political genre of choice, some vestigial expectations of a good barnburner still remain at our quadrennial party conventions.

And yet, in the last 30 years or so, articulate politicians have been as scarce as windbags are plentiful. The decline has been precipitous in the last decade. Note that the term "Reaganism" at least refers to a particular point of view. "Bushism," in contrast, has come to mean the frantic, semi-coherent style of verbal flailing that

characterizes the President's syntax when he is separated from his telePrompter.

But taking potshots at political rhetoric is as sporting as watching the Dream Team steamroll over tiny Baltic principalities. It's too easy to be much fun. There is, however, a certain smugness in many of our more, shall we say, plainspoken leaders: a certain pride in one's semi-literate ramblings, as though it were proof of one's down-to-earthiness.

This self-satisfaction with one's verbal limitations reveals a peculiar schizophrenia of the American political character. For while we set great store by education, at least at the rhetorical level, Americans have an enduring suspicion of the educated. We lionize the framers of our Constitution, and in the same breath ridicule our so-called "cultural elite."

Historian Richard Hofstadter observes in his Pulitzer Prize winning *Anti-Intellectualism in American Life*: "It is ironic that the United States should have been founded by intellectuals; for throughout most of our political history, the intellectual has been for the most part either an outsider, a servant, or a scapegoat."

Consider, for example, the difference in connotation between "intellectual" and "intelligent." An intellectual is routinely pictured as remote and effeminate, a stranger to the manly, hands-on affairs of the world. Intelligence, on the other hand, is more commonly thought of as "horse sense," a kind of innate shrewdness that doesn't require "book larnin'."

Indeed, much of American humorous writing is based on this distinction. The typical

story pits the effete citified egghead against the down-to-earth innocent. By the end of the story you can be sure that the "civilized" character will be exposed as a pompous buffoon. The simple, unrefined character will have not only more wisdom, but more warmth, more humaneness. Think of Mark Twain's *Innocent Abroad*, who mocks European overweening

reverence for ancient artifacts, or – better yet – of Huckleberry Finn, whose straightforward "childishness" unmasks the adult world of bigotry and cruelty.

Part of the American ambivalence towards intellect is that it carries with it an implicit threat to egalitarianism. If you're smarter than the rest of us, then you must not be one of us. In fact, you're probably laughing at us. Of course it doesn't take a rocket scientist to know that if popular culture portrays physicists as "nerds," pretty soon we will have no rocket scientists.

Certainly our crisis in education is a Hydra-headed nightmare of plunging revenues, escalating enrollments, a trivialization of curriculum, the cult of athleticism, and an unraveling social fabric. Add to that our infatuation with utility ("Why should I learn to spell if I'm going to be a doctor?"), and you pretty much deep-six art, music, and most anything whose benefits are less tangible than, say, filling out a job application at the local McDonald's.

But the educational jeremiad is as American as low SAT scores. Apocalypse looms behind every crumbling schoolyard. No longer can our leaders verbally outsmart the devil. Eloquence and politics are two words you are unlikely to use in the same breath. Nevertheless, we still listen for rhetoric that will uplift us. We want to hear, because we want to hope. **1**

Carol Richardson is a freelance writer living in Laguna Beach, California.

Henry Clay: Politically incorrect, but – oratorically, The Right Clay.

I'D RATHER BE RIGHT THAN PRESIDENT." How about this for an election-year slogan? Well, it didn't help Henry Clay get elected any of the three times *he* ran, either.

But in this election year, it's well worth recalling Clay. Among the finest speakers of the day, his defeats didn't dampen his popularity. For nearly 50 years, in the early to mid-19th century, Clay's voice reached millions, from the Senate chambers where he spoke to the newspapers of every small town in the country. Clay knew how to persuade, and if he couldn't persuade the nation to make him President, he did convince millions of voters to support his historic policies.

In a profession that positively thrives on personal magnetism, Clay (1777-1852) was a politician's politician. He could be one of the boys back in Kentucky, but he was equally welcome in the more restrained homes of Boston merchants and lawyers. So quick was he to earn the trust and admiration of fellow members of Congress that he became Speaker of the House of Representatives in his first term.

Called by enemies and friends the "Great Compromiser," Clay actually pursued consistent goals over his forty years in Congress. Whether leading Congressional "war hawks" into war with Britain in 1812 or championing Greek independence in the early 1820s, Clay opposed what he considered the imperialism of European monarchies.

At home, Clay put preservation of the Union above all other goals. Using his considerable legislative skills, he achieved historic agreements between the North and South which, if they preserved slavery south of 36° 30', delayed civil war for nearly half a century. Clay also promoted industrial development (by advocating higher tariffs), a national bank-

ing system, and direct aid to U.S. businesses. All these policies were, after his death, adopted by Abraham Lincoln and the Republican Party.

In all this, Clay was convinced that Congress as much as the President ought to establish national policy. As long as he was alive, presidents ignored him at their peril, as John Tyler, a one-term president who crossed Clay, discovered.

Central to Clay's persuasive abilities was his oratorical style. On first glance, Clay's speeches break the rules. Trained as an attorney, Clay wrote opening lines that have all the grace of an insurance contract. This example, from a speech delivered during the War of 1812, doesn't exactly inspire a martial spirit:

"I was gratified yesterday by the recommitment of this bill to a committee of the whole House, from two considerations; one, since it afforded me a slight relaxation from a most fatiguing situation, and the other, because it furnished me with an opportunity of presenting to the committee my sentiments upon the important topics which have been mingled in the debate."

If Clay's opening lines lacked a certain finesse, how about his vocabulary? Here was a man known to use *piebald*, *refractory*, *obstinate* and *nullifying* in a single paragraph! As for his pacing, what can you say about someone whose orations regularly lasted two hours? Who would vote for such a man? And what contemporary speaker would dare imitate such a performance?

But Clay obeyed a higher law of public speaking: he knew his audience. His speeches wouldn't suit television today, but they fit perfectly the needs of mid-19th century America. Whether addressing the U.S. Senate or a raucous party meeting in Cincinnati, he knew that most Americans wouldn't *hear* his speech; they'd *read* it.

In the mid-19th century, most cities had four, six, or a dozen newspapers catering to all political parties and every ethnic group. Public speeches were not heard, but were published, in full. Without the competition of radio, television or videos, these speeches, read aloud by party loyalists, were a major form of entertainment. The American audience was a sophisticated one; mere one-liners wouldn't impress voters. What the electorate expected was a meaty, well-developed *argument*.

If a published speech was an entertainment, then a live performance was an event. When a candidate of Clay's stature showed up in a small town, business would shut down, and the town would take on the appearance of a county fair. A candidate was expected to deliver a real performance; two or three hours was not unusual.

What voters really appreciated was tough, unrestrained debate. The celebrated 1858 debates between Illinois Senate candidates Abraham Lincoln and Stephen Douglas over the extension of slavery to the territories were published in newspapers throughout the country. But the Lincoln-Douglas debates were merely road shows: The real action was in the U.S. Congress. And if there was one man who had honed his forensic skills to a fine edge, it was Henry Clay.

Typically, what may seem a less-than-exciting opening line is larded with false courtesy and thick with sarcasm:

"I was a little astonished, I confess, when I found this bill permitted to pass...But the gentlemen had the right of selection, and [they have] exercised it, no matter how improperly...Perhaps, in the course of the remarks which I may feel myself called upon to make, gentlemen may apprehend that [my words] assume too harsh an aspect: But I have only now to say that I shall speak of parties, measures, and things as they strike my moral sense, protesting against the imputation of any intention, on my part, to wound the feelings of any gentleman."

Far from assassinating his opponent's character, Clay would proceed to the mere demolition of his opponent's case. In one celebrated speech, Clay responded to President Andrew Jackson's veto of Clay's Maysville Road bill. Jackson claimed that the measure, which would have built a road from the Kentucky town of Maysville to the Ohio River, served the needs of Kentucky rather than those of the nation as a whole.

Clay entertained his audience for a good ten minutes with a recitation, in meticulous detail, of each "internal improvement" Jackson himself had championed in various odd

corners of the country. At this point, Clay paused to apologize. Surely, he told his audience, the veto message, which so absurdly confused principle with politics, "does not express [Jackson's] opinion, but those of his advisers and counselors."

So if Clay was so good a politician, why wasn't he ever president?

Clay himself pondered this question and concluded that it was a matter of bad timing. In 1824 he ran third in a five-way race. Nominated by his party in 1832, he could not beat the immensely popular Andrew Jackson. He could have beaten Van Buren in 1840, when the country was in the midst of a depression, but his own party, leery of a man who had twice lost the race, rejected him. In 1844, he won the nomination – only to lose the election over his flip-flopping on the issue of Texas annexation. He might have won again in 1848, but again his party nominated someone else – this time war hero Zachary Taylor.

Historian Daniel Walker Howe lays the blame for Clay's failures on Clay's own political blunders, his waffling on Texas being a good example. Yet, Howe writes, if Clay has been overrated as a politician, he has been underrated as a statesman.

Maybe. But Clay the politician, Clay the orator – this Clay had a deep impact on U.S. political life. A fellow Kentuckian who was raised in Illinois, young Abraham Lincoln modelled himself after Clay, learning to combine legal argument with the driest of humor. More importantly, it was in Clay's school of political experience that Lincoln first learned to put preservation of the Union above all other political goals.

Despite its current reputation, the United States Congress still rings with speeches of substance; the debates prior to the Persian Gulf war were at times reminiscent of the best 19th-century oratory. But the language of the House and Senate is no longer the language of America or its politics. Ours is the generation of television advertisements and instant polls, not extended essays to be read aloud at the dinner table.

This is the year of the 30-second sound bite. It's another election Henry Clay would have lost.

Tom Laichas teaches at the Crossroads School in Santa Monica, California. He served as a consultant for the Rhino Records CD collection of "Great Speeches of the 20th Century."

**"The Great
Compromiser"
didn't speak in
sound bites,
but he knew
his audience.**

Writing a Speech?

HERE'S TO THE EAR!

HE WAS CONSIDERED THE GREATEST orator of his time, but how many of Edward Everett's words get quoted today? Probably just the handful he used in praising Abraham Lincoln after Lincoln delivered the Gettysburg Address.

Everybody had come to Gettysburg that day to see Everett; Lincoln was thought to be putting in only a token appearance at the dedication of the new Federal cemetery. Everett spoke first, and went on for two hours. He filled the air with the florid, Byzantine spoken prose of his day. Lincoln was finished inside of three minutes.

Today, Everett's speech is a footnote to history; Lincoln's speech *is* history. Lincoln knew instinctively what many people who work with the spoken word can take years to learn: that written words and spoken words are essentially different. What looks good, and even artistic, on the page may sound stilted, confusing and muddy on the tongue. You may write like a dream, but if you can't shift gears from print to the spoken word, your speeches can end up flabby and difficult to deliver.

No one knows this better than professional news broadcasters. They deal daily in the concise, uncluttered phrase. Above all, they must

Beware

of

refined

print...

be understood. At the University of Southern California, nearly 20 years worth of journalism students have learned this from Joe Saltzman, former chair of broadcasting at the university and currently a professor of journalism. And his advice on writing for the spoken word is as concise as the best speech.

"You want to write very simply," he says, "and the simple declarative sentence is gold. You're telling what happens as it happens in a very conversational way, but in good conversation, not bad conversation. It's really *planned* conversation. You write as if you're telling a story to a friend."

Saltzman's students will recognize that as a variation on a theme. If a novice reporter buried the lead on a fire story, for instance, Saltzman would ask if that were the way the writer would tell a passerby if he had just seen the fire break out and had excitedly grabbed the passerby to blurt out the news. Chances are there would be no weighty phrases in that situation. The who, what, when, where, why and how come shooting out in short, animated bursts.

Not that good speechwriting should be frantic. Just concise.

"It's done in a very straight way: you don't use dangling phrases, you don't lead in with long, involved sentences, you tell it chrono-

by Patrick Mott

logically," Saltzman says. "You don't want to speak as you would on the street; you want to write it in a formal way, but a very clear way. It should have a good beginning, middle and end, so that it's told in a way that you would want to hear it yourself."

So forget parenthetical phrases, dashes, ellipses and other tricks of the written word that may work on the page but can throw a wrench into a good speech.

"It's very risky if you're not experienced," Saltzman says, "but you can do an aside and lapse into a short story or a flashback or something and get back to your story. But it shouldn't get in the way of your major story. Once you get to the real meat of your speech, just go through it in simple declarative sentences."

Simple doesn't mean uninteresting, however. It also doesn't necessarily mean short.

"It isn't so much short sentences," Saltzman explains, "but when you're reading it aloud it can sound like a bunch of short sentences strung together. For example, you can say, 'There's a fire. Let's put it out.' Those are simple declarative sentences. But you can also say, 'It was a dark night, and I was very scared as a kid. I was worried about...' and then you can tick off a number of things that *sound* like separate sentences: '...what was going on under the bed; whether my mother would tuck me in or tell me a story; whether my father was going to come in and yell at me; whether my sister was going to hit me.'

"That's actually a very long sentence, but there are lots of places for pauses. You just keep heightening the action. Each point in the series should be short and concise, but it can go on for a very long time."

Simple also can be deceiving. Witness the hapless Ted Baxter, bumbling anchorman of the now classic "Mary Tyler Moore Show." Ted was always reading well-written copy (from the long-suffering Murray Slaughter) but at least once per broadcast Ted's tongue or brain (or both) would fail him and a ghastly mispronunciation would squeak out. This is every broadcaster's—and speechmaker's—nightmare. So make sure you only use words you can pronounce and say quickly and easily.

How can you tell if you've done it right? Read it aloud, Saltzman advises, to a friend if possible. If they understand it on first reading, then it's fine. If they ask you to clarify anything at all, you have to rewrite.

At last, the writing is done. It's correct, it works and it's time to present it to an audience. If it's memorized, great. If you're reading it, give yourself yet another break: Why read off a perfectly unmarked, typed and double-spaced sheet of paper when you'd feel better if you threw in a mark here and there—cues that you're familiar with that will help you remember to pause here or to anticipate the next phrase there?

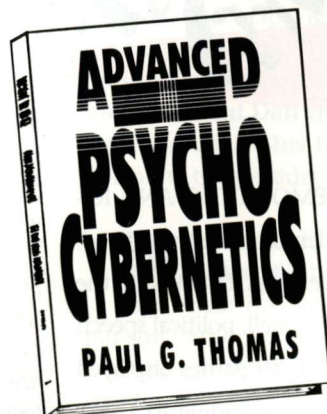
Saltzman says he often uses a pencil to keep his place on the page when he speaks, a device he says also tends to put his audience at ease.

Finally, Saltzman recommends Polonius' advice: "...to thine own self be true." When you think of the write-as-you-speak rule, write as *you* speak, not as someone else does. Lincoln, after all, didn't want to speak like Everett and, thankfully, didn't try. **T**

Patrick Mott is a freelance writer living in Santa Ana, California. He is a regular contributor to the *Los Angeles Times*.

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and even artistic,
on the page may
sound stilted,
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When Political Patois Goes Conventional

Evaluating the patter of current U.S. candidates and campaigners.

by Mary Sue Penn



"You know, you can see things from up there that other people don't see. You can see storm clouds rise and then disappear, the first

hint of the sun over the horizon, and the first outline of the shore faraway...And now I know that Americans are uneasy today. There's anxious talk around our kitchen tables. But from where I stand, I see not America's sunset, but a sunrise."

Williams also praised Bush for quoting "strong leaders, so people identify with them." For example, Bush ended his speech by quoting Harry Truman: "This is more than a political call to arms. Give me your help, not to win votes alone, but to win this new crusade and keep America safe and secure for its own people." Well, tonight I say to you, join me in our new crusade to reap the rewards of our global victory, to win the peace, so that we may make America safer and stronger for all our people."

But the main how-to device Williams derived from Bush's speech could be seen rather than heard. Williams described Bush as "a master at gestures." Bush would point his finger when he talked about his opponent, Governor Bill Clinton, but he would turn his palms heavenward in a softer movement when referring to "us" and "we." When Bush talked about a stronger America, he raised a clenched fist. Another gesture came during a passage on family values that also effectively employed echo: "I believe in families that stick together and fathers who stick around. I happen to believe very deeply in the worth of each individual human being, born or unborn. I

POLITICIANS AT THIS YEAR'S DEMOCRATIC AND Republican National Conventions demonstrated the good, the bad and the ugly in public speaking. Thankfully, the good outweighed the bad. As for the ugly – well, political speech these days can get downright nasty. Still, both parties displayed superb performances of powerful speeches, according to Toastmasters and speech professors who took a careful look and listen.

Terri Williams, a Toastmasters division governor of Las Vegas, found much in **President George Bush's** acceptance speech to impart to would-be public speakers. She pointed out that Bush painted a verbal picture, using a detailed personal story, to make a point. He recalled "many years ago, when I stood watch at 4 a.m. up on the bridge of a submarine, the USS Finback. And I would stand there and look out on the blackness of the sky, broken only by the sparkling stars above. And I would think about friends I had lost, a country I loved, and about a girl named Barbara. And I remember those nights as clearly as any in my life.

believe in teaching our kids the difference between what's wrong and what's right, teaching them respect for hard work and to love their neighbors. And I believe that America will always have a special place in God's heart, as long as he has a special place in ours."

At that point, Williams noticed, Bush moved his hands near his heart. "That was really so dramatic," she said. "It was very good for effect."

Governor Bill Clinton, on the other hand, succeeded in his speech despite almost a complete lack of gestures, said Jack Gillespie, Toastmasters International's Immediate Past President. "Bill Clinton has a very pleasing appearance and voice when he's relaxed. He had it all going for him."

Like Bush, Clinton was "obviously well-prepared," Gillespie said. "He knew his

many of Clinton's phrasings subtly alluded to the late President John F. Kennedy's speaking manner.

Kennedy spoke in 1960 of the New Frontier; Clinton, in 1992, of the New Covenant. Kennedy once said, "Ask not what your country can do for you, ask what you can do for your country." Clinton told the delegates his own vision is "based not on what each of us can take, but what all of us must give to our country."

But Blair also said Clinton's speech was too long and lacked a single theme. Its four or five ideas needed to be more tightly strung together with one undergirding "vision" motif.

Yet another speech expert, Dr. Maureen Dinges, coordinator of the Morehouse College speech program, said she saw much more organization – introduction, body and conclusion – in Clinton's speech than in Bush's. And she felt Clinton "demonstrated much more of an air of confidence" than

"I believe in families that stick together and fathers who stick around. I happen to believe very deeply in the worth of each individual human being."

PRESIDENT BUSH

Bush, who "would tend to belittle people." Dinges noticed a big jump in **Senator Al Gore's** self-confidence compared to four years ago, exemplified by his relaxed, open body position and his looking directly at the audience. "Look how speech coaching can help. He's not nearly as uptight."

Indeed, Dorothy Williamson-Ige, director of communications at Indiana University Northwest, said both Gore and **Vice President Dan Quayle** surprised her with their dynamic presentations. "This time it seems as if the running mates outshone the presidential candidates."

But according to Blair, **New York Governor Mario Cuomo** delivered the best speech of either party. Blair has written about the lack of eloquence in recent political talk, but she found plenty of it in Cuomo's nominating speech.

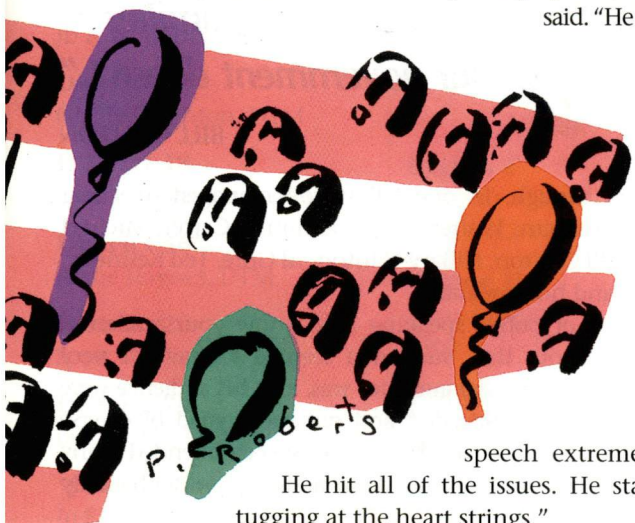
Take this pithy passage, for example: "A million children a year leaving school for the mean streets, surrounded by prostitutes and drug dealers, by violence and degradation.

"Some of them growing up familiar with the sound of gunfire before they've ever heard an orchestra. Becoming young adults only to be instructed by the powerful evidence of their surroundings that there is little hope for them – even in America.

"Nearly a whole generation surrendering in despair – to drugs, to having children while they're still children, to hopelessness. How did it happen, here, in the most powerful nation in the world?"

Blair considers this passage dense with information yet clear in thought in "beautifully contrasted ways." Cuomo's speech evokes thought, an important element of eloquence, she said.

In another passage, Cuomo successfully put a new twist on an old metaphor by extending it into "almost an allegory that



speech extremely well.

He hit all of the issues. He started off tugging at the heart strings."

For example, the governor told of how, when he was 3, his widowed mother "kneeled at the train station in New Orleans, waving goodbye and crying as she put me on the train to go back home with my grandmother while she stayed in Louisiana to study nursing. As a child, I watched her go off to work each day at a time when it wasn't very easy to be a working mother. As an adult, I watched her fight off breast cancer...You want to know where I get my fighting spirit? It all started with my mother."

Clinton said his grandfather ran a country store in Hope, Arkansas, Clinton's hometown. "There were no food stamps back then, so when his customers – whether white or black – who worked hard and did the best they could came in with no money, he'd give them food anyway. Just made a note of it. So did I. Before I was big enough to see over the counter, I learned from him to look up to people other folks looked down on...You want to know where I get my commitment to bringing people together without regard to race? It all started with my grandfather."

And Clinton told of his wife Hillary's work for school reform while "building her own distinguished legal career and being a devoted and loving mother...You want to know why I'm so committed to children and their futures? It all started with my wife...I'm fed up with politicians in Washington lecturing Americans about 'family values.' Our families have values. Our government doesn't."

This last simple dichotomy stood out as especially effective to Carol Blair, a University of California at Davis associate professor of rhetoric and communication. She also liked the way

people can grab hold of." The "ship of state" metaphor was a favorite of gifted and oft-quoted speaker John F. Kennedy. Here is how Cuomo used it:

"...the ship of state is headed for the rocks. The crew knows it. The passengers know it. Only the captain of the ship – President Bush – appears not to know it. He seems to think that the ship will be saved by imperceptible undercurrents, directed by the invisible hand of some cyclical economic god, that will gradually move the ship so that at the last moment it will miraculously glide past the rocks to safer shores.

"Well, prayer is always a good idea: but our prayers must be accompanied by good works. We need a captain who understands that, and who will seize the wheel. Before it's too late."

Toastmasters Past President Jack Gillespie agreed that Cuomo waxed eloquent. But he didn't think Cuomo did as well this year as four years ago. "Maybe he wasn't as convinced," Gillespie speculated, noting that a speech's effectiveness hinges on "the utter conviction and sincerity with which you speak."

Judging by audience reaction, it was hard for any of the speakers to beat the preacher's conviction and sincerity expressed by the **Reverend Jesse Jackson**. Like a locomotive, Jackson started out in a strong but slow and relatively quiet manner, then built up steam and carried his audience with him all the way until he was roaring and they were on their feet cheering and chanting.

Chicago Mayor Richard M. Daley, who spoke next, had a hard act to follow. A former prosecutor, his speech on crime carried vivid descriptions, but he read them off listlessly: *"I saw helpless babies trembling from cocaine withdrawal, and body bags loaded into police vans. I saw a system more concerned with the rights of the criminals than the rights of victims, and I worked hard to correct it. I've been to the frontlines. I've seen the casualties."*

Daley read the speech as if for the first time, with little emotion. According to one reporter on the convention

floor, hardly anyone in the audience paid the mayor any attention.

In contrast, columnist **Patrick J. Buchanan** seemed to hold the audience's attention at the Republican Convention, especially among his supporters known as the "Buchanan Brigade." But Democrats and Republicans alike acknowledged that his speech wasn't pretty. Certainly many speakers at both conventions took direct swings at their opponents.

"I'm fed up with politicians in Washington lecturing Americans about 'family values.' Our families have values. Our government doesn't."

BILL CLINTON

Buchanan, though, in one fell swoop managed to smear George McGovern, Walter Mondale, Jimmy Carter, Michael Dukakis, Bill Clinton, Hillary Clinton, Al Gore, Ted Kennedy, feminists and homosexuals.

One rule of public speaking is to know your audience. Blair pointed out that Buchanan seemed to have "a very limited view of who the audience was, as if his audience were only the Buchanan Brigade," and not the myriad of diverse television viewers. She said Buchanan's speech offended many people, and he either misjudged the audience or deliberately tried not to reach them.

Buchanan spoke about a religious and cultural war taking place in America. After praising "the brave people of Koreatown, who took the worst of the L.A. riots, but still live the family values we treasure, and who still believe deeply in the American Dream," Buchanan concluded with a story about young troopers trying to save a convalescent home for the aged during the Los Angeles riots: *"When the troopers arrived, M-16s at the ready, the mob*

Continued on page 31

Writers: Remember to Include Everyone!

From the opening of a speech by Garry Trudeau, the cartoonist, at Yale University's Class Day last May:

"Dean Kagan, distinguished faculty, parents, friends, graduating seniors, Secret Service agents, class agents, people of class, people of color, colorful people, people of height, the vertically constrained, people of hair, the differently coiffed, the optically challenged, the temporarily sighted, the insightful, the out of sight, the out-of-towners, the Eurocentrics, the Afrocentrics, the Afrocentrics with Eurailpasses, the eccentric-

cally inclined, the sexually disinclined, people of sex, sexy people, sexist pigs, animal companions, friends of the earth, friends of the boss, the temporarily employed, the differently employed, the differently optioned, people with options, people with stock options, the divestitursts, the deconstructionists, the home constructionists, the homeboys, the homeless, the temporarily housed at home, and God save us, the permanently housed at home..."

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District 52

Shirley A. Hunter, DTM

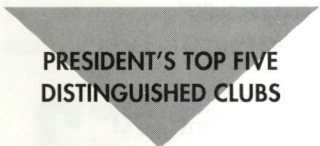
District 45*

Robert J. Goldman, DTM

District 10

Eugene M. Senderak, ATM

**District receives "Excellence In Leadership Award" for completing 1991-92 with three or more consecutive years as a Distinguished District.*



**PRESIDENT'S TOP FIVE
DISTINGUISHED CLUBS**

*Clubs with fewer than
20 Members:*

High Noon

Club 5834-14

Reddy Talkers

Club 1987-48

Transient

Club 8261-69

Metrocrest

Club 3318-25

Critic's Choice

Club 7039-38

Clubs with 20-29 Members:

Lincoln-Douglas

Club 1196-54

LC & IS

Club 6342-68

Nighttalkers

Club 7637-7

Treasure Coast

Club 3466-47

Daybreakers

Club 1327-44

Clubs with 30-39 Members

Plantation

Club 2582-47

West End

Club 2661-66

Forest City

Club 2729-60

Let's Talk

Club 4884-16

Toastmaster Singles

Club 6201-48

TNT Toastmasters

Club 4533-25

Clubs with 40 or more Members

Mobile

Club 226-29

Tai-Pan

Club 2100-75

Sunrise Center


Club 3359-39

Bayanihan

Club 2844-75

Conoma

Club 454-16




**ACCREDITED SPEAKER
AWARDS**

Robert E. Barnhill, III, DTM
Lubbock, TX

Paul Burke, DTM
Mansfield, MA

Laurie Molsberry, ATM
Orange, CA

Barbara Rudnicki, ATM
Naples, FL



TOP TEN CLUB BULLETINS

Park Central Citation

Club 3527-3
Pete Laurence, CTM, Editor

Toasters' Choice

Club 3572-4
Daniel Joseph Pelton, Editor

Village Voice

Club 2340-5
Christine Berghorn, Editor

Toast of the Town

Club 881-7
Ron Talaga, CTM, Editor

The Pulse

Club 2791-19
Karen Wallace, CTM, Editor

Crystal Clear

Club 5060-21
Julia Trachsel, Editor

CU Nooners News

Club 7341-42
Dawn E. Braun, Editor
Barbara Banman, Editor

Hotline

Club 1757-63
Joyce M. Benedict, ATM,
Editor

The Hornblower

Club 35-75
Jean L. Rodriguez, Editor

Kampe

Club 2100-75
Melanie T. Lim, CTM, Editor



TOP TEN DISTRICT BULLETINS

Heralding Thirteen

District 13
Jim Schaffner, Editor

The Transmitter

District 19
Karen Wallace, CTM, Editor

Hotline

District 20
Janet E. Schultz, DTM, Editor

Hotline

District 25
John Dvorak, ATM, Editor

Success Express

District 27
Rosemary Senneff, ATM,
Editor

View From 32

District 32
Terry Linkletter, ATM-S, Editor

52 Review

District 52
Pat Jensen, CTM, Editor
Margaret Kerry-Wilcox,
ATM, Editor

Forum 56


District 56
Dolores Spencer, CTM, Editor

The Pelican Patter

District 68
Kirk Carney, ATM, Editor

Southern Cross

District 73
Jim Dinan, CTM, Editor



**OUTSTANDING
TOASTMASTERS
OF THE YEAR**

Shirley Kunkel, DTM, D-F
Terry Weiss, D-F
Laura Bayne, DTM, D-1
Del Shiflet, ATM-S, D-2
Kathy Collins, ATM, D-3
Lewis (Skip) Blaikie, ATM, D-4
George Kordela, D-5
Nancy Anderson, DTM, D-6
Ruth Delker, DTM, D-7
Steve Watkins, D-8
Judy Henderson, ATM, D-9
Luanne Brown-Johnson,
DTM, D-10
Thomas Daugherty, DTM, D-11
Dr. Bettye Underhill,
DTM, D-12
C. William Goerman,
DTM, D-13
Walter Zurowski, D-14
Fran Duffield, DTM, D-15
John Garrison, ATM, D-16
Tim S. Rice, CTM, D-17
Tom Lagana, ATM, D-18
Bonnie L. Gould, ATM, D-19
Steve Van Dyke, ATM, D-20
Sylvie Anderson, D-21
E. Tom Gumbert, DTM, D-22
James Ruby-Hammitt,
ATM, D-23
Connie Pullen, ATM, D-24

Judy K. Fulbright, ATM, D-25
 Daniel Saxton, DTM, D-26
 Sharyn Jarzombek, DTM, D-27
 Marc Sullivan, DTM, D-28
 Jane Draughn, DTM, D-29
 Keith Essex, DTM, D-30
 Carmen Lowe, ATM, D-31
 James Wilson, ATM, D-32
 Linda Dowd, DTM, D-33
 Dottie Reeder, CTM, D-35
 Marye D. Gannett, DTM, D-36
 Paul Lynch, D-37
 Paul D. Reitman, D-38
 Marilyn Minden, DTM, D-39
 Margaret Hill, D-40
 Ward Treat, D-40
 Jo Ann Edstrom, ATM, D-41
 Leni Wedenig, DTM, D-42
 Joyce Moore, DTM, D-43
 Louise Korona, DTM, D-44
 Vincent J. Marsh, CTM, D-45
 Frances C. Okeson,
 ATM-S, D-46
 Frank Tillman, DTM, D-47
 Jerry Hadley, CTM, D-48
 Aaron Lorenzo, ATM, D-49
 Margaret Kerry-Willcox,
 ATM, D-52
 Gordon Gaulin, D-53
 Ed Jones, ATM, D-54
 Charles England, D-56
 Randi Vessels, ATM, D-57
 Luther Baumgartner, DTM, D-58
 Lois Gingrich, ATM, D-60
 Bill Sanders, CTM, D-62
 Mary Bucy, DTM, D-63
 John MacLise, CTM, D-64
 Lois H. Cole, DTM, D-65
 Helen K. Fooshe, DTM, D-66
 Darrel Andrist, DTM, D-68
 Michael Bryant, ATM-S, D-68
 Ivy Foster, DTM, D-69
 Mary Cook, DTM, D-70
 Adrian Young, D-71
 Christine Twaddle, D-72
 Jim Dinan, DTM, D-73
 Len Urdang, DTM, D-74
 Johnny T. Uy, ATM, D-75

**DIVISION GOVERNORS
 OF THE YEAR**

Carol Post, ATM, D-F
 Bonnie Russell, ATM, D-1

Zelda Foxall, ATM, D-2
 William Brooks, ATM, D-3
 LaVonne McConkie, D-4
 Shirley Daniel, D-6
 Marcia Brown, DTM, D-7
 Greg P. Andrus, ATM, D-8
 William M. Schroeder,
 DTM, D-9
 Judi Haven, ATM, D-10
 Harold Smith, ATM-B, D-11
 Marilyn Mitchell, DTM, D-12
 Margaret Hansard, DTM, D-14
 Mary Elizabeth Marchand,
 DTM, D-15
 Glenda Kilmer, DTM, D-16
 Alea Lohr, ATM, D-17
 Everett Riley, ATM, D-18
 Ronald E. Rath, DTM, D-19
 Carole Bordenkircher,
 DTM, D-20
 Floyd Kinchen, ATM, D-21
 Marie Walsh, CTM, D-22
 Tracie T. K. O'Geary,
 ATM, D-23
 Rene Micklin, CTM, D-24
 Mike Lara, ATM, D-25
 Dee Adams, ATM, D-26
 George Scott Jr., DTM, D-27
 Sandra Buchanan, ATM, D-28
 Chuck Williams, CTM, D-28
 Gary Bunde, ATM, D-29
 Thomas M. Brennan,
 ATM, D-30
 Russell Robidoux, CTM, D-31
 Sherrie Kenyon, ATM, D-32
 Dick Ellis, ATM, D-33
 Evon L. Crooks, D-37
 Brent Stidley, ATM, D-38
 Anna Oates, DTM, D-39
 Emma Collins, DTM, D-42
 James Powell, ATM, D-43
 Jana Barnhill, DTM, D-44
 Jean B. Cramer, ATM, D-46
 Rusty Best, DTM, D-47
 Marcelle Praetorius,
 ATM, D-48
 Lester Pink, ATM, D-52
 Sandra Gordon, D-53
 Carl Sellmyer, D-54
 R. G. (Guy) Jones, DTM, D-56
 Bill Meyn, ATM-S, D-57
 Catherine Santana, DTM, D-58
 Nancy Vis, DTM, D-60
 Pauline Hughes, ATM, D-61
 Patricia Neiman, ATM-B, D-62
 Celia Myles, ATM, D-63

James Hall, CTM, D-64
 Donna Sokolowski, ATM, D-65
 Joel K. Furr, ATM-B, D-66
 Joyce Porter, DTM, D-68
 Raelene Taylor, DTM, D-69
 Dolores Garaty, ATM, D-70
 Eddie Dunphy, DTM, D-71
 Glen Murphy, D-72
 Roy Van Der Walt, CTM, D-74
 Eugene G. Lecias, CTM, D-75

**AREA GOVERNORS
 OF THE YEAR**

Tom Brachko, ATM-S, D-F
 Ivan Gerson, DTM, D-1
 Linda Tomlinson, ATM-B, D-2
 Evelyn Yanagihashi,
 ATM, D-3
 Joe Tajnai, ATM-B, D-4
 Donna Thomas, D-5
 Chris Coulapides, D-5
 Keith Hardy, ATM-B, D-6
 Lea Spencer, CTM, D-7
 Virginia Bolten, ATM, D-8
 Floyd Westermeier, ATM, D-8
 Kathleen Probasco, ATM, D-9
 Patti Noussias, D-10
 Irene Cross, ATM, D-11
 George Mitchell, DTM, D-12
 Robert Kempeny, ATM, D-13
 Jeanne Chambers, ATM, D-14
 Martha Swanson, ATM, D-15
 Sandy Bach, ATM, D-16
 Mary Haglund, CTM, D-17
 Denise Fitzgerald, CTM, D-18
 Tom Hammer, ATM, D-19
 Valerie Schmidt, ATM, D-20
 Dorothea Hendriks,
 ATM, D-21
 Becky Rawls-Riley, ATM, D-22
 John Cochran, CTM, D-23
 Joe Neal, CTM, D-24
 William B. Tillotson,
 ATM, D-25
 Greg Lawson, ATM, D-26
 Tom Guthrie, ATM, D-27
 David Herriman, CTM, D-28
 Bill Esterly, DTM, D-29
 Rose Marie Miller, ATM, D-30
 Jeanne Hummel, CTM, D-31
 Jay Bakst, ATM, D-32
 John Cushman, ATM, D-33

Emma Ravelo, CTM, D-35
 William W. Franklin, D-36
 Tina Murphy, D-37
 Ernestine Kinsey-Marshall,
 ATM, D-38
 Patty Fong, ATM, D-39
 Steve Hamilton, ATM, D-41
 Julie Hushagen, DTM, D-42
 Ron Walls, ATM-B, D-43
 Terry Smith, DTM, D-44
 James Heeren, CTM, D-45
 Mary Williams, D-46
 Aleta McLain, ATM, D-47
 Dan Lee, ATM, D-48
 Jennifer Newfeld, ATM, D-48
 Elsie Chun, DTM, D-49
 Bonnie Spencer, ATM, D-52
 James Hickey, D-53
 Sharon Jones, ATM, D-54
 Michael Glenn, D-56
 James Doyle, ATM, D-57
 Elvie E. Eaddy, CTM, D-58
 Fred Rapson, CTM, D-60
 Elvira Fillion, ATM, D-61
 Patrick Lai, ATM, D-62
 Claude Lewis, CTM, D-63
 Edith Weber, ATM, D-64
 Pamela Goldstein,
 ATM-B, D-65
 John Crable, ATM, D-66
 Libby Fields, ATM, D-68
 Helen Flynn, ATM, D-69
 Joanne Gilchrist, ATM-S, D-70
 Julian Hammond, ATM, D-71
 Craig Robinson, D-72
 Megan Pattrick-Rolf,
 CTM, D-73
 Carl Fourie, CTM, D-74
 Paulina B. Walder,
 ATM-B, D-75

Editor's Note: Due to this listing of International Hall of Fame recipients, the regular Hall of Fame listing does not appear in this issue. It will reappear next month, as usual. **T**

WORLD HEADQUARTERS HONORS LONGTIME EMPLOYEES

"It's a learning experience every day – new people, new ideas, new programs and new challenges."

NANCY LANGTON

Jovita Fontecha is congratulated for her 25 years of WHQ service by Executive Director Terrence McCann



ALTHOUGH NANCY LANGTON AND Jovita Fontecha say it was chance that first brought them to Toastmasters, both agree it's the people that have kept them with the organization for more than two decades.

Nancy, a 20-year employee, and Jovita, a 25-year employee, were recently honored during a luncheon given by the World Headquarters staff. Toastmasters Executive Director Terrence McCann commended the women on their loyal service to the organization.

As two of a number of WHQ staff members who have worked for Toastmasters longer than 15 years, Nancy and Jovita credit fellow employees and individual Toastmasters for making their jobs enjoyable.

"I've met so many wonderful people throughout the years," Nancy says. "It really says something about a company, with that many people having been around

for that length of time. We're like a family...literally," she adds with a laugh, referring to her husband, Larry Langton, who is the manager of the Production Department.

Both women have seen their job responsibilities drastically change as a result of Toastmasters' steady growth; membership, in fact, has nearly tripled during their employment. According to Jovita, computer systems "keep getting bigger" in order to accommodate the larger workload. She remembers a time when, as the only data entry operator, she also handled new member applications, new club charters and orders. All of these tasks were eventually reassigned to newly created de-

partments. Now, as Senior Data Entry Operator in the Finance Department, Jovita specializes in the processing of semiannual reports, cash receipts, address changes and directory maintenance.

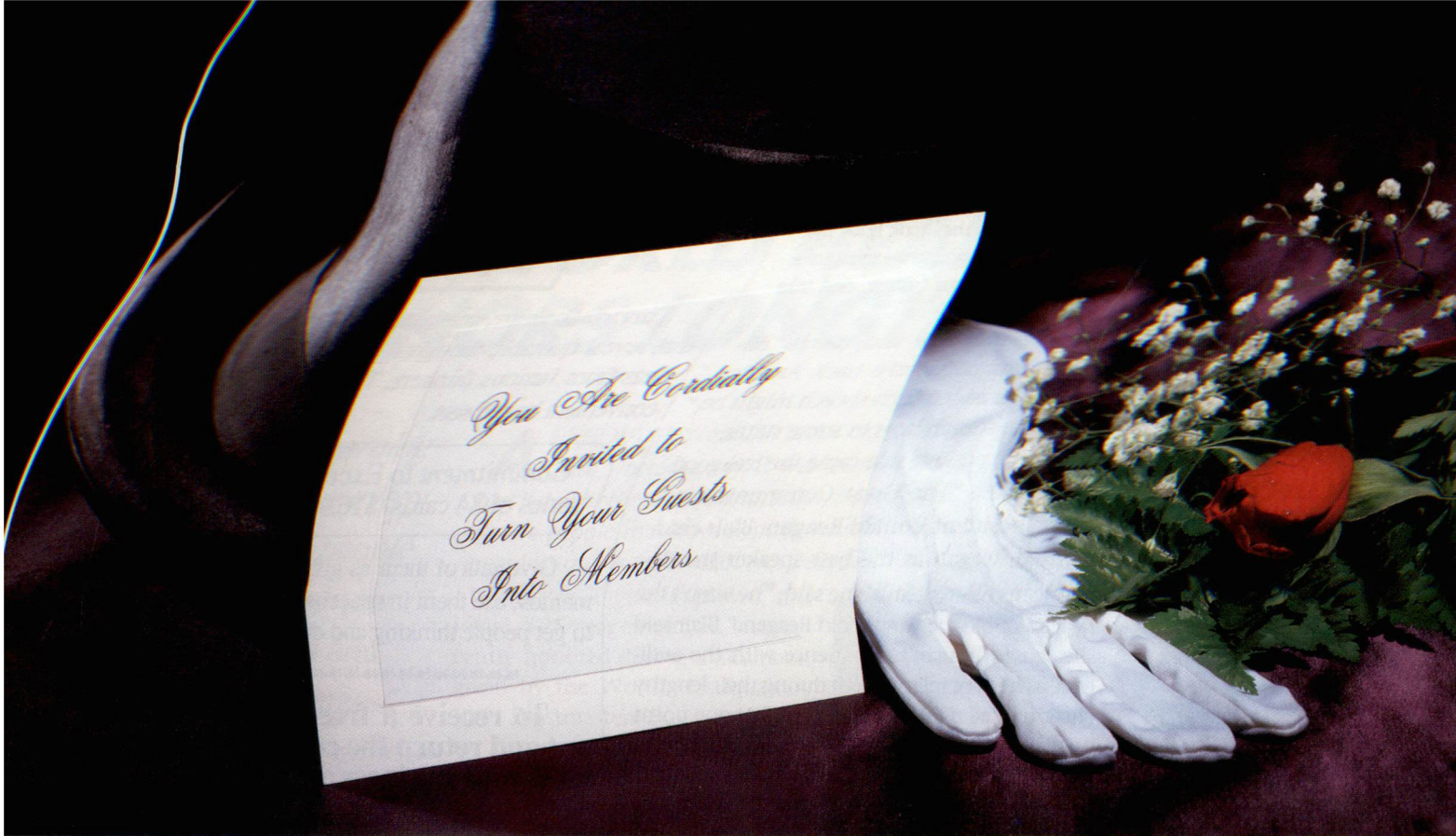


Nancy Langton, WHQ Division Manager of Finance and Administration, is surrounded by Terrence McCann and her family: husband Larry, children Stephen and Valerie and mother-in-law, Agatha.

Originally from the Philippines, Jovita continues to enjoy the professional growth that her work offers. Noting that fellow World Headquarters employees share her enthusiasm, she adds with a chuckle that "Once you're here, you're hooked!"

Nancy, the Division Manager of Finance and Administration, started as a secretary in the Membership and Club Services Department (now Membership and Club Extension). She has worked in every department except Publications and says one of the benefits of working at Toastmasters is the amount of opportunity that has been available to her.

During her 20 years of employment, Nancy adds she has never had a chance to be bored. "It's a learning experience every day – new people, new ideas, new programs and new challenges." T



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Complete kit of membership building materials.
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