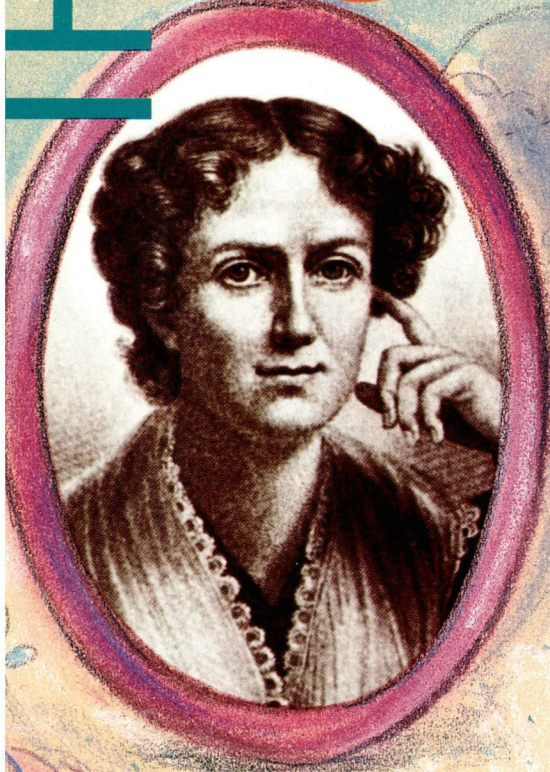


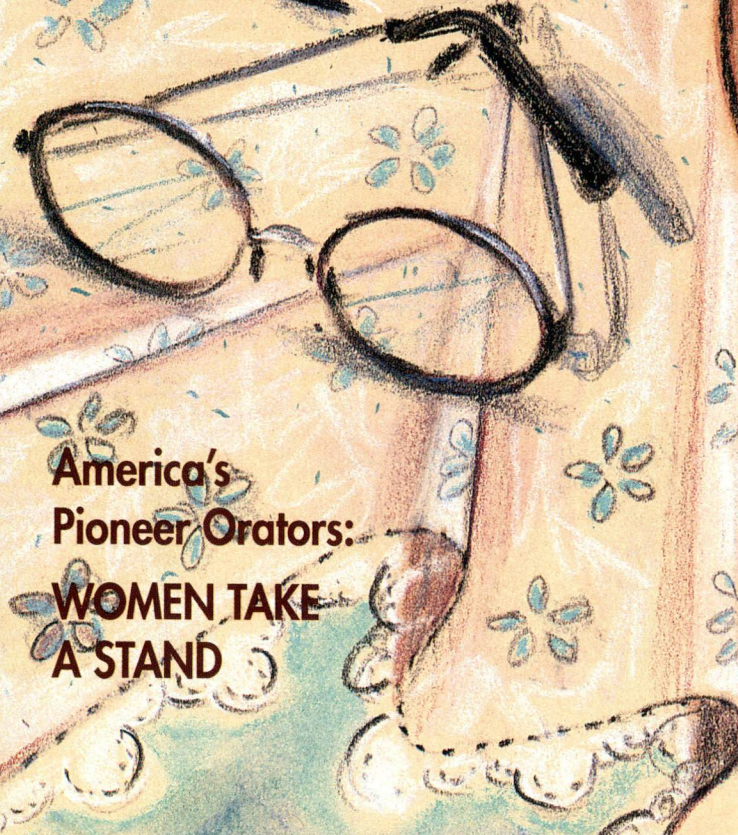
# THE TOASTMASTER

APRIL 1992



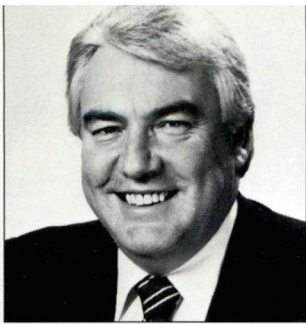
*The Unalienable Rights  
of a Citizen.*

- ~ Right to public discourse
- ~ Suffrage
- ~ Freedom from slavery
- ~ Pursuit of education



America's  
Pioneer Orators:  
**WOMEN TAKE  
A STAND**

**1992 INTERNATIONAL CONVENTION  
IN LAS VEGAS**  
For details, see page 24



## VIEWPOINT

## THE TOASTMASTERS

## CLUB: WHAT IT

## STANDS FOR

*"The Toastmasters Club is fundamentally an educational organization."*

DR. RALPH C. SMEDLEY

■ A Toastmasters club meeting offers an exciting, well-planned, educational program of Table Topics, speeches and evaluations. Each part of the meeting is designed for maximum learning opportunities. Preferably, speeches are delivered from the basic Communication and Leadership manual or one of the 12 advanced manuals. Manual speeches provide speakers and evaluators with a useful structure for giving good speeches and receiving constructive feedback.

Effective evaluations is the cornerstone of the Toastmasters educational program. Healthy clubs typically meet once a week, or at least bi-weekly. Regular, frequent meetings are essential if members are to wear the "many hats" of a Toastmaster and progress through the educational programs at a reasonable pace.

Toastmasters International is committed to quality in

each of its member clubs. Every club should be able to deliver educational programming that meets member needs. However, quality requires vigilance. Sometimes a Toastmasters club strays from its educational purpose and begins meeting for reasons other than helping people to learn listening, thinking and speaking skills. For example, some groups have formed Toastmasters clubs solely for social reasons, neglecting the educational objectives of a club. Other groups have formed Toastmasters clubs for political purposes in order to influence and control district operations, thereby usurping the authority of volunteer leaders elected by our clubs. Toastmasters clubs that do not meet to speak, evaluate and practice the principles of the Toastmasters program are not really Toastmasters clubs. The result is unfortunate in that people are getting together but are not receiving the wonderful benefits that Toastmasters can provide.

The Toastmasters club stands for one thing: education. The club educational program is precious, and should be guarded as such. Maintaining an outstanding educational program requires an investment of time and effort from both club officers and individual members. This is fundamental to club health and essential to the personal development and well-being of individual Toastmasters.

A Toastmasters club is a place where people learn the arts of listening, speaking and thinking. Its mission is to provide a mutually supportive and positive learning environment in which members can develop communication and leadership skills, which in turn foster self-confidence and personal growth.

The Founder of Toastmasters International, Dr. Ralph C. Smedley, was an educator by profession. He developed his concept of a Toastmasters club in the first quarter of this century. Despite the passage of time, his vision of what a Toastmasters club stands for is still valid today: that a club's educational program should be based on the fundamental principles of learning by doing and improving through constructive evaluation.

JACK GILLESPIE, DTM  
International President

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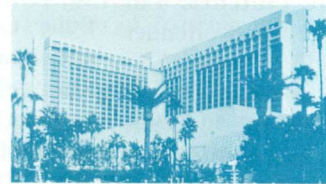
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# LETTERS

## A WORLD OF DIFFERENCE

What an inspiration to read "Toastmaster Helps Stop Russian Tanks" in the February Letters. How often do we have the opportunity to make a difference by speaking up instead of remaining silent? Think how important your words can be: They can literally make a world of difference!

JOE SAMORA, DTM  
LT. GOVERNOR MARKETING, DISTRICT 39  
SACRAMENTO, CALIFORNIA

## SPEAKING OF RULES

Three cheers for Raul Muñoz and his article "Toastmasters Correctness" (February). We use those nitpicking rules of thumb like crutches; I'm probably the worst offender in my club. It's good to overcome *compulsive* ah's, apologies and the like. But once we've learned the rules, we've earned the right to break them. Creativity needs nurturing acceptance. Thanks for the reminder.

HOPE E. ANDERSON, ATM-B  
SDG&E CLUB 545-5  
SAN DIEGO, CALIFORNIA

My congratulations to Raul Muñoz for having the wisdom and courage to say what's needed regarding the tendency to march in lockstep to the "rules" when evaluating a speaker.

It's pathetic to see a series of speakers advancing up the ladder in contests as if they were interchangeable parts taken off the same shelf. Like seven little doughboys stamped out by the same cookie cutter, most contest speakers seem to emulate some imagined, predefined model of perfection. As a result, their messages are lost to the formula. All this from an

organization that tells the world to join and become better communicators, yet it consistently rewards plastic practitioners of the "happy news" school of presentation.

Let's stop taking the easy "one size fits all" approach. Rather, let's help our members understand all of the communication tools available, expose them to options and teach them methods that will best convey their messages.

RAY KELLY  
SPEECHMASTERS CLUB 2996-27  
WASHINGTON, D.C.

## INTERNATIONAL MEETING IN AUSTRALIA

In conjunction with Australia's Coral Sea Celebrations, the Toastmasters clubs of Townsville will hold an International Toastmasters Meeting. The festivities, commemorating the battle of the Coral Sea, are expected to draw thousands of visitors from all over the world. Toastmasters are especially welcome!

The International Toastmasters Meeting will be held on May 6, 1992, at 7 p.m., at the Sheraton Breakwater Casino-Hotel in Townsville, Queensland. For more information, contact:

Mike Coleman, DTM  
P.O. Box 550  
Hermit Park, QLD  
4812 Australia  
Phone: 61 (77) 722047

## A GREAT GROUP

I have just joined the South Shore Toastmasters club and I love it! All members of our club are well prepared, the meetings are organized, and all functions are so well explained that one cannot help but learn. The evaluations tell you exactly

what you did right and what to improve upon. I am impressed!

I had no idea the Toastmasters program was so good; it's a pity the organization is not more publicity oriented. However, I'm now seeing to it that something is done about this - I'm doing it myself! I publish the Farm Management magazine for the Quebec Department of Agriculture, and in each issue I'm making a point to mention Toastmasters in some way. This way people from the agricultural sector can learn about Toastmasters and perhaps even join a club.

I look forward to a long and successful association with the South Shore Toastmasters.

LOUIS A. BERNARD  
SOUTH SHORE CLUB 7782-61  
ST. LAMPERT, QUEBEC, CANADA

## ATTENTION, SPANISH-SPEAKING TOASTMASTERS!

The Mexican Council of Toastmasters will hold its 12th National Convention in Monterrey, Nuevo Leon, Mexico during July 22-25, 1992. During the conference, the International Speech Contest will be held in Spanish. You are invited to participate! For more information, contact:

Mexican Council of  
Toastmasters  
Av. Niños Héroes 2687-6  
C.P. 44520  
Guadalajara, Jalisco, Mexico

## DON'T TOAST THE ROAST

For the past twelve years, as a full-time professional speaker, I have recommended Toastmasters as a positive place to build one's self-esteem. However, I find a real problem with your December 1991 issue. How

one can combine an article titled "The Power of Self Talk" with another called "Serving the Roast" is beyond me.

The first article suggests that you tell yourself good things. The second shows how other people can say bad things to you. I find it difficult to understand how taking cheap shots at a friend can enhance a friendship or improve that friend's life. It's like toilet papering a house - when the fun is over, the mess remains.

I think it's important that Toastmasters - one of the most positive organizations in the world - take the lead in eliminating these negative affairs. Roasts do little to build self-esteem and do a great deal to destroy it. I would like to see us replace them with sessions where we have to stand up and say what we *like* about the honoree. It's risky to be open about our feelings, but, in the long run, it will pay great dividends.

All in all, I think the magazine is great. I read it regularly, and I think Toastmasters is a very special organization. Let's keep it that way.

WILLIAM N. HODGES, DTM  
MIAMI VALLEY 1740-40  
DAYTON, OHIO

## CHEERS

I would like to take a moment to compliment your staff for what must be a lot of hard work in producing *The Toastmaster* magazine. Judging by the topics covered in each month's issue, it seems that you have a direct line to the Webster Groves Toastmasters club. The articles always seem so timely!

SKIP CAYWOOD, CTM  
WEBSTER GROVES CLUB 461-8  
ST. LOUIS, MISSOURI



## MY TURN

---

### ELECTED CLUB AND DISTRICT OFFICERS SHOULD SERVE MEMBERS' NEEDS AND ACT AS REPRESENTATIVES OF T.I.

---

# POLITICS? IN TOASTMASTERS?

By **Daniel Saxton,  
DTM**

■ Toastmasters International is an organization dedicated to the development of communication and leadership skills. At the club level it is just that. Each club and its members work toward one goal: to improve communication and leadership skills.

Each club elects officers to help the club succeed in obtaining these goals. When you look above the club level, however, a new dimension is seen. Communication skills are not the number one priority any longer; politics is. There appears to be a contest for power; who tells what to whom. This creates a division between the goal of Toastmasters International and the members of Toastmasters International.

The structure of Toastmasters International is as follows: the member, clubs, areas, divisions, districts, regions, and international. The individual Toastmaster is at the top, the most important part of the structure. The members elect the officers for their clubs. The top three club officers are the club's representatives at the area level. In some districts where Area Governors are elected, these club officers carry the vote to elect an Area Governor to represent their club. The other district officers are elected by members of the District Council. The District Council is comprised of the two top club officers, Area Governors, Division Lieutenant Governors, and the three top ranking district officers.

There is a certain amount of politics that is required. If it is your desire to hold an office,

you must campaign for the office you would like to hold. This stage is actually meeting the goals of Toastmasters International since you are using and developing your communication and leadership skills. The problem begins after the elections. It has been said that, "politicians are the servants of their constituents," as it should be. But for some, there is a metamor-

phosis. They become dominating, power hungry, manipulative dictators. This is against all the principles of Toastmasters International. If one person's growth is stunted by another's desire for strength and power, both have lost. If that elected officer believes he/she has all the answers and does not need to listen to anyone else, that officer has lost. Ultimately, the club member has lost.

To achieve the mission of Toastmasters International, as well as the ultimate goals of individual members, we must all work together, officers and members alike. We must use our newfound communication skills to help others in the organization. It should be the responsibility and priority of all officers to teach by example the skills they have learned to others wanting to follow them in leadership.

What good is authority if the members do not approve of the way you yield it? Being a club or district officer does not give anyone control or power over others. All officers must be responsible for their actions and answer to the member. Listen to what is being said, not to what you want to hear. Only then can we all work together as a team and achieve the goals that are before us.

Let's put politics behind us and the member's needs in front of us! **T**

---

**Daniel Saxton, DTM**, is a member of StorageTalk Club 4071-26 in Louisville, Colorado.

**"What good is  
authority if the  
members do not  
approve of the way  
you yield it?"**

# WHAT ABOUT BOB?

By Frank Jongema, CTM

EVALUATORS  
NEED TO EARN  
THE CONFIDENCE  
OF SPEAKERS  
IN ORDER TO  
INSPIRE THEM  
INTO ACTION.

**A few weeks after he disappeared from our Toastmasters gatherings, I met Bob at a political meeting. We greeted each other enthusiastically and chatted about the day's agenda before I dropped the bomb.**

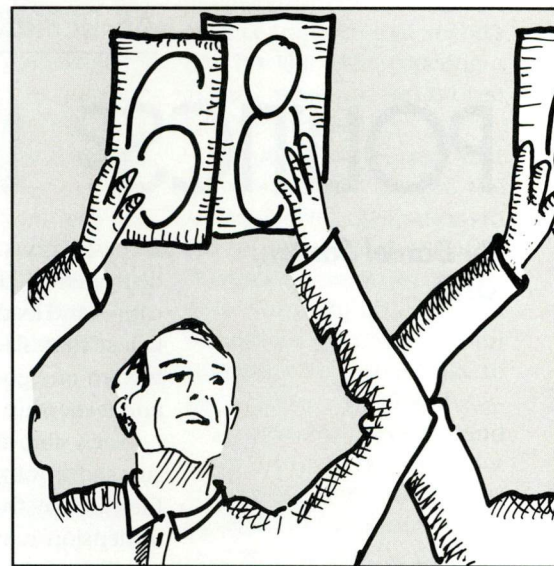
**"Bob," I queried, "I've missed you at Toastmasters. Will you be there this Thursday?"**

He responded slowly and deliberately. "No, not this or any Thursday. I'm not coming any more." Then he explained his reasons. Bob thought we ought to affirm people more often, and he suggested looking into the track record of the club's evaluations, which he deemed overly zealous.

Not that he had reasons for feeling slandered or maligned. I looked up to Bob as one of the club's best. A leader, a mentor. An example for budding proteges like myself. If I could only earn the affirmative evaluations he received I would be happy. But Bob had, and he wasn't.

While reading one of Solomon's proverbs recently, I remembered that conversation with Bob. Many of the tragedies we discussed that evening might have been averted by heeding this observation:

*"Faithful are the wounds of a friend,  
But deceitful are the kisses of an enemy."*

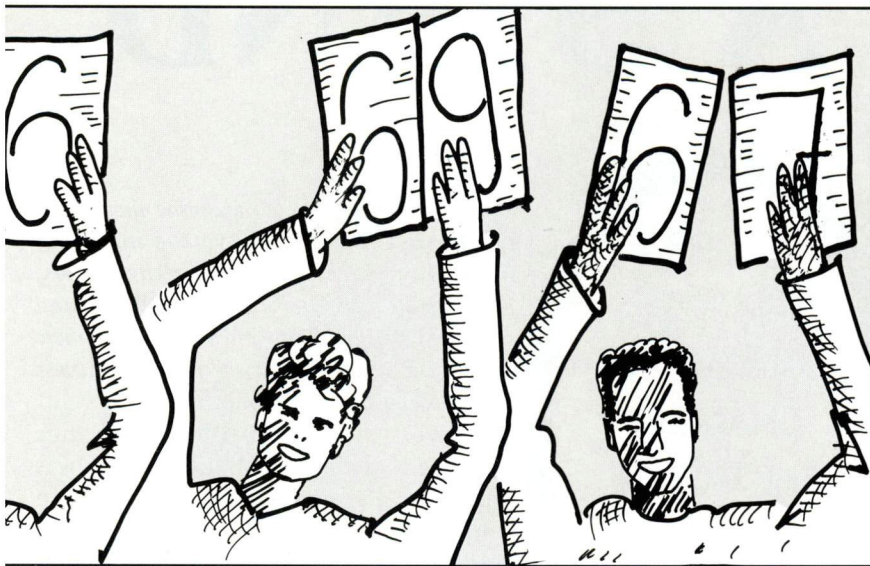


Applying Solomon's principle in Toastmasters will foster new growth and raise member retention. Obviously we should not use this as vindication for stabbing our friends in the back. Nor should we develop a sadistic preference for wounding friends over loving them. Rather, we need to view wounds (or "corrections") from friends as long-term advantages. In evaluating a speech, however, our intentions may be misunderstood and result in alienated relationships.

I believe evaluations rank second to practicing the speech itself as a catalyst for improvement. Improvement requires change, and change is uncomfortable. We're asking members to leave their comfort zones and enter the fringe of fear. Like a used car salesman we claim, "You can trust us! We're here to help you!"

The proverb's corollary lesson is equally obvious: only when we first befriend others will they view our suggestions, painful as they may be, as beneficial. We could follow Bob's alternate prin-

**"We're asking members to leave their comfort zones and enter the fringe of fear. Like a used car salesman we claim, 'You can trust us! We're here to help you!'"**



ciple of only reinforcing the positive: "Evaluations should never include suggestions for improvement." But practice doesn't make perfect. *Perfect practice makes perfect.*

#### **DON'T WHITEWASH**

How much do we really assist people who have come to us for advice by allowing them to rehearse mistakes? This would probably do more harm than help.

I believe evaluations encompass two primary profits for any Toastmaster. First, evaluations provide a valuable incentive for upgrading our skills. For example, one deficiency in my skills package vividly confronted me on my ninth speech. I detest reading speeches, and Toastmasters Inc. – obviously aware of my narrow repertoire – had inserted a to-be-read speech just prior to CTM achievement. "HA!" I thought. "I'll memorize the speech instead." But during my evaluation, a previously benign acquaintance

reminded the club of my speech's objectives. I'll never forget his closing comment: "Frank, I suggest you try this speech again." And, since I knew he had my best interest in mind, I consented to his suggestion. That small step back led to greater advances in both my speaking skills and self-confidence.

Evaluations, if handled correctly, also create valuable serendipities. I often hear of Toastmasters attributing career promotions to skills they've learned in their club. But effective communication is not the only talent we teach; another is working toward an objective.

#### **THE RUDDER OF A SHIP**

Positive progression through the speech manuals, for instance, publicly demonstrates our ability in both spheres. We find ourselves becoming a better communicator, parent, volunteer, organizer, friend, employee, supervisor, etc. Evaluations are not the only ingredient in this recipe for success. Without a speaker's motivation and action, evaluations comprise no useful purpose. So I view evaluations like the rudder of a ship. And the evaluator, like a ship's captain, helps to navigate the orator toward the rewards he seeks.

However, rudders only assist ships in motion. Our first duty as evaluators requires gaining the confidence of the speaker so we can inspire that person into action. This is one reason many Toastmasters clubs require prospective members to attend three meetings before joining. Rather than the club evaluating the guest, those three meetings allow the guests to observe the validity of our claims. Some clubs also request members to fill out biography sheets specifying personal goals. Most appoint mentors to guide less knowledgeable associates through multiple club roles. Whatever avenues used, the intent is to instill a sense of confidence among new members in their ability to speak, as well as in the club's ability to guide them. Failure to solidify this foundation sets the stage for members to jump ship, as in Bob's case.

Successfully navigating the course of a new Toastmaster begins once the "inspiration to action" is undersail. Our challenge at this stage is charting a course for those glorious destinations.

#### **CONSIDER PERSONAL OBJECTIVES**

I've found personal evaluations plot the straightest line. People join Toastmasters for

*Continued on page 15*

By Thomas Montalbo, DTM

# AMERICA'S PIONEER ORATORS WOMEN TAKE A STAND

"When a woman appears on the forum and makes speeches, she unsexes herself." Or so said prominent 19th century educator Horace Mann.

Indeed, for a woman to speak on a public platform in early 19th century America was both shocking and scandalous. To do so was considered unladylike, shameless... even unnatural.

## DARING TO SPEAK OUT

Freedom of speech in the newly formed nation was considered then, as now, an unalienable right. Nonetheless, America's first women orators faced abusive language and even physical violence from individuals and mobs. At the very least, their right to speak out in public was met by ridicule from newspapers and churches.

The first woman to risk her reputation and speak on the public platform in the United States was *Frances Wright*. Born in Scotland in 1795, she was orphaned at age two, raised by well-to-do relatives in England and given a fine education. Fascinated by the American Revolution and its promise of freedom, Wright immigrated to the United States. She soon saw the need for reforms. Wright objected to discrimination against women and thought slavery was "odious beyond all that the imagination can conceive." On Independence Day in 1828 she delivered her first speech, saying:

THEIR  
COURAGE  
AND DRIVE  
CHANGED  
THE FATE OF  
AMERICAN  
WOMEN.

*"It is for Americans...to examine their institutions, because they have the means of improving them; to examine their laws, because at will they can alter them...and remember that liberty means not the mere voting at elections, but the free and fearless exercise of the mental faculties..."*

Even more important than her speech was the fact that a woman was giving it. Her daring caused the press to dub her "the monster female" and the clergy spoke of her as "the great red harlot of infidelity." One critic said she wanted to "turn the world into a universal brothel," and pictured her as a goose in a dress.

Wright had expected such criticism, but it didn't stop her, because "I am not one who speaks my thoughts in whispers nor who does things in corners." To her, the denunciations were further evidence of prejudices to uproot. After her first speech, she began to give lectures across the country.

Confronting the issue of stepping outside the so-called "women's sphere," Wright said, "Perhaps among those who hear me, there are some who deem it both a presumption and an impropriety for a woman to reason with her fellow creatures...I should be tempted to ask whether truth had any sex..."

Her audience noted that she spoke eloquently in a strong pleasant voice with correct enunciation, smooth gestures, proper emphasis and well-chosen words. About the speech class she was organizing, Wright said, "*Public speaking ought to be the special study of all Americans... Whosoever, in these days, would be listened to, must address himself to the reason; but in so doing he will be most in-*





America's first female orator Frances Wright: "I'm not one who speaks my thoughts in whispers nor who does things in corners."

*judicious who neglects the conciliation of the feelings, or even who despises the pleasing of the ear."*

Wright's advice was continued by the other pioneer women orators, as you'll see in the following excerpts from their speeches. Their techniques are timeless and can help you in your own speechmaking today.

#### **OPPOSING SLAVERY**

*Angelina Grimke*, who came from an aristocratic slave-holding Southern family, was so agitated over slavery that she left home, went up North and became an eloquent reform activist. She felt compelled to help "the degraded, oppressed and suffering...to do all that I can to overturn a system of complicated crimes, built upon the broken hearts and prostrate bodies of my countrymen in chains, and cemented by the blood, sweat and tears of my sisters in bond."

Notice her stirring words and their arrangement in series of three, including the phrase Winston Churchill made famous 100 years later. While delivering another speech, Grimke was constantly interrupted by an angry, shouting and stone-throwing mob that had gathered outside the building to protest. Effectively using the technique of rhetorical questions, she asked:

*"What is a mob? What would the breaking of every window be? What would the leveling of this hall be? Are we wrong, or is slavery a good and wholesome institution? What if the mob should now burst in upon us, break up our meeting, and commit violence upon us, would that be anything compared with what the slaves endure?"*

Asking these questions was like putting words into the listener's mouth. Grimke could have framed them in declarative sentences, but not with the same effect.

Another pioneer orator, *Abby Kelley*, abandoned a teaching career to speak against slavery. In a speech referring to America as the land of the free, she said: "Free to snatch the babe from the arms of its father or mother – free to drag the husband and wife asunder! Free to scatter families to the four winds!"

Notice how she repeats "free" at the beginning of each thought segment. This creates rhythm and emphasizes her references to separating members of slave families. Her triple use of the word forcefully drives the message home and stirs the listeners' emotions. The brief passage is also noteworthy for its image provoking verbs: snatch, drag, scatter.

Addressing the issues of temperance, slavery and women's rights, *Ernestine Rose* travelled across 20 states exhorting her audiences into action. Known as "Queen of the Platform," much of Rose's eloquence was derived from rhetorical techniques such as repetition:

*"The slave groans in his chains; woman groans in her supposed inferiority and in her oppression; man groans in his ignorance; men and women groan in poverty; society groans in dishonesty, in falsehood, in dissipation, in vice, in crime, in misery."*

If Rose had substituted synonyms for "groans" and hadn't repeated "in" the last five times, the above passage would have lost its impact. Listeners respond to repetition of sound, which also reinforces their memory.

#### OTHER INJUSTICES

*Harriet Tubman* and *Sojourner Truth*, both former slaves, never learned to read or write. Deeply religious, they spoke against the suppression of their race with conviction born of personal experience. Tubman in particular faced many dangers and risked her life for the cause. Physically strong and highly resourceful, she often traveled to the South to help slaves escape to safety in the North.



*Harriet Tubman*

Sojourner Truth stumped the country addressing slavery, temperance and women's rights. A common argument in her day was that a woman's physical frailty made it impossible for her to do a man's work. A tall and muscular woman with a deep

voice, she thundered:

*"Nobody ever helps me into carriages or over mud-puddles. And ain't I a woman? Look at my arm! I have ploughed, planted and gathered into barns, no man could head me! And ain't I a woman? I could work as much and eat as much as a man – when I could get it – and bear the lash as well! I have borne 13 children, and seen most of 'em sold off into slavery, and when I cried out with my mother's grief, none but Jesus heard me! And ain't I a woman?"*



*Sojourner Truth*

Note the rhythmic flow of the refrain, "And ain't I a woman?" When she spoke, even the most unruly hecklers quieted down to listen.

*Frances Gage*, another pioneer orator, said Sojourner Truth "turned the sneers and jeers of an excited crowd into notes of respect and admiration."

Drunkness was widespread in the 19th century.

When told the problem was "none of women's business" *Amelia Bloomer* emphatically disagreed:

*"None of women's business! When she sees the husband of her love transformed into a bloated, staggering fiend! None of woman's business? When she is subjected to poverty, insult and abuse. None of woman's business? When her starving naked babies are crying for bread, and the cold winter blast almost congealing their life blood! None of woman's business! What is woman? Is she a mere toy, a plaything, a slave? Sisters, the liquor traffic does concern women deeply; and it is her business to see that it is ended!"*

Notice how Bloomer appeals to the emotions of her audience. In describing the desperate plight of the drunkard's wife and children, she sharpens the picture by using forceful words, arranging them in series of three and repeating over and over again the same key phrase.

#### TRUMPING P. T. BARNUM

Early in life, *Lucy Stone* prepared herself for public speaking because, as she said, "I expect to plead not for the slave only, but for suffering humanity everywhere. Especially do I mean to labor for the elevation of my sex."

But since it was virtually unheard of in those days for a girl to attend college and her father refused her plea, she worked for nine years and entered college at age 25. Allowed to attend public speaking class only as an observer, she studied

books on rhetoric and practiced speaking at women's meetings.

Rhetorical training also taught Stone to deal with audiences.

At a temperance convention the famous showman P.T.

Barnum entertained the audience with an amusing speech on the comic antics of a drunkard. This forced Stone, who as the next speaker was to address the evils of drunkenness, to shift the audience's mood from hilarity to seriousness. She improvised the following lines:



*Lucy Stone*

"I feel, after the treat we have had from our friend Barnum, that you may not find so tasteful the sober facts which I intend to speak about. I could not help thinking, when my friend Barnum was speaking of the drunkard, that while we could laugh at the picture, should that man have been our brother, father or son, we should feel the deepest pity and the deepest grief."

## WOMEN'S RIGHTS

In 1848 *Elizabeth Cady Stanton* and *Lucretia Mott* organized in Seneca Falls, New York, the first American Women's Rights Convention. Here are excerpts from Stanton's speech:



*Elizabeth Cady Stanton*

"...In the degradation of women the fountains of life are poisoned at their source. You can't have scholars and saints so long as your mothers are ground to powder between the upper and nether millstone of tyranny and lust. We do not expect our path will be strewn with the flowers of popular applause, but over the thorns of bigotry and prejudice will be our way, and on our banners will beat the dark clouds of opposition from those who have entrenched themselves behind the stormy bulwarks of custom and authority..."



*Lucretia Mott*

As an advocate of equality, Stanton said the spheres of men and women differ only according to a person's capacity. *Lucretia Mott* also believed that "capacity determines fear." She first spoke to a Quaker meeting at the age of 25, eventually obtaining official status as a minister.

Mott became an outspoken advocate of temperance, abolition and women's rights. She usually appealed to reason, expressed her convictions diplomatically, and was confident that truth would prevail. In describing her speeches, one critic said, "She stitched on proposition to proposition as adroitly, yet calmly, as if she were home knitting a pair of socks for her sleeping grandchild, while she gently jogged its cradle with her well-employed toe."

*Susan B. Anthony*, the best known of these pioneer women orators and activists, spoke on temperance, slavery and, especially, women's rights. In fact her speech, "On Woman's Right to Suffrage," is a model of organizational structure and logical analysis. She began by introducing her subject quickly, clearly and specifically. Then she

plunged into the body of her speech with a chain of reasoning based on facts and logic.

Quoting from the U.S. Constitution, Anthony emphasized: "It was we, the people, not we, the white male citizens, nor yet we, the male citizens, but we, the whole



*Susan B. Anthony*

people ...women as well as men who formed the Union." In defining "people," she drew an analogy between sex and race discrimination. Next, to further support her thesis, she presented other points addressed to the listener's intellect.

After comparing democracy with other forms of government, Anthony examined the results for both victims and government when people are deprived of the right to vote. Then she defined "citizen" by citing three dictionary authorities who agreed on the same definition. All this led to her conclusion: "The only question left to be settled now is, 'Are women people?' And I hardly believe any of our opponents will have the hardihood to say they are not..."

These are but a few of some 30 women who, at great personal risk, paved the way for independence, suffrage and freedom of speech to future generations of American women. Before the 1850s, public speaking was taboo for women. It took the firm moral convictions and personal tenacity of the iconoclastic *Frances Wright* to set a precedent, proving that a woman could withstand the hardships of travel and captivate audiences as eloquently as any man.

The courage, determination and drive of these women were of heroic proportions. As a result of their efforts, states passed laws protecting women's property and voting rights, educational opportunities multiplied, and they were allowed to enter professions previously held by men. In short: the door was opened for other women's rights in future generations.

Despite the remarkable achievements of the first women speakers, history books generally fail to give them due credit. Encyclopedias either overlook these women or provide very little information about their achievements. Standard anthologies rarely include their speeches or quotations.

America's pioneer women orators merit far better recognition and remembrance. Today, more than 100 years later, they are finally beginning to receive the credit they deserve. 1

**Thomas Montalbo, DTM**, a member of Sparkling Toastmasters Club 3602-47 in St. Petersburg Florida, is a frequent contributor to *The Toastmaster*.

*This article is adapted from one that originally appeared in The Toastmaster in January 1982*

*Do your meetings  
need help? Call on...*

# THE ONE-MINUTE TOASTMASTER!

*By Richard Seaman*

**A**re your club meetings a little ragged around the edges? Are your new members unsure how to perform their duties? Are there things experienced members should know but don't, or have forgotten?

Our club had all of these problems. In five months, our membership almost doubled, going from 20 to 37 members. So we had a shortage of experienced members, and every meeting brought home the need for more basic education about Toastmasters. But how to do it? We meet at 7 a.m. and our meetings are only one hour long, with a full agenda of three speeches followed by evaluations. Fortunately, I have found a way that is fun and educational, and doesn't take much time. I've introduced our club to the One-Minute Toastmaster!

The One-Minute Toastmaster is a 60-second educational "byte" about some aspect of the Toastmasters program. I started this practice last year when I became club President, and it's been a big success. Each meet-

ing, after guests are introduced and new members inducted, I'll announce loudly, "Now it's time for The One-Minute Toastmaster!" (Our club is so used to this ritual by now that, if I pause after "for," the members will complete the sentence for me!) Then I announce, "For the benefit of our guests and any members who haven't been here for a while, The One-Minute Toastmaster is one minute of information and education about some aspect of the Toastmasters program. Mr. Timer, may I have one minute on the clock please: give me a green at 50 seconds, a yellow at 60, and a red at 70. Are you ready? Let's go!"

I then launch into my presentation. Since I only have a minute, I've planned my presentation carefully and memorized it. Each one contains 180 to 200 words. Yes, I talk fast,

but this creates excitement and forces everyone to listen attentively. The excitement is heightened by knowing that I have no more than 70 seconds to complete my presentation. Everyone wants to see if I can beat the clock – and so far, I have! I always conclude with, "That's my One-Minute Toastmaster tip for today!" Not only is this a great way to educate and wake up everyone, but members are really taking the information to heart and using it, resulting in better club meetings.

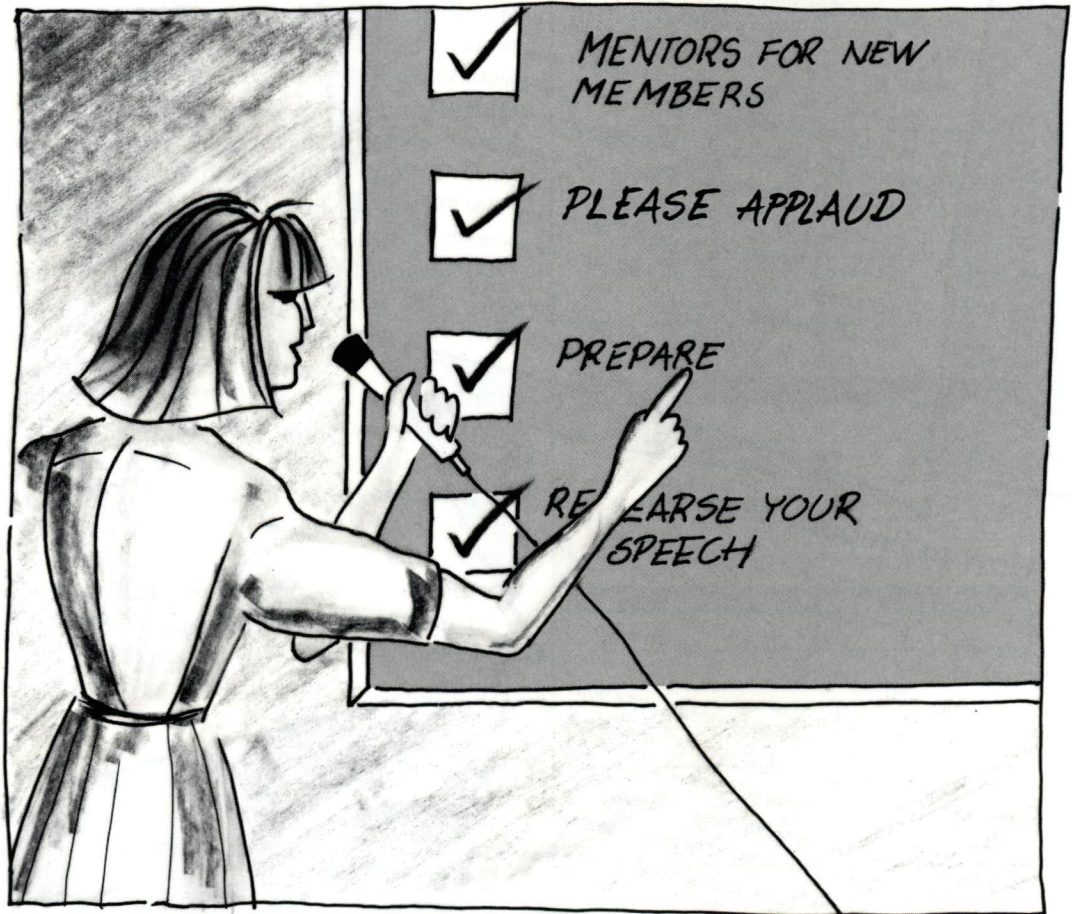
#### **POSSIBLE "ONE-MINUTE TOASTMASTER" TOPICS:**

- Control of the Meeting
- Importance of Applause
- Proper Speech Preparation
- Using Humor in Speeches
- Essentials of Effective Evaluations
- Mastering Table Topics
- The Duties of Each Functionary
- The Mentor Program
- Introducing the Speaker
- The Distinguished Club Program
- The Success/Leadership Program
- The Toastmaster Organization
- The Duties of Each Officer
- Proper Protocol
- Arriving Early to Meetings
- Filling Out a Membership Application
- The Supply Catalog

So far, I've been the only One-Minute Toastmaster presenter, but the club President needn't be the only one making such presentations – other club officers and experienced members may want to get in on the act. For example, the Vice President Education might discuss the mentor program, and the Vice President Membership could talk about recruiting members. You're not likely to run out of topics; just look closely at your own club meetings and the needs of your membership.

To start you thinking, I've listed some ideas in the box on the previous page. If you find that a topic is too big to cover in one minute, break it into several one-minute segments. I've also included the full text of some of my One-Minute Toastmaster speeches. Change them to suit your needs. (If you speak slower than I do, you'll need to shorten them to stay under 70 seconds.)

Why not introduce your club to this short but challenging routine? It's a great way to provide essential information in an entertaining way! **T**



## Sample ONE- MINUTE TOASTMASTER SPEECHES:

### Control of the Meeting

From the time a meeting starts until it ends, someone must be in control of the meeting. That person should be standing here, in front of the lectern, or behind it. If no one is here in charge of the meeting, it's like a car without a driver: we don't know where it's going - it may go off the road, out of control. All too often we don't have anyone in control of our meetings. Why? Usually it's because a speaker or evaluator finishes talking and then simply leaves the lectern and walks back to their seat and sits down. Don't do that!

Instead, always return control of the meeting to the one who gave you control. When you're done speaking, simply say "Mr. Toastmaster" or "Madame General Evaluator." Stand right where you are, smile and enjoy your applause – you worked hard for it! But be sure to wait for the Toastmaster or General Evaluator to come forward and shake your hand. Then return to your seat. If you do this, someone will always be in control of the meeting.

That's my One-Minute Toastmaster tip for today!

**Rich Seaman** currently serves as Vice President Membership of Scripps Toastmasters Club 1442-5, in the Scripps Ranch area of San Diego, California.

## How to Prepare (Part 2)

In my last "One-Minute Toastmaster," I spoke about the importance of preparation, and I suggested that for a good speech you need to spend 15 to 20 hours preparing. This morning I'll tell you one way to spend that time.

Two weeks before you're going to speak, write your speech out in full. Be sure that it's well-organized, with a strong opening and conclusion. Be sure your major points are clear and well-supported. Then read your speech and time it. If it's too long or too short, revise it. Over the next week, read your speech every day, rehearsing for ways to improve it.

Beginning one week before your speech, rehearse your speech at least eight times each day: twice in the morning, twice at noon, twice after work, and twice before bed. Use every spare minute to practice — in the shower, in your car, in the kitchen washing dishes — anywhere you can. Find ways to add vocal variety, gestures and facial expressions to strengthen your message. By the time you finally deliver your speech before the club, you'll have practiced it over 60 times! I guarantee you, you'll give a great speech!

That's my well-practiced "One-Minute Toastmaster" tip for today.

## Mentors

Today we installed two new members in our club, and each was given a mentor. But what exactly is a mentor? A Mentor is, by definition, a wise advisor. When an experienced Toastmaster volunteers to be a mentor, he or she becomes an advisor, a counselor and a coach for the new member. Mentors answer questions about club policies and procedures and help new members set goals and prepare for assignments. Most importantly, mentors offer support and encouragement to new members who may be a little unsure of themselves.

New members: take advantage of your mentor's experience. Ask your mentor to listen to your first few speeches and offer suggestions before you deliver your speech to the club. Your mentor will be flattered that you asked, and you'll give a better speech, too!

And mentors: Don't wait for your new member to ask for guidance. Suggest ways you can help, and plan a meeting to answer questions and set goals. If both the mentors and new members work together as teams, our clubs will benefit not only from seasoned experience, but also our new members will get off to a great start!

That's my "One-Minute Toastmaster" tip for today.

## Preparation (Part 1)


I'm often asked, "How good do you want to be?" with a question: "How good do you want to be?" If there is any one factor that sets the average speech apart from the great speech, it's preparation. and I'm sure you can too. Fortunately, preparation doesn't require talent, just time.

How much time should you spend? A good minimum is one hour for each minute you'll speak. If you want to do more than just "get by," plan to spend two or three hours for each minute you'll speak. And if you have to research your speech, you'll need to spend much longer. I typically spend 15 to 20 hours per speech, and I have spent five hours preparing a One-Minute Toastmaster presentation! A recent winner of the International Speech Contest confessed that, preparing, 2,000 hours! That's the equivalent of 40 hours per week for 50 weeks! Perhaps you won't need quite so much time, but remember that it's not a great idea to start your preparation for a Thursday morning speech on Wednesday night!

How much time should you spend preparing? Well, how good do you want to be? That's my "One-Minute Toastmaster" timely tip for today.

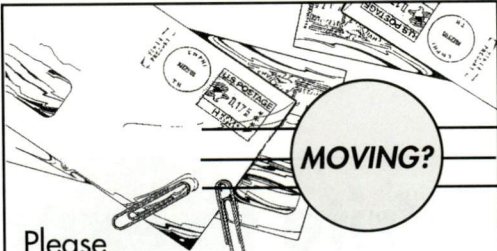
Continued from page 7

sundry reasons, and they may develop specific aspirations for a particular speech. A wise evaluator, then, considers the objectives of both the speaker *and* the speech. Too often we evaluate by the standard examples of what makes a perfect professional proclamation. No ahs, hands thus, wide gestures, get away from the lectern (or notes), and never thank the audience. But maybe our new member doesn't want to be a flawless public speaker. Perhaps Mike joined the club to better express himself in personal relationships? Maybe Stephanie longs to communicate her opinions without hesitation or embarrassment? If we could show these Toastmasters how to obtain their goals by reaching the suggested objectives, would they listen? Indubitably! Would they be grateful? Definitely! Even if we suggest ways to improve? Try it!

Now...what about Bob? Mending our ways may not change his opinions at this point, but there are many other Bobs out there, all of whom are prospective members. Bobs searching for a mentor to teach and live the truth. Bobs longing for a faithful ally who has earned the right to offer advice. Bobs needing a trustworthy comrade who, having gone that path before, could walk alongside to show the way. Can you imagine a group of these people, all flourishing in the supportive atmosphere of a Toastmasters club? Bright horizons await both individuals and clubs who, in the tradition of Solomon, practice the proverb of faithful friendship. 

**Frank Jongema, CTM**, is the Vice President Education of Grand Terrace Club 290-12 in Grand Terrace, California.

**"Too often we evaluate by the standard examples of what makes a perfect professional proclamation."**



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Complete Title (club, division or district office) \_\_\_\_\_

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**Write to express,  
not to impress.**

**"IT'S IMPORTANT TO COMMUNICATE CLEARLY  
IN BUSINESS AND UNDERSTAND THE  
CONSEQUENCES OF FAILING TO DO SO."**

■ "Put it in writing!" That's a common expression around the office, and it's correct. In the business world, nothing really counts or is official until it's on paper. Yet our own writing or that of others is often incomprehensible. Or even worse, it sounds as if two computers were having a conversation!

Toastmasters have a real advantage here. Most of what you've learned about giving great presentations will help you write better, crisper, more focused letters, memos and reports. How many times have you heard that the best speakers in an organiza-

**WHY PEOPLE WRITE POORLY**

Some people think good writing is expansive and formal. That couldn't be further from the truth. The key to good writing is *communication*. We must write to express, not to impress.

Anybody can sound impressive without making sense. Take Phillip Broughton's clever "Systematic Buzz-Phrase Projector," for example. Want to sound really impressive? Select any number between 000 and 999 and you'll have an incredibly impressive phrase that means absolutely nothing!

# From good speaking to better writing

*By James G.  
Patterson*

tion get promoted the fastest? That's the reason many of you joined Toastmasters in the first place. Well, the same is true for writing: the best writers also get promoted.

Good writing skills have other practical advantages: less time is lost trying to figure out what the author really meant, and good writing habits can set the tone for an entire organization.

Although most of us work for organizations, there is no reason to write like one. Remember, the recipient is another person – not a machine. People identify with other people, not things.

Fortunately, bad writing can be cured. The first step to good writing is to recognize there is a problem and then follow a few easy guidelines. While much of the following advice no doubt will sound familiar to you, it's up to you to follow the prescription.

**THE SYSTEMATIC BUZZ-PHRASE PROJECTOR**

Column 1	Column 2	Column 3
0 integrated	0 management	0 options
1 total	1 organizational	1 flexibility
2 systematized	2 monitored	2 capability
3 parallel	3 reciprocal	3 mobility
4 functional	4 digital	4 programming
5 responsive	5 logistical	5 concept
6 optional	6 transitional	6 time-phase
7 synchronized	7 incremental	7 projection
8 compatible	8 third-generation	8 hardware
9 balanced	9 policy	9 contingency





**“Although most of us work for organizations, there is no reason to write like one.”**

Let’s see how this works. Picking the number 9-5-3 would give you the phrase “balanced logistical mobility” – something that would make anybody’s writing sound most impressive. Trouble is, nobody would know what it means! Most people would never admit they didn’t understand it for fear of looking like an idiot. Of course, you and I know the true fool is the writer who uses nonsense phrases.

That leads me to the second reason people write so poorly: it’s hard to pin down someone for something if you can’t understand what they wrote in the first place. If you don’t fully understand what it is you’re writing about, what better way to hide your lack of understanding than to use big puffy words? Of course, this isn’t communication – it’s writing to impress, not express.

Along with that comes the tired old excuse, “Good clear writing is fine, but my boss won’t let me write that way!” Now

there’s an intelligent reason to write poorly! Truth be told, most people have never *tried* to write clearly. If they did, they’d probably discover that their boss and customers really like it. Numerous surveys show that the problem is perception: middle managers *think* their bosses want them to write impressively, but the bosses actually want the middle managers to write *clearly*!

A third problem of bad writing is that it lacks organization. People best understand writing (or speaking) when it’s presented in a logical format. Does it have a beginning, middle and end? If in doubt, read your writing out loud to someone. Does it make sense? If it doesn’t, start over.

A fourth cause of bad writing is an insistence by some to write in the ‘passive voice.’ For instance, the sentence “The dinner was served by Molly” is passive. Wouldn’t it be easier and clearer to write, “Molly served the dinner”? The second

sentence, written in the preferred 'active voice,' is effective because the reader instantly knows what's being talked about. When you write or speak in the active voice, you assign (or take) responsibility for an action. Often people get in the habit of writing in the passive voice because they don't want to take responsibility.

Consider this passive sentence: "The project won't be completed by this office in time." Rewriting this in the active voice, we have "I (John, she, etc.) won't complete the project in time." Not only does the active voice force a writer to assign or take responsibility, it also makes for a shorter sentence. Shorter sentences (and words) are much easier for your brain to process, giving you more energy to spend on ideas.

Now that we know some key elements of bad writing, here are some ways to improve your own:

- 1. Get to the point.** Put the conclusion at the beginning of your writing, not at the end. How many times have you listened to a speaker and wondered what the heck he was trying to get at? Don't make a reader or listener guess at the point of your message; get it up front. Here's a suggestion: ask yourself if you had but one sentence to use in your writing, what would it be? More often than not, that will be the bottom line.
- 2. Write in a style that comes naturally to you.** Write as though you were talking to another person. It's O.K. to use personal pronouns like I, you, we, she – they give your correspondence a human touch.
- 3. Plan your writing.** Good writing rarely results from a blind plunge into the message. Your brain needs to see something on paper – or computer screen – before it can begin to organize the ideas. You don't need to plan? What if an architect built buildings that way!
- 4. Revise and re-write.** Few people get it right the first time, so edit your own writing. It's the most important step to improving it. The best writers in the world continually revise their manuscripts. In fact, the design and revision phase of writing should take up to 50 percent of the time you spend writing.
- 5. Practice writing clearly.** The goal of communication is to be understood. Keep your sentences to 20 words or less. Why? Anything longer probably won't be very clear. In addition, use shorter, more common words. Why write *utilize* when you mean *use*? People are judged on the power of their ideas, not their long sentences and difficult words. Say precisely what you mean. Most of the time, a shorter word is more precise. If it isn't, use the longer word. A rule of thumb is to keep long words (three syllables or longer) down to 15 percent or less of the total words you use. There is nothing so complex that it can't be expressed clearly. Just check the writings of Albert Einstein, the greatest

mind of the 20th century. Most of his writing is below a 12th grade reading level!

- 6. Say what you mean.** This point relates quite nicely with using shorter sentences and words. Chop out all those low information content (LIC) words and phrases.

Instead of:	Write:
a majority of	most
at the same time as	while
utilize	use
for the purpose of	for; to
for this reason	because
in connection with	about
bringing to a conclusion	conclude

Clichés are similar to LIC words and phrases, except their presence is more obvious and can be more damaging. Whereas LIC words and phrases impart a sense of vagueness to writing, clichés make the writer sound artificial, insincere or pompous.

Avoid using words and phrases like these:

"and/or"	"the bottom line is"
"enclosed herewith"	"last but not least"
"for your information"	"regarding the matter of"
"with reference to"	"you are hereby advised"
"as a matter of fact"	"we would appreciate it if"

**R**eview the causes of bad writing and then take a look at some samples of your most recent writing. Do you or your employees make the same mistakes? Realizing the existence of a problem is the first step toward improvement.

Then review the ways to improve your writing. Write to the point. Don't keep your reader in suspense. Remember to write naturally. You are, after all, writing to a fellow human being, not a machine. Make sure your writing is organized. Then revise and rewrite. Write clearly. Finally, say what you mean and eliminate all of the low information content, cliché words and phrases from your writing.

It's important to communicate clearly in business and understand the consequences for failing to do so. A poorly worded order that results in too many parts going over to the plant too late; a weak report that fails to motivate home office executives to replace that faulty sprinkler system; a fuzzy memo to employees – all increase the cost of doing business. Such mistakes and misunderstandings are simply a waste of time and money. Toastmasters have the unique advantage of already knowing many of the rules of good writing, since many apply to good speaking as well. The above six rules can serve as reminder to make you communicate effectively – in writing as well as in speaking. **T**

**Jim Patterson** is a speaker, trainer and consultant in business communication and marketing who lives in Tucson, Arizona.

**Y**OUR DELIVERY WOULD HAVE BEEN enhanced if your speech had been better constructed."

Have you ever received a speech evaluation like this one? Every Toastmaster is a speechwriter, but while we receive regular feedback on the delivery of our speeches, we rarely get the same kind of guidance concerning their construction. To this end, I've compiled 10 rules of thumb from venerable communicators from the past. Their advice should help to make your speechwriting easier and your delivery more effective.

**CHESTERTON'S LAW:** "THERE IS NO SUCH THING ON EARTH AS AN UNINTERESTING SUBJECT; ONLY UNINTERESTED PERSONS." (G.K. Chesterton, English author, 1874-1936)

This was Mr. Chesterton's really profound way of saying that any subject can be made interesting by a skillful speechwriter. Stimu-

late the audience's curiosity! Dangle just enough information in front of the listeners to draw them into your subject.

**MONROE'S DOCTRINE:** "IN BAITING A MOUSETRAP WITH CHEESE, ALWAYS LEAVE ROOM FOR THE MOUSE." (Hector H. Monroe, 1870-1960)

This differs slightly from President James Monroe's doctrine, which ends with "always leave room for the Western Hemisphere." While Monroe advocated non-involvement from other nations, you, on the other hand, want to involve your audience. So, as you stimulate your listener's curiosity, allow them to draw their own conclusions. Don't give them too much too fast. Make them think!

**LAWRENCE'S EDICT:** "WRITE WHEN YOU FEEL SPITEFUL: IT'S LIKE HAVING A GOOD SNEEZE." (D. H. Lawrence, English novelist, 1885-1930)

Your creative juices flow in a torrent when you write during emotionally charged periods. Get excited about some-

thing and then jot down what you are feeling. It's a great way to channel frustration into creativity! (Do not, however, try writing *while* sneezing.)

**WILLIE'S DECREE:** "SCRIBBLE, SCRIBBLE, SCRIBBLE!" (William, Duke of Gloucester, 1743-1805)

I am blessed with the ability to "work" in my sleep, but I am cursed with the world's worst memory. That's why I keep a notebook in my nightstand. It's common for me to wake from a sound sleep only to begin writing furiously, hoping to get an idea down before it fades. Ideas probably come to *you* at all hours of the day. Jot them down as they occur.

**THOREAU'S DICTUM:** "LIFE IS FRITTERED AWAY BY DETAIL. SIMPLIFY! SIMPLIFY!" (Henry David Thoreau, American essayist and poet, 1817-1862)

This is what separates the Really Smart (But Dead) Guys from you and me. We probably would have just said, "Keep it simple, Hank."

**STREATFIELD'S PRECEPT:** "FACTS SPEAK LOUDER THAN STATISTICS." (Geoffrey Streatfield 1897-1978)

As Really Dictatorial (But Just-as-Dead) Guy Joseph Stalin once said, "A single death is a tragedy, a million is a statistic." Don't get bogged down in numbers. Often a single, well-told anecdote is all the "proof" most people need.

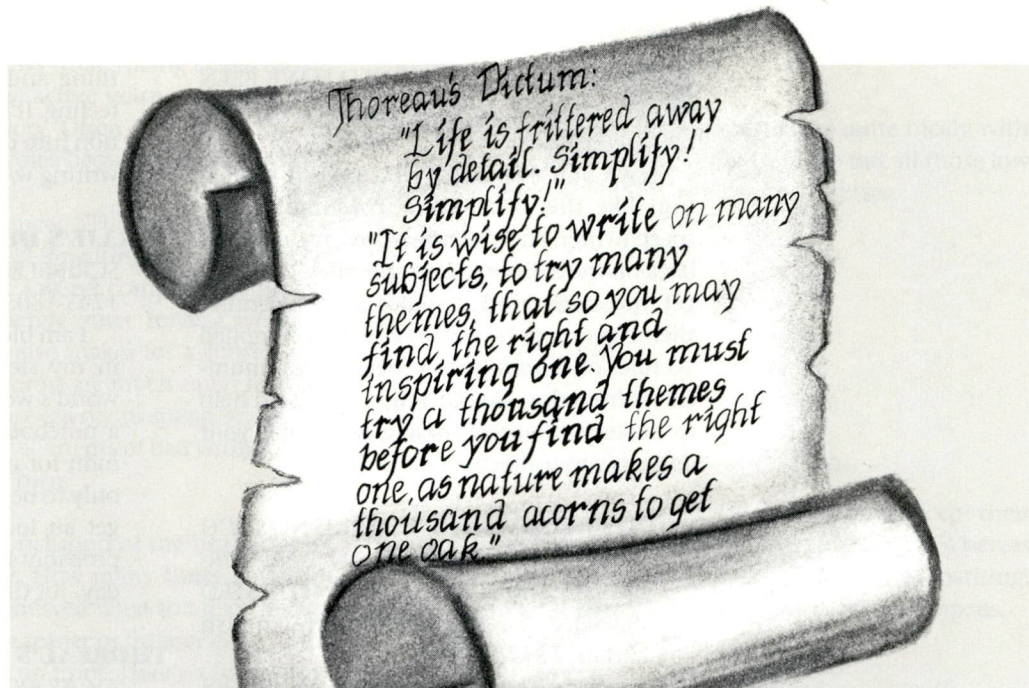
**FRANCE'S CANON:** "WHEN A THING HAS BEEN SAID AND SAID WELL, HAVE NO SCRUPLE. TAKE IT AND COPY IT!" (Anatole France, Nobel-prize winning French author, 1844-1924)

This Anatole guy was so smart, they named a country after him. So who are we to argue? Get a copy of Bartlett's Quotations, Bloomsbury's Thematic Quotations or Peter's Quotations, and steal from the best.

# BUILDING A BETTER SPEECH

By Charles M. Segaloff, CTM

SPEECHWRITING  
TIPS FROM  
10 INCREDIBLY  
SMART GUYS  
FROM THE PAST.



**"If you find yourself particularly impressed with any portion of your speech, you have probably lost all objectivity about it."**

**RICHARDSON'S RULE:** "THE MOST PRECIOUS THINGS IN SPEECH ARE PAUSES." (Sir Ralph Richardson, English actor, 1902-1983)

Ah, the pause that refreshes! As you write your speech, read it aloud to yourself and insert pauses where they will be most effective. Pauses can add emphasis, set the mood, create suspense, and aid in the organization of your speech. Use them!

**JOHNSON'S CRITERION:** "READ OVER YOUR COMPOSITIONS, AND WHEREVER YOU MEET WITH A PASSAGE WHICH YOU THINK IS PARTICULARLY FINE, STRIKE IT OUT." (Samuel Johnson, English author and lexicographer, 1709-1784)

This is a writer's rule of thumb. If you find yourself particularly impressed with any portion of your speech, you have probably lost all objectivity about it. Usually, after a "cooling off period," the same material will seem much less impressive to you. You shouldn't feel committed to something simply because of the time and effort you have invested in writing it. Try reading it from someone else's perspective, or as if you were seeing it for the first time.

**WELLINGTON'S BEEF:** "DON'T QUOTE LATIN; SAY WHAT YOU HAVE TO SAY,

AND THEN SIT DOWN." (Duke of Wellington, British military leader and statesman, 1769-1852)

The first part is easy. I don't know any Latin, and if you're smart, you won't admit to knowing any either. As for the second part of the rule, as you write your speech you should continually ask yourself: "What am I trying to say here? And am I saying it?" One way to keep yourself on track is to reduce your message to a single thesis sentence, which you should refer to whenever you think you may be straying.

Lastly, know when to sit down. You should identify a few places in your speech where you could sum up quickly and sit down if it looks like you are going to run out of time.

Well, there you have them: the "Ten Commandments" of speechwriting, if you will. I won't insult your intelligence by saying they are "simple and easy." They are not. But they do provide a framework upon which you may be able to build and succeed, and they may save you from becoming a victim of "Murphy's Law"! **T**

**Charles M. Segaloff, CTM**, is a member of the Kaiser Club 7372-U in Kaiserslautern, Germany. He's a U.S. Army Staff Sergeant serving in Baumholder, Germany.

# EFFECTIVE LETTER *Writing*

By Harold Taylor

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LETTER WRITERS  
OFTEN GET  
HUNG UP ON  
GRAMMAR AND  
FAIL TO GET  
THEIR MESSAGE  
ACROSS.

---

**A**S BUSINESSPEOPLE WE SEEM TO have no trouble communicating by telephone – we're usually informal, courteous and brief. But put a pen in our hands and we change into literary Mr. Hydes, stuffing our sentences with big words, unnecessary adjectives and ambiguous phrases. We write painfully, slowly, searching for the right words as though trying to impress the reader or hide our own insecurity. Our correspondence become wordy epistles that are often unintelligible and too formal.

If you must write letters, try to retain your own personality. Be simple. Informal. Natural. And come to the point quickly.

Don't get hung up on grammar or vocabulary. The trend is toward informality; no one will ridicule you for starting a sentence with "and" or leaving out the odd verb, or even for allowing a participle or two to dangle. It's more important to have your letters carry that personal touch. To have them capture the reader's attention. And to write with the reader's wants and needs in mind.

This doesn't mean you should use poor grammar intentionally.

Standard English gives a greater assurance that you and your reader will be on the same wavelength. But acceptable business style is literate, not literary. Ostentation or pomposity *does not* impress. It only arouses suspicion in the mind of the reader.

Here are a few suggestions to make your letters more natural, *and* more effective:

- **Write an opening sentence** that will interest your reader. Always keep the reader in mind. Don't concentrate on the *writing* of the letter – concentrate on the *purpose* of the letter.
- **Keep your sentences short.** It's okay to have a long one now and then. In fact, it breaks the monotony. But keep them separated with lots of short, simple sentences.

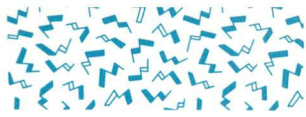
- **Use familiar, simple words.** Instead of searching for long words, designed to impress, try looking for short ones or two syllable words to substitute for the long ones. And stay away from jargon.
- **Use verbs in the active voice.** Don't say "It was decided at a meeting of the board of directors..." Try instead "The board of directors decided..." Using the active voice makes your letters come alive.
- **Avoid tiresome expressions.** Be original. Stay away from expressions like "a few well-chosen words," "assuring you of our prompt attention" or "attached please find."
- **Be direct.** Don't use two or three words when one will do. "At your earliest convenience" is "soon"; "due to the fact that" is "because."
- **Use adjectives sparingly.** And stay clear of those senseless, unnecessary adjectives that add nothing to the meaning. For example, "practical experience" (is there any other kind?) and establish "necessary criteria" (would anyone want to establish unnecessary criteria?)
- **Write in first person.** You wouldn't refer to yourself as "he" or "one" on the phone, so why write that way? "I hear" is a lot more natural and more simple than "it was brought to my attention." Use plenty of pronouns. Especially "you." (Remember the readers.)

It's oversimplifying things to say "write like you talk." When we talk we usually keep repeating ourselves and that just isn't necessary when writing. The old rule to "avoid all unnecessary words" is also an oversimplification. If you knew they were unnecessary you wouldn't have used them in the first place. To become an effective letter writer you have to work at it. Edit. Cross out. Tighten up. Ask yourself if that adjective is necessary. Or whether there's a shorter way of saying something.

With practice you will find you don't have to edit any more. Just write. Naturally and effectively. T

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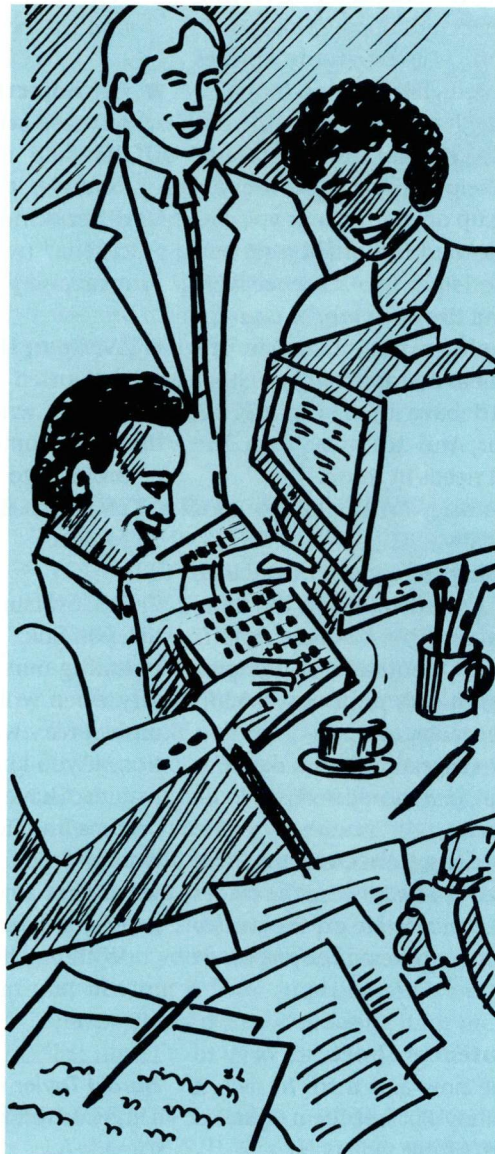
**Harold Taylor** is president of Harold L. Taylor Time Consultants Inc. in Willowdale, Toronto, Canada.



# HUMOR BELONGS IN THE WORKPLACE

By Gene Perret

JOKING AROUND AT WORK HELPS RELIEVE TENSION AND PROMOTES GROUP SOLIDARITY.



■ Some people have a dilemma. They say, "Don't get me wrong, I love humor. I enjoy laughing at a good joke as much as the next guy, and I enjoy being funny once in a while, too. A good joke at the beginning of a talk helps get it crackling. But bringing it into the workplace? People might frown on the silliness, and I certainly don't want to be considered a buffoon. Besides, the work we do there is pretty serious stuff."

It's a legitimate concern, but a sad one, too. Why? First of all, it's based not on reasoning and logic, but on an imagined perception by someone else. Second, humor is such a powerful ally to us all – at work and elsewhere – that to repress a smile or a laugh can be oppressive.

Does humor belong in the workplace? As an example, let's consider a man who used humor well and wisely – and to great advantage, I might add – throughout most of his career. He aggressively sought humorous anecdotes and stories, memorizing and mentally cataloguing them. When the occasion presented itself, he used these stories to his advantage.

His work was serious, too, as he represented clients in legal suits against high-priced corporate lawyers. As time went on, his work became even more momentous. Eventually, he represented an entire nation of citizens in trying to hold a young country together.

### "HAVE YOU HEARD THE ONE ABOUT...?"

Abraham Lincoln believed in the power of humor, and used it often in both his personal and professional life. The practice of relating clever and entertaining yarns to make a point was a valuable talent for the circuit riding lawyers of Lincoln's era. P.M. Zall, the scholar who edited a collection of Lincoln's humorous stories, says: "This kind of performing meant more than mere fun and games. Lincoln and the others were circuit riding lawyers who made it their business to establish rapport with unfamiliar juries, persuade judges with whom they were all too familiar, ridicule one another's forensic argument, and clarify complex issues. They employed stories as Daniel Webster used eloquence, practicing in or out of court."

Lincoln brought this skill and appreciation for humor with him into the political arena. Not all of his associates approved, however. It was a radical innovation at that time. Many of them pleaded with their candidate to forget the funny tales, forego the laughter and applause, and stick to the pertinent topics and

In September 1862, Lincoln called a special session of his closest advisors. When they arrived, he was reading a book. At first he paid little attention to their entrance, then started to read aloud to them a piece by the humorist Artemus Ward entitled "A High-Handed Outrage at Utica," which Lincoln found very funny. At the end he laughed heartily but no one joined in; the cabinet members sat in stony disapproval of the president's frivolity. Lincoln rebuked them: "Why don't you laugh? With the fearful strain that is upon me night and day, if I did not laugh I should die, and you need this medicine as much as I do." Then turning to business, he told them that he had privately prepared "a little paper of much significance." It was the draft of the Emancipation Proclamation.

business at hand. Lincoln told them, "I do not seek applause...nor to amuse the people. I want to convince them."

Lincoln knew that anecdotes and humor had a down-to-earth quality that appealed to the masses, and could be understood by them. In other words, listeners not only liked what the candidate said, but in their own language – their own lingo – it made sense to them. Lincoln's folksy stories compressed complexities into ideas that the common man could identify with.

Buffoonery? No, that's intelligent use of a valuable tool: humor.

Did it work? Let's hear what his opponent, Stephen Douglas, had to say about Lincoln's use of humor:

"Every one of his stories seems like a whack upon my back... Nothing else – not any of his arguments or any of his replies to my questions – disturbs me. But when he begins to tell a story, I feel that I am to be overmatched."

Grudging admiration – but admiration nonetheless!

*"A sense of humor implies a confident person...If you can joke about a tough situation, you're saying, 'Yes, it's serious, but I'm in control.'"*

ROBERT ORBEN

Former Director of the White House  
Speechwriting Department.

#### PRESIDENTIAL JEST

Abraham Lincoln expanded on his skills even after moving into the White House. He used humorous anecdotes because they saved him a great deal of time. By telling a pithy story, he quickly cut to the heart of the matter, accurately and concisely expressed his point, and eliminated the useless doubletalk that politicians were so fond of even back then.

When one of the Union Generals sent his Commander-in-Chief a long report, signing it "From Headquarters in the saddle," Lincoln summed up his opinion compactly by saying, "His headquarters are where his hindquarters should be."

Once a delegation came to see the President to request that a candidate they favored be appointed as Commissioner to the Sandwich Islands. They began to argue that because of his ill health, the balmy climate would be beneficial to their chosen candidate. Lincoln cut them short with: "Gentlemen, I'm sorry to say there are eight other applicants for that place, and they are all sicker than your man."

That's effective leadership!

#### HUMOR AS A MANAGEMENT DEVICE

Lincoln himself confessed that he used his humor as a management device. It saved him time and often saved his temper, too. He said, "I often avoid a long and useless discussion by others or a laborious explanation on my own part by a short story that illustrates my point of view. So, too, the sharpness of a refusal or the edge of a rebuke may be blunted by an appropriate story, so as to save wounded feelings and yet serve the purpose." His storytelling and ready wit served "as an emollient that saves me much friction and distress."

Consistent and effective use of humor didn't detract from Lincoln's presidential skills. On the contrary, it enhanced his position as a powerful leader and statesman, earning him a place on Mount Rushmore. And rest assured: the Lincoln Memorial, a landmark in the heart of this nation's capitol, isn't there to honor a buffoon.

Lincoln's sense of humor was – in modern terms – a powerful public relations tool, as

well as an antidote for the stress he must have felt during the political upheaval of his tenure. And in exercising his humor, Lincoln was able to develop other powers of communication that were necessary to his position.

The orator who preceded the President at the dedication ceremonies at Gettysburg, for example, talked for almost four hours. No one remembers what he said. Lincoln spoke only briefly, but eloquently and honestly. His short address proved that he was more than a person with a sense of humor; he also had a sense of dedication, duty and devotion.

The next time someone tells you that humor is inappropriate in the workplace, imagine that Abraham Lincoln accidentally overhears the conversation, taps that person on the shoulder and says, "My sincere apologies, sir, but let me tell you a little something about humor..." **T**

**Gene Perret** is the main comedy writer for Bob Hope. His articles on humor appear regularly in *The Toastmaster*. Mr. Perret's book *Funny Business* can be purchased from World Headquarters.

# THE TOASTMASTERS WAY TO PLAY!

THE 61ST ANNUAL TOASTMASTERS INTERNATIONAL

CONVENTION, AUGUST 18-22, 1992, AT BALLY'S HOTEL, LAS VEGAS.

**W**itness the largest gathering of Toastmasters ever. Meet people from around the world. Come to Las Vegas, Nevada, U.S.A., and experience a week filled with learning, achievement and fun!

## TUESDAY, AUGUST 18

If you're preregistered, pick up your ticket packet at 10 a.m. and select your seats for great events such as the Golden Gavel Luncheon, the "All-Star Sports" Fun Night, President's Dinner Dance and the World Championship of Public Speaking. Remaining event tickets can be purchased at noon, but these are subject to availability. So it's a good idea to buy your tickets ahead of time.

Visit the District 33 Information Desk. Our hosts will show you "the Toastmasters way to play" while you're in Las Vegas. The Candidates' Corner and credentials desk will be open Tuesday afternoon.

### Education Bookstore

The ever-popular Education Bookstore opens at 1 p.m. It's stocked with great items. Browsers welcome!

### First-Timers Welcome

International President **Jack Gillespie, DTM**, personally welcomes you to your first International Convention.

### Board of Directors Meeting

See your elected representatives in action. Attend an open meeting of the Toastmasters International Board of Directors.

### Proxy Prowl

You're invited to a party! Meet this year's International Officer and Director candidates.

## WEDNESDAY, AUGUST 19

### Opening Ceremonies

Featuring **Grady Jim Robinson**

The spectacular Parade of Flags kicks off this thrilling event. Enjoy keynote speaker and

humorist **Grady Jim Robinson** as he presents "The Power of the Personal Story." Also, hear the reports of International President **Jack Gillespie, DTM**, and Executive Director **Terry McCann**.

### Golden Gavel Luncheon

The best is yet to come with **Ken Blanchard, Ph.D.**, recipient of Toastmasters' highest honor for communication excellence – **The Golden Gavel**. Co-author of *The One Minute Manager*, Ken Blanchard is an internationally known author, educator, and a consultant/trainer in the fields of leadership, motivation and management. Invest a minute of your time with Ken Blanchard, and gain a lifetime of wealth, information and richness!

### The Way to Play in the Afternoon

An "all-star" line-up of seasoned speakers is headed your way. Enjoy sessions on personal growth, club development and professional success.

#### ■ "Confidence: How to Turn Fear Into Speaking Power, Fun & Audience Connection"

*Anne Boe*

Need a boost of confidence at the lectern? Anne Boe tells you how to energize yourself and your speeches with her "win-win" techniques for overcoming fear, having fun, and achieving audience rapport.

#### ■ "Public Relations Power"

*Mitchell Friedman, DTM*

Discover the critical role public relations plays in every Toastmasters club. Learn the fundamentals of an effective P.R. campaign and how it can educate, promote and persuade while reaping tremendous benefits for your club.



Bally's Hotel

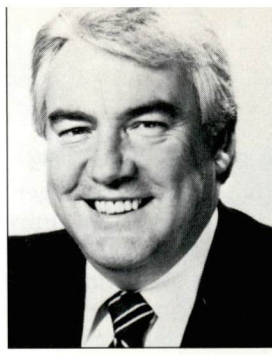




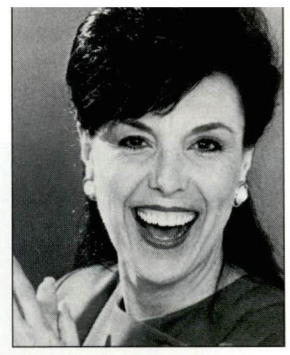
KEN BLANCHARD, PH.D.



GRADY JIM ROBINSON



JACK GILLESPIE



CONNIE MERRITT



Visit fabulous Las Vegas and enjoy the lights, glitz, excitement and fun!

■ **“Speakers Showcase”**  
 Nonstop excitement with:  
*R. Gregory Alonzo, ATM-S*  
*Wayne Choate, DTM*  
*Dick Hawley, DTM*  
*Dawn Miller, DTM*  
*JoAnn Williams, DTM*  
*Martin A. Morris Jr., DTM*

■ **“Delivering Excellence”**  
*Bob Clark*  
*Larry Matheney, ATM*  
 Keep your club meetings on track. Recognize barriers that can detour your club from achieving its goals. Bob and Larry teach practical and timely skills for success.

■ **“Effective Speech Evaluation and You”**  
*Jim Olson, ATM*  
 Excellent evaluations encourage and motivate members to achieve. Learn from an expert, as

Jim shares techniques for effective speech evaluation.

■ **“Pick A Winner: Speech Contest Judging”**  
 Workshop with: *Mary Bucy, DTM*  
 Be prepared when judging at your next speech contest. Understand the speech contest rules and the Judge’s Guide and Ballot. Mary shows you how to eliminate bias and “pick a winner” through fair and impartial judging.

**Candidates’ Forum**  
 Hear International Officer and Director candidates as they address convention delegates.

**Open Evening**  
 Experience the glamour and glitz of Las Vegas. Enjoy an evening on the town. Stop by the Host District Information Desk for some great entertainment ideas.

## THURSDAY, AUGUST 20

**Annual Business Meeting**  
 Delegates gather to elect International Officers and Directors and vote on other important issues.

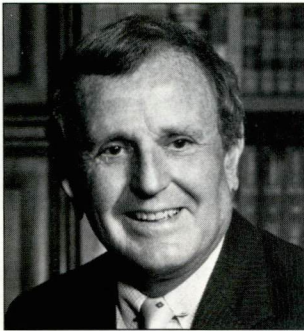
**DTM Luncheon**  
 If you’re a DTM, don’t miss this special luncheon with featured keynote speaker, Past International Director **Ralph Joslin, DTM**.

**Toastmasters and Guests Luncheon**  
 This popular event is open to everyone, so be sure to buy your tickets in advance. Roy Saunderson’s insightful message, “Believe in the Magic Within You,” can help you become more productive in all areas of life. Challenge yourself to achieve richer rewards at work, at home, and in your club.

**Hall of Fame**  
 Experience the pageantry and see the best in Toastmasters for 1991-92.

**Afternoon Sessions**  
 ■ **“RAIDERS OF THE LOST SPARK – Energizing Yourself and Renewing Passion in Your Life”**  
*Connie Merritt*

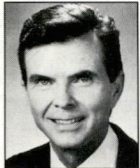
Examine the subtle influences in our lives that “raid” us of our “spark” without our knowledge. Learn constructive ideas to reduce stress, increase energy, rekindle passion, and bring style back into your life.



BILL GOVE

### "All-Star Sports" Fun Night

Batter up! It's time to get back into the ring and go the full 10 rounds for an evening of physical fun. Come dressed as your favorite athlete or don your favorite sports attire for a night of madness in the end zone. Our Vegas-style entertainment features the music of vocalist Lisa Donovan and the wit of impressionist Paul Lennon. Join your fellow Toastmasters "All-Stars" for a great evening of entertainment, dancing and fun. Touchdown! Fore!



GARY HANKINS



ANNE BOE

## FRIDAY, AUGUST 21

### THE TOASTMASTERS WAY TO PLAY - ALL DAY LONG

#### Opening Session

#### ■ "There is More That Goes Into the Making of a Speech Than the Words We Use!"

*Bill Gove*

Begin your day with Toastmasters' 1991 Golden Gavel recipient, Bill Gove, as he shares his secrets of success for a dynamic speech. As a member of the International Speakers Hall of Fame, Bill's style and humor make him one of the most respected speakers of our time.



M. FRIEDMAN



WAYNE CHOATE

#### Morning Sessions

#### ■ "Quick! Say Something Funny!"

*Gary W. Hankins*

In this fun-filled session, Gary Hankins shows you why you don't need to be a stand-up comic to make your audiences laugh. This is your chance to learn about the elements and targets of humor and how to make humor work for you.



DICK HAWLEY



DAWN MILLER

#### ■ "Games Toastmasters Can Play"

*Gary Wilson, DTM*

*Leigh Wilson, DTM*

Come play with Gary and Leigh Wilson as they show you how learning through Toastmasters can be fun and exciting. Discover games that can be adapted and developed to suit the specific needs of your club.



JOANN WILLIAMS



M.A. MORRIS, JR.

#### ■ "Look, Listen and Learn: Increase Your Effectiveness as a Speaker by 50 Percent!"

*James L. Spencer*

Jim Spencer, professional magician, presents tips and techniques on how to "wow 'em"



R. G. ALONZO



JIM OLSON

with an overhead projector. Unleash the vast potential of this powerful tool and increase the effectiveness of your next presentation by 50 percent.

#### ■ "SEE It Before You Say It: A Fresh Approach to Developing a Speech"

*Dave M. Ross, ATM*

See the best in action! Toastmasters International's 1991 World Champion of Public Speaking shares his approach to developing a winning speech that will surprise, entertain and enlighten!

#### ■ "Attitude, Your Greatest Asset or Largest Liability"

*L. Jane Draughn, DTM*

Appraise your attitude to increase your net worth. Join the TASK FORCE for displaying positive attitudes in your speaking style.

#### ■ "Newsletters: Your Best Marketing Tool"

Workshop with:

*Sheryl L. Roush, DTM*

Learn how you can market your club by creating a newsletter that gets results. As an expert in the field of newsletters, graphic design, public relations, and visual aids, Sheryl offers new ideas that guarantee an effective newsletter.

#### Afternoon Sessions

#### ■ "The Winner's Edge"

*Barbara Emery*

Image consultant, professional speaker and writer Barbara Emery is convinced that there are no unsuccessful men and women...only those who don't know how to make the most of themselves. Spend a fascinating hour that can make a difference in you!

#### ■ "Five Strategies For Effective Negotiation"

*Vince DaCosta, DTM*

Find out what it takes to come out a WINNER! Create a positive climate for negotiating, prepare your strategy, deal with conflict, reach common ground, and learn tools for effective interpersonal transactions.

#### ■ "Assert Your Way to the Top"

*Marlene Ward, ATM*

Learn the elements of assertive and responsive statements and how to use them. Discover the benefits of a refreshing speech communication technique.

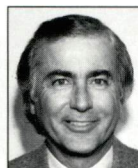
#### ■ "When You Least Expect It: Effective Off-the-Cuff Speaking"

*Michael Sands, ATM*

Be prepared to speak...off the cuff! Acquire the skills needed to prepare, improve, and organize



BOB CLARK



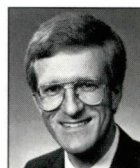
LARRY MATHENEY



MARY BUCY



RALPH JOSLIN



R. SAUNDERSON



DAVE M. ROSS



L. JANE DRAUGHN

your thoughts for unexpected speaking opportunities.

■ "Upon This Rock – Build a Foundation For Club Success"

Mel Nott, ATM

Cameron Lea

Melanie Shumilak

Capitalize on practical ideas that will help you build and maintain strong leadership skills within your club. Find out how membership growth and retention, along with a healthy dose of educational programming, can lead your club to the top.



SHERYL L. ROUSH



BARBARA EMERY

■ "The Accredited Speaker Program"

Roundtable discussion with:

Patrick A. Panfile, DTM

Join Past International President Patrick Panfile, DTM, for an informal discussion on what it takes to become an Accredited Speaker.



VINCE DACOSTA



MARLENE WARD

Closing Educational Session

■ "The Yes Triggers of Influence"

Kare Anderson

Anybody who needs to get the attention, trust and support of others cannot ignore what thousands of people have learned from Emmy award-winner Kare Anderson. She offers practical techniques to help you positively involve others through her "Yes Triggers of Influence."



MICHAEL SANDS



PATRICK PANFILE

President's Dinner Dance

Dine and dance in elegance at this magnificent event. Past International President A. Edward Bick, DTM, is the Toastmaster for the evening. He will preside over the installation of our newly elected Officers and Directors.



GARY WILSON



LEIGH WILSON

SATURDAY, AUGUST 22

"The World Championship of Public Speaking"—International Speech Contest

Witness the finest in public speaking as nine finalists compete for the title, "World Champion of Public Speaking." Experience the thrill, excitement and suspense when you hear the words, "and the winner is..." This is a popular event, so order your tickets now.



JAMES L. SPENCER



MEL NOTT



KARE ANDERSON



CAMERON LEA



M. SHUMILAK

# MEETING-SAVER AIRFARES TO LAS VEGAS

## LOWEST AIRFARES ON ANY AIRLINE

Get there for less! Conventions In America and American Airlines have been selected to provide special services and benefits to Toastmasters and guests attending the International Convention in Las Vegas, Nevada, August 18-22, 1992.

- To make your reservations, call Conventions In America at **1-800-535-1492**, ask for **Group #595** and receive these free travel benefits:
- Save 45% off coach class fares on American Airlines - seven day advance purchase.
- 5% off lowest applicable fares - first class to super saver fares.
- 35% off Canadian coach fares.
- Travel between August 13-25, 1992 - some restrictions apply.
- **FREE** \$100,000 flight insurance on all carriers
- Car rental discounts from Alamo Rent-A-Car.
- Frequent Flyer Mileage, Senior Citizen Discounts, Boarding Passes.
- **FREE** in-flight beverage/headphone coupons on American Airlines.
- Tickets mailed promptly upon receipt of payment.
- A chance to win two free round trip airline tickets (drawings held semi-annually).
- Dream vacation vouchers for free air fare on your next vacation to selected destinations (ask agent for details).

...look for travel brochures with your convention registration information

Fare shop, then call **Conventions In America**. They will meet or beat the lowest fare on any airline.

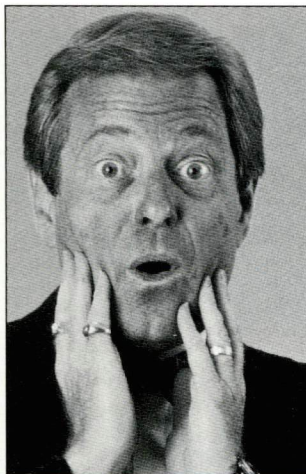
CALL TOLL FREE IN THE U.S. AND

CANADA 1-800-535-1492

REFER TO GROUP #595

(OR CALL (619) 587-3555)

If you call American Airlines directly at 1-800-433-1790, refer to Starfile # S0182V7



PAUL LENNON



LISA DONOVAN

## GETTING TO LAS VEGAS

Getting to Las Vegas is easy. Bally's Hotel is located on the famous Las Vegas Strip. (Intersection of Flamingo Road and Las Vegas Blvd.) Make your travel plans now and take advantage of travel discounts. Remember, the convention registration desk opens at 10 a.m. on Tuesday, August 18, 1992.

- **By Air** – McCarran International Airport serves more than 10 major airlines. Shuttle buses provide transportation to the hotel for about \$4 per person. A taxicab ride between the airport and hotel is about \$5 to \$10.
- **By Rail** – Amtrak's Desert Wind provides daily service to Las Vegas from Southern California and Salt Lake City, Utah. It stops at Union Plaza. A cab ride to the hotel is about \$12.
- **By Bus** – Greyhound Bus Lines services Las Vegas. A cab ride from the terminal to Bally's costs about \$12. Local buses run between the Strip and Downtown Las Vegas at 15-minute intervals from 6 a.m. to 2 a.m. The fare is \$1.
- **By Car** – Las Vegas is served by major interstate and state highways. Travel from Los Angeles via San Bernardino on Interstate 10 East and Interstate 15 east; from Reno, Nevada, on Interstate 80 and U.S. Highway 95; from Salt Lake City via Provo, Utah, on Interstate 15; from Phoenix take U.S. Highway 93. The hotel is close to Interstate 15. Exit at Flamingo Dunes. Travel east on Flamingo Road. Bally's Hotel is located on the corner of Flamingo Road and Las Vegas Blvd. Parking at the hotel is free!

**TAX DEDUCTIBLE?** Did you know that U.S. Treasury regulations permit an income tax deduction for educational expenses - registration fees and costs of travel, meals and lodging - when the education is undertaken to maintain or improve one's employment or other trade or business? Also, if you're a duly appointed, voting delegate representing your club at the convention, attend all the meetings as the delegate and report back to your club, many of your out-of-pocket expenses are deductible as charitable contributions if your club does not reimburse you and there is no significant element of personal pleasure or recreation. Toastmasters International is recognized by the U.S. Internal Revenue Service as a tax-exempt, nonprofit educational organization. (Contributions may be deducted on U.S. Tax returns.)

### TOASTMASTERS INTERNATIONAL

# CONFERENCE/ CONVENTION CALENDAR

## 1992 REGIONAL CONFERENCES

**1992 INTERNATIONAL CONVENTION**  
BALLY'S HOTEL  
August 18-22, Las Vegas, Nevada

**1993 INTERNATIONAL CONVENTION**  
CONSTELLATION HOTEL  
August 17-21, Toronto, Ontario, Canada

**1994 INTERNATIONAL CONVENTION**  
THE GALT HOUSE  
August 16-20, Louisville, Kentucky

▲ **REGION I / JUNE 19-20**  
JOHN ASCUAGA'S NUGGET  
Sparks, Nevada  
Contact: David Levine, DTM  
P.O. Box 7214 • Reno, Nevada 89510

▲ **REGION II / JUNE 12-13**  
RADISSON PLAZA HOTEL  
Irvine, California  
Contact: Herbert Stockinger, DTM  
20321 San Gabriel Valley Dr • Walnut, California 91789

▲ **REGION III / JUNE 19-20**  
SHERATON GRAND HOTEL  
Dallas/Ft. Worth Airport, Texas  
Contact: G.C. Brown, DTM  
700 Bent Tree Court • Irving, Texas 75061

▲ **REGION IV / JUNE 5-6**  
HOWARD JOHNSON HOTEL & CONVENTION CENTER  
Sioux Falls, South Dakota  
Contact: Ron Giedd, DTM  
5105 Tomar Road • Sioux Falls, South Dakota 57105

▲ **REGION V / JUNE 26-27**  
ADAM'S MARK  
Indianapolis, Indiana  
Contact: Patricia Van Noy, DTM  
3138 Welch Drive • Indianapolis, Indiana 46224

▲ **REGION VI / JUNE 12-13**  
RADISSON OTTAWA CENTRE  
Ottawa, Ontario, Canada  
Contact: Muriel How, DTM  
P.O. Box 7066 • Vanier, Ontario, Canada K1L 8E2

▲ **REGION VII / JUNE 5-6**  
PHILADELPHIA AIRPORT MARRIOTT  
Philadelphia, Pennsylvania  
Contact: Dora Zug, DTM  
7 Parkside Drive • Lancaster, Pennsylvania 17602

▲ **REGION VIII / JUNE 26-27**  
CHARLESTON MARRIOTT  
Charleston, South Carolina  
Contact: Ellen T. Reid, DTM  
1363 Nye Street • Charleston, South Carolina 29407



# TOASTMASTERS 61ST ANNUAL CONVENTION

AUGUST 18-22, 1992 ♦ BALLY'S HOTEL, LAS VEGAS, NEVADA

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 (This form is not to be used by International Officers, Directors, Past International Presidents, Past International Directors or District Governors elected for 1992-93.)

To attend general sessions on Wednesday, Thursday and Friday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets** to any event except the International Speech Contest. ATTENDANCE AT ALL MEAL EVENTS AND THE SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Tuesday, August 18.

### ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 10.

_____	Member Registrations @ \$65.00	\$ _____
_____	Joint Registration: Husband/Wife (both Toastmasters) @ \$115.00	\$ _____
_____	Spouse/Guest Registrations (each) @ \$50.00	\$ _____
_____	Dinner for Members Outside U.S. and Canada/Interdistrict Speech Contest (Monday, August 17) @ \$32.00	\$ _____
	(Note: The above event is restricted to delegates from outside the U.S./Canada.)	\$ _____
_____	Tickets: <b>Golden Gavel Luncheon</b> (Wednesday, August 19) @ \$25.00	\$ _____
	(Please note: The Golden Gavel Luncheon will be held on Wednesday, August 19. This is a change from previous convention schedules.)	
_____	Tickets: <b>Toastmasters &amp; Guests Luncheon</b> (Thursday, August 20) @ \$21.00	\$ _____
_____	Tickets: <b>DTM Luncheon</b> (Thursday, August 20) (Note DTM # _____) @ \$21.00	\$ _____
_____	Tickets: <b>"All-Star Sports" Fun Night</b> (Thursday, August 20, Dinner/Show) @ \$37.00	\$ _____
_____	Tickets: <b>President's Dinner Dance</b> (Friday, August 21, Dinner, Dancing, Program) @ \$37.00	\$ _____
_____	Tickets: <b>International Speech Contest</b> (Saturday, August 22) @ \$10.00	\$ _____
	(Please note: Continental breakfast items will be available for purchase prior to the contest.)	
	<b>TOTAL</b>	\$ _____

Check enclosed for \$ \_\_\_\_\_ (U.S.) payable to Toastmasters International. **Cancellation reimbursement requests not accepted after July 17. Cancellations not accepted on site.**

(PLEASE PRINT) Club No. \_\_\_\_\_ District \_\_\_\_\_

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Telephone ( ) \_\_\_\_\_ If you are an incoming Club or District officer, indicate office: \_\_\_\_\_

I need special services due to a disability. Please contact me before the Convention.  This is my first TI Convention. **B**

Mail This Part To: Bally's Casino Resort - Las Vegas, Attn: Reservations - Convention Department, P.O. Box 96505, Las Vegas, NV 89195-0042



## BALLY'S CASINO RESORT • LAS VEGAS

TOASTMASTERS INTERNATIONAL

August 18 - 22, 1992

Q NAME: BTOAT

Individual

Guest Names: \_\_\_\_\_ Number of Guests: \_\_\_\_\_

Company Name: \_\_\_\_\_ Guest Room (Single/Double): \$68.00 King Bed  2 Double Beds

Address: \_\_\_\_\_ Round Suite: \$175.00  (Room with Round King Bed)

City/State: \_\_\_\_\_ Zip \_\_\_\_\_ One-Bedroom Parlor Suite: \$264.00

Phone No.: ( ) \_\_\_\_\_ Two-Bedroom Parlor Suite: \$338.00

Arrival Date: \_\_\_\_\_ Expected Arrival Time: \_\_\_\_\_

Departure Date: \_\_\_\_\_ Credit Card: \_\_\_\_\_

\*One night's deposit is required to guarantee accommodations. • Deposit must be received within fourteen days of receipt of this form. • With advance notice of cancellation, deposit is refundable. • All rates are subject to 8% Clark County room tax. • \$15.00 additional for 3rd person in room.

AM EX  MC  VISA  DC  CB EXP. DATE \_\_\_\_\_

Deposit Amount \*\$ \_\_\_\_\_

Reservation requests received after **July 14, 1992** will be confirmed subject to room availability. For reservations call: 1-800-634-3434



# HALL OF FAME

## DTM

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

Kenneth Arnold Myrabo, 252-2  
Colleen Van Sickle, 5538-2  
Joan A. Cotter, 4324-6  
Kay S. Gutman, 3212-11  
Richard N. Cooper, 6089-11  
Earl S. Whitaker, 4607-14  
Dolores A. Miko, 4614-18  
Patricia A. Harles-Johnson, 759-20  
Wanda Mullino, 5509-25  
Curtis R. Ward Smith, 741-26  
John A. Biggie, 651-27  
George Scott, Jr., 4612-27  
Rob Armstrong, 284-42  
Natalie Rickenberg, 6436-42  
Joyce Moore, 3284-43  
Pat King, 763-44  
Donna C. Seeber, 6764-48  
Donald W. Samp, 3245-56  
Joseph E. Camp, 6270-58  
Arend J. Beerhuis, 404-62  
Rolf W. Eschke, 5123-65  
Raelene Taylor, 1794-69  
Ralph J. Taylor, 1794-69  
David Heggart, 6345-70  
Ian Jones, 309-71

## ATM Silver

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

Mic Lowther, 4960-U  
Dolores Alvarez De Dieguez, 5627-U  
Gregory Alonzo, 285-F  
Shirley Kinkel, 519-F  
Janice Baylis, 2230-F  
Bradley T. Johnson, 5182-3  
William Stephens, 5241-3  
Ruth Delker, 2039-7  
Marcia Taylor Brown, 2319-7  
J. D. Perper, 1957-8  
Emma Lois Smith, 2087-15  
Lorne W. Kay, 7173-21  
Arthur R. Townsend, 5569-25  
Patricia A. Cole, 5984-25  
Conrad C. Bishop, 704-29  
James L. Price, 6249-37  
Harvey Kocher, 3955-56  
Tara Rishter, 3057-60  
Kai Arthur Sorensen, 1926-62

Sonny D. Reynolds, 1757-63  
Ted Schunemann, 7894-69  
May Mitchell, 2822-70

## ATM Bronze

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

Dolores Alvarez De Dieguez, 5627-U  
Gregory Alonzo, 285-F  
Bonnie Russell, 4490-1  
Terry M. Hewins, 5315-5  
Joan A. Cotter, 4324-6  
Ruth Delker, 2039-7  
George Mitchell, 4062-12  
Nadine D. Seago, 6354-16  
Warren W. Wolf, 5980-19  
Gerald N. Gibson, 1024-24  
Dwight L. Davis, 3318-25  
Stephen E. Fingerman, 1189-38  
Andrea Z. George, 3352-52  
Thomas C. Maas, 1196-54  
James J. Doyle, 5339-57  
Robert McDowall, 1419-64  
Joan Bottom, 6961-72

## ATM

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

Gregory Alonzo, 285-F  
Chris Christman, 356-F  
Michael Higgins, 729-F  
Hector M. Smith, 882-F  
Edwin Clinton Lovret, 3798-F  
Eric L. Schwartz, 3836-F  
Frank R. Terando, 6463-F  
Nagi K. Saied, 6658-F  
John I. Hill, 990-1  
Russell Graves, 1391-1  
Joseph C. "Mike" Brady, Jr., 4617-2  
Barbara J. Vicent, 5134-2  
Janis C. Allan, 6404-2  
Hal Croasmun, 6949-2  
Charles Russell, 2694-3  
Kathleen Morton, 5317-3  
David E. Lee, 4930-4  
Dorothy Clifton, 6199-4  
Penny Wilkes, 895-5  
Mildred E. Johnson, 2542-5  
David K. Patterson, 5935-5  
Thomas M. Frank, 175-6  
Cynthia A. Stewart, 221-6

Shirley L. Williams, 1099-6  
Julia Hanna, 2491-6  
Donald J. Tarasewicz, 4554-6  
Michele Ione Pierce, 4935-6  
David A. Sparks, 7191-6  
Grace Horak, 7280-6  
Jan Aamodt, 588-7  
Evelyn D. Grendahl, 678-7  
Stewart Holmes, 982-7  
John F. Doering, 1215-7  
Judy Herrod, 1215-7  
Neola Helen Renzema, 1353-7  
Jim Teisher, 1597-7  
Del Weaver, 6129-7  
Bruce Korbesmeyer, 70-8  
Wesley C. Talcott, 70-8  
Thomas J. Krauska, 1957-8  
Charlotte E. Schneider, 2933-8  
Paul Szydlowski, 5296-8  
John M. Goris, 160-9  
Virginia Miller, 1739-9  
Charles Potts, 4968-9  
Esther F. Peterson, 6224-9  
Judy Henderson, 6364-9  
Katheryn E. Jones, 7285-9  
Marjorie L. Sofranko, 190-10  
Timothy Joseph Mize, 2560-10  
Arthur Boyle, 255-11  
Lewis P. Goodwin, 4683-11  
Darrell Conway Stone, 5104-11  
Anne M. Yettke, 6109-12  
Sandra L. Groscost, 5307-14  
Walter J. Kozik, 7376-14  
James Scott Harrison, 61-15  
Mark Christenson, 4992-15  
Suellen K. Brown, 170-16  
Clint A. Turner, 186-16  
Terrance J. Aziere, 1873-16  
Sandra Whaley, 2042-16  
Don O. Beaulieu, 3076-16  
Robert W. Bohmer, 3266-16  
Albert Smith, 4105-16  
James Hunt, 4105-16  
Robert W. Murphy, 6705-16  
Bryan L. Pearce, Jr., 4920-18  
Frank C. Demuth, 8050-18  
Mary L. Gaeta, 685-19  
B. Lynn Jones, 875-19  
Audrey J. Wyatt, 2061-19  
R. W. Smith, 3135-19  
Donald Lee McDonald, 7214-19  
Shirley Branning, 581-20  
Marcia Lindvall, 759-20  
John A. Brink, 786-21  
Jim Corbet, 2328-21  
Gwyneth Gilliland, 2460-21  
Lorraine Santana McNish, 3767-21  
Tim Pollock, 4589-21  
Paula Pick, 4812-21  
Patrick P. Parke, 2609-22  
Fayrene Joy, 122-23  
Theodore N. Truske, 4581-23  
Annie Kopko, 4879-23  
Katherine Weinrod, 5385-23  
Margaret Connealy, 5567-23

G. Max Irving, 6360-23  
Dodie Mertz, 2742-24  
Ruth Ann Foster, 4292-24  
Kay Mihelich, 1111-25  
Jo Ann Jackson, 1207-25  
Julie A. MacSwain, 1559-25  
Adrien R. Burnett, 2231-25  
Jeffery W. Johnson, 6191-25  
Melanie Dharmagunaratne, 6572-25  
Carol L. Pollack, 6850-25  
Deborah Burton, 1038-26  
Omah Sargent, 2438-26  
Jane V. Thomas, 5563-26  
Deborah Strauch, 6347-26  
Ken W. Rogers, 1899-27  
Doretha T. Harris, 3078-27  
Thurman B. McClain, 3314-27  
Dennis E. Gallus, 5154-27  
John F. Moro, 5986-27  
Samuel V. Bristol, Jr., 3054-28  
Marc Sullivan, 6694-28  
Richard O. Foote, 954-29  
Sylvia Dean James, 6667-30  
Lola Ziegler, 6671-30  
Terry Tehrany, 675-31  
Donald R. Sellers, 1123-32  
Zanna Olson, 6471-32  
Frank Tuck, 157-33  
Mark C. Thomson, 1224-33  
Christy Whisman, 1900-33  
Clara E. Hutton, 1900-33  
Richard La Fayette, 4057-33  
James L. Howard, 3521-35  
Marjorie A. Kuenz, 4580-36  
Cynthia G. Kerr, 436-37  
John Hensley, 439-37  
William D. Ladd, 1199-37  
Brenda Kay Newton, 4806-37  
Lori Susan Massey, 5230-37  
James J. Farley, 1524-38  
Mary V. Jones, 3403-38  
Martha L. Inman, 6313-38  
Katherine White, 64-39  
Larry McCarthy, 2213-39  
Dick Kinter, 3359-39  
Peter R. M. Fowler, 5091-39  
Ray Flores, 7997-39  
Raymond N. Baker, 5586-40  
Joe "Joseph" D. Phillips, 6377-40  
Fred J. Minich, 6420-40  
Gordon S. Howe, 7305-40  
Paul L. Burkholder, 939-42  
Jack Oldehevel, 3093-42  
Stephanie Duffee, 4809-42  
Mark Van Fossen, 8032-42  
Richard Benson, 2171-43  
Jim Redman, 4932-43  
Ed Beck, 6648-43  
Patricia Jean Young, 7304-43  
Stephen Sikes, 884-44  
Missy Cook, 1875-44  
Gregg K. Timmons, 6145-44  
Mary Kirkpatrick, 6145-44  
Lawrence E. Merrill, 897-45  
Roberta A. Ensor, 7268-45

Bob D. Meier, 1552-46  
Jim Barber, 2582-47  
Douglas E. Braungart, 2821-47  
Jean Ellerie, 3003-47  
Patrick O. Cox, 6581-47  
Daniel M. Strunk, 1343-48  
Eleanor Kimitsuka, 1805-49  
Than Vo, 2900-52  
Jonathan Grubell, 921-53  
Richard J. Frantz, 1628-53  
Michael F. Delvecchio, 2532-53  
Jean D. Kelly, 3153-53  
Bill Zigo, 3707-53  
David S. Freedman, 3902-53  
Rick Wills, 1711-54  
Karen E. Huber, 7063-54  
Richard C. Murphy, 2892-56  
David Koempel, 4256-56  
Sharon Ann Sanford, 4818-56  
Ignacio Moreno, 6486-56  
Judy Ragland, 6514-56  
Judith K. Hurst, 6758-56  
Colonel Paul Stevenson, 7095-56  
Steve Dinning, 2056-57  
Robert F. Volko, 4143-57  
Cynthia Cooke, 6351-57  
Warren G. Rollins, 1365-58  
Kevin L. Firth, 5207-60  
Frank V. J. Westhorpe, 5425-60  
Elvira Filion, 5842-61  
Joy Fletcher Putz, 781-62  
Joanne M. Crawford, 7311-62  
Stephen W. Kerchel, 1266-63  
John L. Lloyd, 1298-63  
Valerie J. Drake, 6327-63  
David B. Doan, II, 7989-63  
Paul H. McMichael, 7989-63  
Robert McDowall, 1419-64  
Allan D. Harmacy, 3207-64  
Gil Andre, 2455-68  
Carolyn Maitl, 2484-68  
Theresa M. Curry, 4528-68  
Geoffrey Elvin, 1794-69  
Elizabeth Morris, 3844-69  
Glenn Lang, 6134-69  
Wendy Hughes, 5685-70  
Mark Paul Cepak, 5934-70  
Flip Cargill, 5391-71  
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Gerard Hulst, 848-72  
Kim Birrell, 3928-72  
Beverly G. Roberts, 6480-72  
Raewyn K. Dawson, 7144-72  
Janice Haugen, 5384-73  
Joseph White, 6760-73  
Aletti Johanna Van Zyl, 4983-74  
P. D. Everett, 8485-74  
May L. Cabibil, 1164-75  
Corazon L. Paras, 2844-75  
Gary L. Satre, 4503-75

## ANNIVERSARIES

### 50 years

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### 45 years

**King of Clubs**, 447-6  
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### 40 years

**Columbia Power**, 1086-7  
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**North Shore**, 1085-21  
**Mid Cities Evening**, 989-25  
**Greater Dallas**, 1064-25

### 35 years

**Westwinds**, 2436-F  
**John Pournaras Agency**, 2338-13  
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**El Paso Natural Gas**, 2461-23  
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**Nadl Early Risers**, 3595-19  
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**Watertown**, 2656-41  
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**Foothills**, 1475-12  
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**Bear Hill**, 3923-31  
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**Sinnissippi Slvr Tngs**, 2212-54  
**TSAE**, 2792-56  
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**Metro Park**, 4823-2  
**La Voz De Oro**, 4798-3  
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**Winners Circle #2**, 4822-49  
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**Serendipity**, 2513-64  
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**Springwood**, 4796-70  
**Emcees**, 4821-70  
**Balclutha**, 4793-72  
**Pretoria 2000**, 4795-74

## NEW CLUBS

**Club Toastmasters AT & T Guadalajara**, 4292-U  
Jalisco, Mexico  
**Innovators**, 6064-U  
Jakarta, Indonesia  
**Bank of Commerce**, 8588-U  
Port of Spain, Trinidad, West Indies  
**White Mountain**, 4725-3  
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**CAPmasters**, 6941-3  
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**CHATS**, 8576-3  
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**GTE Mobile Communications**, 6552-14  
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**JJMI**, 4327-23  
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Dallas, Texas  
**Business Interiors**, 8594-25  
Irving, Texas  
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**Prudential**, 8584-38  
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**Banc One**, 5074-40  
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**Magnificent Brooklyn Achievers**, 6020-46  
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**Federal Reserve Oratory Group (F.R.O.G.)**, 6357-46  
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**Orange County**, 129-47  
Orlando, Florida  
**Western Communicators**, 218-47  
Royal Palm Beach, Florida  
**Holmes Rock**, 6257-47  
Holmes Rock, Bahamas  
**Strictly Speaking**, 8578-48  
Birmingham, Alabama  
**Taco Bell Talkers**, 8573-52  
Sherman Oaks, California  
**State Farm Lakeside**, 8577-54  
Bloomington, Illinois  
**Pride of Houston**, 3189-56  
Houston, Texas

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Barbara Nakamura, Tim Prior,  
Michelle Ponimoi, Larry Chang,  
Carl Emura, Bill Sharp  
**Paul Revere Toastmasters Club No. 602-F**  
**Realtor Toastmasters Club No. 7120-4**  
**Carlsbad/Oceanside Toastmasters Club**  
**No. 47-5** in memory of Ernest Pender  
**Towertalkers Toastmasters Club No.**  
**7091-1**  
**Van Nuys Toastmasters Club No. 172-52**  
**King Boreas Toastmasters Club No. 208-6**,  
in memory of Lois Oberhamer Nye  
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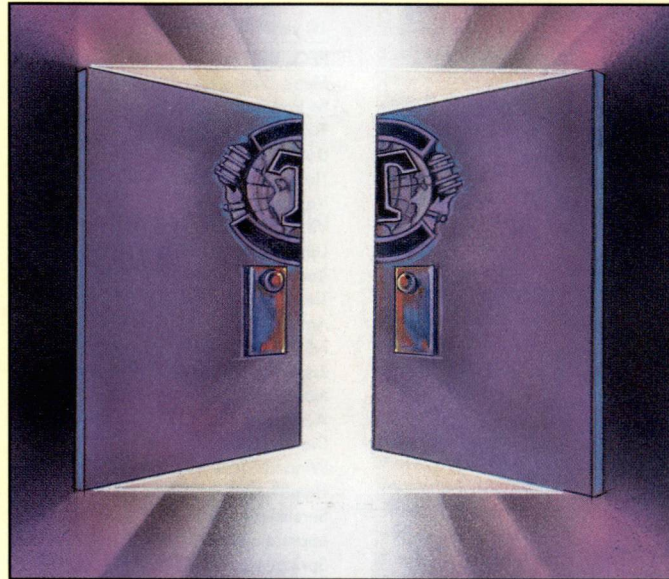
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- \_\_\_ 256 Leadership Part II @ \$38.00
- \_\_\_ 205 Speechcraft @ \$13.50
- \_\_\_ 236 How to Conduct Productive Meetings @ 38.00
- \_\_\_ 237 Parliamentary Procedure in Action @ \$25.00
- \_\_\_ 242 How to Listen Effectively @ \$12.00
- \_\_\_ 251 The Art of Effective Evaluation @ \$30.00
- \_\_\_ 253 Building Your Thinking Power, Part I @ \$35.00
- \_\_\_ 254 Building Your Thinking Power, Part II @ \$35.00
- \_\_\_ 257 From Speaker to Trainer @ \$45.00
- \_\_\_ 259 Improving Your Management Skills @ \$42.00

Add \$4.00 postage and handling for each program inside the United States or \$5.00 for shipment to Canada, Mexico, and other countries (surface mail). Airmail extra. Where postage exceeds postage and handling, customer will be billed for the excess. California residents add 7<sup>3</sup>/<sub>4</sub>% sales tax. Prices subject to change.

**PAYMENT MUST ACCOMPANY ORDER**

Enclosed is my check in the amount of \$ \_\_\_\_\_ (U.S.)

Please bill against my MasterCard / VISA (CIRCLE ONE)

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

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