

THE TOASTMASTER

SEPTEMBER 1993



12 Steps to Better Newsletters

BEN FRANKLIN: The First Toastmaster?
Meet NEIL WILKINSON, DTM:
Toastmasters' 1993-94 International President



viewpoint

What! Do You Think?

"If you let other people do your thinking for you, then you are doomed to be a follower, never a leader."

■ Thinking is hard work.

Real thinking is a rare thing, because it is hard. The real thinker becomes the master of those who merely think they think. A vast amount of mind-wandering and day-dreaming is mistaken for thinking by people who do not think.

Clear and disciplined thinking is an essential skill for the speaker. He must think before he can speak, for the words he speaks are merely the names of his thoughts and ideas. Thoughts and words are his working tools.

But how can you learn to think? How can you control your wandering mind?

The first thing is to see the point and the second is to stick to it – to follow through to the ultimate conclusion.

That is very much like making a speech, isn't it?

In the speech, you have to know the point, the purpose, the conclusion to be reached. You direct the speech to the accomplishment of that purpose. You ask yourself questions about the problem. Step by step, you approach the climax, establishing each item as you proceed. Presently you find yourself up against the ultimate, inevitable conclusion.

That is the process of thinking.

Ask yourself questions about the subject of your thought. Answer the questions if you can. Look up the answers in books, if you do not know them, or consult with people who should know. Distinguish carefully between opinions and facts, between prejudices and convictions. Test your own opinions by the facts. Criticize your own logic.

Put your thoughts into words, the best words you can command. Frequently the mere wording of a thought reveals its weakness, its strength, its error, or its rightness.

Above all things, think honestly, with an open mind. The facts may prove you to be wrong. Follow the facts, even though they lead you to a conclusion far from what you wanted it to be.

Honest thinking, concentrated thinking, controlled thinking, should be the goal of every sincere student. But it is hard work.

If you can really do your own thinking, you can become a master. If you let other people do your thinking for you, then you are doomed to be a follower, never a leader. It is easier to follow than to lead, so if you are looking for the easy way, don't think.

"Man thinks," said Buffon, "and at once becomes the master of the beings that do not think."

This editorial by our organization's founder was originally published in the March 1948 issue of The Toastmaster.

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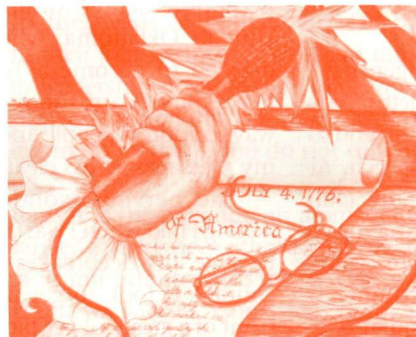


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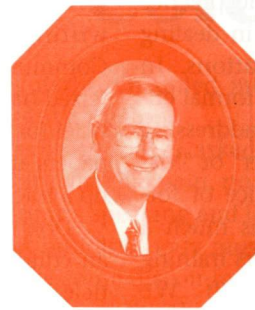


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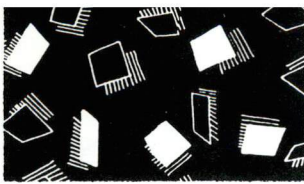
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l e t t e r s

THE CASE FOR ETIQUETTE

I just read Karen Rothstein's letter (May 1993) about deleting the titles "Madame Toastmaster" and "Mister Toastmaster" in favor of a more gender neutral or informal greeting such as "Toastmaster Karen."

One of the key benefits of Toastmasters is the practice our members get in dealing with formal situations. In American society, formal etiquette demands addressing someone as "Mister" or "Madame." The practice of formal etiquette is as much a part of Toastmasters training as giving a speech. We shouldn't deprive ourselves of etiquette training.

ROBERT SEWARD, CTM
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MOSCOW, IDAHO

FORGET PRESS RELEASES — WRITE YOUR OWN ARTICLES

As the 1992-93 Public Relations Officer for D-61 and Vice President Public Relations for my club, I was able to publish over 50 Toastmasters-related articles in a wide variety of publications although I had no previous public relations or journalism experience. As a result, we received a steady stream of phone calls and numerous new members all year long.

I developed my writing and PR skills by *doing* rather than trying to apply abstract PR theories. For example, it is our experience that press releases are almost always

ignored. Big city newspapers want hard news from familiar sources, and reporters on smaller community papers don't have the time to rewrite information and call contact people. Also, when reporters are invited to special Toastmasters events they usually don't show up.

Instead, we focused on writing our own articles. Community newspapers preferred having us write the articles for them. Forget big city papers until you have built up a track record.

Don't be afraid to contact an editor to discuss your article before or after submission. After sending an article, I usually call the editor to confirm it was received and ask if and when it will be printed. I also offer to change the focus or length if necessary. Be polite, patient and never criticize. Always thank the editor after your article is printed. I've found that these simple steps greatly increase my chances of getting the article printed.

JOE A. HOLMES, ATM
CAPITAL CLUB 2722-61
OTTAWA, ONTARIO, CANADA

BACK TO REALITY

It was with great anger that I read Ned Olmstead's letter (June 1993) which calls for an end to the "back pocket" speech. At 9:30 this morning my club president called, asking me to give a speech. At 5 p.m., while eating a fast food dinner, I made some notes and at 6:45

p.m. delivered a "back pocket" or impromptu speech.

I welcome every opportunity to speak. Why? Because Toastmasters is my training ground for speaking. Since I am called upon to give presentations at work, at meetings, etc., with little or no time to formally prepare, I have an opportunity in Toastmasters to improve one more speaking skill — the impromptu speech.

Yes, I do agree with Mr. Olmstead that every member should be given 24 hours notice before delivering a speech. However, this is not reality, and in Toastmasters I try to practice life in the real world.

JON S. GREENE, ATM-B
FIRST NEVADANS CLUB 3799-39
RENO, NEVADA

THE JOY OF BEING A TOASTMASTER

When I first heard about Toastmasters I was told how the club would help me become a better person, find me a job, a girlfriend and help improve my relationships.

I am now incarcerated at Lexington Assessment and Reception Center Minimum Unit in Oklahoma, where I decided to become a Toastmaster and learn the proper way to address people and get my messages across clearly.

The nervous wonderful feeling I had when I was called to give my Icebreaker, the courage it took to get up in front of a group of people and

actually tell them about myself, the feeling that they were really listening, the way they clapped for me as I walked to the podium, the joy I felt when I had finished — it all made for a very fulfilling experience. I had reached a goal — something I had done very little of previously.

It was encouraging to know that no one was going to make fun of me, that they were going to help me be the best Toastmaster I can be. To win a trophy or receive a certificate for something you did from your heart is the joy of being a Toastmaster.

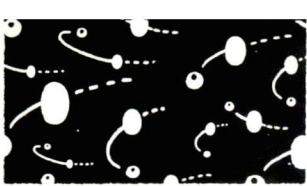
WILLIE ROBINSON
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A PHOTO FROM THE SPEAKER'S PERSPECTIVE

The June issue of the magazine is another superb edition of an exceptional publication. I praise the magazine and regularly urge its reading by fellow club members.

The June cover photograph, and especially the larger version on pages 8-9, is a standout. I'd like to use it for showing club members and prospective members what a typical setting looks like from a speaker's perspective. It portrays a realistic scene of an audience listening to a presentation. This picture could lend itself to our Communication and Leadership program.

EDWARD ALLARD, CTM
PIONEER VALLEY CLUB 3902-53
AGAWAM, MASSACHUSETTS



my turn

AN OPEN LETTER

ATTENDANCE IS THE MOST
IMPORTANT WORD IN THE
TOASTMASTERS FORMULA
FOR SUCCESS.

From Your Club President

by Bill McGraw, CTM

**"Members should
also be responsible
to share their needs
with club leaders."**

LATELY, I'VE NOTICED the increasingly poor attendance of some members. There's no distinct pattern; the problem seems to affect Toastmasters of all educational levels, professional backgrounds or length of membership.

Anyone joining Toastmasters knows that speaking skills are as vital as speech itself.

But none of the benefits and opportunities of the Toastmasters educational program is of any use to members who don't regularly attend meetings.

Whether or not our professional title indicates it, all of us are teachers and leaders – that is, someone is looking to us for guidance or leadership. The fact that we have joined Toastmasters indicates that we think enough of ourselves and those depending on us that we have decided to improve our communication and leadership skills.

So why do members with this unique insight into themselves and others fall away from the very program designed especially for this purpose?

■ Perhaps the club does not answer individual member needs. We need to ask our members about their expectations, but – by the same token – members should also be responsible to share their needs with club leaders.

■ Maybe the problem can be attributed to club leadership. Are the leaders really interested in the needs of individuals? Do they perform their jobs with those needs in mind? All club leadership positions are vital. If you hold club office and find yourself without anything to do, perhaps you do not fully understand your job.

■ Perhaps it is the overall club membership. Attendance, attendance, attendance are the three most important words in the Toastmasters formula for success. Consistent participa-

tion is necessary for everyone to reap the educational benefits from club meetings.

■ Consider the personal habits of the member. The road to Hades is paved with good intentions. Many people are good at starting self-improvement projects, only to allow their enthusiasm to wane and quitting just short of their goal. For these people, the regimen

of regularly scheduled meetings that start on time can help.

■ Maybe the tasks asked of members are too difficult. "No pain, no gain" is as true in developing speaking and leadership skills as it is in building body muscles. We may experience some discomfort as we master difficult projects, but the Toastmaster environment is warm, friendly and dedicated to your progress. You are "working out" with people who share your trials and truly want you to succeed.

■ Some Toastmasters may already have reached the goals they set out to achieve by attaining a CTM, ATM, or DTM award or being appointed to a club office. But, as so many have discovered, the attainment of a goal is often anticlimatic. It's important to set new goals as soon as victory is at hand.

■ Maybe the member has commitments that preclude continued activity. This of course happens to everyone at one time or another. But it is also an easy excuse. If a person seriously wants to learn, then a priority needs to be assigned to that activity.

I challenge all members to rededicate themselves to their clubs, and draw from it everything it has to offer. You need your club, and your club needs you. See you there! **T**

Bill McGraw, CTM, is an electronics engineering instructor and member of On-Centers Club 595-16 in Edmond, Oklahoma.

Communication and Leadership...



A Toastmaster in war-torn Croatia learns that conflicts are resolved with words, not bullets.

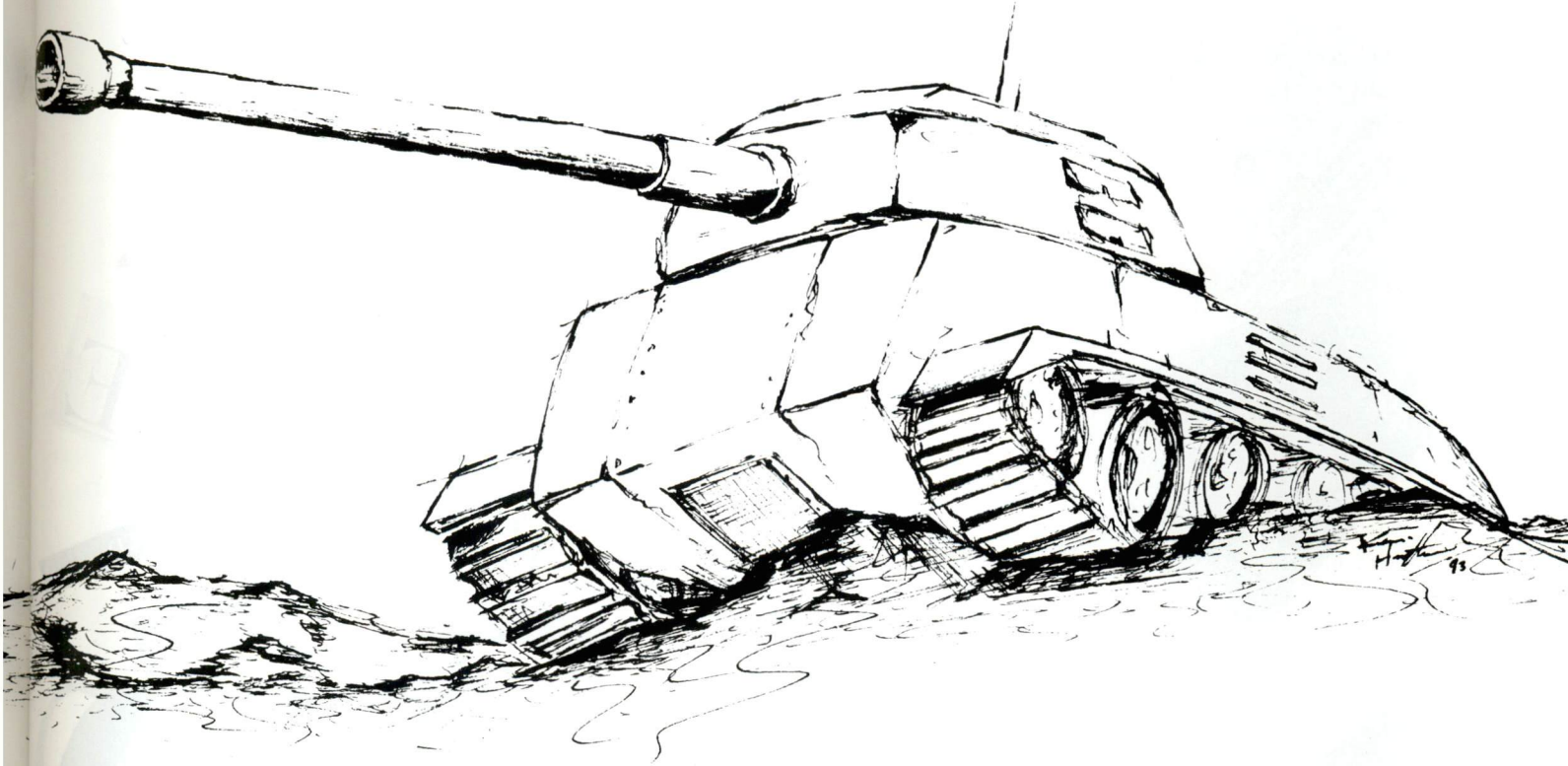
by Chris K. Ford, DTM

■ IF SOMEONE HAD TOLD ME 15 YEARS ago when I joined my first Toastmasters club in Edmonton, Canada, that one day I would use my Toastmasters skills in a combat zone, I wouldn't have believed it! But the war in former Yugoslavia has provided me with ample opportunity to apply listening, thinking and speaking skills in a very hostile and tragic environment – in short, to practice communication and leadership...under fire!

As Chief of Operations for the European Community Monitor Mission (ECMM) in Zagreb, Croatia, I have learned one key lesson concerning conflict resolution: words, not bullets, are the answer. The ECMM specializes in words; after all, the 400 of us on this mission are unarmed, even in the midst of hostile fire, so we have to rely on the spoken word in order to make any progress with the combatants or the innocent victims of the war. Our role, in a nutshell, is to promote diplomacy by getting the opposing factions to talk to each other instead of resorting to violence as their first choice. Through preventive diplomacy, we hope to negotiate cease-fires, facilitate the passage of humanitarian aid, reunite families, exchange prisoners of war and bodies, and generally create the conditions for a peaceful settlement.

And therein lie the challenges. The political and military leaders of the Serbs, Croats and Muslims seem to have higher priorities than sitting at the bargaining table. Persuasion is required just to get the process rolling, especially when there's action on the battlefield. Once at the table, the skills of chairing a meeting are vital for keeping the parties at the table and on the agenda. There are often loaded weapons on the conference table, or at least within reach, and the meetings may be punctuated by the sounds of sniper or mortar fire in the streets, so you can appreciate that control is absolutely essential!

An added challenge is the language barrier. My knowledge of Serb-Croat won't get me much more than a glass of "slibowicz" (local fire-water) and a quizzical glance, so all our negotiating is done through interpreters. Remember the number of times an evaluator has reminded you about eye contact? When communicating through an interpreter it's even more important to maintain eye contact with the other person, because the eyes convey the passion, the anger and the sadness. It takes discipline, though. The natural tendency is to make eye contact with the person you understand (the interpreter),



rather than the one whose ideas are conveyed in a foreign tongue.

The advanced series of manuals has given me some excellent tools for this combat zone. "Communicating on Television" and "Public Relations" have proven invaluable for my contacts with the media, which again has often been through an interpreter. I use "Speaking to Inform" and "The Professional Speaker" on a daily basis during morning operations briefings to the mission. Even "The Entertaining Speaker" has been useful – in a situation like this, you've got to be able to laugh once in a while!

Leadership is as vital a commodity in war as it is in peace; people's lives depend on it. I can certainly attest to the value of numerous Success/Leadership modules. It goes without saying that "Leadership – Parts I and II" find practical application in any combat situation. "Effective Listening" is a great tool in communication, but also most helpful in determining where the artillery rounds are coming from! You might think "Parliamentary Procedure in Action" wouldn't be high on my list. Granted, while we tend to be slightly less formal than Robert's Rules of Order would condone, these tried and true principles of majority opinion are still applicable.

So why hasn't this Toastmaster solved the problems of former Yugoslavia? (I hear you ask!) It isn't for want of trying, I assure you. The issues are extremely complex, the stakes astronomically high, and they won't be resolved overnight. But Toastmasters training provides the skills and confidence to push for success, even though the challenges are numerous. Whether *your* challenges lie in the battlefield, in the boardroom, or in your own backyard, Toastmasters can be your ticket to success, too.

I can honestly say that the entire Toastmasters program has helped me immensely to do the job I am called upon to do in former Yugoslavia. The communication and leadership training is second to none. I think the only Toastmasters skill I don't use in this war is "Ah" counting. It's quite understandable that one might utter awkward or meaningless sounds...under fire!



Chris Ford, DTM, a member of Mississauga Valley Toastmasters Club 8277-60, is a Colonel in the Canadian Military Engineers. He is currently on peace-keeping duty with the European Community Monitor Mission in Zagreb, Croatia.

"There are often loaded weapons on the conference table and the meetings may be punctuated by the sounds of sniper or mortar fire!"



by Mike R. Drummond, CTM

Getting Set For a Club Gazette:

A well written, attractive newsletter can serve as a powerful sales tool for recruiting new members, in addition to its obvious purpose: to keep members informed and motivated.

- 1. Getting Started:** Appoint an editor. The editor need not be a professional writer, but a journalism background will help. The most important factors are enthusiasm, time available and knowledge of the Toastmasters program. Having access to or owning a typewriter or computer with word processing and desktop publishing software helps, too.
- 2. Budget:** Consider publication dates and costs for printing, photocopying and postage. Be realistic. Most newsletters are published monthly on a single 8 1/2" x 11" sheet. Weekly publication, or a larger 11" x 17" format, are possible if time and budget allow. Can any of these expenses be offset by paid advertising?

- 3. Distribution:** Will you mail the newsletter to members or distribute it at meetings? How many extra copies will you need to keep on hand for prospective members and guests? If the newsletter is mailed, can it be folded in a way that eliminates the need for an envelope? Check with the post office for regulations and suggestions.
- 4. Format:** Most clubs use typewriter/word processor formats to generate an original from which photocopies are made. A more expensive choice would be typeset pages. Always use two or three columns per page – it breaks up the copy and makes it easier to read. Use blank space, outline short news

STEPS

to Better Newsletters

items in boxes, or use clip art (inexpensive, copyright-free illustrations, available through most bookstores or your public library). High-contrast black and white illustrations are easy to reproduce. Most photographs reproduce poorly unless the more expensive offset printing method is used.

5. Local Research: Study your local newspaper for style. Get copies of other service club publications and exchange newsletters with other Toastmasters clubs in your district. Remember, if you borrow heavily from one source, it's plagiarism. If you borrow from a hundred sources, it's good research.

6. The Masthead: Spend some time designing this. The masthead will include the Toastmasters logo, the newsletter name, the club's name, meeting time and place, a mailing address and phone number.

You may wish to include the names of club officers and as editor, you certainly will include your own. Even if the rest of your newsletter will be typewritten, have the masthead designed once by a typesetter or desktop publisher.

7. Headlines: Grab attention quickly. Word processors: use boldface type in a larger point size. Typewriters: use all capital letters and underline.

8. Content: All material should be in good taste and relate to club activities. Articles should be short and simple. A seasoned Toastmaster outlined her speech-making secrets simply: stand up, speak up, shut up. This holds true for writing as well. Get to the point, then move on. Make it easy on yourself as editor – after all, this is a volunteer position. A list of frequently-run features can serve as a quick mental checklist when a deadline approaches and you have space to fill.

9. Typical Feature Categories: Upcoming Club Events, President's Corner, New Member Report, Visitors, Highlights from Past Meetings, Members in the News (job promotions, birthdays, babies, new grandchildren), Inspirational Quotes, Menu (if you dine during your meetings). If space permits, include the tentative program schedule for the next four to six weeks. List upcoming Toastmasters International events, promotional campaigns, district events, speech contests, Youth Leadership and Speechcraft program updates, etc. You may even wish to mention the meeting times and places of other Toastmasters clubs in the area.

10. Cut and Paste: Or amputate and suture, depending on your editing style. If you are using a typewriter, cut up the individual articles and experiment with the best layout. Removable transparent tape makes this process easy. Desktop publishing software such as PageMaker makes it even easier.

11. Deadlines: Set a predictable deadline for receiving items from other members. Pick a certain day of the week or month, depending on your publishing frequency and the schedule of the editor.

12. The "N" Factor: Play with words – sounds, spelling, puns – give your sense of humor free rein. Remember, if you don't "N-joy" writing the newsletter, no one will N-joy reading it. A good newsletter will N-form and N-ertain at the same time.

Remember: strive for perfection, but don't worry about it! If it happens, great. If not, that's okay too. The club newsletter was never destined to become world-class literature. **T**

Mike R. Drummond, CTM is a Toastmaster and freelance writer living in Grass Valley, California

As Editor, you will be responsible for

Widows &

FORM

If your newsletter is to be published, it must be consistent. So the very first decision to make as editor is how frequently your newsletter will be published. This will depend on several factors, including how much time you can devote to the job and the volume of material you have to work with. Without a doubt, publishing regularly is more important than publishing often. Successive issues should be separated by

You can avoid widows and orphans by editing the copy so that as many articles as possible end on the same page that they begin.

CONTENT

Just as the appearance of your newsletter

Orphans

by Kenneth T. Pawulski, CTM

Things to consider when signing on as Newsmaster.

■ THE COMMUNICATION TRAINING MOST of us receive as Toastmasters relates primarily to speeches. However, there's more to communication than preparing and delivering a speech. Toastmasters also gives us the opportunity to learn how to handle an increasingly important type of written communication: the newsletter.

These days most organizations publish newsletters on a regular basis, not only to keep members informed, but also to present their views to the public. Many Toastmasters clubs and districts are already involved in publishing, as can be seen by the number of entries submitted each year for the Top 10 Newsletter Contest. And it should come as no surprise that, like so much we learn through Toastmasters, publishing a club newsletter is a skill that is transferable to the "real world." After producing a newsletter within Toastmasters, you'll be able to perform the same service for your employer, church, community group or other organiza-

tion. Since I was editor of my club's newsletter for two years, allow me to share a few of the things I learned during that time.

To set the stage, let's suppose you have just been appointed editor and publisher of your club's newsletter. As with a speech – or any form of communication – there are two primary aspects of a newsletter: form and content. Let's look at a few guidelines that will help you design and publish a top-notch newsletter.

FORM

If your newsletter is to have any credibility, it must be consistent. So the very first decision to make as editor is how frequently your newsletter will be published. This will depend on several factors, including how much time you can devote to the job and the volume of material you have to work with. Without a doubt, publishing regularly is more important than publishing often. Successive issues should be separated by

equal intervals of time – whether monthly, bi-monthly or quarterly – and annual issues need to be published at the same time each year.

Though vitally important, publishing on a regular basis is not enough. Much of your newsletter's consistency resides in its layout. Your newsletter should have a uniform appearance: an easily recognizable masthead, an unchanging typeface style and roughly the same number of pages in each issue.

If possible, use a computer to prepare your newsletter. There are many desktop publishing packages available for less than \$100, each offering a wide selection of fonts and graphics. These packages make the process of designing a logo (using text, graphics or both) and selecting the typeface for article headlines, bylines and text a relatively simple process.

Though it's all right to vary the appearance of your newsletter, try to modify the same design elements in the same way in successive issues. Try to change one element at a time to preserve continuity with previous issues. For example, don't change the masthead, typeface style and number of columns on each page all at the same time.

To improve the overall look of your newsletter, avoid the "widows" and "orphans" that occur in articles starting on one page and ending on another. A "widow" is the last line of a paragraph or page that is less than one-third the width of the line, usually the carry-over of a hyphenated word. An "orphan" is a widow carried to the top of the next page. The solution to this design dilemma is to use "filler" to plug in the gaps in your copy (i.e. short spaces left between articles or at the bottom of pages). You can avoid widows and orphans by editing the copy so that as many articles as possible end on the same page that they begin.

CONTENT

Just as the appearance of your newsletter should be consistent, so too should its content. Each issue needs to have at least one regular feature – and more is better! Here are some suggestions: publish the names of your club's weekly speech contest winners and the titles of their speeches; ask your club President to write a column for each issue; or feature a specific aspect of your club's meetings, such as a "Words of the Week" list with examples of how they were used during the meetings.

Similarly, it's a good idea to have regular features that appear only once or twice a year, but at the same time each year. For example, you might ask your club's Vice President Education to write one or two articles each year on upcoming special events or theme meetings. How about stimulating members' interest in club offices by publishing a pre-election article summarizing the duties of each office? Other ideas for annual features include biographies of – or interviews with – incoming club officers, and articles about area, district or regional conferences.

As mentioned earlier, fillers are necessary for any newsletter layout. Examples of fillers are short anecdotes, quotations and humorous stories that fill the empty or "white" space in your newsletter. It's a good idea to have a supply on hand to use as needed. (This shouldn't be a problem since, unlike other articles in the newsletter, fillers are generally not timely material.) Prime locations for fillers are at the end of an article (to avoid widows) and on the last page of the newsletter (to fill up remaining space). You can also use filler to create a "sidebar," which is information (usually boxed or set off in some way) that supplements an accompanying article.

Solicit articles from fellow club members. Remember you are the editor of the newsletter, not a reporter – or at least not the *only* reporter! I found that new club members were particularly eager to write articles for our newsletter. But don't be afraid to edit their contributions and correct their spelling, grammar or punctuation.

A club newsletter is the best place to acknowledge members' accomplishments, both within the club and at speech contests beyond the club level. Interview representatives of your club in area, division and district speech contests, as well as contest chairmen, judges and timers. Or, ask members to write an article describing their experiences.

Although the examples I've used relate directly to the publication of a Toastmasters club newsletter, they have general application. With slight alterations, these tips are useful in any other newsletter endeavor you might undertake, whether it be at work, at church or for your community. **T**

Kenneth T. Pawulski, CTM, is a member of the Carlingwood Club 3319-61 in Ottawa, Ontario, Canada.

**"A club newsletter
is the best place
to acknowledge
members'
accomplishments."**

CONGRATULATIONS! YOU'VE JUST BEEN named editor of your club's newsletter.

For those who have never put together a newsletter, it can be a frightening experience – but it doesn't have to be. Here are some ideas that will help you enjoy being in the editor's chair, even if you don't have computer experience.

by *Ethel E. Keller, CTM*

How? First get your members involved.

improve. One word of caution: DO NOT copy from printed matter. Usually it is copyrighted and legal problems may ensue if you reprint without permission. Paraphrasing or reviewing material is acceptable, but always include information on where the original work can be found.

How about jokes? In general, avoid them. What is funny to you may be offensive to some-

HAVE FUN

With Your Club Newsletter

WHAT'S IN A NAME?

Start by holding a contest to name your newsletter. The prize can be anything – lunch, a letter opener, a small trophy or simply a letter of thanks, and, of course, a mention in the newsletter.

ATTENTION ASPIRING WRITERS!

Encourage members to take an active part in writing articles for the newsletter. The articles can be short – a paragraph or two. Decide what information to put in your publication based on careful assessment of your club's needs. But realize that if volunteers are not available, you will be doing all of the writing yourself. After all, you are now both the editor and the publisher.

Here are some possible column ideas: **THE PRESIDENT SPEAKS** – His/her views on the direction your club will be taking. **SPOTLIGHT** – Feature a different member each week. **COMING ATTRACTIONS** – Activities not only of your club, but of the region's clubs. **MEETING AGENDA** – Who, what, when, where and why. **THE CLASSROOM** – Book reviews, articles or speeches that will help your members

one else. On the other hand, humorous speaking experiences involving fellow Toastmasters would be helpful to other club members.

HOW MANY PAGES?

This is up to you. How many pages can you fill? Your newsletter can be a single side of an 8 1/2 by 11 sheet. And if you use an 11 by 17 sheet, it can be folded in half, thereby providing four pages. The length may vary from issue to issue depending on the amount of information available.

PHOTOCOPING MAKES \$ENSE

Most clubs have a relatively small circulation, including members, area governors, prospective members and extra copies for various promotional purposes. Therefore, the most economical way to print your newsletter is on a photocopy machine. The cost of ranges from three cents per page for an 8 1/2 by 11 sheet to 25 cents for the 11 by 17 size.

LET'S GET GRAPHIC

Photos make a great addition to the design of any publication, but unfortunately they do

not copy well. Here's an alternative: One of the easiest ways to dress up your newsletter is by using line drawings and clip art. Clip art collections can be found at hobby shops, graphic products stores and stationary shops. Another possibility, if you have friends with computer graphics, is to ask them to print copies for you. You can then photocopy the individual graphics, enlarging or shrinking them to size. Again, don't use copyrighted cartoons clipped from newspapers or magazines without first getting permission. But be advised that one-time rights can often be obtained by writing to the editor of the publication. Include a copy of the cartoon you wish to use, a copy of your newsletter and the circulation. Since you are requesting to use it in an educational publication for a non-profit organization, you will probably get permission. If granted a one-time use, be sure to tag the appropriate credit line on the reprinted illustration.

CREATING A NAMEPLATE

Now it's time to design a nameplate. Perhaps you can find a friend or member with graphics or design experience to do this. If not, take heart – it's not that difficult. The size of the nameplate is up to you. But it should stand out on the page. Be resourceful: use lift-off or rub-on letters or plastic sheets with cut-out letters. If you can, test out several different typefaces and fonts before determining which one you like best.

CONTINUITY BY DESIGN

Your contributors will probably submit their material in a variety of forms, not to mention type sizes. This requires some retyping to make all material uniform. Use the largest typeface for headlines, or type them in all caps. For text, choose a standard typeface and keep it consistent throughout. Save script and novelty typefaces for short, boxed announcements only.

● A standard page is 8-1/2 inches wide. Your publication can have one column, two columns, or – by shrinking the size of the print – even three columns, side by side on a page. Remember to leave 1/4-inch margins on the right and left side of each page. Photocopiers cannot copy edge to edge and a printer will need a 1/4-inch gripper-edge for the printing press.

PUTTING IT TOGETHER

Now the fun begins. Photocopy your masthead in position on a clean sheet of paper,

type in the volume, number, date of publication and your name. This information is important and should be clearly visible beneath the newsletter's name. The volume number starts with one for the first year it was published; whereas the number represents the specific issue, one for the first month (if monthly), two for the second and so on.

Next, fan out copies of the columns and the graphics you want to use. If you don't intend to use graphics, type your copy directly on the sheet. Use your back-up sheet to help keep your columns as even as your type.

Now decide which story will lead off in the upper left-hand corner and plan to use no more than three graphics per page.

At this point you will be cutting and arranging all your material. Removable tape is a good way to tack down material until you're ready to paste. If you have more material than fits on a page, start another page and continue cutting and fitting until all material has been used. If previous pages have a lot of unused white space, see if the material will fit in those spaces by omitting or editing down a column or eliminating a graphic.

When at last the material has been arranged the way you want, paste everything in place. Use a ruler to keep your columns lined up to each other and your lines straight. The next step is to photocopy. Copy the paste-up, using correction fluid to "white-out" any cut lines, and print from that copy. But first examine your copy carefully. Is it easy to see where one story stops and the next begins? If not, use vertical and horizontal lines to separate stories and columns. You may even want to box certain articles to bring attention to them and add optical interest to the page. Most office copy machines are able to do a two-sided copy from two sheets of paper. If not, run the first page, then flip the paper over and copy the second side.

Give yourself plenty of time when working on the first edition. *Don't panic.* Your first copies are not going to be perfect. But the more you work at it, the better your product will become. And be sure to always check other newsletters for ideas.

Remember, you are not the first person – nor will you be the last – to tackle a newsletter with little or no experience. It can be done...and it can be fun. **T**

Ethel E. Keller, CTM, is a former Toastmaster and freelance writer living in Jennings, Missouri.

"DO NOT copy from printed matter.

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without permission."

A W A R D - W I N N I N G E D I T O R S H A

Nancy Hancock, a three-term editor of a Top 10 Award-winning club newsletter and editor by profession, shares her views on creating a top-notch publication:

Your bulletin can serve to make your club or district stronger, more cohesive and vibrant if you incorporate the following six crucial characteristics:

1) Informational. Obviously your newsletter needs to contain notices of meeting assignments and themes, advertisements of upcoming district conferences and contests and special club activities. But don't forget to include updates on rules and procedures, changes to your club roster (addresses and phone numbers of new members in particular), profiles of officers and their duties, and invitations to social events.

To gather information, line up your sources – attend business meetings and ask members to inform you of any news. “Network” frequently with other members – remember, you are your club’s news broker!

2) Historical Record. Include in your newsletter specific reports on club events – what happened and who was there. Highlighting club parties, contests and educational programs will encourage readers to attend next time. You can also print a list of attending guests and send them each a copy – people love to see their names in print, and this recognition will make them feel welcome in your club and might even prompt them to join.

To get this information, you'll either need to attend every event yourself or enlist the help of reporters. You'll be amazed at how many members will rise to the challenge when asked to produce a short article. After all, they're Toastmasters because they want to improve their communication skills, and this includes writing. You and your writers are the club's eyes and ears, so select the most interesting details to write about.

3) Educational. Think about any problems your club may be having. Has there been a rash of “whitewash” evaluations lately? Have introductions of speakers become sloppy? Figure out a solution and write about it. Be positive, don't mention names in a negative context, and make concrete suggestions.

For example, don't say, “Too many of you are giving bland evaluations.” Rather, suggest, “Many of us could give better

evaluations if we could pick out at least one aspect of the speech that could be improved.”

You can also generate articles (or ask your Vice President Education) on topics such as how to perform various meeting functions, speechmaking tips and the role of club officers. Explain the various Toastmasters' programs. New members always have questions about what's required to earn CTM, ATM and DTM status and veteran members often need a reminder. And don't forget to inform members about any policy or program changes generated by World Headquarters.

If your club is debating about whether to hold a Speechcraft or Youth Leadership program, present an objective explanation of the project, listing the pros and cons. The newsletter can provide a forum for members' views.

Read widely and share pertinent information with readers. Write or solicit stories on grammar, speech etiquette, parliamentary procedure and voice control. Be creative!

4) Entertaining. Experts in adult education maintain that people learn best when they're having fun. So perk up your newsletter with jokes, cartoons and humorous quotes. Collect them yourself or ask members to contribute. Showcase members' talents: Print cartoons from members who are visually creative; feature quips from those with rare wit.

Remember, don't print copyrighted cartoons or illustrations. Use art produced by World Headquarters or purchase clip art.

5) Reinforcing. People perform better when they're praised for what they do right rather than criticized for what they do wrong. So celebrate members' achievements and report who won the Best Speaker or Table Topics awards; thank the host or hostess who provided refreshments; announce committee members and describe their accomplishments.

If a member has struggled with a certain manual project for weeks and finally completes it, celebrate the victory in the bulletin! Commend people for even the smallest accomplishment – what appears insignificant can mean a lot to an individual.

Every club needs doers, and recognition is one of the surest ways to get people to do more. Your bulletin is one of the

GATHER ALL THE NEWS THAT'S FIT TO USE

SHARES TRICKS OF THE TRADE.



most powerful recognition devices your club has. Rule: Whenever anyone does anything valuable for the club, mention it in the newsletter!

Shower praise on outstanding officers. Write major features on people who complete their CTM, ATM or DTM. List everyone who attends district conferences. If a contestant from your club wins a speech contest, make it your headline. If you're having trouble recruiting new members, thank people who bring guests.

One caution: Religiously check the spelling of names. There's nothing more discouraging than to see your name in print - misspelled!

6) Tradition-Building. Top clubs have a sort of collective superiority complex; members feel they're part of an elite group. Your club bulletin can play a major role in estab-

lishing traditions and cultivating that distinctive group consciousness.

As editor, you can encourage this by strategies such as coining words or phrases. For example, when officers of North Coast Toastmasters came up with a new weekly job of monitoring speakers' voice projection, the bulletin editor coined the term "Volumeter" to describe the new function. This "in" term has endured as a distinctive feature in the club. You can be the first to identify new club procedures and "finalize" them by putting them in print.

Most importantly, you can write about people in your newsletter as though they're part of a valued team. Instead of saying, "Our club Halloween meeting October 28 was lots of fun and 20 members and spouses attended," spice it up: "Witchy Bev Jones and ghostly John Smith were the driving forces behind our wickedly delightful Halloween meeting October 28, at which Peter Johnson officiated a terrifying but highly informative Dracula."

In other words, specifically refer to individual achievements and contributions, and show how these benefited the group as a whole. Your imagination can add color and flair to the most mundane item.

By deliberately weaving these six characteristics into each and every issue of your newsletter, you can ensure that it will

"Every club needs doers, and recognition is one of the surest ways to get people to do more."

support your club policies and goals and play an active role in making your club thrive.

By being informational, the newsletter provides a source of cohesion for all members; by being historical, it makes club activities tangible for readers and helps foster greater future participation; by being educational, it underscores the club's mission of personal development for each member. By being entertaining, the bulletin lends a sense of fun and humor to club activities; by being reinforcing, it acts powerfully to support and encourage major club objectives such as good management, involvement of all members, achievement and attendance at educational functions. And finally, by being tradition-building, it helps further club growth and continuity. **T**

From "Your Club Bulletin," (Catalog No. 1156) available at World Headquarters.



The group he founded more than two centuries ago had all the characteristics of a modern day Toastmasters club.

by Ed Bliss

BEN FRANKLIN:

T O A S T M A S T E R

*"Recollect you have two ears, and two eyes,
and only one mouth, which shows you must not
speak more than half what you hear,
and of half as much as you see."*

BENJAMIN FRANKLIN

It might come as a surprise for you to learn that the first Toastmasters club was established in Philadelphia in 1727.

Not by that name, of course. And there were a few minor differences. But for all intents and purposes the little club established by Benjamin Franklin in the fall of 1727, which he called the Junto, was indeed a Toastmasters club.

Consider these circumstances: The club met weekly, combining its meeting with a meal and fellowship. Its purpose was the self-improvement of its members, and the principal method of achieving that goal was active member participation in every meeting – speaking, expressing opinions, constructively criticizing each others' efforts and learning by doing. Speakers were not brought in from outside to "lecture" the members; the group itself provided each week's program, and every member took part in the give-and-take of critical discussion.

At least once every three months, each member was expected to give a formal speech. The subject was up to the speaker, but it had to be carefully thought out and researched. The speech was then delivered in the format of an essay read to the group, followed by lively discussion.

Needless to say, there were frequent differences of opinion, but the exchanges were without bitterness. In his autobiography, Franklin wrote, "Our debates were under the direction of a president, and were to be conducted in the sincere spirit of enquiry and truth, without fondness for dispute or desire of victory, and to prevent warmth, all expressions of positiveness in opinion or of direct contradiction were after some time made contraband and prohibited under small pecuniary penalties."

Was the club successful? Well, its members apparently thought so – they met every Friday evening for more than 30 years, and a number of them became distinguished in their respective fields (particularly its founder, who became, quite

simply, one of the most famous men in the world). The club became so popular and the membership applications so plentiful, in fact, that additional clubs – comparable to the local chapters of Toastmasters – had to be formed in order for the original group to avoid becoming too large. Six such subordinate clubs were created.

When he founded the Junto, Franklin was 21 and just getting his start in business. Four of the original Junto members (including Franklin) were printers. The group also included a carpenter, a shoemaker, a surveyor, a mechanic, a clerk, a mathematician, a copier of deeds, and one member who was simply described by Franklin as "Robert Grace, a young gentleman of some fortune, generous, lively, and witty; a lover of

punning and his friends." The group was often referred to as the Leather Apron Society because most of its founding members were young tradesmen. Initially they met above a tavern, but later moved into clubrooms located in a building belonging to one of the members along Philadelphia's Pewter Platter Alley.

There were a number of other clubs in Philadelphia at that time, but none quite like the Junto. There were ethnic clubs, political clubs, religious clubs, and a number of social organizations. There was an Every Night Club, where the wealthiest men of Philadelphia met each evening. And there was a Bachelors Club, whose only purpose apparently was drinking and conviviality. But Franklin (who, as a bachelor, certainly wasn't opposed to conviviality) had something quite dif-

ferent in mind: self-improvement. And he realized the best way to achieve it was through the combined efforts of like-minded, ambitious individuals.

Franklin even had his own version of "Table Topics." To stimulate extemporaneous discussion, he prepared a list of 24 questions that he urged each member to look over before each meeting. It included questions such as:

- Have you read anything lately that is remarkable, or suitable to be communicated to the Junto, particularly in history, morality, poetry, travel, mechanical arts, or other parts of knowledge?
- What new story have you heard lately agreeable for telling in conversation?

**A true "Renaissance man,"
Benjamin Franklin was one
of the Founding Fathers of the
United States; a statesman,
diplomat and philosopher; a
printer, publisher and author
of the famous *Poor Richard's
Almanac*; a distinguished
scientist and inventor; the
founder of America's first public
library; and the civic-minded
deputy postmaster
for the 13 colonies.**

- Do you know of any fellow citizen who has recently done a worthy action, deserving of praise and imitation, or who has committed an error proper for us to be warned against and avoid?
- Is there any difficulty in matters of opinion, of justice and injustice, which you would gladly have discussed at this time?
- Do you see anything amiss in the present customs or proceedings of the Junto, which might be amended?

In his later years, Franklin wrote that he believed the club was “the best school of philosophy and politics that then existed in the province; for our queries, which were read the week preceding their discussion, put us on reading with attention upon the several subjects that we might speak more to the purpose; and here, too, we acquired better habits of conversation, everything being studied in our rules which might prevent our disputing each other.”

Unlike most educators of his day, Franklin believed public speaking was a skill important enough to be taught in schools, along with traditional subjects such as languages, math and science. In fact, when he established the academy which later became the University of Pennsylvania, he insisted that public speaking be included in the curriculum.

Franklin himself, however, seldom spoke before large audiences. Not that he was shy, he just didn't consider himself an orator and felt he was more effective in small, informal groups. But he always spoke briefly and concisely: Thomas Jefferson said he had never heard Franklin give a speech lasting longer than 10 minutes.

The one exception was a dramatic presentation he gave to the British House of Commons in 1766, when he urged repeal of the Stamp Act, which was so repugnant to America. He faced formidable opposition – the king opposed repeal, as did many powerful members – but Franklin had many friends in Parliament, and he made sure they were well prepared with questions he wanted asked.

In the words of historian Carl Van Doren: “No other man alive could have delivered the argument as Franklin did. Nobody else had ever known or thought so much about America. The members could not surprise Franklin with any question for which he had not a reasoned and pointed answer.

He did not hurry or overwhelm his hearers with eloquence. Reasoning was his persuasion. Even though they disagreed with him, they admired his knowledge, assurance, spirit and temper. And some of them must have valued the art of the scene which had been staged for them.”

On his feet for four hours, he convinced Parliament to reverse its decision, delaying at least for a while the inevitable armed conflict. His calm, convincing presentation before a hostile audience made him a national hero.

But Franklin's greatest contribution to America's destiny – and the greatest test of his persuasive skills – occurred in the Constitutional Convention. The sticking point was proportional representation in Congress, with the large states and the small states refusing to compromise. Franklin proposed a Congress of two bodies, with the House of Representatives based on population and the Senate based on equality of the states. Even with this compromise it seemed the Constitution was doomed.



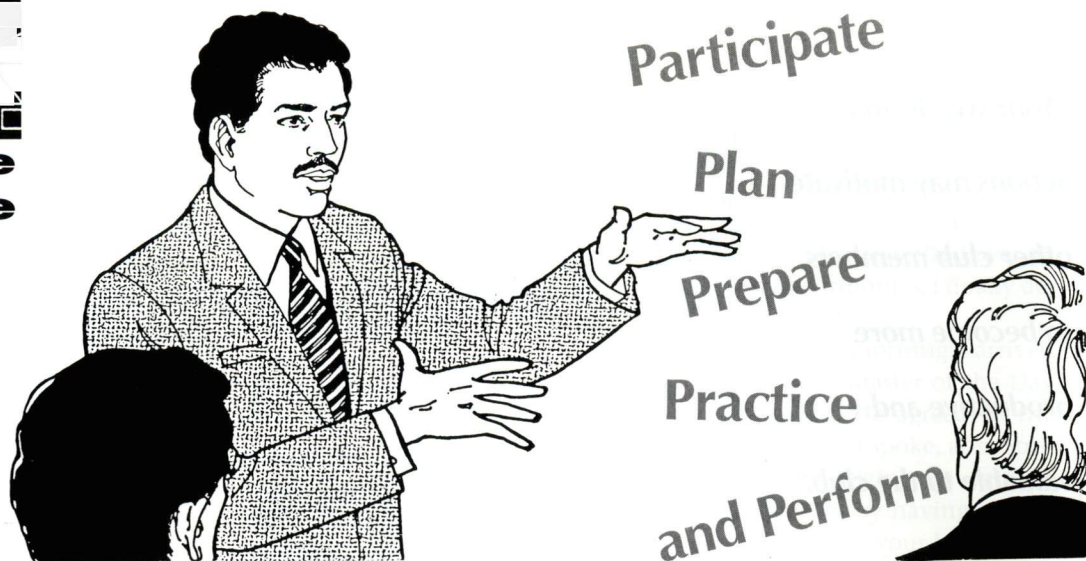
It was under this backdrop that Franklin made a speech that changed American history. After admitting his dissatisfaction with certain provisions, Franklin noted, “When you assemble a number of men to have the advantage of their joint wisdom, you inevitably assemble with those men all their prejudices, their passions, their errors of opinion, their local interests and their selfish views. From such an assembly can a perfect production be expected? It therefore astonishes me, Sir, to find this system approaching so near to perfection as it does...On this occasion, Sir, I cannot help expressing a wish that every member of Congress who may still have objections to it would, with me, doubt a little of his infallibility, and, to make manifest our unanimity, put his name to this instrument.”

The speech was a success and resulted in the adoption of the Constitution of the United States. Benjamin Franklin had successfully used the powers of persuasion – powers he had honed decades earlier in the small group he called the Junto – which essentially was an embryonic Toastmasters club! **T**

Ed Bliss, a former Toastmaster, is a management consultant and author of two books on time management. He lives in Kingsburg, California.



for the
novice



Your Next Speech

As soon as the speaker was introduced, boom!!! His opening was like a rifle shot. He commanded our attention. He worked the room like a politician the day before an election. His eye contact made me feel he was talking to me. His gestures reinforced his message; his voice tone and inflection gave his words added impact. He illustrated his points with interesting and amusing family anecdotes. I joined the Toastmasters club that evening.

When a speech contestant is interviewed on stage and asked, "Why did you join Toastmasters?" the answer is key to the success of many Toastmasters clubs. While most clubs have successful membership recruitment drives, the challenge to the club is to keep new members motivated and challenged to continue participating and growing within the club, to keep them coming back week after week.

The evening I joined my club, I had already been to other Toastmasters meetings and felt I knew what to expect. I was already committed to join the organization – I just needed to select a local club to join.

That evening I walked into the meeting room and sat quietly in the back of the room, trying not to be conspicuous. The meeting started. Nothing too spectacular. Then the first speaker was introduced.

Probably each Toastmasters club has one speaker like Michael. At the time I thought all Toastmasters in this club spoke as well as he did. I remember thinking what a great group to belong to. More importantly, I felt I could be a

speaker like that. The speaking pose, the style, the clarity, all could be mine by my association with this group. Where could I sign up?

As I listened to the other speakers, I realized that not everyone was as polished as Michael. Most other members were, like me, struggling to learn the fine art of public speaking. As a matter of fact, if you were to ask Michael, he would tell you that he, too, is still learning.

However, on that evening Michael's success as a speaker could be summed up in the five "P's" of speechcraft: Participate, Plan, Prepare, Practice and Perform.

Participate – He attends Toastmasters meetings on a regular basis. He volunteers for speeches and seeks outside speaking engagements.

Plan – He outlines his speeches beforehand. He does background research for the speech. He is determined to make each speech better than the last.

Prepare – He writes out his speech in long-hand before the speech takes a final form.

Practice – Michael says his toughest evaluators are his wife and children. They always get to see and hear his speech before we do.

Perform – Only after completing the preceding four steps is he ready to deliver his speech before his fellow Toastmasters.

Although I have been a Toastmaster for four years now, every time I prepare for a speech assignment I still recall Michael's presentation and the effect it had on me. We never know the full impact of what we say or do. Michael didn't know it, but through his speech that night, he became my role model,

by Steven Presar, CTM

"Your words and actions may motivate other club members to become more productive and valuable to the club."

someone I continued to strive to emulate as I became more involved in Toastmasters. I believe that everyone has an opportunity to lead at some time and place in his life. That night was Michael's turn.

All of us have the same opportunity within our clubs. Our commitment to excellence and improvement can be reflected throughout the entire organization. At the very least, it may make us role models within our own Toastmasters clubs.

Toastmasters is composed of individuals. Membership commitment starts with you. Your words and actions may motivate other club members to become more productive and valuable to the club. Consider each of your manual assignments the most important speech you will ever give. Be committed to yourself and to your club.

We owe it to ourselves to be the very best we can. We must constantly strive to put our best foot forward – for the benefit of our fellow club members and especially for any prospective new members who have taken their valuable time to attend the meeting. A visitor may judge the effectiveness of the entire Toastmasters program on my efforts during one evening.

Think back to your first Toastmasters meeting. Why did you join your club? More importantly, why have you continued to participate? Do you still have personal speaking goals unrealized? Think back – there may have been one speaker who captured your imagination – someone who seemed to have been down the path you wanted to travel, someone who made you feel that your involvement in this club would help you achieve your goals.

My reasons for joining Toastmasters are completely different from my reasons for staying. The reasons I joined are probably the same as thousands of members before me. The reasons I have continued to participate, however, have to do with the dynamics of the club.

Remember the "P's" of speechcraft: Participate, Plan, Prepare, Practice and Perform.

You do not have to be an elected officer of your club to be a leader. You never know the impact of your words or actions on the people around you. A visitor and prospective member may look for a reason to join your club. You may be that reason! **T**

Steven Presar, CTM, is a member of the Dayton Toastmasters Club 40-405 in Dayton, Ohio.

Impress them with the quotations that graciously express your maturity... and wisdom.

"Bookstores offer many different compilations of quotations on various themes... On the software shelf, you find *Wisdom of the Ages...*" —PC Magazine (9/91)

"The selections are well-balanced covering 81 subjects from 'Activity' to 'Worship.' They are taken from a good mix of ancient and modern American, European and Asian quotables." —PC Sources (12/90)

"Do you want to get the point across more effectively when writing or speaking? Then *Wisdom of the Ages*, a new computer program, may be the answer." —Sentinel Reporter (90)

Your dream of becoming a persuasive speaker is coming true with *Wisdom of the Ages*. A vast collection of the ideas and concepts which transcend time and present through the words of history's best minds. It brings you the insightful thoughts of the most significant philosophers, artists, scientists, writers, and leaders in history. With a total of 6561 quotations, *Wisdom of the Ages* represents mankind's wisdom spanning over two thousand years. It is a fascinating tool you can rely on to express your maturity and wisdom.

Order now to begin development of your inspiring presentations. Our special price of US \$24 includes shipping and handling in the U.S.; all foreign orders add \$3 for airmail delivery. We have also included a 20% discount if you order 2 or more copies. *Wisdom of the Ages* is an IBM compatible DOS shareware software and requires a hard disk or 2 floppy disk drives. Please specify your disk choice of 3½ or 5¼ and send your check/ money order/ bank draft/ traveller check to:

Unique Devices, P.O. Box 1223, Union City, CA 94587, U.S.A. - Phone (510) 727-9229

by Tom Hoyum

On a Moment's Notice

■ HOW OFTEN HAVE YOU ARRIVED at a club meeting expecting to hear two or three speakers, but only one was ready? Two opportunities to speak were lost. Sure, your club may have expanded Table Topics, but it just wasn't the same.

Now think back to your original reason for joining Toastmasters. You wanted to enhance your speaking ability, so why not seize one of those lost opportunities to speak?

You may have the same excuses as I did for not speaking on short notice: not enough time, no topic or material, too many other obligations. Though these are all valid excuses, they do not override your original purpose for becoming a Toastmaster. I wanted to be able to get past those objections and be ready to speak when called upon – and that's exactly what I did.

On Tuesday night, the upcoming Toastmaster of the Day informed me that I would not have to evaluate at our Thursday meeting since one of the scheduled speakers had cancelled. In the meantime, I had already begun reading my next manual assignment and was preparing a new speech.

None of my fellow club members knew I was planning to give a speech. As the time drew near, I considered not speaking. No one had ever volunteered to give a speech without scheduling in advance and I was uneasy. I *could*

change my mind. But after remembering how I had agonized over all those lost opportunities, I finally decided to go for it.

On Thursday morning, I arrived early to tell the Toastmaster of the Day what I wanted to do. He agreed to the change in program and I spoke, appropriately enough, about seizing last-minute speaking opportunities by having an impromptu speech ready in your hip pocket or purse. The speech was a success! Since then, several members have suggested setting up an alternate or "hot seat" speaker to fill last-minute vacancies.

You can do it, too. Just follow these simple steps:

1. After each manual speech, immediately begin planning your next one.
2. Take notes on your topic and start developing an outline.
3. Practice!
4. Attend each meeting with the expectation that you will be called upon to speak.

Help your club maintain a full speaking agenda at every meeting – seize those impromptu speaking opportunities! **T**

Tom Hoyum is the Vice President Education of the North Shore Badgers Club 2612-35.

Seize the day
an impromptu
speaking opportunity
comes your way.

Are you **GOOD ENOUGH** to be a **PRO?**

*Toastmasters' Accredited Speaker Program
is now accepting applications for 1994.*



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

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

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

Only a handful of Toastmasters have what it takes to become Accredited Speakers. If you think you're one of them, write to World Headquarters for details on how to apply.

The deadline for the 1994 Accredited Speaker Program is November 1, 1993.

Perfect Attendance Perfect Sense

Show up and listen
to others as you
would like them
to show up and
listen to you.

by Frank Jongema, CTM

■ "WHY COME TO TOASTMASTERS WHEN I'm Not On The Schedule?" The bottom line: We miss you when you're not there. What's in it for you? Abundant opportunity, as the following ideas illustrate:

ONE **Listen** – An excellent but frequently neglected method of displaying friendship or empathy is listening. Remember, there's a reason for the ratio of two ears to one mouth! Most people can hear, but listening is a developed art. Attend a meeting just to listen and you'll strengthen this diplomatic skill. Doing so also provides the speaker with a valuable asset – a listening audience.

TWO **Encourage** – Who wants to add extra meetings to their hectic schedule so that they might be criticized? Fledgling speakers certainly don't need to hear negative reviews. The fact is that people blossom under encouraging words. Even suggestions for improvement are welcomed when arranged in an encouraging bouquet. Set a goal to say something encouraging to everyone present.

THREE **Set an example** – Some seasoned Toastmasters sporadically skip meetings. The message imparted to newer members? Only certain gatherings qualify for their time and presence. To paraphrase a Golden Rule, "Attend and be attentive to others as you would like them to attend and be attentive to you."

FOUR **Gather information** – Mensa (the genius organization) reports that it is now physically impossible to know everything. But I can learn something from every speech if I'm open to doing so. Electromagnetic fields, historical people and places, computers, taxes, economic philosophies, rescue techniques, fire safety, defensive driving, local politics, other religions, caring for the aged, geography...the list multiplies. For the price of a new Encyclopedia Britannica, you can attend Toastmasters for more than 25 years!

FIVE **Make use of "sounding boards"** – This idea works two ways. Pre- and post meeting time provides the opportunity to bounce ideas off others and operate as a "sounding board." Ask or answer questions such as: "What do you think of this idea?" or "Does this example fit the purpose?" or "This speech is too long. What should I cut out?" I prefer to call this concept a sounding board vis-a-vis a mentor because most people think of only one mentor per person – but you can access many "sounding boards" at a meeting!

SIX **Reflect** – Take time to assimilate ideas or information. Reflection is best done while the conscious mind is quiet and not, for example, just before giving a speech! Just as passengers usually notice more roadside surroundings than the driver, understand that attending a meeting when not on the schedule allows you to absorb more information on how the club operates.

SEVEN

Be a host – With a mind free from the cares of current duties, it's easier to discern the needs of your guests. So explain the meeting's agenda. Introduce visitors to other members. Having guests meet the day's speakers will enhance their enjoyment of the speeches.

EIGHT

Relax – As a typical "Type A" achievement oriented personality, I had a hard time relaxing. I filled every minute with purposeful achievement. The two trips to the hospital for mysterious pain attacks taught me to back off and start enjoying life. Even if you don't get credit toward your ATM for just attending a meeting, do it anyway. And have fun!

NINE

Evaluate – The evaluation skills we develop as Toastmasters set us apart from other public speakers. Evaluate everything in the meeting even if you don't voice or distribute your comments. Compare your

critiques with the scheduled evaluators. Evaluation expertise develops like any other – with repetition.

TEN

Bring a speech – If some of your goals involve giving speeches, bring a speech to every meeting. As a wise philosopher once said: "It is better to have a speech and not give it, than be given an opportunity and not have it." (Okay, I made that up. But it's still good advice.)

Check your club's upcoming schedule. Are there weeks where your name is not listed? I challenge you not to think of those meetings as days off. Rather, take one of the above ideas – or make up your own – as your duty for the day. Be somebody! You and your club will both benefit. **T**

Frank Jongema, CTM, is Vice President Public Relations of Grand Terrace Club 290-12 in Grand Terrace, California.

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toastmasters' newly elected International President, Neil Wilkinson, DTM, is convinced our organization helps people create a better life for themselves and for others. This has been the case in his own life, and he wants to make sure that as many Toastmasters as possible can reap the same benefits he has enjoyed.

Mr. Wilkinson joined Toastmasters 21 years ago to conquer his fear of public speaking. After two decades of rigorous Toastmasters training, he has accomplished much more. Starting his Toastmasters leadership career as District 42 Governor, he has climbed the ranks to the organization's top position by serving as International Director and then as Third, Second and Senior Vice President. And as a member of three Toastmasters clubs, he stays in touch with members' needs and concerns.

The President and owner of Barcol Doors in Edmonton, Mr. Wilkinson is an experienced businessman with expertise in sales and marketing. His work in Toastmasters and as President/CEO of the Edmonton Symphony Board of Directors was recently recognized with an award from the Governor General of Canada for "contributions to compatriots, community and to Canada." He has taught speech courses at the University of Alberta and he hosts a weekly cable TV show, called "Toastmasters Talk." Mr. Wilkinson's wife, Kathi, is a CTM and they have three children.

the toastmaster:

How did you select your theme, "Toastmasters: People Building People"?

mr. wilkinson:

Our founder, Dr. Smedley, really hit the nail on the head when he said: "We work together to bring out the best in each of us, and then we apply our skills to help others." So in developing a theme for this year, I felt that "People Building People" reflects how I feel about this organization's great impact on its members. My own experiences have confirmed that our organization changes people's lives.

I vividly recall the tremendous support and encouragement I received from the more senior club members during my early days as a Toastmaster. Over the years, it's been exciting for me to watch new members join, develop their communication and leadership abilities, and then in turn reach out to help others. This is the magic that makes Toastmasters unique.

An interview
with
Toastmasters'
1993-94
International
President.

meet

Neil Wilkinson D T M

What do you hope to accomplish during your term as president?

My main objectives are to see an increase of two members in each club; nine new clubs chartered in each district, and 50 districts achieving Distinguished District status – all by June 30, 1994.

Dr. Smedley recognized that people learn best in moments of enjoyment. I know you'll have more "moments of enjoyment" as a member of a club that's vibrant and growing. And certainly no district will achieve Distinguished District recognition unless it is growing and providing strong leadership and support to its clubs.

I will also work to spread the word so that people everywhere will better understand the impact Toastmasters can have on their lives.

When did you join Toastmasters and what were your personal goals?

On January 10, 1973, I attended a guest night hosted by Northern Lights Club in Edmonton. Surprised to be asked for a guest comment at the end of the meeting, I stood up and said something. I remember none of it!

That evening I realized that if I wanted to be a more effective husband and father, to be successful in the business



world and to make a contribution to my community, I had to overcome my fear of speaking. I joined that Toastmasters club and, 20 years later, I'm continuing to grow and develop my communication and leadership skills.

Many members leave Toastmasters after a year or two. What has kept you active for the past 20 years?

Both my wife and I enjoy and value the friendships we've developed through Toastmasters. I feel there's a unique bond among Toastmasters that transcends culture and nationality.

Second, the leadership track continues to give me the knowledge and skills I need in my daily work in business and in the community. Third, I enjoy helping other members grow and contributing to the success of an organization that has done so much for me.

What do you see as the real core of the Toastmasters program?

I believe that Toastmasters does much more than teach communication and leadership skills – it changes people's lives.

The heart of our program is its ability to encourage members to help each other grow and develop – a unique process

being both student and teacher in this process of building a better life for ourselves and for others.

Can you describe an incident that stands out as particularly memorable?

When I was International Director, all of the districts in our region achieved Distinguished District status. Seeing the smiles of those district governors at the Golden Gavel luncheon and their pride in their achievement is a special memory. I was so happy for them, because I knew how hard they had worked.

I always feel great satisfaction when club members reach a personal goal because of the Toastmasters experience. That's when I really know we're in the people building business.

It also was very exciting for me when my wife Jean achieved her CTM, and when she was elected president of the Fun Speakers Club. Sharing the Toastmasters experience has brought us even closer.

Specifically, how has serving as a club and district officer helped your career?

Running a club or district is like running a business. I found that the organizational, leadership and communication skills I've learned are directly transferable to my career. After serving my term as district governor, I felt I could face most difficult or challenging situations, because I was no longer worried about what I was going to say. I had already "been there."

When did you decide you wanted to become International President?

During the 1989 International Convention in Palm Desert, several Toastmasters approached me about running for Third Vice President. A close friend wisely advised me to wait until after the enthusiasm of the convention had subsided, and then decide.

I found the opportunity to serve an organization that had done so much for me hard to resist. I believed I could make a contribution to Toastmasters and knew that I would enjoy working with friends who had meant so much to me over the years.

Why does Toastmasters put such emphasis on growth, new members and new clubs?

The individual member obtains the real benefit from our organization's growth. Each new member and each new club injects fresh ideas and enthusiasm. The new members spur a continuous renewal of Dr. Smedley's vision.

What personal goals do you encourage new members to set?

I try to impress on new members the value of achieving their CTM. The CTM is the first, and most important, building

block in the Toastmasters program. It gives a strong foundation for future skill development.

After five or six speeches, most new Toastmasters feel a newfound sense of confidence in communication. They are not as nervous as they once were and wonder if this is the time to quit. That's where the experienced members can benefit the newer members. Their encouragement and assistance often challenge the newer members to stay and pursue new goals.

What, if any, responsibility do individual members have to their clubs?

New members pledge to attend meetings regularly, prepare speeches to the best of their ability, and to willingly prepare for and fulfill their meeting assignments.

All members contribute to the people building process when they develop open and friendly relationships with each other. Once individuals make a real commitment to their club and to their fellow members, club programs automatically get better.

How do you feel about members presenting non-manual speeches?

They are cheating themselves and their fellow club members. Each manual speech emphasizes an essential skill members must master. If there is no purpose to the speech, then how can the evaluator be helpful? I believe the standards of the entire club suffer if non-manual speeches are given.

Constructive evaluations are essential to a club program. How are they achieved?

This is where service to club members, above self, really shines. We must focus on how we can best help members achieve their own goals. I suggest that we should consider three things before giving an evaluation:

First, consider the skills required for the manual project and its objectives. Second, consider the speaker's personal objectives for the project. Talk to speakers in advance to find out what their goals are. Third, consider the self-esteem level of the speaker. Think about how you can enhance it and give the speaker confidence to move on to the next project.

How do you build club membership?

Quality club meetings are critical. Once a year – at least – the club needs to assess members' needs and ensure they are met. Ask members to share their personal goals with other club members. Club officers need to monitor membership continually and celebrate successes with members along the way. Let each member know that you are concerned about them individually.

Our Board of Directors has recently introduced the first module in the Club Success Series, called "Moments of Truth." It is a powerful diagnostic tool that shows clubs how well they are doing during critical moments before, during and after a club meeting. How well we measure up at these moments determines whether a guest will want to join and whether a member will stay in the club.

One half of our clubs are in corporations. Why is this?

I'd like to answer that by telling you about a visit I made to an international computer parts company where I met the senior training officer. She said, "We are changing the way we do business. In addition to performing their basic job functions, we now expect every employee to be a part of the team. And we expect our employees to come up with new ideas to make us more competitive and then to be able to articulate those ideas and their benefits to management."

Listening, thinking and leadership skills are now essential at all levels of any organization – public or private. The training officer said she firmly believes that any company that does not

have an inhouse Toastmasters club for its employees will fall behind its competitors.

Corporations and governments are choosing Toastmasters because it is the most cost-effective communication training option available.

If you had a single message to impart to every Toastmaster in the world, what would it be?

Toastmasters provides many unique opportunities. Take advantage of every one of them!

Our founder said "The deepest joy of belonging comes as one learns to cooperate, contribute, and help..." To me, that is People Building People. **T**

"Running a club or district is like running a business. I've found that the organizational, leadership and communication skills I've learned are directly transferable to my career."



Australian Toastmaster Talks His Way To World Record

by Pixie Fagen, ATM

Nigel Bryan spoke for 50 hours and 40 minutes on 50 topics – without notes!

WHEN NIGEL BRYAN, DTM, SPOKE before club members and guests at St. Vincent's Hospital in Sydney, Australia, the timer was running all right. But unlike most Toastmaster speeches, his had no time limit. And after all was said and done, Bryan had talked for 50 hours and 40 minutes straight – a feat earning him the World Record for Public Speaking.

His speech – “A New World Record” – was delivered February 5-7, 1992, and lasted the whole weekend! It surpassed, by several hours, the previous record of 46 hours and 10 minutes set in Dublin in 1990.

To qualify, a speech must meet the following rules established by *The Guinness Book of World Records*: It must be preceded by a formal dinner, and at least 10 people who attended the dinner must be present at all times. Aside from short rest breaks, the speaker must talk on a continuous basis without any reference material except cue cards.

Bryan's speech followed a formal breakfast attended by about 100 people in the hospital dining room. Bryan, a member of the St. Vincent's Private Hospital Club 1865-70, covered more than 50 topics ranging from the worldwide banking crisis and taxation theft to how an aircraft works and how to fly one. He even participated in a debate in which he played six different roles – three for the motion, and three against.

A number of local Toastmasters turned out to show their encouragement and support for Bryan. District 70 Public Relations Officer Mark Cepak had called local media contacts and by Sunday four radio stations, three television crews and two newspaper reporters were on hand to cover the story.

Upon completing his record-setting speech, Bryan said he had a feeling of “unbelievable personal satisfaction.” He added that anything worth having is worth the hard work required to achieve it. **T**

Pixie Fagen, ATM, is editor of the *District 70 News* and a member of the Drummoyne Club 2054-70 in Sydney, Australia.

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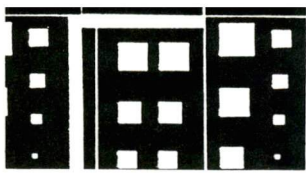
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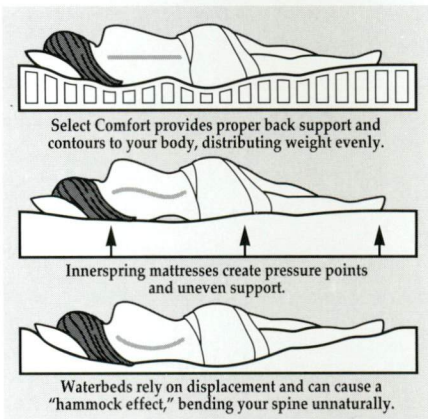
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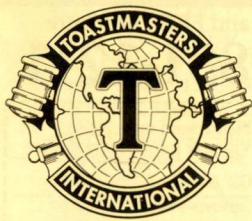
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