

September 1987

THE TOASTMASTER



INTERVIEW WITH
INTERNATIONAL PRESIDENT
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Multiply Your Memory Magic

Smedley Speaks



Eighty-three years ago in the fall of 1904, Dr. Ralph Smedley became educational director of the YMCA at Bloomington, Illinois. He organized a club of older high school students for training in public speaking, not offered in the public schools of that day. George S. Sutton, general secretary of the Bloomington YMCA, suggested the name "Toastmasters Club" because the meeting simulated a formal banquet.

Two years later Smedley moved to Freeport, Illinois, as general secretary of the YMCA there, and at once he proposed a Toastmasters club similar to the one at Bloomington. The participants ran with the idea and the first thing Smedley knew, he had a Toastmasters club of business and professional folk that operated generally in the style our clubs practice today.

Each time Smedley was transferred to another YMCA he started a new club. Usually the club disbanded a short time after he left. So it went until October 22, 1924, when the Santa Ana Smedley Chapter No. 1 held its organization meeting.

Today, 22 years after its founder's death on September 11, 1965, the organization still flourishes under the leadership of Toastmasters with like vision and dedication. On page 4, you can meet our 1987-88 International President, John A. Fauvel, DTM, who carries on the legacy of Dr. Ralph Smedley—a legacy reflected in the following statements:

It would be very dull if we all talked alike.

Change is an element of life, and so long as a language is living and in use, change is inevitable.

There are no absolutes in public speaking.

The target, or destination, determines the style of the speech.

A pertinent story or a picturesque word is remembered when the argument has been forgotten.

There must always be some degree of intelligence mixed with the perseverance.

Sometimes it pays to make yourself ridiculous, just to prove that you can.

It is not the size of words that counts, but the clearness with which they represent your thoughts.

For effective speaking, try to talk *with* your audience.

Editor's Note: *These quotations are taken from Personally Speaking, a book containing many of Dr. Smedley's insights on speaking, evaluating, listening, and many other aspects of communication, available through the Toastmasters Supply Catalog (Code 63-B).*

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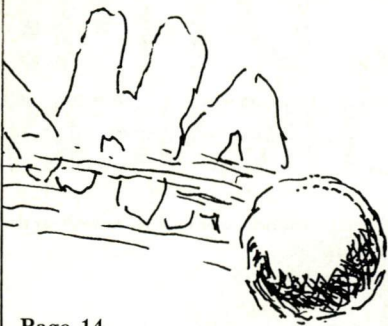
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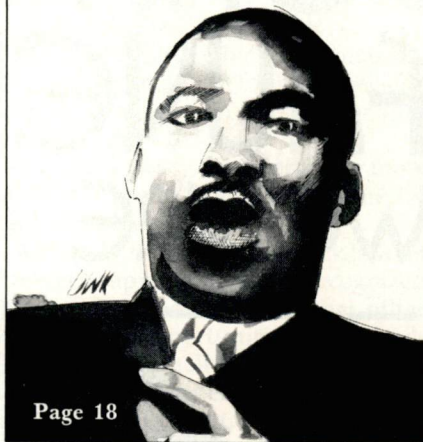
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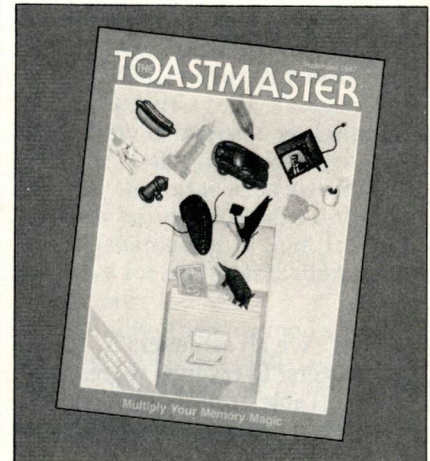
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Hall of Fame



COVER

Rummaging for an idea for that next manual speech? Drawing a blank now it's your turn for Table Topics? Don't panic! Just **Multiply Your Memory Magic**. Your family, career, travels, Toastmasters participation—even your weakness for eavesdropping—all imprint your memory with details to elaborate into memorable speeches. *Cover art by Joe Crabtree.*

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JOHN A. FAUVEL, DTM: WE ARE ACHIEVERS

Aren't we all achievers in Toastmasters? Every time we respond to a Table Topics question, deliver a speech, offer an evaluation, or even orient and induct a new member, are we not taking one step closer to our ultimate goal of effective communication and leadership skills?

"We Are Achievers," boasts our newly-elected 1987-88 International President John A. Fauvel, DTM.

Quite an achiever in his own right, Fauvel is the first International President to be elected from outside the United States and Canada. A Toastmaster for 24 years, he is a member of Auckland Club 3593-72, Advanced Club 5693-72 and Reedsburg Area Club 2780-35. He has served as Division Lieutenant Governor, Administrative and Educational Lieutenant Governor and District Governor.

Fauvel received the District Communication and Leadership Award in 1980, was Outstanding Area Governor of the year in 1974-75 and Outstanding Toastmaster of the Year in 1974. He won the District Prepared and Impromptu Speech contests and the District Most Entertaining Speech Award in 1976 and 1983.

Fauvel is Chief Executive of A. T. Fauvel Ltd. in Auckland, New Zealand. He is an Associate of the British Institute of Chartered Shipbrokers; an Associate of the British Institute of Arbitrators and an Associate of the New Zealand Institute of Management. Fauvel is also a Freeman of the City of London, and a Liveryman of the Worshipful Company of Shipwrights.

THE TOASTMASTER: How did you arrive at your theme, "We Are Achievers," and what is its significance to each member?

JOHN FAUVEL: Every Toastmaster is an achiever. No matter what the level—there is achievement at every step. A well-planned meeting, a well-executed



assignment, a successful leadership task—each is an achievement.

Because of the way our organization is structured, it is the people who hold office who are publicly recognized on most occasions as the achievers. Yet, the total achievement of Toastmasters International depends so much on our 'unsung heroes': members who present their speeches effectively, their evaluations constructively. From those achievements so much is learned by so many.

TM: What do you hope to accomplish during your term, and how?

JF: I am a guardian for 12 months of the office of president. My challenge is to leave that office better than when I started.

Obviously, I would love to see the highest number of clubs established during my term—and the least number lost. I'd love to see 100 percent Distinguished District. But the bottom line is that Toastmasters continues to grow stronger through the provision of increased opportunities for all members to achieve.

TM: When did you first join Toastmasters, and why? How long did you plan to stay when you originally joined?

JF: I joined in June, 1963. Having just completed an eight-week speaking course, I was told that if I wished to maintain that level, or more importantly extend it, I would have to find an organization or club that provided a continuing opportunity to speak.

At that time Toastmasters was starting in New Zealand, and I was invited to join the Auckland Club. I joined, liked it, and stayed.

I had no set time frame when I joined, because our club was in a unique position. We were starting literally from the beginning, with only our basic Communication and Leadership manuals and World Headquarters as a resource. There were no other clubs nearby to turn to for advice, no district structure in place—nothing but ourselves.

There was enormous excitement because we were new. We realized that if we were to grow, we had to form those new clubs. None of us thought in terms of minimum commitment.

TM: What is it about Toastmasters that has kept you active all these years?

JF: In the very early days, of course, it was the challenge to build Toastmasters clubs, and on a personal level to complete my basic manual. Then it became the opportunity to get into leadership roles in club and district. Even now I find enormous excitement in

working in committee on agenda items—in bringing forward ideas that may work towards improving our organization by extending our communications and leadership opportunities.

TM: Specifically, which Toastmasters programs have you found especially helpful in your own personal or professional growth?

JF: I wouldn't say one specifically more than any other. They've all come together to help me grow.

But lately the leadership track is what I prefer to apply myself to. I recognized when I finished my DTM that other educational opportunities were available; but personally, I have chosen to concentrate my energies solely on the challenges of effective leadership.

TM: What one incident stands out in your mind as your most enriching—as a club member; as a club leader; as an international officer?

JF: As a club, it would have been the

The achievement of Toastmasters depends on 'unsung heroes.'

visit in 1964 of then International President, Alex Smetka, the vision he brought—how he stressed the importance of *reading*. I've followed that advice to this day, and it has proved invaluable.

As a district officer, that enriching experience of working as a team to make Distinguished District. I learned how frail and how vulnerable we are through the failure of people to meet their obligations. We did not achieve Distinguished District because three clubs, after all our efforts, had still not paid their per capita as of June 30.

What I have learned is there is a bottom line. There are so many factors that must be counted besides the sheer hard work involved. I know there are a lot of our leaders who did not make Distinguished District; but because of their positive leadership decisions, the district is growing.

They've made certain their district enters its next year even stronger, and I salute those leaders. You've got to recognize within yourself that you did your best.

As an international officer, the most

enriching experience has been the development of friends, and the enormous support and help I've so readily received from so many people: so many who never hesitated to share their ideas, offer encouragement and give their support.

TM: Why is international growth important to the organization?

JF: Its importance is twofold. First, growth brings income; I find nothing to be ashamed of in that. Income is a positive for an organization, and certainly ours.

Secondly, the enormous number of people across so many nations who can benefit from our program.

International growth brings its own special and exciting challenges. One characteristic I've discovered in this organization through all my years of association is that we're not afraid to face challenges!

We may deal at times with challenges in a conservative way; we may deal with them at times in an expedient manner. But we are prepared to accept them.

In no way would the Board of Directors of the Executive Committee allow international development to reach a stage where other parts of our organization might suffer. We have a very, very good system of checks and balances, and I don't foresee that altering.

TM: What does it mean to the international scope of Toastmasters to have a president from outside North America?

JF: In the sense of recognition, it is the final seal on the word 'International.'

In the sense of our international growth, this will continue through the encouragement of the Board of Directors and our district leaders. It's that cooperation between parties, and that willingness to listen to some of the special problems in our overseas districts and undistricted areas, that will maintain the positive continuation of growth.

The new opportunity to create a provisional district is a key, I believe, to unlocking a very interesting market—in very much the same way as participation in an international speech contest does.

TM: How would you suggest clubs promote Toastmasters?

JF: In order to achieve our optimum growth, it's imperative that we have officers in our clubs and districts who can gear their efforts towards promoting Toastmasters. The Board of Directors has spent years researching and analyzing the need for public relations and marketing officers. Many districts already have these leaders in place,

and our clubs are also realizing the importance of these officers.

The proposed modification of club and district structure is an ideal way of expanding the Toastmasters program and reaching out to those who need us.

More important, however, will be the benefits to our members generated by this modification. More leadership opportunities will become available, specialized training will be offered, and the addition of new members will strengthen clubs and club programming.

TM: If you had your own special 'secret' for club membership building and member retention, what would it be?

JF: Consideration of the individual. It's all-encompassing: the impact you can make through welcoming people at meetings, through preparation for the speech you're scheduled to give, through detailed preparation of your assignments.

It's the breadth of impact you can make as a club leader by providing program variety in your meetings, the formal induction of new members, and members wearing their badges.

It's the impact you have on a fellow member on leave of absence by taking the time to call and say, "We're looking forward to seeing you back." That's consideration—it's as simple as that.

TM: Many members, especially new ones, have expressed concern over the constant subtle pressure on them to progress through the Toastmasters programs, rather than encourage their own priorities. Would you comment on this?

JF: I question the words "subtle pressure." I would prefer "interest in their development." That interest is there from people who have gone the route and recognize the benefits.

I see nothing wrong with encouraging people to move along as quickly as

What kills enthusiasm is lack of consideration.

possible, because even when they stumble, they gain. It's that constant working on your assignments that teaches you those communication and leadership skills, that constant progress through your manual assignments coupled with evaluations, that makes you an effective all around Toastmaster.

TM: How do you think this pressure affects potential or new members considering commitment to Toastmasters?

JF: I believe what kills that enthusiasm after a person first joins is lack of consideration for their needs. People join Toastmasters to learn. And they come with all sorts of feelings, frames of mind and levels of confidence.

The moment you stop showing an interest in people, they feel unwelcome, and their membership is in jeopardy.

You've got to take that interest right from the beginning. Members must always know they've got the interest and support of their leaders. The heights that people can reach through caring are unlimited.

If you help people unlock their reserves, their fears, through encouragement, if they know there's someone they can turn to for advice and guidance, they will achieve. One of the great weaknesses of our organization and one that Rotary is so strong in, is that we fail to put people on committees to give them that opportunity to learn, to feel they belong.

Certainly we must accept that there will always be people who join Toastmasters with short-term learning goals. But we also need to continue to take every challenge to turn a member's short-term goals into a long-term relationship.

Now, one of the most important ways we can do that is through fellowship. Once people are assured of fellowship and encouragement, commitment starts to snowball. Fellowship is a great key to turning a short-term goal into a long-term achievement.

TM: How do you define growth? For the organization? For the individual member? Do these enhance one another or not?

JF: The bottom line to our growth that's visible is the numbers that show at the end of the year. A more important sign, and one that cannot be measured, is the standard of quality in the individual club.

A club that starts and finishes the year with the same 16 members hasn't grown in terms of statistics. Yet at the end of those 12 months, we have 16 Toastmasters who are active and who compose a strong body through their fellowship and sharing.

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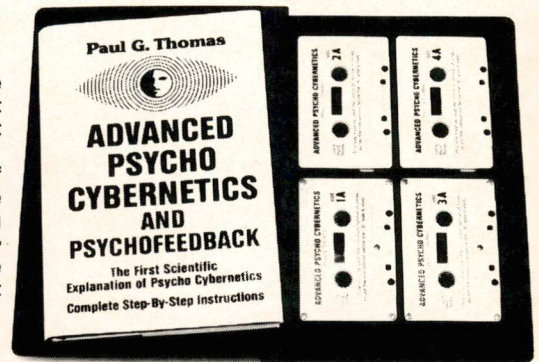
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MULTIPLY YOUR MEMORY MAGIC

Fill your mental file with impressions
your senses provide.

by Patricia A. Hope

If trying to conjure up ideas for a speech sometimes makes you feel like an untrained magician trying to pull tricks from a hat, here are a few tips to make your idea list multiply faster than rabbits.

Your best ideas will, of course, come at most inopportune times: while on a poorly-lighted airplane or fighting freeway traffic. Training your mind to store impressions and ideas, however, is not as hard as you might think. The mind, like a sophisticated computer system, can store and retain data for several hours or even for several days.

First of all, keep a note pad handy—in the car, bedroom, bath, office, kitchen and purse or pocket. It will serve as the 'disk' for your memory system. At the end of the day, remember to record in your note pad the date and your experiences.

Senses Impress

Remember that the five senses must be enlisted for you and others to remember your speech. Therefore, jot down the things you saw, heard, smelled, tasted and felt, especially after any new or unusual experience.

I use this technique, for example, after touring or sightseeing. On one trip to West Virginia, my list read: rain; fog;

gorges; mining towns along river; lots of blue spruce trees; towns with the names 'Summerville,' 'Beckley,' 'Oak Hill.'

These lists, of course, vary depending on whatever's impressed you most. On a trip to New Orleans, flavors dominated my list: po' boys; cafe-au-lait and baguettes; crawfish; shrimp boats. Even though I made this 'entry' into my data bank back in July, 1984, I could still refer to my notes today to give an interesting talk about that French city in the U.S.

Think about all the impressions your sense of smell creates for you. My husband and I often do our weekend traveling on a Honda motorcycle. On these excursions, I can close my eyes and tell what month it is by whatever my nose 'tells' me.

Sound also is important to your mental file list. Describing the sound rain makes falling on a hot pavement, or the distinctive sounds of steam engines or urban traffic infuses life into your talks.

Touch is too often neglected in noting our impressions. Yet my most vivid memory of the granite wall of the Viet Nam Memorial in Washington, D.C., was what its cold marble surface felt like to my fingertips.

Use It—Don't Lose It!

I like to go one step further with my list and record my impressions of people I meet. Funny, attractive, serious—people are intriguing.

Go ahead and add embarrassing experiences to your new filing system. Just think of the audience rapport you'll establish if you open your talk with a personal anecdote about locking your keys in your car!

Don't ever become complacent and assume you'll never forget what happened. You can—easily!

But the good news is that one simple word can jog your memory. And that's the kind of aid your mental file cabinet can provide.

When I have time, I make a 'hard copy' of my impressions by writing them on 3 x 5 file cards. I file these alphabetically by location because I specialize in travel topics, but feel free

to arrange your notes in whatever way is most convenient for you.

For example, if you routinely speak on management techniques, you might file your cards under headings such as training, communications or public relations.

You'll find the applications for your mental file cabinet virtually endless. I've referred to mine for a number of occasions. My Ice Breaker and Be In Earnest talks were both drawn from notes I'd gathered in this way, as were countless other talks I've given to civic groups and organizations.

My Ice Breaker, "Bologna, Babies and Bylines," was based on three priorities in my life, as well as the three states I've lived in: Illinois, Tennessee and Florida. You can imagine all the notes I'd amassed on these very familiar things.

Another Toastmasters talk I gave, "Cry Out for a Child," was drawn from

a file card I'd made after attending a local child abuse seminar.

Table Topics and impromptu talks are also easier when you've learned to rely on your memory system. I was able to give an impromptu talk about a writer's conference I'd attended recently, because I could recall the notes I'd entered into my mental file cabinet. Had I not written my observations down, it would have been much harder to communicate those highlights of the weekend.

When it's your turn to speak, amaze fellow Toastmasters with your confidence and enchant them with the spontaneity of your replies—because you've filled your mental file to overflowing. 🍀

Patricia A. Hope, a member of Energy Capitol Club 4703-63, in Oak Ridge, Tennessee, also speaks to numerous civic and community organizations.

WHAT'S IN A NAME?

I mentally clip a name tag to the coat or jacket of each person I'm with.

by Deloris Selinsky

I was sitting in the auditorium with coworkers the other day at a ceremony for a man retiring from our company.

Ted Johnston, the division head of engineering, was in the row ahead. He turned around in his seat to introduce his wife to those of us in the row behind him. We had to help him with our names, because although there's much interaction between people in his group and ours, he couldn't remember any of them!

People often say they can't remember names. I know I've had trouble. I could remember a face, place someone with an incident that was clear in my mind, remember enough to avoid a person because of a bad memory. But names eluded me.

I've read and heard about how others manage to put the right name with the right face—by using memory aids to match with the name, by breaking the name into syllables, or by forming a memory picture.

I did try various systems. Most failed, until I came up against my cousin Marion's twins. They made it an ab-

solute necessity for me to learn their names.

Seeing Double

My day of reckoning came when the twins were about two years old. I was in the yard, watching them while their mother went indoors for some reason. (I suspect it was a means of escape.) I noticed the lace of one of four sneakers had come undone.

"Renee, come here," I called from the porch step. "I want to tie your shoelace."

Renee didn't budge, so I got up and went to her. She glared at me and, with all the righteous indignation she could muster, pointed to the other twin and said, "That's Renee. I'm Aimee."

Well, I never wanted to make that mistake again. What to do?

I talked to the expert—their mother. What was her secret? How did she make distinctions? Had she ever made a mistake?

"Oh yes," she laughed. "But I hope I've never let it show."

First of all, she is careful not to mention a name until she is sure. She holds

off—some distinctive sign shows through eventually. Then she safely makes the call.

Is it difficult? No, she assured me. "But it does take a little time, and it takes care. You need to be observant, and to slow down your impulse to come up with a name right away."

Observing What's Singular

Now, I've had some training in leadership and executive development. Yet it appeared from my sessions with the twins that my powers of observation were weak.

I needed to sharpen them. I learned the mechanics of observation skill from trained instructors. But then I've had to build on that foundation through my own experiences. Rarely do actual situations fit the rules neatly.

So, how could I ever learn to tell the twins apart? I could look for a distinguishing birthmark or scar.

Neither has a birthmark to help me out, however. I knew. I've bathed both of them.

As for scars, there's nothing permanent—yet. They're bound to come, of course, lively as those two are. But so far, nothing. A black and blue mark or scraped knee couldn't be relied on to be around the next time I am.

I could repeat names. I could say each one to myself each time I was sure I had the right name with the right twin. (Not before, of course.)

No matter what, I had to sharpen my memory. As close as they are, the twins nevertheless insist on being treated as

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PRIME YOUR PRESENTATION

There's a technique to successful technical presentations—here are the facts!

Recently, I was asked to give a technical presentation to a group of military and civilian people in San Diego. I was to report on my investigation and analysis of insulating materials.

Knowing the importance of preparation in the successful delivery of such a speech, I spent several weeks preparing charts and graphs, organizing my material, and rehearsing. I finally had a reasonably polished presentation.

As soon as I arrived at the meeting, I sat down next to my boss and asked, "How soon will I be called on to give my presentation?"

"You're next," he answered, "and incidentally, they aren't interested in insulating materials today. They want to hear about conductors instead."

I felt humbled after this presentation and returned home with a greater appreciation of the demanding nature of technical presentations.

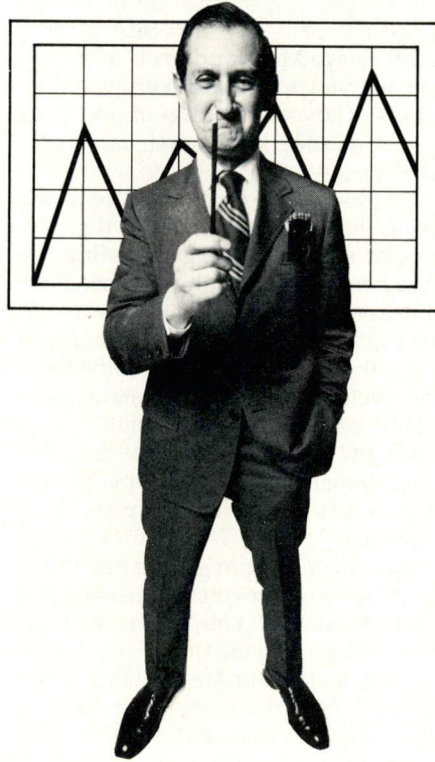
To be a truly effective communicator of technical ideas, your preparation must span the four basic elements of communication: the speaker, the message, the environment and the audience.

The Speaker

Success as a technical speaker hinges on your knowledge of the subject. No amount of verbal glitter can disguise a fundamental lack of knowledge, so prepare by researching your subject fully.

Dale Carnegie encouraged his students to know at least ten times as much information about their subject as they planned to present. In addition to studying the subject matter thoroughly, go one step further and explore peripheral issues as well.

No matter how well you prepare, however, you may still find yourself in those embarrassing situations when you get caught with your knowledge



by Drew Tura, DTM

level down. What then? Whatever you do, don't try to fake your knowledge; fake your confidence level instead.

Never start by apologizing for being unprepared. Instead, go ahead and present what you know. Then indicate that there are gaps in your knowledge and point out sources where that knowledge can be obtained. You might also offer to investigate and get back to them. The audience will respect your honesty.

Success as a technical speaker also depends on your past experience in speaking. Engineers, scientists and other technical people, however, are notorious for poor training in these skills.

I'm reminded of a seminar I attended on a hot summer day in a poorly air-conditioned hotel conference room. Although the seminar leader could boast a Ph.D. in his field, he was a clumsy communicator.

He barraged us with dozens of graphs crammed with complex equations and descriptions. Moreover, he delivered his narration in a monotone addressed to the screen and seemed oblivious to us, the audience.

Looking around the room (in an attempt to alleviate boredom), I became intrigued with the valiant efforts of the fellow next to me to maintain consciousness. Every time he started to doze off, his head would nod precariously close to a plastic water pitcher directly in front of him. This became my pastime—waiting for the moment when he would knock the pitcher off the table. (Fortunately, the moment never came.)

This experience made me realize the need for technical communications training. You fellow Toastmasters are one step ahead of the game. Meanwhile, the following pointers are distilled from my own experience as a technical speaker.

First of all, avoid doing any presentation sitting down. Getting on your feet gives you three advantages. It allows your diaphragm more flexibility which results in a lower, steadier tone; the resulting freedom of movement helps relieve nervous tension; standing establishes your command of the situation—it makes you the focus and helps you keep your audience's attention.

Use gestures during your talk, but make sure they're meaningful. When your hands aren't being used for gesturing, find a neutral position for them. Let them relax by your sides, for exam-

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Keeping Your Audience Glued

A little humor can go a long way.

by Mary Joyce Porcelli

Whether offering a concept or a product, anyone giving a speech is trying to 'sell' something. To do so successfully, think about the classes or courses you've taken and enjoyed. Chances are those sessions you found most enjoyable were taught by an instructor who knew how to be a good speaker.

Teachers are, in essence, trained speakers. They have to be. After all, these individuals perform almost daily in a public forum.

That is not to say, however, that the best instructor is the person who stands in front of a room and simply gives a two-hour lecture. No matter how well a teacher knows a subject, such a format will bore even avidly interested students. Instead, people tend to respond better to the teacher—the speaker—who strives to involve the audience in the presentation.

For example, suppose a journalism instructor is conducting a lesson on how to do interviews. The content is straightforward: The easiest person to interview is someone who's rarely asked for an expert opinion; always take a tape recorder with you, but take notes as well since machines can unexpectedly break down; it's illegal in most instances to tape record someone's statements without permission.

Simply articulating such a string of cut and dried facts will soon cause a roomful of students' eyes to glaze over. At best, you may end up with the interest of only two or three percent of the audience.

Keep 'Em Guessing

On the other hand, what if the teacher worked to include the class in the lecture? For instance, what if, instead of telling students what kind of person is the easiest to interview, the teacher asked, "Who do you think the easiest person to interview might be?"

An entire format of questions and answers is, of course, not a speech per se. You also risk curtailing the time you might need for making sure particular points get across. However, interweav-

ing facts stated by you with questions to be answered by the audience will get others involved. Your presentation will prove to be stronger, more memorable, and enjoyable.

It doesn't really matter if only one or two people respond to the questions you raise, or if anyone offers a reply right away. Most audience members will be trying to answer silently in their minds. They will be drawn into your speech as they match their responses with yours.

For example, suppose you're trying to get the point across about the dangers of noise pollution by listing the high frequency of resulting hearing loss in the population. Your statements will have a more profound effect if you allow the audience to offer some feedback before you rattle off statistics.

If no one offers a reply right away, don't just give up and bypass the question. Remember that most people are reluctant to be the first to speak up in a group.

You, however, can get the ball rolling by indicating one or two specific people to respond: "You, sir, in the front row: What do you think? And you, madam, in the red dress: What's your guess?" Once the ice has been broken, so to speak, others will begin to offer their input.

Again, though, avoid turning your speech entirely into a question and answer session. Rather, punctuate your speech with questions about your most significant points, and limit the replies. Usually three or four is enough to whet interest before you supply your answer.

Stick to the Positive

One important note: As a speaker, remember that you are, in essence, a salesperson dealing with customers (an audience to which you 'pitch' your concept). Therefore, treat audience members accordingly—with respect.

For instance, if someone you call on simply doesn't want to reply, never push the point. Doing so will only embarrass the individual.

And, because people in a group tend

to identify with one another, you may even end up alienating others in the audience. Instead, simply offer a friendly smile and choose someone else to respond.

If an audience member's guess is completely off track, strive to find something constructive to say. You might try: "Yes, a lot of people guess that much" (even if they don't, a little tact never hurts).

If a reply is sarcastic or intentionally funny, use that to your advantage. A little humor can go a long way to endear a speaker to any audience.

For instance, a doctor giving a speech on proper dieting methods asked if anyone in the audience knew the average weight of today's American male. One woman offered, "Two hundred pounds—and that's just the head!" The speaker, instead of getting flustered, quipped, "I guess that's where the term 'getting a swelled head' comes from," before going on to someone else.

It wasn't the wittiest reply in the world, but because the speaker good-naturedly went along with the joke, the audience was won over. An audience enjoying themselves will remain involved in the presentation.

If no adlib comes to mind, however, simply chuckle and say something neutral ("Well, that's one point of view") before going on to the next person or giving an answer yourself. The point is to acknowledge the individual as part of the group, although not to dwell on that particular reply.

You want to avoid encouraging hecklers in any way. Those audience members with sincere intentions about hearing your speech will become frustrated if the format turns into that of a comedy routine.

Everyone, however, will remember a speech you've graciously invited them to participate in. And they'll want to hear more from you in the future. After all, you've made them feel welcome! ♣

Mary Joyce Porcelli is a freelance writer and seminar leader based in Norfolk, Virginia.

ple, or else clasp them together slightly forward of your body. Another option, when using a pointer, is to hold it loosely with one hand while resting it lightly in the palm of the other hand.

Select the neutral position that's most comfortable for you, and let your hands rest there naturally between gestures.

Watch out for overdoing your gestures. Remember that the audience is there for informational purposes; they're not particularly interested in a dramatic interpretation of the facts.

The more relaxed and natural you appear giving a technical presentation, the more effective you'll be. Remember that over fifty percent of communication is non-verbal.

A stiff or affected manner will turn the audience off immediately. Dress sloppily and you've lost credibility even before you speak. The rule-of-thumb is to dress as well as, or better than, the best dressed member of your audience.

The Message

Selecting the message for a technical presentation is simple. It's usually determined by the nature of your work.

How you shape and organize that message, however, is complex. It's always helpful to apply a 'framework' to your organizing process. There are many frameworks to choose from: for example, 'introduction/body/conclusion' and 'time sequence.' The use of a framework will add smoothness and cohesiveness to your presentation.

Make sure you clearly summarize the conclusions of your technical talk. It's a good idea to list alternate conclusions as well.

Several years ago, an engineer at my company was investigating the failure of one of our products under development. The product was failing about eighty percent of the field tests. The engineer developed a sophisticated and complicated theory to explain the failure, which he exuberantly presented to our customers.

Unfortunately, in his enthusiasm for his pet theory, he neglected to suggest simpler ones. As a result, he created such a hopelessly complicated picture in customers' minds that eventually the product development had to be canceled due to lack of customer interest.

You need to understand the needs of the audience for your technical presentation so that you can design your message for the maximum impact.

For example, if you're trying to sell management on an idea that requires

funding for research, gear your message to their profit making instincts. Include calculations of potential revenues and pay-back periods for various scenarios.

On the other hand, if you're briefing technical professionals on new product development, provide a thorough exposition of the project and how it will affect them.

An overhead projector is probably a technical speaker's most valuable tool. It allows the speaker the ability to display critical material and data clearly.

Furthermore, overheads act as a guide for your talk and eliminate the need for notes. They also help you prepare your materials as you work to arrange them in a meaningful sequence. In addition, using the overhead projector enables you to face the audience. You can then effectively monitor both your material and the audience's interest.

A word of caution: Don't visually clutter your overheads. Also, clearly identify or highlight essential points and key data.

One technique astute speakers use is linking their talk to whatever just preceded their presentation. Take notes on material that seems relevant to what you'll be discussing, including the names of any people involved. Then, during your presentation, tie this information into your material. This will integrate your presentation with any others and add relevance to your talk.

The Environment

The most overlooked aspect of public speaking is the physical environment. Speakers quite often assume there's nothing they can do to influence the setting for their talks. That isn't true!

Make a point to check out the setting before your presentation. If there's a microphone or screen or other equipment you must use, familiarize yourself with its operation. Make sure the overhead projector has a spare light bulb and you know how to replace it.

Is the room too hot, cold, light, dark or noisy? You *can* remedy these problems. Remember: You can't be optimally effective if either you or the audience is uncomfortable. It's difficult enough to concentrate during a technical presentation without such external distractions.

I will stay after work quite often to rehearse my presentations, using equipment (overheads, pointers, etc.) under conditions similar to those of the presentation site. Try it—it's amazing how many rough spots you'll discover and eliminate this way. This practice significantly reduces performance jitters as well.

The Audience

The bottom line is caring for the audience. The difference between someone giving a technical presentation who appreciates the audience and someone who doesn't is monumental. It's the difference between 'talking at' and 'communicating with' a group. If that Ph.D. speaker had appreciated us, he would have been far more interesting and would have kept us awake.

I'm often asked if humor is appropriate for a technical presentation. That depends on the subject and the audience. If you perceive the group or situation as serious or grave, then definitely stay away from it.

Otherwise, if you have a sense of humor, then by all means use it. The trick is to relate the humor to the context. For example, a coworker giving a presentation was reviewing some data that had gotten mixed around on an overhead. He made a quip about alphabet soup, which got a laugh and which led to ongoing puns about food, keeping the audience amused and in good spirits.

Never tell a 'canned' joke during a presentation, however, especially one that doesn't relate to the subject. It's guaranteed to make you look unprofessional.

Becoming an effective presenter of technical material requires a thorough and complete preparation. The amount of work required may seem inordinate for a short presentation, but the rewards are significant. The professional who has the ability to communicate technical ideas skillfully and effectively is a rare commodity, and advancement will be rapid. The added bonus is an increased feeling of expertise and the confidence of knowing you'll be successful in any variety of speaking situations.

Editor's Note: *Toastmasters International's Advanced Communication and Leadership manual Technical Presentations (226-H) can help you develop your technical presentations skills. The five-project manual covers briefings, proposals, papers, team presentations and presentations to technical audiences. The manual is available from World Headquarters. Consult the Toastmasters Supply Catalog for price and order information. The Supply Catalog should be displayed at every club meeting.*

Drew Tura, DTM, a Toastmaster since 1981, is a member of West Valley Orators Club 107-4 in San Jose, California. A senior project engineer at Altos Corporation, he has taught courses locally in "Presenting Ideas Effectively."

SURE-FIRE JOKES

Here's how to keep your jokes from backfiring.

by Gene Perret

Good material is an essential part of humor. I'm grateful that it is because that's how I earn my living—providing material for comedians.

However, the humor that comedians use is different from the humor a speaker wants to enhance a presentation. Some speakers have suffered some in learning this important lesson.

Not just any piece of funny material works in a speech. The fact that David Brenner got laughs with a story doesn't guarantee that you will. In fact, sometimes a funny tale can be disastrous when you present it. And it's not your fault. It's the wrong material.

What then does a speaker look for in gathering or writing material? Listed below are some guidelines you can apply to any line or story you're think-

ing of using.

Remember, though, that we're not talking about guidelines for your speech or your message. We're discussing only the humor that you use within your presentation.

1. It should make an audience laugh. When I worked on the television show "Laugh-In," the producer once made a statement that appeared so obvious, I thought he was a fool for even verbalizing it. Upon reflection, it was sensible advice. He said, "With any joke, the audience has to know when to laugh."

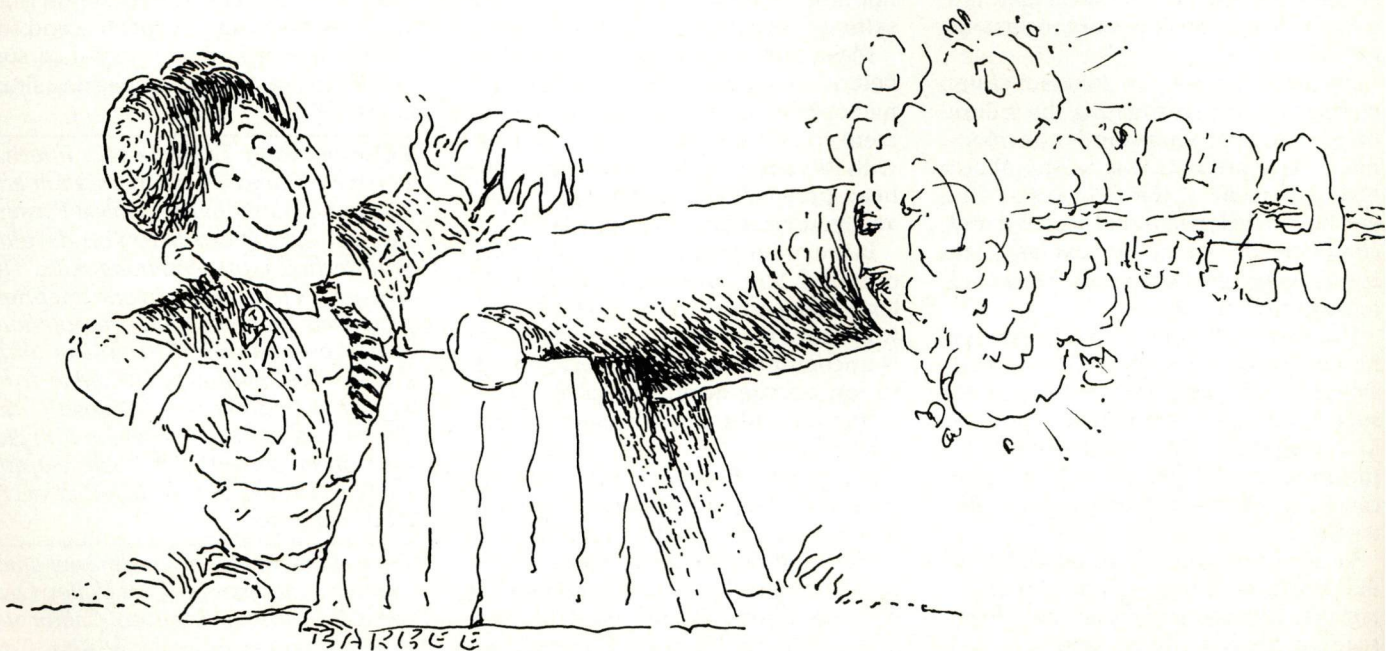
Some stories are cute, ironic, whimsical, but they have no real ending. They have no punch. There is no real point in the narrative when listeners get the cue to laugh.

Look for a solid punchline to your stories. Have an ending that forces laughter. If it doesn't exist in your story, write one.

This will also help your delivery, too. Most badly told jokes are badly told because the raconteur doesn't understand the ending of the joke. The punchline is the entire reason for telling the story in the first place. Know it, understand it, and work towards it.

2. It should make the audience feel good. Not all laughter does, strangely enough. There are jokes that people will laugh at and then immediately get annoyed at themselves for laughing. Dirty stories and ethnic jokes produce such a response. The listeners feel guilty after laughing.

Another type of joke that will do this



is one that offends your listeners' point of view. I may have a hilarious routine about bad food on airlines and losing my luggage. It may not be wise to tell it at the Annual Convention of the Airline Workers Union.

Again, the best advice is to know your audience. Know what the story is saying, and then analyze it from the audience's point of view. If it would be offensive, find another joke.

3. It should make you feel good. Don't tell any joke that makes you feel uncomfortable. . . *for any reason*. Obviously, taste is a consideration here, but it goes beyond that. It's a matter of sensitivity.

There are many jokes that are funny and inoffensive, and yet can make the teller feel uneasy. That needn't be logical. It doesn't have to be explained to anyone. Just if you feel uncomfortable with either the point of the story or the wording, don't use it.

To illustrate, I never use offensive language in a presentation. That's a matter of taste.

For example, when I was a youngster we were always taught that calling someone a "liar" was as vicious a curse as one could use. Consequently, I'm uneasy using that word.

Why shouldn't you tell a joke if it offends no one but the teller? One simple reason: You won't be able to tell it well.

Any story you relate should have all of you behind it. If you're uncomfortable, you'll hold back. The audience will know.

4. It should make you look good.

Does that sound like a self-serving ego trip? It's not. As a speaker, you have a message to get across and you use everything in your power to get it across to your audience. You dress well, you stand correctly, you enunciate properly. You want to impress that audience.

Why? Because if they're impressed by the speaker, they'll listen better and value more what is said. So don't tell any stories that will tarnish your image.

Does that rule out self-deprecating humor? Not at all. In fact, that can be exactly what you want to use.

You walk onto a stage or approach a podium. You should be dressed above average. You should walk with some strength of character. Like it or not, justified or not, you may come off a little pompous. Some humor that brings you down to size can endear you to the crowd.

Also, you are the center of attention. You own the microphone. The spotlight is on you. Some people listening might harbor resentment: Why are you up there instead of them? A little 'put-down' humor can win them back to your side.

Making fun of yourself can be an asset if it's not overdone or done gratuitously.

The same applies to making fun of others. Insult humor is a sign of friendship. Only close friends dare to toss put-down lines at one another. Insult humor can establish an instant rapport between a speaker and an audience. It

can be tremendously valuable.

However, it has to be used carefully and researched properly. Here are three rules that may keep you out of danger in employing insult humor:

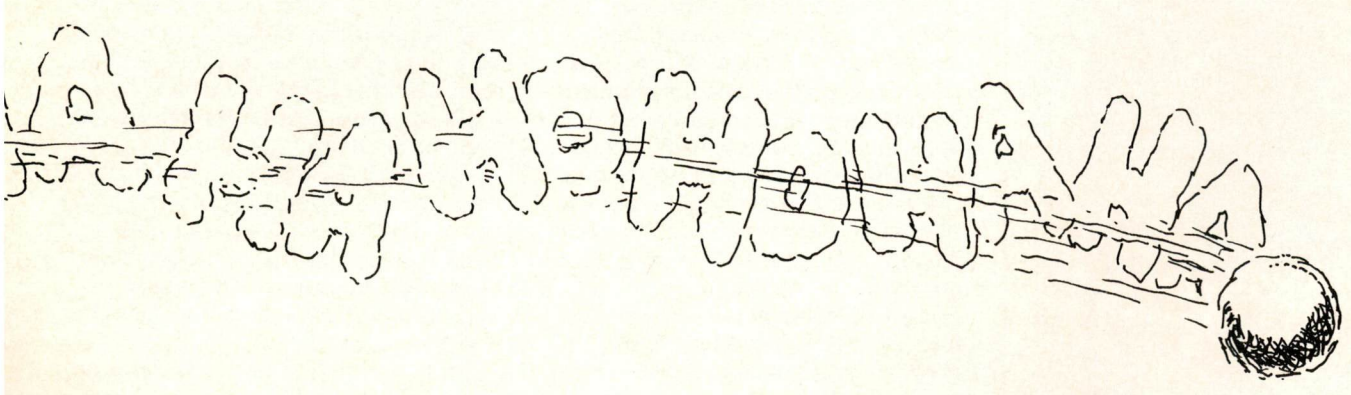
- ★ Kid about things others kid themselves about.
- ★ Kid about things that don't really matter. (To illustrate, Bob Hope could kid past U.S. President Gerald Ford about his golf, because bad golf doesn't make one a bad president.)
- ★ Kid about things that are so outlandish that no one could believe them anyway.

Following all of the above guidelines will help you select humor that won't backfire on you.

To capsulize it all into a usable rule of thumb: Know and understand the ending of any story you tell. Then analyze that ending from the audience's point of view.

Put yourself imaginatively in the auditorium, listening to the story you want to tell. If you like what you hear, then go ahead and tell that story with everything you've got in you. Both you and your audience will enjoy it. 🎤

Gene Perret, a writer for *Bob Hope*, *Phyllis Diller*, *Bill Cosby* and many other top name nightclub performers, spoke at *Toastmasters' 1986 International Convention*. Be on the lookout for Mr. Perret's bimonthly humor and speaking column in *The Toastmaster*, starting in 1988.



Pets often reflect the personalities of their owners. A playful person will most likely own an active animal like a dog. Someone who's more serious will probably choose an independent creature such as a cat. The more daring person can be expected to have a more unique pet: a lion, a bear or even a platypus.

Now, a person owning a platypus must give it special attention. The platypus, unlike most mammals, is hatched from an egg. It then crawls to its mother's pouch to continue developing. It's never brought under a human's care until it's able to survive on its own.

Besides its manner of birth, the platypus differs from the average mammal in other ways: Its feet are webbed and its mouth is like a duckbill. The temptation for most mammals is to reject the platypus because of all the exceptions that must be made for it. If given a chance to be properly understood, however, the platypus may be considered an asset to the entire class.

Like the platypus, a creature exists in the world of Toastmasters that, at first glance, seems too full of exceptions to be a true Toastmasters club—the college club. College clubs have a history of high turnover and low attendance.

Yet any college club can be a viable Toastmasters club if given adequate guidance. All it takes is a strong parent club. What follows is a description of the life cycle of a college club and answers to questions most commonly asked about starting and maintaining one.



Clark Johnson at speech contest.

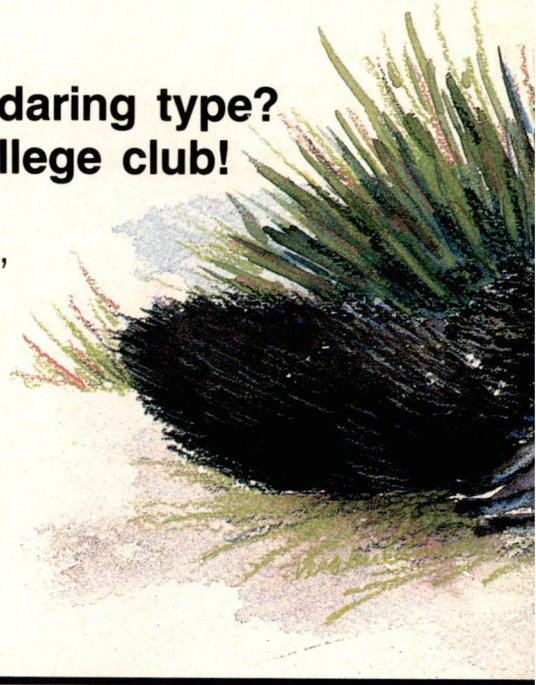
Life Cycle

Most animals of the same species have similar life cycles. That is, their lives fall into similar patterns. Similarly, definite phases in the existence of college clubs can be studied.

The Care and Feeding

Is your club the daring type? Then adopt a college club!

by Mary Koester, DTM,
Clark Johnson
and Ginger Ellard



Phase I: This phase precedes the actual chartering of the club. It takes months of work by the sponsoring club to establish a core group of students. Not until a group has gathered and the parent club feels satisfied about its cohesiveness should chartering take place.

Phase II: Once a club has chartered, the weaning process begins. The parent club starts to train the officers of the new college club to shoulder their responsibilities. This training process includes visits to other clubs, attendance at competitions and conferences, participation in officer workshops and officer meetings and beginning Success/Leadership and Speechcraft modules.

Phase III: A short period of stability exists in this phase. The new club flourishes.

Phase IV: Isolation is likely to follow within 1½ to 2½ years after chartering. The reason is simple—graduation. The chartering officers were likely close to graduation at the outset, since upper division students are most willing to serve as officers.

As long as the sponsoring club is confident the club can make it on its own, the changing of officers doesn't need to be monitored. However, the outgoing officers, often busy with

graduation activities, aren't always able to attend fully to the needs of the incoming officers. Furthermore, once the outgoing officers have left (usually to another town), it's difficult to rely on them for advice.

The fallout of this breakdown in continuity can lead to the deterioration of the attitude of the club members. It is phase IV that gives college clubs their poor reputation in the organization.

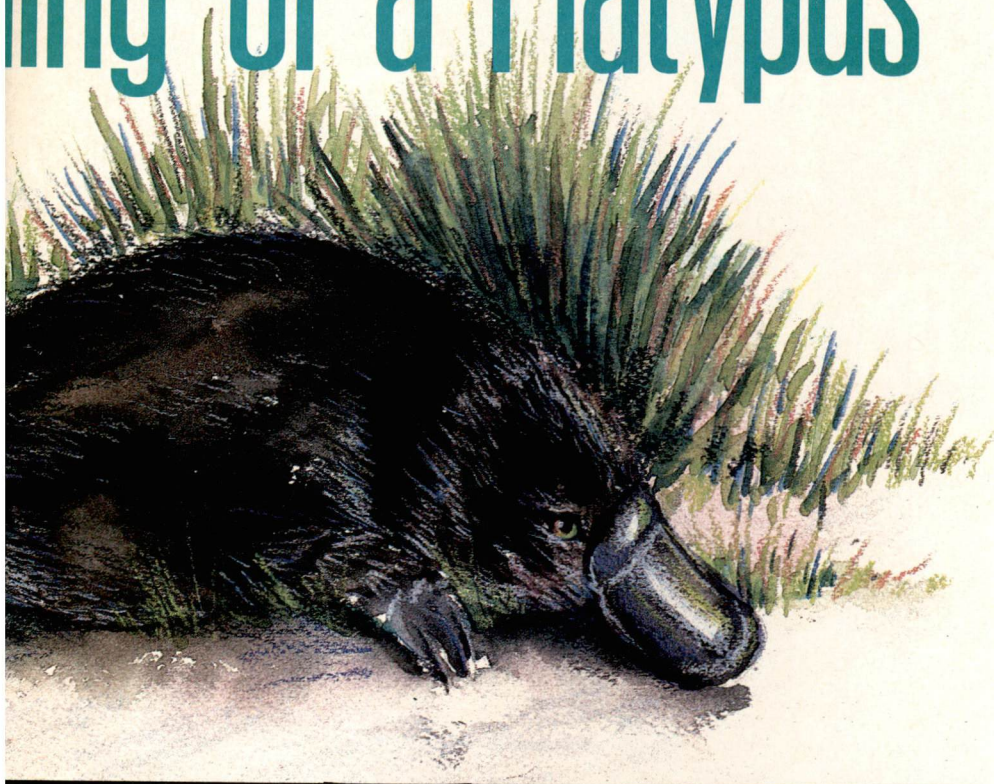
Most parent clubs realize that some new clubs take more care and feeding than do others. College clubs are actually a subspecies in the species of high turnover clubs.

The result is a lack of established members to pass on Toastmasters policies and purposes. The parent club can build in traditions that will ensure continuity of materials and programs. Preparation is the key to avoiding the phase of isolation.

Phase V: The fifth phase depends on the response of current district officers, especially the area governor, and the current club officers. If no one takes the lead in trying to repair the damage, the club will probably fold.

Yet, if all parties are persuaded to cooperate, the club can be resuscitated. Of course, this takes a great deal of hard work and open-mindedness. The

ling of a Platypus



club members must take part in area, division and district activities. The area,



Toastmasters enjoy food for thought.

division and district must encourage the club's involvement.

Once faith on both sides has been renewed, student participation in Toastmasters programs can increase. Juniors in the club who joined as first-year students are usually at the CTM or ATM level. Students highly enthusiastic about Toastmasters should have a chance to be district officers. This kind of involvement affords the club credibility.

Questions Parents Ask

WHY START A COLLEGE CLUB?

The benefits of starting a college club flow from the individual member to the parent club to the organization itself.

1. The member benefits by enrichment. The energy generated in a new club is contagious. This positive energy carries over into the social and academic life of its members.

2. The parent club benefits by experience. Starting a club enables those involved to reexperience the magic of being a new Toastmaster.

The parent club also strengthens its bonds with area, division and district officers through increased communication and cooperation. In the process, the parent club earns the respect of other clubs in the district.

Furthermore, bonds within the club are strengthened because of the work shared by all club members.

3. Toastmasters International benefits by expansion. The larger the organization grows, the stronger it should become. The greater the selection of clubs in a community, the more chances there are of meeting people's specific needs.

WHAT BENEFITS CAN A COLLEGE CLUB GIVE TO A DISTRICT?

1. A college club exposes the entire campus to Toastmasters. It opens the door for staff and faculty members to find out about the organization and to join other Toastmasters clubs in the community.

2. College students can provide a lot of freshness and enthusiasm at Toastmasters events, from the area to the international level.

A case in point is District 44's "Jubilation at the Top," October, 1984. The local college club entered the talent show and overwhelmed everyone with their version of "Ghostbusters," with the lyrics adapted for Toastmasters: "Who you gonna call? Toastmasters!" The wit and imagination of the college students started the entire conference off with a boost.

3. The college club can be a source of inspiration to the district. Members who've been in the organization for some time may experience burnout.

Past International Director Scott Edwards has been heard to say that every time he meets a new member, their enthusiasm rubs off on him. College clubs abound with new, energetic members who can renew well-established Toastmasters.

4. When students graduate from college, they do not necessarily graduate from Toastmasters! Most students in fact avail themselves of the Toastmasters network to help them get established in new cities and new jobs.

The Toastmasters fever tends to stick. Therefore the organization doesn't lose members as much as it transfers them from one city to another.



Steve Dunbar models TI banner.

WHAT SPECIFIC PREPARATION DO COLLEGE CLUBS NEED?

1. Develop a complete handbook for each of the officers, including bulletin editor and immediate past president. The handbook should include all the basic Toastmasters material, a list of district officers' addresses and phone numbers, and a calendar of events. This guide should be clearly organized and easy to update.

2. Design a special officer installation

Continued on page 20

Did you know that Dr. Martin Luther King used poetry in his famous "I Have a Dream" speech?

In fact, there are only two ways to put poetry into your prose, and King used both methods. I'll show you how he did so later; but first let's answer the question, why should you want to put poetry into your speeches in the first place?

Poetry Power

Poetry dwells somewhere between speech and song. It is something to be heard. Silently reading poetry is like reading sheet music; a song isn't real music until it's played. It's the same with poetry.

So poetry—which should be spoken in the first place—is almost tailor-made for speeches.

What is poetry?

A good definition of poetry is: that which concentrates an imaginative awareness of experience to create a specific emotional response.

Isn't that exactly what you want to do with your speeches—concentrate experience and create a specific emotional response?

So how can we put poetry into our speeches?

As I said, there are two ways. Generally, there's an easy way and a hard way. The easy way is to use someone else's poem (with due reference, of course) and include it in your speech.

You can do this by forming your speech around a particular poem, perhaps one of your favorites. Or, more likely, you'll want to find a poem that fits the topic of your speech. Collections of poems and *Bartlett's Familiar Quotations* are handy for this purpose, particularly if you use the subject index.

But be careful!

If the poem doesn't fit your speech exactly, it will sound as bad as... well, a bad poem: a poem that gropes for rhyme and forgets all about rhythm and meaning.

So don't use a poem just because you love it—use one that fits your subject.

The other way to put poetry into your prose, the harder way, is to use language the way a poet does.

By this, I mean you choose words not only for their meanings, but also for their sounds and their rhythms.

This way, you slip poetry into your speech so subtly that your listeners don't realize it's there. Then when your speech is over, they'll go away thinking, "Something was special about that speech, but I just can't put my finger on it."

PUT POETRY IN YOUR PROSE

**Poetry dwells
between speech
and song.**

by Ralph Padfield

One hint: Rhyming your prose can make you sound like a fool! In fact the best time to rhyme your prose is when you're doing a humorous speech.

Poetry Pro

Let's look at excerpts from the speech Dr. Martin Luther King gave on the steps of the Lincoln Memorial in Washington, D.C., during a civil rights march in August, 1963. I'm sure some of you have heard this speech before. I've heard it several times on television and have loved it every time.

He begins by alluding to the opening of Abraham Lincoln's famous Gettysburg Address, "Four score and seven years ago":

"Five score years ago, a great American, in whose symbolic shadow we stand, signed the Emancipation Proclamation."

In the second paragraph, King uses repetition to create a rhythm with his words:

"But one hundred years later, we must face the tragic fact that the Negro is still not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty..."

He uses symbolism and imagery and repeats the phrase, "one hundred

years later," four times.

Further on he uses the word "now" five times in five successive sentences.

King continues for another five paragraphs with more or less straight prose, using figures of speech occasionally to create more colorful word pictures and images—and then he sneaks in the phrase, "I still have a dream." Listen:

"I say to you today, my friends, that in spite of the difficulties and frustrations of the moment I still have a dream. It is a dream deeply rooted in the American dream.

"I have a dream that one day this nation will rise up and live out the true meaning of its creed: We hold these truths to be self-evident; that all men are created equal."

He says it a third time, and his audience begins to catch the rhythm—"I have a dream that one day on the red hills of Georgia the sons of former slaves and the sons of former slave-owners will be able to sit down together at the table of brotherhood.

"I have a dream..."

King continues with this stirring phrase six more times. He intersperses it with imagery like "the red hills of Georgia," "the table of brotherhood," and "oasis of freedom and justice."

He is creating a specific emotional response in his audience. You can almost hear people say, "Right on!"



The next paragraph begins, "This is our hope." Notice the rhythm. It's the same as "I have a dream":

"This is our hope. This is the faith with which I return to the South. With this faith..."

Again, King uses a phrase ("with this faith") that has a rhythm similar to that of "I have a dream"; and he repeats it, interspersing it with more imagery. Imagery that's vivid, and not at all forced.

The next paragraph goes: "This will

be the day when all of God's children will be able to sing with new meaning:

*My country, 'tis of thee,
Sweet land of liberty,
Of thee I sing:
Land where my fathers died,
Land of the pilgrims' pride,
From every mountainside
Let freedom ring."*

This is the first poem King uses—actually the lyrics from the song "America," but a poem nonetheless—

and one that the average primary school child in the United States sings every morning.

It is all the more forceful because King speaks it instead of sings it. His audience hears the music in their minds.

Then he takes the song's last line, "Let freedom ring," and uses it again:

"And if America is to be a great nation, this must come true. So let freedom ring from the hilltops of New Hampshire. Let freedom ring from the mighty mountains of New York. Let freedom ring from the heightening Alleghenies of Pennsylvania!"

Listen to the rhythm: I have a dream—this is our hope—with this faith—let freedom ring.

Think about the imagery and try to feel the emotional response these words create:

"Let freedom ring from the snow-capped Rockies of Colorado!

"Let freedom ring from the curvacious peaks of California!

"But not only that, let freedom ring from Stone Mountain of Georgia!

"Let freedom ring from Lookout Mountain of Tennessee!

"Let freedom ring from every hill and molehill of Mississippi. From every mountainside, let freedom ring!"

King's speech builds to a crescendo of imagery and poetry. His final line is from the lyrics of a song, its rhythm echoing the rhythm of "I have a dream" and "Let freedom ring":

"When we let freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all of God's children, black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual, "Free at last! Free at last! Thank God Almighty, we are free at last."

Impressive, isn't it? His entire speech is almost one big poem.

You, too, can do the same thing. You, too, can put poetry in your prose.

Try it. Your audience will love it. 🎧



Ralph Padfield, a member of Stavenger Club 2222-U in Stavenger, Norway, has combined a career in writing and flying for the last thirteen years.

His first published article was in *Air Rescue* in 1974, written while he was a helicopter pilot and public relations officer for a rescue squadron in Keflavik, Iceland.

ceremony that includes presentation of the handbooks to the new officers. This should take place at the very end of the semester to ensure that graduating officers don't leave with the materials!

3. Encourage first-year students to compose the majority of the chartering group. Seek out a few ambitious ones who might move up the leadership ladder quickly.

4. If the college or university provides funding for campus chapters, get involved in securing funds on an ongoing basis for district conferences and advertisement material.

5. Most campuses require a sponsor, and all new clubs should have at least one or two. Find a seasoned Toastmaster willing to undertake this task. Encourage this sponsor to actually join the club or at least to attend regularly. This will add some continuity to meetings.

WHAT IS THE COST OF STARTING A CLUB?

The cost of starting a college club will be the same, if not less, than starting any other type of club. If meetings are held on campus, room rent will be at no cost. Free advertising circuits

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Know Your ABC's

Growing up, we were all taught the importance of learning our ABC's. When starting college clubs, keep these ABC's in mind:

- A** Any club that sponsors another club receives the Founder's Award and club-building points on the Club Management Plan. Two individual sponsors and one mentor for the new club can receive credit towards their DTM.
- B** Be sure to get college faculty and staff involved in the club to help provide leadership and continuity.
- C** Club members may continue practicing their Toastmasters skills during the school vacation months by visiting other clubs in the local area. Call or write to World Headquarters for a list of clubs in any area, so that Toastmasters doesn't end when the school year does. Also submit change of address notices so that the members will continue to receive *The Toastmaster* magazine (include magazine labels).

By keeping these ABC's in mind, your college club will be off to a good S-T-A-R-T.

throughout campus should be utilized.

The chartering cost is really all that remains. Once again the campus may make funds available to cover all or part of the cost of chartering.

Students might not be able to offer as much financial assistance as other new club members. If the parent club cannot finance the chartering in a pinch, holding a Speechcraft could raise funds while also getting students interested.

SHOULD WE TRY A CAMPUS-WIDE CAMPAIGN OR TARGET SPECIFIC DEPARTMENTS ON CAMPUS?

The campaign plan depends on the particular campus. A campus-wide drive is best for a small university or junior college. For a larger university,

try individual departments, but emphasize that membership isn't restricted.

The world of Toastmasters is large enough to include platypuses as well as dogs and cats. We personally challenge every district to explore the potential for new membership life at local colleges and universities. 🦫

Mary Koester, DTM, Clark Johnson and Ginger Ellard are members of *Lubbock Pro Club 5011-44* in Lubbock, Texas. Koester and Johnson have co-sponsored *The Graduates Club 4011-44*, which meets on the campus of *Texas Tech University* in Lubbock.

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LETTERS

Care To Share

I had a very pleasant surprise on opening up the June 1987 issue of *The Toastmaster* to see Ted Wood's article headed "Sharing and Caring." Just one week earlier I had announced my theme as District Governor as "Toastmasters... Care and Share" and Ted's thoughts and ideas seemed to tie in so well with what we are trying to emphasize in District 70 this year.

I explained to my district that we need to care for fellow members, ourselves and our organization while we share fully the fun, fellowship and learning of Toastmasters, our skills and our Toastmasters world.

During the year we will make awards to clubs and individuals who do "Care and Share" through the Toastmasters program, and each club visited by the district governor will be given an award to present at each meeting to the member who "Cares and Shares" the most.

We have adopted the "Care Bear" as our mascot and our District Change-over Dinner was enhanced by a visit

from one very large, very pink and fluffy Toastmasters "Care Bear."

District 70 certainly "Cares and Shares." We believe by doing so we are not only following Ralph Smedley's concept for our organization, but also helping to create a better world for the future.

Leigh Wilson, DTM
Enthusiastic Epping Club 5335-70
Western Lectern Club 5069-70
New South Wales, Australia

long standing problem with apparent ease.

What an unbelievable few minutes of reading this was for me! The quick learning experience I had from this article typifies the Toastmasters experience for me. Thank you, Toastmasters, and thank you, Pat Christopherson!

Rex R. Moore, Jr.
New Dawn Club 4101-16
Lexington, Oklahoma

Sailing Through

I am an avid magazine reader and always studiously read *The Toastmaster* on first arrival. I am amazed at the number of helpful articles I find in every issue.

Never before have I read an article which hit the spot like "Anchors Aweigh!" by Pat Christopherson. Before I was half way through the article, the cause of my problem of 'freezing up' before crowds was evident and before reaching the end I had solved this

Speaking Personally

I am compelled to point out two errors in the "Meeting by Design" article of the May 1987 issue, page 6.

A PERSON is never ruled out of order. Their comments or action may be, but not the person. Secondly, regarding the Agenda on page 7, there is no such item as Old Business. There is *Unfinished* or New Business.

Trudy Waldroop
Chico Club 558-39
Chico, California

JOHN A. FAUVEL, DTM
Continued from page 6

letin, or by pinning a badge on them at a meeting. This is a very important aspect of our human relations.

TM: What challenges do you see ahead in the future of Toastmasters?

JF: Increasing our level of development on the international front and extending our division, area and club officer training. We must recognize the importance of this training being ongoing throughout the term of office. We're also faced with the marketing challenge of matching the excitement and benefit of the Toastmasters program with current pressures of society.

Let me say how proud I am of the readiness of leaders at all levels to pick up and run with their challenges. They have no fear! And we do have the tools available for them to meet these challenges.

TM: How will modification affect the individual member? The club? What is its purpose?

JF: I know that our members will be provided with even more opportunities to walk the leadership track and increase that potential within them.

Our modification proposal will also enable members to pick up the chal-

lenges of marketing and public relations—not because they're expected to be experts immediately, but because of the opportunities to learn these exciting skills.

The extra for our organization will be the increased publicity and promotion gained within our communities.

TM: What do you believe are the responsibilities of each member to the organization and to his or her club?

JF: To do each assigned job, and do it well. Members who do their assignments with plenty of interest and preparation create a positive experience not only for themselves, but also for the club and indirectly for the entire organization. It's incredible, the power of a good speech on members and guests. A good speech, an assignment effectively done, lifts the spirit of any meeting.

TM: Are we likely to start focusing on building 'fellowship' skills—that is, training people to be more nurturing of one another?

JF: Well, it doesn't take care of itself. One very important key is the sergeant-at-arms. He or she can unlock the reserve in people. A president who visits with members at a meeting builds immeasurable fellowship. We can reinforce this caring at all levels of our of-

ficer training.

TM: Why did you want to become International President, and how early in your Toastmasters career did you set this goal?

JF: The thought certainly crossed my mind at my first Board meeting as International Director-at-Large. The real possibility, however, did not start to formulate for me until the closing stage of my second year. I was approached by many members from the United States and Canada who thought Toastmasters was ready to be truly international. And I believed it was. I made the commitment—and ran with it.

TM: Why is the Toastmasters program important? What does it mean to the community and to the world?

JF: Enormous emphasis is placed within business today on our ability to communicate. If we don't listen and think, we can't speak effectively. This is true in our daily communication in trade, in industrial negotiations, and especially in our personal lives. Toastmasters offers a framework for developing each of these integrated skills—speaking, listening, thinking—as well as a setting for practicing them.

That's why our program is so important—and why each Toastmaster is an achiever. ♀

For those of you who have aspirations of becoming an Accredited Speaker, I say, FORGET IT! Forget it—unless you're willing and capable of demonstrating a degree of professionalism consistent with the recognition you're seeking.

Toastmasters' Accredited Speaker Program is designed to recognize those members who have professional-level speaking skills. It's not intended for everyone. To become an Accredited Speaker, an applicant must meet a stringent set of requirements and pass several levels of judging.

To be eligible, an applicant must be a current member in good standing of a Toastmasters club. He or she also must be an Able Toastmaster (ATM). (International officers and directors and candidates for these offices are not eligible.)

Furthermore, applicants must have given a minimum of 25 speaking engagements outside of Toastmasters clubs within the past three years of application, and they must supply five letters of acknowledgement as documentation of these presentations.

Qualified applicants must send to World Headquarters by each November 1: an application form (available from World Headquarters), the five letters of acknowledgement, a 15- to 45-minute taped presentation, and an application fee. The taped presentations are screened by a panel of Accredited Speakers.

Those tapes approved by the screening panel are forwarded to the Education Committee of the Board of Directors for review and judging at its February meeting. Those speakers passed by the Education Committee pay an additional fee and are assigned to give a live presentation at a Regional Conference or International Convention, at their own expense. These live presentations are judged by an anonymous panel. Applicants who pass this level become Accredited Speakers.

The judging is tough, and only the best pass. Since the program began seven years ago, more than 75 people have applied for the program. Only 22 have become Accredited Speakers.

During the past two years, I've had the privilege of serving on the screening committee for Accredited Speaker aspirants. This is the committee that reviews the submitted tapes, selects the best ones and forwards them to the Education Committee of the Board of Directors for judging. I'm sorry to say the vast majority submitted does not pass, and for good reasons.

Based on my observations of the tapes submitted, I have four suggestions you should follow if you plan to

So You Want To Be an Accredited Speaker!

**Exhibit a
high degree of
professionalism.**

by Pat Panfile, DTM

enter the program and submit a taped presentation. Of course, even if you follow my suggestions, I can't guarantee that your taped presentation will be passed by the judges. But the odds will be in your favor!

1. Prepare a proper introduction. An introduction serves as a bridge between speakers and their audiences. With it, the speaker crosses into the audience's territory with ease and confidence. Without it, the speaker faces an uphill battle of establishing credibility and understanding.

Most of the tapes I've reviewed had no introduction or a very poor one. As a result, I lacked insight into the speakers, their subject, their credentials, their audience. In fact, many times I didn't even have a title to guide me.

Missing, of course, were the "4 Ys": Why this speaker? Why this audience? Why this subject? and Why this time? (Refer to the Advanced Communication and Leadership manual *Specialty Speeches*, Code 226-E, Project Five, for a detailed explanation of the elements of a good introduction.)

While most people who make intro-

ductions are well meaning, too often they lack the knowledge and skills to do it properly. To ensure that your introduction prepares the audience for you and your talk, I suggest that you yourself write it—and be sure to include the "4 Ys." Give it to the individual who'll introduce you as far in advance of your speaking engagement as possible, and request that he or she rehearse it and present it as written.

You might also mention that the reason he or she should rehearse the introduction is for both of you to be perceived by the audience as professionals. There should be no mention of who wrote it. It should sound like the person introducing you has done the necessary homework.

2. Make a good quality recording. The recording you submit is an indication of your professionalism. The performance you choose to submit for the Accredited Speaker program should be planned and arrangements made to ensure you have a professional recording. The recording should *not* appear to be an afterthought.

The quality of recordings I've heard,

however, has been extremely poor. Usually someone sitting in the audience has been asked to record the presentation, and one of the following happens:

- The person with the tape recorder sits next to a baby. All of those wonderful goo-goos, gaa-gaas and cries are recorded, while much of what the speaker says is lost.

- The person holding the microphone is a great distance from the speaker. On some recordings, the speaker sounded so far away it was impossible to understand him or her.

- The recorder picks up conversations of people in the audience, footsteps and motor hum—none of which enhances the speaker's performance.

To get a good recording, consider multiple recordings at different locations around the room. Then just select the best one. Or arrange to have the tape recorder wired into the public address system you're using.

3. Organize your speech for clarity and effectiveness. One of the oldest speech adages is, "Tell them what you are going to tell them, tell them, and then tell them what you told them." The speech organization we learn in Toastmasters does just that.

However, several applicants had very weak, unimaginative openings or lacked a closing. Others kept switching subjects and, in effect, gave several different speeches. One speaker spoke for 22 minutes before stating and speaking on his subject.

At the risk of offending any of you who understand how a speech should be organized, I offer the following:

- Be sure to have a good opening, body and closing. The opening should get the favorable attention of the audience. Use humor or a "ho-hum crusher" of your choice.

- State the subject. Leave no doubt in their minds what you'll speak about.

- Tell them why it's important. It solicits their listening.

- The body of your speech should deliver your main message or points with any necessary supporting information.

- The closing should summarize your speech and leave your main message clear in their minds. It should have a call to action; that is, what you want them to do as a result of what you've told them.

4. Select a meaningful subject. The topic you choose and what you say about it is, of course, up to you. My advice is to select one appropriate to your audience and, in true Toastmasters fashion, make it powerful and meaningful.

The subjects of the speeches I've lis-

tened to have been varied, and that's as it should be. I've been surprised, however, by what some speakers deem appropriate. As examples, one speaker submitted a portion of a roast for another Toastmaster. In addition, the presentation fell short of the time requirements of the Accredited Speaker Program.

Another speaker used what I call 'bathroom humor' rather freely throughout his speech. Dr. Ralph Smedley, the founder of Toastmasters International, in his book *Personally Speaking* (63-B), cautioned us in the use of 'blue humor.' He said, "Don't dabble in dirt." The reason we should not use off-color stories is not because we have ladies and gentlemen in the audience, but because there is supposed to be a lady or gentleman at the lectern.

Several speakers chose to record a 30-minute segment of a two- or three-hour workshop. The result was a disjointed

presentation with many of the problems previously mentioned.

You can become an Accredited Speaker by exhibiting a high degree of professionalism, and it all begins with the performance you've taped and submitted for judging. So I ask that all of you aspiring Accredited Speakers take these suggestions to heart and implement them in your future efforts. While they won't guarantee your success, they'll surely increase the probability you'll receive the coveted title of ACCREDITED SPEAKER. 🎤

Editor's Note: For information and an application for the Accredited Speaker Program, write to the Education Department, World Headquarters, P.O. Box 10400, Santa Ana, CA 92711.

Pat Panfile, DTM, Toastmasters' 1980-81 International President, lives in Rochester, New York. He earned the Accredited Speaker title in 1983.

ARE YOU GOOD ENOUGH TO BE A PRO?

Toastmasters' Accredited Speaker Program is now accepting applications for 1988.

Toastmasters' Accredited Speaker Program is now accepting applications for 1988.

The Accredited Speaker Program is designed to recognize those Toastmasters who have attained a professional level of excellence in public speaking.

To qualify, you must be an Able Toastmaster (ATM) and a member in good standing of a Toastmasters club. You must have completed a minimum of 25 speaking engagements outside the Toastmasters club environment within the past three years. Then, you must pass a rigorous two-stage judging process.

Those Toastmasters who earn the prestigious title of Accredited Speaker will receive widespread recognition both inside and outside the Toastmasters organization. They will have taken the steps that can launch them on exciting careers as professional speakers.

Only a handful of Toastmasters have what it takes to become Accredited Speakers. If you think you're one of them, write to World Headquarters for details on how to apply. **The deadline for the 1988 program is November 1, 1987.**

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THE COMMUNICATOR

4606-4
Sandra Edwards, Editor

THE PILOTLITE

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Joan L. Webb, Editor

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Vicky B. Rumpf, Editor

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Danalee Lavelle-Burroughs,
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Cheryl Gaslowitz, Editor

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Vernon E. Tabor, Editor

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Eileen M. Smith, Editor

OUTSTANDING TOASTMASTERS OF THE YEAR

Kenneth G. Averill, DTM	D-F	James Murphy, CTM	D-38
Joe Jarzombek, DTM	D-1	Rick Sydor, DTM	D-39
Steve Acheson	D-2	Charles Badgett, DTM	D-40
Mary E. Fleming, ATM	D-3	Kent Keenlyne, DTM	D-41
John Nania, CTM	D-4	Leigh Anderson, CTM	D-42
Robbie Elliott, ATM	D-5	Joyce M. Eaton, DTM	D-44
J. Farrell Burho	D-6	Harry Gardiner, ATM	D-45
Ron Edson, ATM	D-7	Walter W. Leonard, ATM	D-46
William M. Schroeder, ATM	D-9	Dr. Nora E. Ramirez, ATM	D-47
Neal Rice	D-11	Jim Hymer, DTM	D-48
Patrick J. Lucey	D-13	Sandra Gregory, CTM	D-49
Dilbon Mobley	D-14	Barry Becker, ATM	D-52
Nancy L. Morris	D-15	Dennis Green, ATM	D-53
John Perry, DTM	D-16	Mary Ellen Hughes	D-56
Randall G. Knowles	D-17	Sonny Young, DTM	D-57
Allan Kaufman, DTM	D-18	Bill Benton, DTM	D-58
Merrold Blair	D-19	Marianne Haandrikman	D-60
David Nelson	D-20	Rudi Burgen, CTM	D-61
Dawn Miller, CTM	D-21	Richard Haskins, ATM	D-62
Phyllis K. Dean, DTM	D-22	Paul Kelso, DTM	D-63
Roland DeRose	D-23	Gordon McLroy, DTM	D-64
Judy Thorson	D-24	Joseph Cole, DTM	D-65
Alice Willhoite, DTM	D-25	Thomas Shelton	D-66
Anne Thompson, DTM	D-26	Eugene Reyes, III, DTM	D-68
Connie Kelley, ATM	D-29	Arthur Dingwall Gorrie, DTM	D-69
Allan Meyer, CTM	D-30	Bill Westray	D-70
Trudie Reed	D-31	Ursula Knox, DTM	D-71
C.W. 'Bud' Kinsman, DTM	D-32	Grant Pepper	D-72
Jean D. Poyet, DTM	D-33	Mary McDermid	D-73
Darlene Lightfuss, DTM	D-35	Howard Steinberg, ATM	D-74
Tuan Pham, DTM	D-36	Benny Trinidad	D-75
Marcia Barney, DTM	D-37		

OUTSTANDING AREA GOVERNORS OF THE YEAR

Betty A. Colston, ATM	D-F	Karen Tomaszewski	D-35
Bill Meyn, ATM-B	D-1	Ella Massey, ATM	D-36
Doug Johnson	D-2	Dewey Pressler, ATM	D-37
Roger A. Simpson, ATM	D-3	Johanne Schroeder, ATM	D-38
Rich Walsh, ATM	D-4	Clay Sigg, ATM	D-39
Edna Thiel, ATM	D-5	Dan Ferens, ATM	D-40
Mary Porter, CTM	D-5	Nancy Hansen	D-41
JoAnne Sorbel	D-6	Jim Phelps, CTM	D-42
Melody Firebaugh, ATM	D-7	Mary Koester, DTM	D-44
Stephanie L. Walsh, CTM	D-9	Bill Daoust, ATM	D-45
Frank Hirt	D-10	Elaine Armstrong, CTM	D-46
Eugene Senderak	D-10	Jo-Ann Verna, CTM	D-47
Alan Cirlin	D-11	Robert Handel, ATM	D-48
Samuel C. Weider	D-13	Jim Pitton, ATM	D-49
Vicky Pope	D-14	Patricia Stewart, ATM	D-52
Glenda Bloxham, CTM	D-15	Jeanne Latour, CTM	D-53
Barbara Joslin, CTM	D-16	Rick Link	D-56
Debby De Witt	D-17	Greg Pribyl, ATM	D-57
Allan Kaufman, DTM	D-18	Lorraine Wachter	D-58
Kevin Heinrichs, ATM	D-19	Allan Crosbie	D-60
Rosann Sauck	D-20	Rolland Besner	D-61
Lorna Doman, ATM	D-21	John Ashworth, ATM	D-62
Ron L. Harger, CTM	D-22	Charlie Mills, ATM	D-63
Gary E. Talada, ATM-S	D-23	Randy Penner, CTM	D-64
Nora C. Duncan, ATM	D-25	Francis 'Bud' Greane, CTM	D-65
Dennis West, ATM	D-26	Helen Fooshe	D-66
Mary Louise Cutler, ATM	D-28	Jan Derby, DTM	D-69
Ward Simmons, CTM	D-28	Simon Osborne	D-70
Victor Smith	D-29	Elizabeth Bruton, ATM	D-71
Marjorie Jaski, ATM	D-30	Russell Hendry	D-72
Julian Stone	D-31	Jenny Wren	D-73
Hardial Dhillon, ATM	D-32	John Grey	D-74
Patrick T. Stevens, ATM	D-33	Ed Ramos	D-75

UPDATE

6000TH CLUB CHARTERED

The Town Criers Club 6599-44 of Lubbock, Texas, became the organization's 6000th active club on June 15, 1987.

Sponsored by the Lubbock Club 884-44, the Town Criers Club is composed of city employees from various departments. The Club President is Director of Community Relations, Vaughn Hendrie.

According to Immediate Past District Governor Bob Barnhill, DTM, who was also one of the club's sponsors, the club chartered three weeks after their first meeting—which Bob feels may be a record in his district. Bill Johnson, DTM, was the first Toastmaster to make contact with the group and begin the marketing effort.

The club chartered with 35 members, has since added two more, and will begin a waiting list once the total membership count reaches 40. After two demonstration meetings and an Effective Evaluation module, the members enthusiastically submitted the chartering forms.

Doris Horton, Educational Vice-President, says the members pay their own dues, and that the city simply provides a room for the weekly meetings.

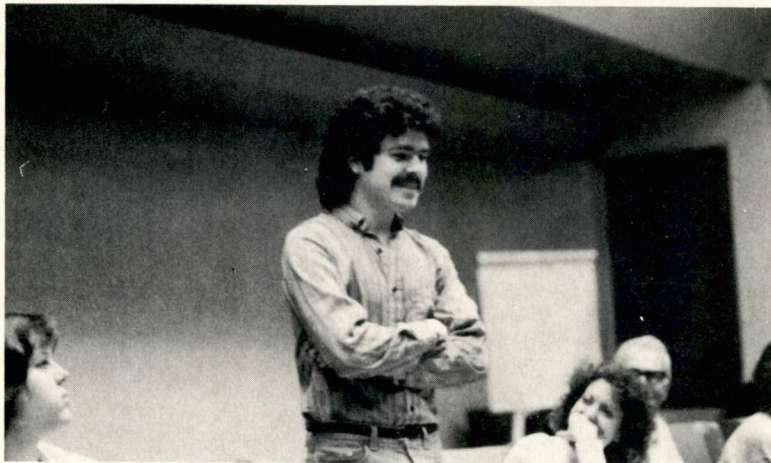
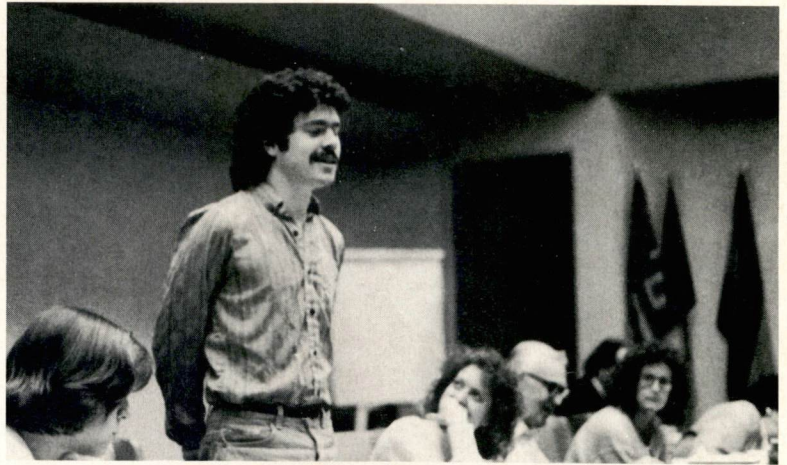
"We love Toastmasters," beams Doris. "The members make it a point to attend all the meetings. They see the benefits."

1986-87 International President Ted Wood, DTM, presented the club with a special plaque at the Annual Convention in Chicago.

Congratulations and best wishes to the Town Criers!

SPEECHCRAFT DEBUTS AT WHQ

Can a Coca-Cola employee adequately describe how Pepsi is bottled? Does a McDonald's worker know how Burger King prepares its



A Toastmasters employee learns what Table Topics is all about.

whoppers?

Job effectiveness often depends on first-hand knowledge of the product. That 'hands-on' experience has now been brought to the employees of World Headquarters through a recently completed Speechcraft course.

Sponsored by the Indian Professional Toastmasters Club (6366-F) and coordi-

nated by Warren Blumberg, the eight Speechcraft sessions exposed the staff members to the benefits Toastmasters has been offering for over 60 years. The course also helped the Speechcrafters gain a better understanding of what Toastmasters is all about, and why nearly three million people have participated in the Toastmasters programs.

WHAT AMERICANS FEAR THE MOST

A recent survey revealed that the top three phobias of Americans are the fear of public speaking, the fear of dentists and the fear of heights, in that order.

JOVITA FONTECHA CELEBRATES 20 YEARS

Jovita Fontecha's 20 years of service to Toastmasters were recognized at a recent staff awards presentation at World Headquarters.

Quiet, but with a ready laugh and delightful sense of humor, she has become a familiar and valued member of the WHQ staff. Executive Director Terry McCann praised the employee dedication and loyalty exemplified by Jovita as he presented her with a commemorative plaque at the ceremony attended by Andy, her husband of 27 years.

Jovita now works at a terminal in the Orders Department, entering over a hundred orders a day into the electronic memory of the computer system; but it wasn't always this way. She started with a keypunch



Jovita Fontecha congratulated by Executive Director Terry McCann.

machine, and can recall being the sole keypunch operator for all of WHQ.

There have been other

changes besides the technology, Jovita says. The headquarters building has been expanded and Toast-

masters membership has doubled.

Throughout all these changes, Jovita's been impressed by the number of employees who've continued with the organization. "We're friends here; it's very intimate. I think that's why everybody seems to stay."

It's easy to see that Jovita's coworkers are her friends. Although she hesitates to talk about herself, others aren't so reticent. "Bright, energetic and a great sense of humor," "steady and dependable," "enthusiastic and dedicated," and "cares a lot about other people" are a few of the ways in which her colleagues describe her.

Jovita herself affirms, "I like the feeling here compared to other places I worked. It's very satisfying to work for an educational organization like this one."

WHAT'S IN A NAME?

Continued from page 10

individuals.

So, I've had to hone my abilities to listen. I've had to increase my awareness of distinctive characteristics. I've had to take my time recognizing distinctions before I called out a name.

Each time I left the twins, I could carry away a mental image of each of them. Maybe take a piece of paper and write on it what I recalled about Aimee, and then about Renee. That would help impress a stronger awareness in my mind of each of them as individuals.

Everything each twin had said or didn't say, everything she did or didn't do, was a clue to her name.

Name becomes inseparable from personality, voice, face (even an identical one). If I neglect the name, or can't remember it, I end up missing a most important part of the individual. Names are so personal, an individual called incorrectly by name has the right to be indignant.

In this process, I cultivated an interest in each of the twins to the extent that I could ignore distractions when I was interacting with them. I became able to focus my attention on whichever one was talking to me at the time. No one

else was important at that moment.

I had to ask myself, am I an effective listener? Maybe I assumed that the twin standing in front of me had nothing very interesting to say. Yet at any moment that twin's conversation (monosyllabic as it might be!) was most important.

I would have time enough when I was alone—driving home from the office, chopping onions in the kitchen—to let my own thoughts reign supreme. But at that moment, the person there in view had something she wanted to communicate to me. It might take a bit of time to get expressed clearly—but it was there, nonetheless. I had to catch on to what *that* was to be able to catch on to the name of the speaker.

Meanwhile, I searched out distinguishing behavior in each of the twins. How did they react to a new visitor? How did they dispense with food they weren't fond of? Which toy did each select if offered more than one? For clues, I studied their facial expressions, their gestures.

Each time I said a twin's name, concentrated on what she was trying to tell me, grasped her ideas and personality, I was laying a brick. Soon I had built a mental structure that was strong, durable, impervious to the passage of

time: a structure that gave substance to the name.

As time passes, I will remember fewer incidents. My memory will be crowded with all I've handled and lived through. I may be forgiven for not remembering many of these, but never for not remembering a name.

Getting to learn the twins apart, as separate individuals, taught me a lot. I am near the point now where there is a name tag (visible to me alone) clipped to the coat or jacket of each person I am with.

When George, let's say, is talking to me, I think to myself: GEORGE is telling me, GEORGE wants me to hear, GEORGE is going to... When I leave, I think about what GEORGE has told me, what GEORGE feels is important, what color GEORGE's eyes are. Very soon I will understand and know who this person named GEORGE is, that GEORGE is unique indeed, and that he most certainly can't be called by any other name but GEORGE.

Now when I'm visiting my cousins, I always know whose shoelaces I'm tying. Maybe I should introduce Ted Johnston to the twins. 🍄

Deloris Selinsky is a freelance writer from Burlington, Massachusetts.

HALL of FAME

DTMs

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

Barbara Marie Breeden, South Bay Singles 2924-1, Torrance, CA
Ralph W. Pehrson, Totem 41-2, Seattle, WA
Mary Ellen Hudson, Toastburners 997-7, Salem, OR
Betty Squibb-Bennett, Demosthenes 972-9, Yakima, WA
Patrick J. Lucey, Early Birds 2255-13, Butler, PA
Bethlyn R. Rooney, Keystone 3139-16, Tulsa, OK
Bob Larmour, Prince George 3081-21, Prince George, BC, Canada
Betty Luback, Creative 5579-30, Chicago, IL
C.W. Bud Kinsman, Peninsula 3409-32, Gig Harbor, WA
Marvyn L. Drake, Hi-Liners 4457-39, Sacramento, CA
Wilson McEachern, Plainview 763-44, Plainview, TX
Frances Lorraine Mitchell, Plainview Evening 2123-44, Plainview, TX
Hadassa Legatt, Talk of the Town 1861-46, Flushing, NY
Maureen McReynolds, Capitol City 2048-56, Austin, TX
Reta I. Hough, Belleville 1617-60, Belleville, Ont., Canada
Shelly Devon Walker, Centennial 313-64, Winnipeg, Man., Canada
Wayne Christensen, Auckland 3593-72, Auckland, NZ
Mary Walker, Heritage 6480-72, Auckland, NZ

ATM Silver

Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

Lawrence S. Savell, Peninsula 174-1, Rolling Hill Estates, CA
Arthur H. Streich, Sunrisers 2140-6, Robbinsdale, MN
Patrick J. Lucey, Early Birds 2255-13, Butler, PA

Houston White, Eagles 4108-25, Dallas, TX
Fee Busby, Laramie Morning 5563-26, Laramie, WY
Ronald G. Lojewski, O'Hare Plaza 2683-30, Chicago, IL
Charles A. Hewson, GSA 4073-32, Auburn, WA
John G. Vigen, Ventura Sunrise 5575-33, Ventura, CA
Dewey R. Preslar, Jr., Salisbury 2380-37, Salisbury, NC
Herbert F. Long, Reveilliers 985-39, Sacramento, CA
Marcia Peters Sydor, Reveilliers 985-39, Sacramento, CA
Pat Bruns, Grand Lake 5136-40, Celina, OH
Louise Dietrich, Single Texas Talkers 4340-44, Lubbock, TX
Marvin W. Lawley, Hi-Noon 3963-48, Hunstville, AL
Mike Cohen, Van Nuys 172-52, Van Nuys, CA
Lynn C. Brown, Aiken 1355-58, Aiken, SC
Jack F. Rizzo, Belleville 1617-60, Belleville, Ont., Canada
Simon Osborne, Weston Creek 5483-70, Canberra, ACT, Australia

ATM Bronze

Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

Celesta M. Busch, Rancho Cucamonga 5247-F, Rancho Cucamonga, CA
Alvin H. W. Lo, Orbiters 2943-4, Sunnyvale, CA
William N. Lewis, Heads-Up 5021-4, San Jose, CA
Timothy Herman, Gusto Speakers 746-16, Farris, OK
John E. Peterson, Cass County 4010-20, West Fargo, ND
Ervin E. Dvorak, Bootstraps 2863-22, Kansas City, MO
Ken McNeely, Burkburnett 4231-25, Burkburnett, TX
Dennis West, RME 426-26, Broomfield, CO
Daisy Monsalve, SWEC 5261-31, Boston, MA
Edward E. Balduf, City of Dayton 747-40, Dayton, OH
Pat Bruns, Grand Lake 5136-40, Celina, OH
Frances Lorraine Mitchell,

Plainview 763-44, Plainview, TX
Steven L. Hightower, Downton 1145-44, Lubbock, TX
Marion L. Gion, Plainview Evening 2123-44, Plainview, TX
Robert W. Snyder, Communicators 4562-48, Huntsville, AL
Mike Cohen, Van Nuys 172-52, Van Nuys, CA
Dorthea M. Perry, Uncle Joe Cannon 127-54, Danville, IL
Augustus B. Buzz Swett, Mickinley 467-54, Champaign-Urbana, IL
Bill Benton, Sunrise 2124-58, Greenville, SC
Muriel A. How, Parliament Hill 5441-61, Ottawa, Ont., Canada
Nancy A. Crawford, Monday Mumbblers 2976-63, Chattanooga, TN
John Keen, Oatley RSL 787-70, Sidney, NSW, Australia

ATMs

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

Ed Childs, Whittier 3280-F, Whittier, CA
Jan K. Wright, Rising Stars 5050-F, Downey, CA
Philip Guy Rochford, Nat'l. Commercial Bank 5796-U, Port-of-Spain, Trinidad, West Indies
Bijay Singh Banthia, Dharan 1059-U, Dharan, Saudi Arabia
Robert Daniel O'Donnell, CSC Communicators 153-1, El Segundo, CA
Bob Dunning, TRW 990-1, Redondo Beach, CA
Mary Ann Joyful, South Bay Singles 2924-1, Torrance, CA
John T. Wolf, Transport 2227-2, Renton, WA
Eleanor J. Bandeka, Reddy's Toastmasters 1820-3, Phoenix, AZ
Joanne Schlosser, Twilite 3480-3, Tempe, AZ
Beverly Bender, Downtown 65-4, San Francisco, CA
Julia M. Biggs, G-E-M 4124-4, Sunnyvale, CA
Rich Sprotte, Heads-Up 5021-4, San Jose, CA

Lydia T. Elliot, Adventurers 2538-5, San Diego, CA
David S. Thorstad, Duluth 1523-6, Duluth, MN
Carlos Wickliff, Oregon State 3722-7, Corvallis, OR
Earl G. Crenshaw, West County 2905-8, Ballwin, MO
Howard O. Charnock, Atomic City 1760-9, Richland, WA
Louise M. Horvath, Cleveland 351-10, Cleveland, OH
Ronald F. Rouser, Logansport 621-11, Logansport, IN
Nellie B. Simon Lloyd, North Allen 1714-11, Ft. Wayne, IN
John F. Metzger, Early Bird 3292-11, Ft. Wayne, IN
Terri J. Kanter, Westside 6092-11, Evansville, IN
Susan Gilbert, Gwinnett 833-14, Gwinnett County, GA
Raymond L. Drayton, PB/T 4343-14, Atlanta, GA
Karen B. Hudson, Speakeasy 291-17, Great Falls, MT
David S. Rennie, Speakeasy 5544-17, Anaconda, MT
Ellen C. Tochner, Speakeasy 5544-17, Anaconda, MT
David G. Peterson, Westinghouse Friendship 1054-18, Baltimore, MD
Virginia Frances McConnell, Kritikos 1686-18, Fort George G. Meade, MD
Helen G. Byrd, Metro-West 2894-18, Baltimore, MD
Bernice E. McNair, Metro-West 2894-18, Baltimore, MD
Howard G. Malin, Ridge Runners 3226-18, Martinsburg, MD
Richard F. Dietz, Free State 3800-18, Baltimore, MD
Geraldine B. Roberts, Free State 3800-18, Baltimore, MD
Gil Wagner, State Center 4597-18, Baltimore, MD
Adela Griffel, Fort Dodge 597-19, Ft. Dodge, IA
Harvey Armour, Town and College 875-19, Ames, IA
Milton A. Cerny, Burlington 1340-19, Burlington, IA
Rosann M. Sauck, Lake Region 377-20, Fergus Falls, MN
David L. Watt, Top o' the Morning 3786-20, Fargo, ND
Harold A. Bjornson, Second Crossing 4943-20, Valley City, ND
F. W. Leeson, Strathcona 1611-21, Campbell River,

BC, Canada
Norma Soderholm, Strathcona 1611-21, Campbell River, BC, Canada
Bruce A. Graney, Revelstoke 4050-21 Revelstoke, BC, Canada
E. Jane R. Thompson, Sooke 6314-21, Sooke, BC, Canada
Kenneth A. Lee, Bootstraps 2863-22, Kansas City, MO
Helen Zakula Kennon, Power Masters 3985-22, Overland Park, KS
Jack M. Ramos-Needham, Centennial 5228-22, Garden City, KS
William L. Kirk, Los Alamos 607-23, Los Alamos, NM
Terry A. McFarlane, Kirtland MCS 4013-23, Albuquerque, NM
Edward L. Tremba, Kirtland MCS 4013-23, Albuquerque, NM
Rivers O. Burnett, University Park 2984-23, University Park, NM
Phyllis J. Mackey, 0630 1756-24, York NE
Harold Clark, Metro-Speakers 1470-25, Dallas, TX
Roger M. Koriath, Richardson Noon 2146-25, Richardson, TX
Sylvia R. Humble, Greater Bossier 2251-25, Bossier City, LA
Sharon D. McLellan, Longhorn 3178-25, Ft. Worth, TX
Linda Pope, Motorcrest 3318-25, Addison, TX
Julian G. Gonzalez, Texans 3859-25, Dallas, TX
Joe McNeely, Burkburnett 4231-25, Burkburnett, TX
Clarence J. Richardson, Athens 4714-25, Athens, TX
Alan W. Smith, Conversation Station 5413-25, Dallas, TX
Susan JoAnn Cartmill, Bell Plaza 5928-25, Dallas, TX
Janine S. Allen, Bodyshops 821-26, Denver, CO
Kevin Sandberg, Scottsbluff 944-26, Scottsbluff, NE
William Bache Brown, South Suburban 1399-26, Littleton, CO
Viola L. Smith, Greeley Evening 1490-26, Greeley, CO
Norman L. Reheme, Loveland 4553-26, Loveland, CO
Arthur F. Bender, The Oral Majority 3748-28, Plymouth, MI
Rudolph R. Kostelny, Eglin 1919-29, Eglin AFB, FL
John M. Senikark, Downtown 2552-29, Pensacola, FL
Paula C. Morton, Downtown 2815-29, Mobile, AL
Herbert W. Boyd, Jr., South Shore 923-30, Chicago, IL
Ronald G. Lojewski, O'Hare Plaza 2683-30, Chicago, IL
Patricia Caire-Williams, Johnson Products 2766-30, Chicago, IL
William G. Tansey, Loop 2819-30, Chicago, IL
Daniel P. Lynch, Orland Park 4871-30, Orland Park, IL
Warren K. Majerus, Glenside 5578-30, Glendale Heights, IL
Robert W. Johnson, Speakeasies 2992-31, Maynard, MA
Malcolm C. Wilson, Jr., Micro TMC 4331-31, Waltham, MA
Edmund S. Pietras, Bremerton 63-32, Bremerton, WA
Donnie L. Sprague, Puget Sound Naval Shipyard 1174-32, Bremerton, WA
Garth Koecke, Eyeopeners 4076-32, Tacoma, WA
Theodore Miller, Eyeopeners 4076-32, Tacoma, WA
Michael N. LeVine, China Lake 853-33, China Lake, CA
Bobbie Haberman, Eye-Opener 1675-33, Lancaster, CA
Clara B. Russell, Channel Island 2858-33, Port Hueneme, CA
Mary J. Finch, I'll Drink to That 3254-33, Las Vegas, NV
Jeanne M. Nelson, Talents Unlimited 4177-33, Lancaster, CA
Eddie Jennings, Point Conception 4184-33, Lompoc, CA
William T. Walker, Four Seasons 4245-33, Tehachapi, CA
Ben Bertram, 5-Cities 4603-33, Arroyo Grande, CA
Glen Adkins, Camper's 4736-33, Lompoc, CA
Edward W. Peterson, Milwaukee Metro Speakers 945-35, Milwaukee, WI
Patricia S. Roberts, Property Masters 2353-35, Milwaukee, WI
Roswell Beardsley, Reedsburg Area 2780-35, Reedsburg, WI
James E. Whitney, Crown of Laurel 77-36, Laurel, MD
John E. Hunt, Federal Center Southwest 651-36, Washington, DC
Edward E. Smith, Federal Center SW 651-36, Washington, DC
Edwin I. Pilchard, Federal Center 1260-36, Hyattsville, MD
Judith E. Pearson, Berhcerc 1630-36, Fort Belvoir, VA
Richard J. Ellis, Springfield 1792-36, Springfield, VA
Alton Wayne Jordan, Interior 2157-36, Washington, DC
Nicholas J. Clemens, Andrews 2184-36, Andrews AFB, DC
C. Vernon Hodge, Atomic Energy Commission 2901-36, Bethesda, MD
Samuel R. Hawkins, Annandale 3122-36, Annandale, VA
Vince Phillip, USDA 3294-36, Washington, DC
Terri Jo Warren, Speakeasy 3338-36, Arlington, VA
H. Joseph Flynn, FEMA 3846-36, Washington, DC
Lynnette M. Hucul, Energy 4572-36, Washington, DC
Cecilio A. Leonin, FIL-AM 5443-36, Washington, DC
E. Ray Coates, Gold Mine 241-37, Concord, NC
Wialillian Howard, Gold Mine 241-37, Concord, NC
Mary A. Brown, Greensboro 439-37, Greensboro, NC
Dorothy J. Bernreuter, Amelia Island 5568-47, Fernandia Beach, FL
Cody W. Foote, Auburn - Opelika 2165-48, Auburn-Opelika, AL
Betty Sue Jones, Blue-Gray 2459-48, Gunter AFB, AL
Joseph D. Burdette, Ampex 5304-48, Opelika, AL
Ron Nelson, City of Angels 251-52, Los Angeles, CA
Miguel Landa Camacho, Caltrans 2900-52, Los Angeles, CA
Scott Wesley Williams, Warner Center 2966-52, Woodland Hills, CA
Esmine Master, Southeast Speaker 2200-56, Houston, TX
Richard Villarreal, Business-Professional 2207-56, San Antonio, TX
Alfonso G. Calub, Fort Bend 5129-56, Rosenberg, TX
John G. Cotter, Oakland 88 88-57, Oakland, CA
Theodore E. Job, Diablo 598-57, Walnut Creek, CA
Ruth A. Parrott, Gateview 3958-57, Albany, CA
Diane R. Butler, Blue Cross 4293-57, Oakland, CA
Robert C. Marshall, Lexington 4171-58, Lexington, SC
Helmut Jurgeneit, Port Credit 1474-60, Mississauga, Ont., Canada
Vera Lorraine Cheong, Queen's Park 3234-60, Toronto, Ont., Canada
Yvonne Greig, Goodyear 4447-60, Islington, Ont., Canada
Daniel John Bowers, Milton 4778-60, Milton, Ont., Canada
Robert Rollinson-Lorimer, Milton 4778-60, Milton, Ont., Canada
Gilbert Haddad, Olympia 721-61 Montreal, Que., Canada
Elizabeth R. Bowen, Ottawa 1935-61, Ottawa, Ont., Canada
Phil Jensen, Capital 2722-61, Ottawa, Ont., Canada
Daniel Brassard, Quest 5651-61, Saint Foy, Que., Canada
Joseph L. Lowe, Cherry Capital 5116-62, Traverse City, MI
Donald R. Beadle, Breakfast 72-63, Nashville, TN
Ronald J. Box, Parthenon 1738-63, Antioch, TN
Terry A. Hurlbut, Harpeth View 3376-63, Nashville, TN
Richard Randolph, Rivergate 3930-63, Goodlettsville, TN
Jerry W. Davenport, AEDC 6048-63, Arnold Air Force Station, TN
Patty Lynn Morris, AEDC 6048-63, Arnold Air Force Station, TN
G. Robert Taylor, Assiniboine 419-64, Winnipeg, Man., Canada
Frederick E. Stock, Manitoba Hydro 940-64, Winnipeg, Man., Canada
Murray R. Smith, Dauphin 2991-64, Dauphin, Man., Canada
Harry C. Cheatwood, Jr., B&W 4286-66, Lynchburg, VA
Mirian H. Cox, Cenla 4715-68, Alexandria, LA
Ivy Foster, API Brisbane 900-69, Brisbane, Qld., Australia
Joel Cole, Drummoyne Rugby

2054-70 Drummoyne, NSW, Australia
Evelyn Jill Tait, Drummoyne Rugby 2054-70, Drummoyne, NSW, Australia
Marc Joseph Dicconson, City of Liverpool 2130-70, Liverpool, NSW, Australia
Mary O'Connor, Waterford 3794-71, Waterford, Ireland
Barbara Bassil, Maidenhead Speakers 5461-71, Maidenhead, Berkshire, England
W. I. Cruden, Palmerston North 1923-72, Palmerston North, NZ
J. H. Christensen, Upper Hutt 2782-72, Upper Hutt, NZ
Bruce Neil MacDiarmid, New Plymouth 2833-72, New Plymouth, NZ
Manuel R. Rebueno, Capitol 194-75, Quezon City, Philippines
Amando D. Duyo, Bayanihan 2844-75, Manila, Philippines

New Clubs

6588-F Electric Toasters
 San Bernadino, CA—Thurs., 6:45 a.m., So. Calif. Edison, 2885 Foothill Blvd., multi-purpose rm. (820-5182).
6606-F LAS
 Ontario, CA—Wed., noon, Lockheed Aircraft Service Co. (988-2411 ext. 2004).
6637-U Toastmasters Club Werdenfels
 Garmisch, West Germany—1st & 3rd Tues., 5 p.m., Rheinischerhof Restaurant.
1016-1 FHP
 Long Beach, CA—1st & 3rd Thurs., 5:30 p.m. FHP, 1000 Studebaker Rd. (429-2473 ext. 465).
4099-1 Candle
 West Los Angeles, CA—Candle Corp., 1999 S. Bundy Dr. (207-1400).
6595-1 Department of Health Services
 Los Angeles, CA—Wed., noon, L.A. Co. Dept. of Health Serv. West Area Admin. Off., 122 W. 8th St. (519-6056).
6607-4 San Mateo County
 Redwood City, CA—1st & 3rd Wed., noon, Courthouse Fiscal Bldg., conf. rm. 711 Hamilton Ave. (363-4339).
6608-4 Blue Shield Employee Association
 San Francisco, CA—Fri.,

noon, Blue Shield Bldg., 2 North Point (566-0369 or 665-6919).
6645-4 H-P Loudspeakers
 San Jose, CA—Tues., 12:05 p.m., Hewlett-Packard, 370 W. Trimble Rd. (434-6168).
6653 Esperanto
 San Francisco, CA—1st Sat., noon, Saigon Palace, Larkin & Eddy
6654-4 Los Gatos-Saratoga Board
 Los Gatos, CA—American Title, 20 S. Santa Cruz Ave. #315 (687-0922).
6630-5 Wizards of Ah's
 San Diego, CA—Wed., noon, SPDP 1401 Broadway (236-6815).
6602-6 General Communicators
 Golden Valley, MN—Wed., 7 a.m., M.A. Mortenson Co., P.O. Box 710 (522-2100).
6603-6 CST
 St. Paul, MN—College of St. Thomas, 2115 Summit Ave., 160 Murray Hall (645-0850).
6615-6 Datamasters
 Eden Prairie, MN—Thurs., noon, Dataserv, Inc., 12125 Technology Dr. (829-6000).
6624-6 Headwinds
 Minneapolis, MN—Mon., 6 p.m., 306 Coffman Memorial Union, Univ. of Minnesota (454-6123).
6625-6 Rum Rhetoric
 St. Francis, MN—Mon., 7 p.m., Scenec, Hwy. 47 (753-2686).
6634-7 East Winds
 Gresham, OR—Fri., 6:45 a.m., Elmer's Pancake House, 1555 NE Burnside (669-2450).
6591-8 Litchfield
 Litchfield, IL—1st, 3rd & 5th Mon., 6:30 p.m., Maverick Steak House, St. Rte. #16 @ I-55 (324-4414).
6629-8 Life Sciences
 St. Louis, MO—1st & 3rd Tues., 2nd & 4th Wed., Monsanto Life Sci. Ctr., 700 Chesterfield Village Pkwy. (537-6575).
6643-8 Shell
 Wood River, IL—2nd & 4th Mon., 5 p.m., Wood River Mfg. Complex (254-7371).
6640-13 Toastmasters-At-Large
 Large, PA—1st & 3rd Wed., noon, Westinghouse Electric Corp., 811 St. Rte. 51 S. (382-7666).
6619-17 Bozeman Gold
 Bozeman, MT—Fri., noon, Senior Social Center, 807 N. Tracy Ave. (586-0317).

6597-19 Swea City
 Swea City, IA—Tues., 6:45 a.m., Montgomery's Cafe.
6649-19 Wallace Toasters
 Des Moines, IA—Fri., noon, Wallace State Office Bldg., 5th fl. conf. rm. (281-4876).
6650-19 Atlantic
 Atlantic, IA—Tues., 6:30 a.m., Hardees Restaurant, Hwy. 6 E. (243-6801).
6673-21 BCIT P.M.
 Burnaby, BC, Canada—Thurs., 6 p.m., BCIT, 3700 Willingdon Ave. (251-1472).
6610-22 Kansas Farm Bureau
 Manhattan, KS—1st & 3rd Wed., 4:30 p.m. Kansas Farm Bureau, 2321 Anderson Ave. (537-2261).
6604-24 Star City
 Lincoln, NE—Sat., 9:45 a.m., Senior Citizen Ctr., 1435 "O" St. (483-7887).
6589-25 Sound Advice
 Ft. Worth, TX—Wed., 12:05 p.m., General Dynamics—Ft. Worth Division (777-5469).
6590-25 Roving 49ers
 Lewisville, TX—Sat., 5 p.m., 171 Campbell Dr., Lewisville, TX (267-9878).
6594-25 Giltspur
 Carrollton, TX—Alt. Fri., 7 a.m., Giltspur Co., 2140 Hutton Dr. (243-2140).
6593-25 State Farm
 Dallas, TX—Alt. Thurs., 3:45 p.m., State Farm Insurance, 17301 Preston Rd. (250-5367).
6600-25 East Texas
 Commerce, TX—Wed., 7:30 p.m., 1st National Bank, Washington & Sycamore (886-6039).
6623-25 Phoenix
 Ft. Worth, TX—11 a.m., General Dynamics, Grants Ln. (777-7661).
6639-25 Tale Spinners
 Barksdale AFB, LA—Mon., noon, Officers Club.
6586-26 Lamar Sunrise
 Lamar, CO—Wed., 6:30 a.m., Lamar Truck Plaza Ranchers Restaurant, 33110 Co. Rd. 7 (336-7383).
6618-26 Security Pacific Information Systems Stutter-Busters
 Denver, CO—Wed., noon, Security Pacific Information Systems, Inc., 1401 Del Norte St. (430-2119).
6633-26 High Plains
 F.E. Warren AFB, WY—Thurs., noon, Bldg. 807 (ISC) (775-2102).

6638-30 Hanover Chicago
 Chicago, IL—1st & 3rd Thurs., 11 a.m., 222 Riverside Plaza, 14th fl. (648-1454)
6644-30 Northern Telecom
 Morton Grove, IL—1st & 3rd Tues., 4:45 p.m., Northern Telecom, 6201 Oakton (967-6600).
6671-30 Cook County
 Chicago, IL—2nd & 4th Wed., noon, Cook County Bldg., 118 N. Clark, rm. 885.
6672-30 De Leuw-Cather
 Chicago, IL—Alt. Wed., 12:30 p.m., De Leuw-Cather Co., 525 W. Monroe, 10th fl. (930-5131).
6592-31 Sanborn
 Waltham, MA—1st & 3rd Tues., noon, Hewlett-Packard Co., 175 Wyman St. (890-6300).
6670-31 Mount Auburn Hospital
 Cambridge, MA—Wed., Mt. Auburn Hosp., 330 Mt. Auburn St. (499-5142).
6596-32 Gig Harbor
 Gig Harbor, WA—Wed., noon, Classic Restaurant, 3211 56th St. NW (565-7161).
6616-35 Door County
 Sturgeon Bay, WI—1st & 3rd Tues., 6:02 p.m., Commodore Inn, 1640 Memorial Dr.
4359-36 Sanity Seekers
 Lorton, VA—2nd & 4th Wed., 11:30 a.m., Lorton Training Acad. (643-1292).
6611-36 WGR
 Washington, DC—1st & 3rd Thurs., noon, American Health Care Assn., 1200 15th St. NW, 6th fl. (833-2050).
6585-36 Manassas Community
 Manassas, VA—1st & 3rd Wed., 7:30 p.m., Fittles Restaurant, 9612 S. Grant Ave. (369-5921).
6628-36 Parliamentarians
 Washington, DC—1st & 3rd Tues., 11:30 a.m., Post Theater, Ft. McNair (475-2064).
6617-39 Big Meadows
 Lovelock, NE—2nd & 4th Thurs., 7:30 p.m., Pershing County High School Library (273-2561).
6636-39 Melba
 Sacramento, CA—Mon., 5:15 p.m., Resource Management International, 1010 Hurely, #500 (924-1534).
6631-41 Chamberlain
 Chamberlain, SD—1st & 3rd Tues., 5:30 p.m., Charlie's, 606 E. King (734-6872).
6614-42 Spirited Speakers

Edmonton, Alta., Canada—
Mon., 7:30 p.m., Bonnie Doon
Composite High School,
8205 92nd Ave. (478-2740).

6620-42 Calgary Sunrise
Calgary, Alta., Canada—
Tues., 6:45 p.m., Alberta
Vocational Ctr., 332 6th
Ave. SE, 5th fl. (253-5676).

6622-42 Triangle
Edmonton, Alta., Canada—
Tues., 12:05 p.m., YMCA,
1003-102 "A" Ave.
(428-0281).

6632-43 Arkansas River Valley
Clarksville, AR—Tues., 7 p.m.,
Chamber of Commerce Bldg.,
Railroad St. (754-2904).

6648-43 Dyer County
Dyersburg, TN—2nd & 4th
Tues., 7 p.m., Western Sizz-
lin, 2700 Lake Rd. (285-8639).

6599-44 Town Criers
Lubbock, TX—Fri., noon,
Municipal Bldg., 1625 13th
Street, rm. 103 (762-6411).

6605-46 Prudential
Roseland, NJ—noon, Pruden-
tial Insurance Co. of America,
56 N. Livingston Ave.

6641-47 Power Talkers
Delray Beach, FL—1st & 3rd
Thurs., 5:30 p.m., Florida
Power & Light Co., 240 NE
2nd Ave. (278-3311).

6642-47 Sunrise
Ft. Lauderdale, FL—Mon.
6 p.m., Mills multipurpose
ctr., NW 31st Ave. & Sunrise
Blvd. (749-7784).

6651-48 Fort Payne
Ft. Payne, AL—Thurs., 6:30
p.m., Best Western, 1828
Gault Ave. N. (845-3631).

6655-52 AT&T
Los Angeles, CA—Wed.,
11:45 a.m., AT&T multipur-
pose rm. 333 S. Beaudry
Ave. Ste. 1101 (481-9525).

6601-53 Talcott View
Simsbury, CT—2nd & 4th
Tues., noon, Hartford Life
Insurance Co., 200 Hop-
meadow St. (683-8375).

6598-56 Fig Orators
Austin, TX—2nd & 4th
11:45 a.m., Farmers Insu-
rance Group, 17105 FM 1325
(244-4400).

**6613-56 Synercom Hi-Tech
Talkers**
Sugar Land, TX—2nd & 4th
Thurs., noon, Synercom Tech-
nology, 10405 Corporate Dr.
(274-1507).

6627-57 Fountaingrove
Santa Rosa, CA—Thurs.,
7 a.m., Hewlett-Packard,
1400 Fountaingrove Pkwy.

(577-3879).
6626-68 Talking Tigers
England AFB, LA—Tues.,
11:30 a.m., Officers Club.

**6612-68 South County
Speakers**
Port Arthur, TX—Thurs.,
6:30 p.m., Wyatt's Cafeteria,
4500 Gulfway (721-5294).

6587-70 Bong Bong
Bowral, NSW, Australia—2nd
& 4th Tues., 7:30 p.m., Staf-
ford Cottage, Ben Dooley
St. (894215).

**6621-70 Deloitte Haskins &
Sells**
Sydney, NSW, Australia—1st
Tues., & 3rd Mon., 4:30
p.m., Deloitte Haskins &
Sells, 255 George St.

6647-70 ACCA
Sydney, NSW, Australia—
2nd & 4th Tues., 6:45 p.m.,
Australian Chinese Com-
munity Assn., 2 Mary St.
(281-1377).

6609-72 First BNZ
Auckland, NZ—Alt. Tues., 5
p.m., Bank of New Zealand,
80 Queen St. (774700).

6652-74 Ladysmith
Ladysmith, Natal, South Africa
—1st Tues., 7 p.m., Crown
Hotel, Buckingham Rm.

Anniversaries

55 Years
Glendale 1 8-52, Glendale,
CA

40 Years
Anthony Wayne 521-11, Ft.
Wayne, IN

Lancaster 526-40, Lancaster,
OH

35 Years
Barstow 1180-F, Barstow,
CA
Kay Cee 638-1, Santa
Monica, CA
Newberg 588-7, Newberg,
OR
Lake Oswego 605-7,
Oswego, OR
Washington Crossing 1100-38,
Washington Crossing, NJ

30 Years
Beverly Hills 2576-1, Beverly
Hills, CA
Scottish Rite 2289-11, India-
napolis, IN
Elkhart County 2549-11, Elk-
hart, IN
Union-Camp 2587-14, Sa-
vannah, GA
Manhattan 2570-22, Manhat-
tan, KS
Kearney 1799-24, Kearney,
NE
Nor Easters 2494-38, Phila-
delphia, PA
Essex County 2567-46,
Montclair, NJ
Helsmen 2522-57, Vallejo, CA

25 Years
Park Central 3527-3, Phoenix,
AZ
Alamo City 1855-56, San
Antonio, TX
Blueridge 1514-66, Char-
lottesville, VA
Bankstown Sports 1519-70,
Bankstown, NSW, Australia

20 Years
Racine YMCA 2027-35, Ra-
cine, WI
Bathurst 2381-45, Bathurst,
NB, Canada

15 Years
Mun-E-Men 2732-2, Everett,
WA
Thunder Mountain 777-3,
Fort Huachuca, AZ
Downtowners 2944-11, India-
napolis, IN
Atlas 1536-49, Honolulu, HI
TNT 1831-65, Rochester, NY
Pukekura 2176-72, New
Plymouth, NZ
Hastings 3473-72, Hastings,
NZ

10 Years
Gold Brickers 49-4, Salinas,
CA
Sweetwater Valley 3225-5,
Bontia, CA
Moonlighters 431-9, Spokane,
WA
The Big "T" 694-11, South
Bend, IN
Loma 1020-17, Loma, MT
Longview Evening 3150-25,
Longview, TX
Santa Paula 528-33, Santa
Paula, CA
Simi Valley 3533-33, Simi
Valley, CA
Fresno Flat 4052-33, Oak-
hurst, CA
Woodland 2777-39, Wood-
land, CA
Speakeasy 3262-39, Reno, NV
Benoni Toastmasters
1315-74, Benoni, South
Africa

HAPPY ANNIVERSARY, TOASTMASTERS!

The year was 1924. Calvin Coolidge was in the White House. A young Babe Ruth was tearing the cover off baseballs with a mighty swat. And at the YMCA in Santa Ana, California, Ralph Smedley witnessed a dream come true.

History was made on the night of October 22, 1924, as Smedley Chapter No. 1 held its first organizational meeting. Since that night, nearly three million men and women have benefited from the Toastmasters program.

To celebrate the occasion, your club can help pursue Dr. Smedley's mission by welcoming new members to the group during September, October and November. In doing so, the club will achieve these rewards:

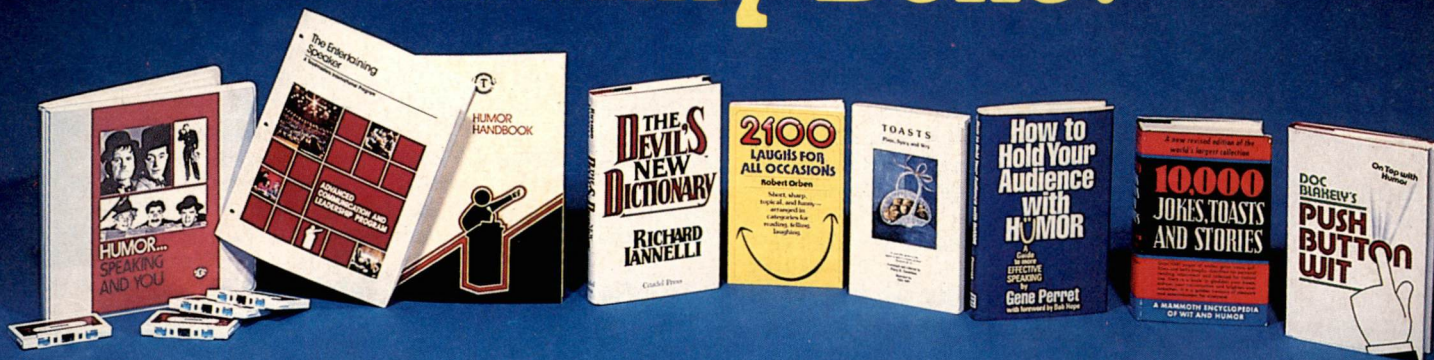
*Anniversary Month Banner Ribbon—for sponsoring 5 new members

*Special Trophy Cup—for adding 10 new members

*Top Club Banner Ribbon—for the club in each district that brings in the most new members during these months (minimum 5 to qualify)

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BOOKS

• **The Devil's New Dictionary (Code 8B)** By Richard Iannelli. Hardback. You'll chuckle at the wacky definitions, or dip in and get a funny slant on a word. This book is designed to help people who enjoy words enjoy them more, and it will help those who are afraid of words conquer their fear.

• **Push Button Wit (Code 19B)** By James "Doc" Blakely. Hardback. This treasury contains over 1000 one-liners, quips and short jokes, categorized by subject. This book gives you just the right line, joke or witticism for your particular needs... with push-button rapidity! In addition, you'll discover in this book how to deliver a line, how to build rapport with an audience, clever openings and closings, and leave your audience laughing and remembering.

• **2100 Laughs for All Occasions (Code 23B)** By Robert Orben. Paperback. In this book Robert Orben, top comedy writer and author of many humor books, has put together a rib-tickling collection of one-liners alphabetically arranged in hundreds of categories. Whether you want to brighten your conversation, formal talks

and memos, or are called upon to "say a few words," you'll find this an indispensable book.

• **How to Hold Your Audience with Humor (Code 28B)** By Gene Perret. Hardback. From his years of experience behind a lectern and as a comedy writer for the likes of Bob Hope, Perret knows that dashes of humor *belong* in a speech—even a serious one. Laughter helps you relax and your audience remember your message. You'll learn how to enhance your own style of public speaking with well-placed humor, whether you face a corporate board of directors, your club members or a circle of friends.

• **Toasts—Plain, Spicy and Wry (Code 29B)** By Perry E. Gresham. Paperback. Contains toasts for every occasion, including personal, humorous and international toasts. It includes information on the history of the art of toasting and the right time to give a toast. This book has been used by many well-known celebrities, including actor Dennis Weaver who says "This book contains a wealth of material for anyone. I thank you for giving me such a wonderful source to 'steal' from!"

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• **Humor Handbook (Code 1192)** Tips on using humor effectively in a speech. An educational manual, not a joke book.

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QTY

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- _____ **Push Button Wit (Code 19B)** @ \$20, plus \$2.50 shipping and handling inside U.S.; \$3.50 outside U.S.
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