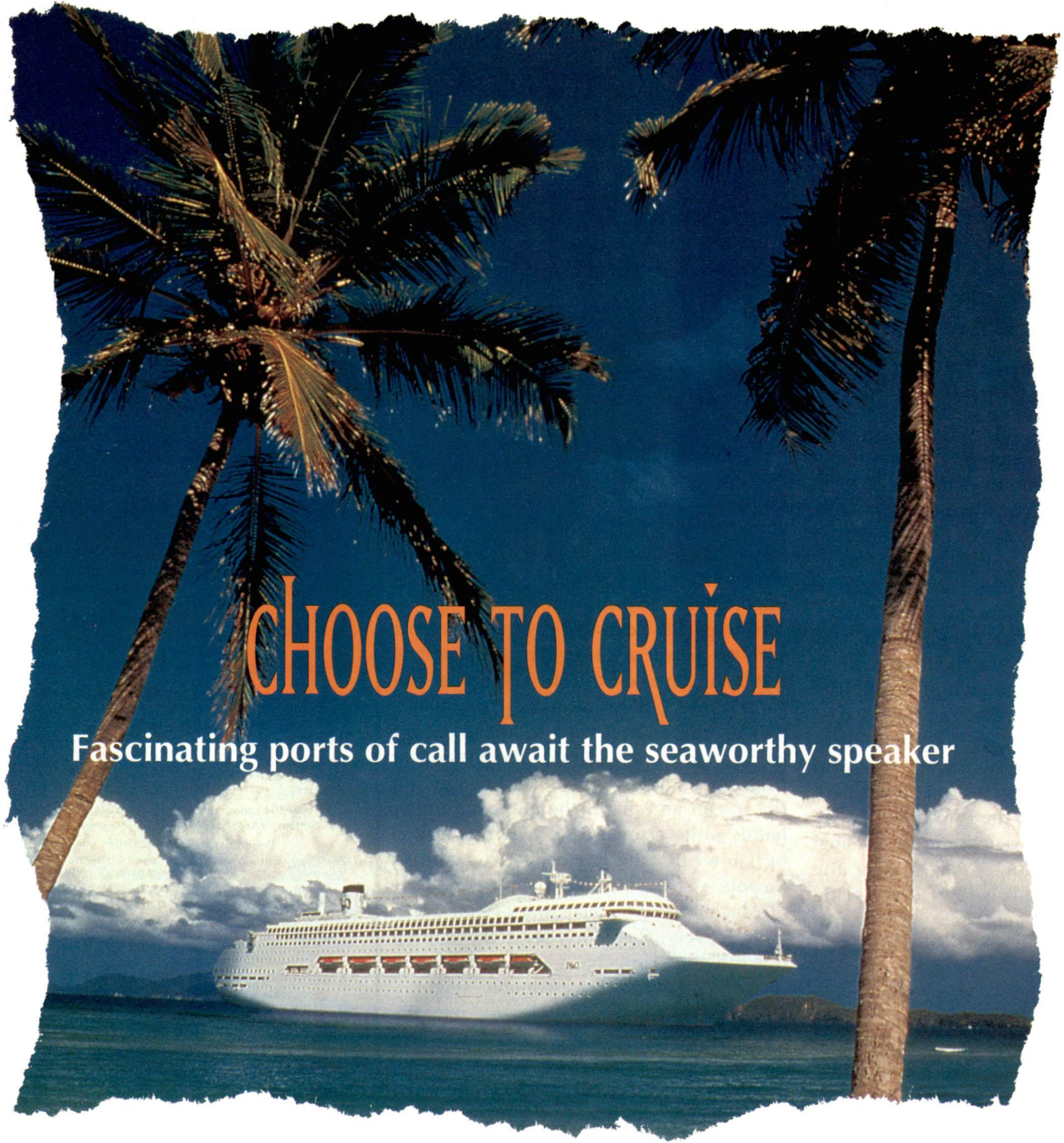


the Toastmaster

september 1994



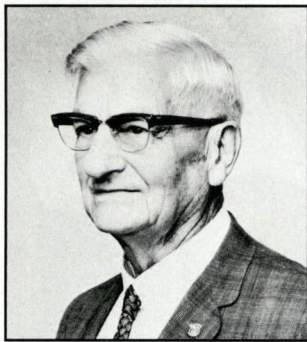
CHOOSE TO CRUISE

Fascinating ports of call await the seaworthy speaker

Small Talk Is A Big Thing

Meet PAULINE SHIRLEY, DTM:
Toastmasters' 1994-95 International President

Put On a Show!



by Ralph C. Smedley

A fine orchestra was playing – one of the famous “name bands.” The music was perfect – faultless in execution. But that was not all: Every band member was helping to put on a show.

The reputation of this band was built on style as well as on musical skill. The musicians not only played the notes, but played them with characteristic form and style. You should have seen the cymbalist – he really caught the eye. “Clang! Clang! Clang!” went the cymbals, and every clang brought new movements. Shut your eyes and you missed half the music.

Those musicians had the right idea. They understood the importance of style and form and finish in their performance. They could have played the notes just as well without paying attention to movement of any sort. But they did not win their reputation by unimaginative

performance. They made the music, but they did it with style.

Form is important in any work. Style and finish mark the difference between a novice and a master, whether it's a baseball pitcher, a musician or a public speaker.

Primarily, the performer must deliver the goods. A pianist may ruffle his hair and jump halfway over the piano, but if he can't hit the notes, he flops. The pitcher may wind up like a clock spring, but he has to split the plate or go to the bench. The speaker may be a minor Astaire, but if he doesn't have something interesting to say, he dances out of the picture.

You can't hold an audience without a message. But the speaker who *has* a message, and delivers it with form and style, becomes more than just a talker. He becomes a real public speaker.

The first thing is to have something to say worth saying. That is the simplest essential. But for the speaker who would progress beyond the novice stage, development of correct form and finish in delivery is just as important. Is what you have to say of such importance as to justify good delivery?

Compare the delivery of your newspaper with the arrival of a telegram. The newsboy tosses the paper on the lawn. Whether you get it before it blows away or is torn up by a playful pup is irrelevant to the boy. But when there is a telegram, the messenger rings the doorbell, demands a signature on the receipt and places the message in your hands with personal care. When he leaves, he knows that he has delivered – and so do you.

Maybe what you have to say is not worth good delivery. Then don't say it! If you make it worthwhile, and give it appropriate delivery, your speech will carry double weight.

Spike Jones and his band could play the notes just as well without performing a single antic, but they would never have been a big name band if they had not learned to dramatize their performance and put on a show.

This message by our organization's founder was originally published in the February 1950 issue of The Toastmaster.

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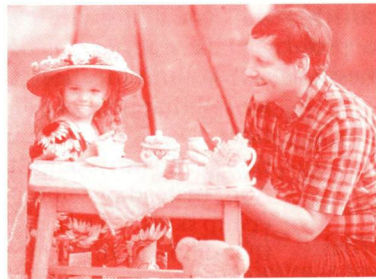
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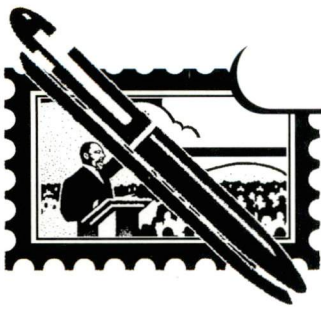


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LET'S NOT REWRITE HISTORY

I just received the June issue of your fine magazine. As always, it is informative and a delight to receive. However, I was upset by Michael Clark's letter in which he suggests that you, in your editorial capacity, should rewrite history.

I cannot understand the attitude of Mr. Clark and many others like him. Why can't they read articles and literature in the context of the times in which they were written? After all, it is a fact that Toastmasters was a male-only organization — and no amount of rewriting our founder's articles will change that. As a matter of fact, it might even hurt Mr. Clark's cause if all such history is rewritten. What a shame if we forget the wrongs of our forefathers.

Perhaps it is time for the revisionists to reread Orwell's 1984.

Bob Van Der Poel, ATM
Creston Valley Club 4949-21
Creston, British Columbia, Canada

TIME TO MOVE ON

I have just received my June magazine. As usual, it included a mixture of well-written articles about goal-setting and self-improvement, and I immediately read it from cover to cover.

However, I disagree with Michael Clark's letter. It's amazing that many of the same people who insist that we should be tolerant that we should be tolerant of other people's views would have such a difficult time with Dr. Smedley's comments concerning "each

man." I believe that the vast majority of Toastmasters, women included, do not take offense to Dr. Smedley's original comments directed at men, who were members of a men's club.

Yes, times have changed, and Toastmasters is better as a result! Mr. Clark's suggestion to change the wording of Dr. Smedley's articles is unacceptable. It's just another example of one person's attempt to rewrite history. I encourage him to look for the positive content within Dr. Smedley's article rather than a way to promote political correctness.

Rich Pelton, ATM-B
Camellia Club 1787-39
Sacramento, California

WELCOME TO LUXEMBOURG

The Bossuet Gaveliers Toastmasters Club in Luxembourg invites all Toastmasters to join them at the Continental Council of European Toastmasters Fall Conference, to be held November 4-6, 1994, at The Parc Hotel in Luxembourg.

For more information, please contact:

Robert Cockburn
8 am Wangert
L-7568 Mersch, Luxembourg

WHICH SKILLS TO PROMOTE?

I was elected President of our club at a time when we were losing members at an unprecedented rate. Fortunately, we were able to recruit others at approximately the same rate, but the atmosphere in our club was one of "fighting fires" rather

than building the membership of what has always been a quality club.

A year later, we had a healthy club membership of 25, 16 of whom had joined during my tenure.

Toastmasters looking to attract serious interest in their clubs should try the proven sales ploy of selling not the product, but the product of the product. A car salesman doesn't sell you a car based on the fact that you need to go for a drive every once in a while — he sells you a lifestyle.

Likewise, our club doesn't sell communication skills, we sell that rush of self-confidence that is the foundation of healthy self-esteem. And, instead of selling leadership skills, we sell the skills that demand the right to be noticed, to influence people and events.

Alan R. Crane, CTM
Mornington Peninsula Club 4738-73
Mt. Eliza, Victoria, Australia

READY, SET...INTERNET

There can be no doubt that interaction between Toastmasters clubs is a good thing. However, most interaction takes place on a relatively small scale and is limited by geographic constraints. This doesn't have to be the case.

Recent discussions about the "information superhighway" sparked the idea among my club members that we could improve interaction by using Internet. The 'net, for those who don't know, is an international network of millions of computer users. My club has two Internet users, and I

suspect most clubs can also access this incredible resource through at least one member.

I am proposing that clubs with Internet access could reach each other, share ideas, provide support and generally interact.

If your club has access to Internet, please feel free to contact me electronically — either as a gcairns@mtpost.apana.org.au, or, for those with FidoNet access at 3:800/827.7. Let's use the information superhighway to do what Toastmasters do best — communicate!

Graham Cairns, ATM
Mt. Gambler Club 1537-73
Mount Gambler, Australia

Editor's Note:

You may wish to read the comments and discussion about Toastmasters in the Usenet newsgroup alt.org.toastmasters. If you wish to contact World Headquarters via e-mail, send your comments to drex@kaiwan.com.

AS YOU LIKE IT

I just want to let you know how much I enjoyed the article "Shakespeare on Speaking" (April) by Thomas Leech. It was great to see those marvelous quotes used so effectively. The article immediately got my attention and interest.

I would like to see more of this sort of article using famous authors' works — perhaps something on great speeches of the 20th century. Congratulations to Thomas Leech!

Susan Saul, CTM
Whakatane Club 1106-72
Whakatane, New Zealand



An undignified club name may give the impression that the club and its purpose are superficial.

by Andy Jackson, CTM

What's In a Name?

■ HAS ANYONE BUT ME NOTICED THE profusion of silly names of Toastmasters clubs? A perusal of anniversary and new club listings in any issue of *The Toastmaster* will turn up several cutesy names that make the reader blink and look again to see if he or she read it right. Since it is not my purpose to call attention to any specific club with an ill-fated name, the examples I use here are purely fictitious but representative of the juvenile names that some clubs come up with. (At least, I don't think any of these names are actual Toastmasters clubs, and I apologize if they are.)

The desire for a name that is distinctive and stands out is natural, and certainly a club with a unique name has the advantage of being remembered. An unusual club name may also inspire curiosity and arouse interest in seeing what it is all about. But would people who are interested in the purpose of Toastmasters – of achieving self-improvement – be attracted to a club called *Munch and Talk*?

Choosing a name for a Toastmasters club is a matter that should not be taken lightly. A name that carries with it no semblance of dignity may imply to people serious about overcoming speaking defects that the club and its purpose are superficial. People should be attracted to Toastmasters for the prospect of self-improvement, not for the club's comedic potential. Who would look to the *Brooktown Blabbers* to fill a self-improvement need?

Names of Toastmasters clubs seem to be relegated to three basic categories: identification with a *location*, identification with a *company* or other group and identification with the subject of *speechmaking*. It is the final category that opens itself up to abuse.

A *location* name appears to be a generally safe bet as it identifies the location of the club and usually does not degenerate the club image to silliness, although I could understand that a Toastmasters club in a town called *Left Overshoe* might prefer a different identification. And too, it is logical and appropriate for company-operated clubs, which are often of a closed nature anyway, to include a reference to the sponsoring company in the club's name.

So, if the Southern Valley Power Company decides to begin its own Toastmasters club, either *The Southern Valley Power Company Toastmasters Club* or *Power Toastmasters* could be appropriate names. To venture into silliness would be to name the club *Electric Speakers*. If the desire is to add a spark of enthusiasm to the club's name, then do it as a byline: *Power Toastmasters — the Electric Toastmasters Club!* My own club, *Two Notch Toastmasters*, does this. It was named *Two Notch Toastmasters* because of its location off Two Notch Road, a dominant thoroughfare known

to everyone in the area. The name soon adopted a diminutive *TNT*, and as this nickname conjures up a mental image of explosives and as the club prides itself in being dynamic, the byline *TNT, The Dynamite Toastmasters Club!* derived naturally. A play on words? Certainly – but as *descriptor*, not as the name of the club.

Members of *Toasty Talkers* or similar small clubs struggling for increases in membership need not wonder why growth is slow; your club name just might be turning people off.

Andy Jackson, CTM, is a member of *Two Notch Toastmasters Club* 6203-58 in Columbia, South Carolina.

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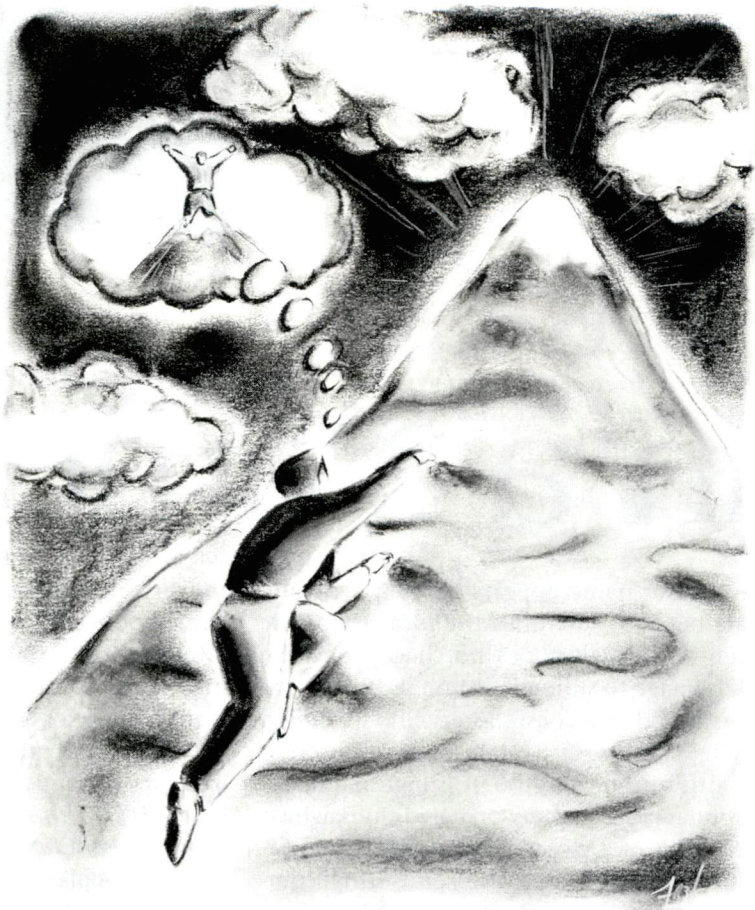


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6

ATTITUDE is everything

Success can be yours if you set a goal and commit to do whatever it takes to reach that goal.

by Jeffrey Keller

I used to think that I knew what commitment and persistence meant: Trying hard. Making a lot of attempts. However, I didn't grasp the true meaning of these concepts until I read a small paperback book titled *The Ultimate Secret To Getting Absolutely Everything You Want* by Mike Hernacki.

Commitment is the essence of *The Ultimate Secret*. According to the author, the key to getting what you want is "the willingness to do whatever it takes" to accomplish your

objective. Exclude, of course, all acts which are illegal, unethical or harmful to others.

So, exactly what do I mean by this "willingness?" Let me explain further. It's a mental attitude which says: "If the process to reach my goal takes five steps, I'll do those five steps; if it requires 1,005 steps, I'll do those 1,005 steps." At the outset of any endeavor, you usually won't know exactly how many steps will be required to reach your goal. This doesn't matter. All that's necessary to succeed is a commitment to do whatever it takes – regardless of the number of steps involved.

Where does persistence fit in? Persistent action follows commitment – that is, you first must be committed to something before you will persist to achieve it. Once you have made a commitment to achieve your goal, then you will follow through with relentless determination and action until you attain the desired result.

THE MAGIC OF COMMITMENT

When you make a commitment and are willing to do whatever it takes, you begin to attract the people and circumstances necessary to accomplish your goal. For instance, once you devote yourself to becoming, say, a best-selling author, you might suddenly bump into a literary agent or discover a television program offering advice on this very topic. It's not that these resources never existed before, but rather that your mind never focused on finding them. Once you commit yourself to something, you create a mental picture of what it would be like to achieve it. Then, your mind immediately

goes to work, like a magnet, attracting events and circumstances that will help bring your picture into reality. It's important to realize, however, that this is not an overnight process; you must be *active* and seize the opportunities as they appear.

Another miraculous feature of the power of commitment is that you do not have to know at the outset *how* to achieve your goal. Having a plan of attack will greatly assist you, but it is not essential that every step be mapped out in advance. In fact, when you have the willingness to do whatever it takes, the right steps are often suddenly revealed to you. You will meet people whom you never could have planned to meet. Doors will unexpectedly open for you. It might seem like "luck" or "good fortune" is smiling on you; in truth, you will have created these positive events by making a commitment and, thus, instructing your mind to look for them.

A WORD OF CAUTION

Before you get too excited about waltzing easily toward your goals, however, I caution you. Even with a commitment, not everything will be rosy on your path. Life will test you to see how serious you are about achieving your objective. Obstacles will arise, you'll make mistakes and suffer disappointments and setbacks.

Now, let's assume you have a goal in mind. The next question to ask yourself is: "Am I willing to do whatever it takes to achieve this goal?" If your answer is: "I'll do just about anything, except that I won't do..." you are not willing to do *whatever* it takes. And the likelihood is that you will be derailed and not achieve your objective.

For instance, many people start a new business with the idea that they will give it six months to prosper. If things don't work out after six months, they'll quit. This is not a mental attitude that leads to success.

TAKE ACTION!

Now that you've learned about the power of commit-

ment, it's time to apply the principle. So, go ahead - select a goal you have a burning desire to achieve. Make a commitment to do *whatever it takes* to achieve this goal. Start moving forward and get ready to notice and take advantage of all opportunities coming your way. Then follow through with persistent action and get ready to succeed! **T**

Jeffrey Keller is a motivational speaker, seminar leader and writer who began his professional career as an attorney. He is founder and president of Attitude is Everything, Inc., in Rockville Centre, New York.

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SMALL TALK IS A

SMALL TALK: THE INSUFFERABLY DULL PHRASES WE USE OVER AND OVER AGAIN TO RELIEVE THE PRESSURE OF DEAD SPACE AS WE KILL TIME WITH A STRANGER OR ATTEMPT TO EASE OUR WAY INTO A CONVERSATION. THESE MEANINGLESS EXCHANGES MAKE US CRINGE; YET WE ARE ALL

guilty of repeating them whenever we're dying for something clever to say: "What's new?"; "Another day, another dollar!"; "Boy, that rain is really coming down!" and later, "Wow, smell that fresh air!" or "Who's going to win the pennant?"

What do you say when you're: Sitting with strangers and waiting for the program chairperson to introduce your speech? Waiting in your club's food buffet line? Opening a critical job interview? Spending an obligatory four hours at a family gathering where the only common thread is your last name and a determination not to offend someone? Seated with total strangers on a cruise?

Oh, to be as brilliant as Cliff Klaven, the loquacious mailman on the hit television show "Cheers." To have that fascinating bit of trivia that will put a zing into any conversation.

Small talk experts, those smooth social mixers who always seem to sparkle and are never at a loss for titillating banter, will grab the first opportunity to steer the conversation away from the weather, ball game or traffic by asking an upbeat question about an interesting news event, discussing the purpose of the meeting, or inquiring about the other person's latest project.

"People with open minds make the best small talk," Carol Fredrickson, a telecommunications executive, reported after her last class reunion. "It's not *small* talk to them because they're interested in everything. I was surprised to find that people I had considered dorks were actually very interesting. Had I been that narrow minded or had they grown that much? I concluded that it was all in the person's attitude as to whether the small talk was an introduction to something stimulating or a depressing experience."

certain television talk show hosts and guests at political roundtables and you'll realize it's akin to dancing with words. It's *listening* for word cues, topic cues, change of tone cues, sometimes taking the lead and sometimes following. It's *sensing* feelings and attitudes, watching body language. It's connecting with the speaker's eyes. It's letting

them know you care about what they're saying. Important people place high value on small talk.

When the starting topic is either the weather or sports, we tend to lower our estimation of the person's depth. After all, there's more than one kind of air pollution. Conversational pollution consists

of those who critique other people in the room; the "I can top that!" predators, name droppers and cliché clods; the trite phrase and trendy expression bores; the ones whose minds wander because they are looking over your shoulder for someone more interesting to talk to; and those whose expressionless eyes and vague answers make it clear their minds are on the presentation they have to make in the

"It's sensing feelings and attitudes, watching body language. It's connecting with the speaker's eyes. It's letting them know you care about what they're saying."

BIG THING

by Dorrine Turecamo

One communications specialist who has great respect for small talk and helps people become more comfortable with it is Warren Hoffman, Ph.D. He tells his seminar audiences: "Small talk is a very big thing. Think of it as the front door to another person's public parlor and the back door to their private kitchen, where intimacy is shared. It's the appetizer before the main course, the initial test of your ability to be invited into another's life."

Handling these unplanned verbal exchanges is a skill. And like any skill, it requires constant practice. It involves timing, pacing and knowing exactly when and how to end the conversation or segue in another direction. Observe

morning. And no one deserves a worn-to-death closure of "Let's have lunch!" or "Give me a call!" or "Drop in and see us sometime - bring the wife and kids!" unless it's said with a date book in hand.

Experts at small talk don't start a topic they can't resolve in three or four sentences if needed. This is not the time to explain how your father left your family when you were nine, the intricacies of your gall bladder operation, or how to solve world hunger. Robert Frost observed that half the world is composed of people who have something to say and can't, and the other half of those who have nothing to say and keep on saying it.

Evelyn Teegen, former ambassador to the Fiji Islands, understands the art of small talk and always goes with an agenda. "I never regard it as small talk," she says, "but as short conversations. An expert will make the other person feel as though they're the only one in the room."

What did you bring to the event? If you agreed to come, bring something to share that's out of the ordinary. Don't just show up. Let your energy shine through. Share your enthusiasm and avoid conventionalities. Most people could be comfortable in almost any situation if they only would stop thinking so much about themselves and the impression they're making and instead try to be sincerely interested in the other person.

"Every person is a possible friend, business associate or resource," says Dianne Arnold, former vice president of First Banks, North America. "There is nothing wrong with thinking about someone as a resource for something. If you leave a conversation with only

having imparted to them how important *you* are, and you can't remember anything about *him*, what have you learned?"

Arnold, who is a member of the Committee of 200 (an international professional association for preeminent businesswomen) and now heads her own firm, The Executive Alliance, Ltd., often uses the phrase "What brings you here?" as an opener because it "gets at motivation and doesn't require a status report." Her experience has been that women tend to be more willing to take risks in small talk. They'll discuss feelings, details. "Ask a man how things are going at work, and he'll probably reply, 'Great! Revenues were up last quarter.' A woman's answer would more than likely be, 'Terrific. We've developed a new way of hiring people that works so much better.'"

Deborah Tannen, Ph.D., agrees. In her best-selling book, *You Just Don't Understand*, she says men have a harder time making small talk. Their conversations are typically more factual and task-oriented than women's.

Personal objects can be conversation-starting clues when you're visiting someone else's office: the mounted baseball, unusual framed photographs, antique artifacts or a child's painting. If it's your office, the ameni-

ties of offering and serving coffee allow you and your guest an opportunity to unwind somewhat, to come closer to that emotional connection you both hope will be an opening to trust and likability. At the same time, small talk must be sensitive to the other person's time pressures, ready to switch to the purpose for the meeting.

Even beyond the awkwardness small talk has always generated, we now have added the pressures of political correctness. We've been made aware that talk is *not* cheap, that we can be held accountable for the most innocent comments. Still, a strained neutrality can make others

uneasy. It is possible to be gracious and stand for something, too. Direct statements let the fresh air in.

Could it be that we take life – and small talk – too seriously? It's time to get a good grip on life, feel comfortable with ourselves and stop looking at everything with such terrifying seriousness. None of us needs to guard our casual ex-

changes as though they're being observed by the Academy Awards Committee. Rather than retreating behind polluting words, pull out that clever, off-the-cuff remark you've been preparing for the last three weeks and think of it as conversational foreplay. Mastering small talk may be the biggest boost you could give your career.

Dorrine Turecamo is a freelance writer and consultant living in Edina, Minnesota.

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Want to make sure your written message is read? Then write the way you speak.

by Joanne Sherman

In Other Words...

■ WHEN A WRITER HAS AN IDEA FOR AN article, he or she proposes that idea to an editor in what is called a “query letter.”

My friend Bill is not a writer, but he is an extremely successful and much sought-after public speaker. Bill came to me seeking writing advice, with the promise that if I could help him, he’d treat me to dinner. This master of oral communication must frequently write the public speaker’s version of a query letter. To date, Bill’s queries have produced a 100 percent failure rate.

He wondered what he was doing wrong since every time he has spoken in person to whomever turned down his written proposal, the result has been a booking to speak.

When he showed me several of his letters, the problem was painfully evident. All the passion, color and excitement that characterize his speeches did not come across on paper. An example:

“Dear Principal Smith: It has come to my attention that your educational institution is currently experiencing a multiplicity, in both quantity and severity, of youth-related problems. As my area of expertise is in the field of youth/adolescent behavior, I believe I may be of assistance to your organization. Recently, I had the opportunity to...”

I don’t know what the rest of the letter said because I dozed off before I got to the second paragraph, and it’s my bet that Principal Smith didn’t make it to the end of the letter either.

Bill certainly doesn’t speak that way, not in casual conversation and most certainly not when he’s giving the speeches he’s so famous for, but how would a person reading such a letter know that?

My advice was simple and it’s what I remind people in my creative writing classes: Write the way you talk. Bill wasn’t sure he could do that; after all, talking and writing are so very different.

Well, guess what? They are *not* so very different.

“What made you send that letter to Principal Smith in the first place?” I asked.

“Last week I got a call from a teacher at the school who was concerned about tensions that stem from a lack of communication between teachers and students,” Bill said. “She had heard about how successful my seminars have been in improving relations between teachers and students at other schools, and thought my seminar might help alleviate some of the problems.”

There! Those were the words Bill *should* have put in his letter to Principal Smith. Because when he phoned the man, and spoke those words, he was invited to conduct a series of seminars.

Successful public speakers are the ones who learn the secrets of making their spoken words interesting and – that’s what makes them successful – the ability to get their message across. Those same rules apply when we communicate on paper, whether

in letters, memos or articles. The only way to get a message across is to make sure it’s read.

I received a note from Bill. It said, “... I am compelled to tender my sincere appreciation and gratitude to you for sharing your plethora of ideas and insights, and to wit, your assistance in the enormous improvement of my writing skills. Profound regards, William.”

I was stunned. And there I thought I was such a great teacher. Obviously, I hadn’t communicated *my* message very well. When I flipped the card over I saw that he had written something on the reverse: “But, in better words, thanks for your help. Pick a restaurant. Fondly, Bill.”

I guess he got the message after all. **T**

Joanne Sherman’s columns appear regularly in this and other magazines. She is a freelance writer living in Shelter Island, New York.



Make Every Member Feel Like A WINNER

Regardless of how its members perform as speakers and evaluators, this club recognizes people simply for helping the club grow and succeed.

■ IF YOU WERE EVER VOTED "MOST LIKELY to..." in school, you know how wonderful it feels to be recognized. In fact, if you've ever received any type of award, I'd be willing to bet that every time you see it, you are reminded of an extraordinary moment.

In Toastmasters, recognition is gained through determination and hard work. Similar to students who seemed to "breeze" through school, some Toastmaster members can prepare a winning speech in three hours. Others have to prepare a little longer, speak a little louder and time their speeches a little closer. Regardless of what happens at the lectern, every Toastmaster attending meetings deserves to feel important. And what's a surefire way to making them feel special? By giving *every member* an award.

Bachelor and Bachelorettes Toastmasters (the largest singles Toastmasters club in Nevada) started this tradition during a recent semi-annual installation and awards banquet. At our formal banquets, B & B members get to install new officers and hand out plaques for such honors as "Best Speaker," "Best Evaluator" and "Toastmaster of the Year."

At a banquet a year ago, I felt wonderful taking home a plaque in each arm, as did many other Toastmasters. But then I looked around the room. There were other members who gave so much to the club in other ways, but took home nothing.

Through our speeches and frequent social activities, our 60-plus members have learned

more about each other than the typical, "So, what do you do for a living?" Our club isn't comprised of acquaintances; we've become more like a family. And like a real family, each member needs to know that their participation and presence is valued by others.

I shared this thought with fellow Toastmaster Donna Darden-Cook, and we decided it was time for every Toastmaster to become a winner. Thus, an "alternative" awards ceremony was created.

For the next six months, Donna and I compiled miscellaneous information about our fellow members. We watched them interact at parties, took notes during speeches and listened intently when they spoke about events in their lives. For our purposes, it didn't matter if a Toastmaster flubbed a speech or went over the time limit. We wanted to appreciate our members for simply helping the club grow and succeed.

On banquet night, 20 extra minutes were scheduled into the program and the "Eddy" (short for Ellen and Donna) Awards made their debut. The presentation began with short, humorous monologues offering the audience clues on the recipient's identity. Skits, props and jokes supported our monologue. Then the award was announced, and the honoree was presented with his/her own personalized "Eddy" certificate.

For instance, a fellow Toastmaster looks like Paul Newman. One Halloween, how-

by Ellen B. Levine, CTM

ever, he dressed up as a woman. He received the "Person Most Likely to be Mistaken For Paul Newman...Dressed Up As Joanne Woodward" Award.

Another soft-spoken member may not have received an award for Best Speaker, but her English accent, and plans for an upcoming trip to England, won her the "Person Most Likely to Have Tea and Crumpets with Queen Elizabeth" Award. And one brand new member hadn't given her Icebreaker yet. She received the "Person We'd Most Like to Hear an Icebreaker From" Award. Even guests were honored just for attending our banquet. Some received the "Guest We'd Most Like to See at the Next Meeting" Award.

We also couldn't forget certain members' line of work. Our past president is a lifetime member of the military. We delivered his award while chanting "Sound off...one, two; Sound off...three, four." We even saluted him in formal military fashion. And another member had recently quit working for a medical equipment company. We couldn't resist giving her the "Person Most Likely to Stop Pushing Drugs" Award. We tried to leave no Toastmaster unturned!

The Eddy Awards gave the familiar installation banquet a humorous, light-hearted twist that made our members feel wonderful. Donna and I received a five-minute standing ovation, and it was requested that these awards become a tradition at our club's semiannual banquets. We've even been told that members display their Eddy awards proudly in their homes – alongside expensive Toastmaster plaques.

One surprising benefit of the Eddy Awards was that reservations for the subsequent banquet increased. Members really loved knowing they had something coming. The Eddys gave everyone a chance to participate – even for a few seconds – in the award banquet festivities.

As for the certificates themselves, no project could have been easier. They were computer-generated and reproduced on thick parchment paper. The whole endeavor cost about \$10 for 40 awards – a small price to pay for giving others such a warm feeling of recognition.

If you'd like to make all of your club members feel like winners, here are five tips for creating an "alternative" awards segment for your next banquet:

- ❖ Schedule sufficient time into your program. Designate an emcee(s), but don't let on too much about the plans. Do entice your members by telling them there truly will be "something for everyone."
- ❖ Keep an updated list of members who will be attending, and form a committee to compile bits and pieces of their history and personal information. Any generally-known facts that can be given a humorous twist are perfect. But *never* say anything that could embarrass anyone.
- ❖ Get creative with your certificates! We designed ours on an IBM program called Print Shop. Most local party supply stores also carry blank certificate "shells."
- ❖ Take one original of your certificate and have it reproduced onto thick paper at a local copy store. Make at least 10 additional blank certificates, just in case you need to make last minute additions or changes. Any extras can always be used down the road.
- ❖ The award emcee should arrive at the banquet at least 30 minutes early. A watchful eye will be necessary to ensure all members and guests have an award coming to them. The last thing you want is for somebody to be left out. Be prepared to put your creativity in express mode, but don't panic. Even basic awards, such as "Shiniest Hair" or "Nicest Red Dress," will be appreciated.

In my two years as a B & B club member, I've learned that recognizing excellence is the Toastmasters way. I've also learned that it's not just the regular speakers, evaluators and Table Topics participants who provide the foundation for a club. Those who attend meetings regularly, serve on committees and selflessly support the organization are equally as valuable. Every member deserves a glimmer of recognition for whatever part they play.

All it took for our club to create high morale was a certificate and a round of applause twice a year. And when you compare these awards to those you may have won in school, remember one key point: School is generally a limited commitment; the skills and support we gain in Toastmasters can last a lifetime. **T**

Ellen B. Levine, CTM, is a member of Bachelor and Bachelorettes Club 3374-33 in Las Vegas, Nevada.

"All it took for our club to create high morale was a certificate and a round of applause twice a year."

by Greg Willihnganz, CTM



the GREATEST Toastmasters CLUB in the world

14

The key to this club's success lies in broad-based, consensual leadership.

■ AT THE START OF

every meeting, the opening gavel bangs down and our Sgt. At Arms intones: "I hereby call to order this meeting of the Greatest Toastmasters Club In The World!"

Pretty outrageous, huh? Perhaps. But maybe we really *are* the best Toastmasters club in the world. Here's why I think we could be:

1 We no longer have to scramble for speakers. Scheduling now requires choosing from people who *want* to speak, rather than searching for people who are *willing* to speak.

2 We don't improvise much anymore. We used to spend five or 10 minutes at the start of every meeting recruiting people to serve as Timer, Grammarian, Evaluator, etc. Now, 80 or 90 percent of the time, the person assigned on the monthly schedule shows up and does the job. I remember many years ago when we were lucky if we even *had* a schedule. Now the schedule always arrives in the mail two weeks before the first day of the month.

3 Our meetings run on time. We start no later than three minutes after the announced meeting time and end no later than three minutes after our scheduled dismissal time.

4 Our evaluations are substantive and professional—we are more consistent in following the evaluation guidelines in the Communication and Leadership Manual, and we're better at giving gifts (positive suggestions for improving).

5 Our grammarian's report is no longer simply a recounting of how many times people say, "ah" or "um." The grammarian typically analyzes syntax, grammar, phraseology and appropriateness.

6 We no longer tolerate and rarely have to deal with sexism or any other form of discrimination. We confront the occasional *faux pas* directly and honestly. We have clearly stated values and rigorously live by them when conducting club business.

7 The quality of our jokes has improved. No one reads to us from *Readers Digest* anymore. Our Jokemaster usually puts together a little story or vignette with several funny lines in it. These are almost mini-speeches.

8 We hold the best speech contests possible. This year's International Speech Contest was held at a good restaurant with a formal dinner beforehand and 40 people in attendance.

9 Our educational programs draw on the best internal resources available and outside speakers as well. We occasionally venture beyond the materials and topics supplied by Toastmasters International and have held sessions dealing with storytelling and consulting.

10 Our attendance is consistently between 16 and 20, which is about where we want it. If we had a large influx of new members, we would be hard pressed to get them on the schedule.

11 Our annual selection of officers is openly discussed and prepared for

well in advance. We invite and receive participation from all club members.

12 We have a high percentage of professional speakers in the club: consultants, ministers, professors, sales people and even a television sportscaster.

The key to our club's success lies in broad-based, consensual leadership. We have a cadre of officers who share responsibility equally so the work and decisions aren't left up to one or two people. We communicate continually, calling each other frequently throughout the week to ensure that things go smoothly. We use a consensus decision model and rarely vote on anything.

Though we have a lot of fun, we take the process seriously and are sticklers for form. Podium etiquette and the formal structure of the meetings are very important to us. At the same time, we encourage innovation and experimentation in speeches, Table Topics and even meeting format. One thing we can guarantee is that if you attend one of our meetings, things will move very quickly and you won't be bored.

Maybe ours isn't really the greatest Toastmasters club in the world, but we're pretty sure it comes close. **T**

Greg Willihnganz, CTM, is a member of St. Matthew/Lyndon Club 5104-11 in Louisville, Kentucky.

"We communicate continually, calling each other frequently throughout the week to ensure that things go smoothly."

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Toastmasters' newly elected International President, Pauline Shirley, DTM, is only the second woman in our organization's 70-year history to hold this prestigious position. A veteran Toastmaster and an accomplished career woman, she brings to her new position a friendly, outgoing personality and a dedication to follow her own motto and "make a change for the better." A member of no less than five Toastmasters clubs, Ms. Shirley stays in touch with the needs and

concerns of members. She is convinced our organization and most of its members and clubs have yet to reach their peak potential and she wants to do her best to encourage the development of a fulfilled membership, quality clubs and a successful, growing organization.

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Ms. Shirley joined Toastmasters 13 years ago to hone her presentation and negotiation skills. After her initial goals were met, she discovered all the other opportunities available to her through the Toastmasters program and claims she still isn't done learning and growing. Starting her Toastmasters leadership career as District 25 Governor, she led the district to President's Distinguished District status and the chartering of 34 clubs. She proceeded to climb the ranks to the organization's top position by serving as International Director and then as Third, Second and Senior Vice President.

The Executive Manager of the Sherman R. Smoot Corporation, a construction management and general contracting firm in Washington, D.C., she received the company's Award of Excellence in 1992. Her community involvement includes serving as a Girl Scout troop organizer and Employer Advisor for the Arch Training Center, as well as membership in the United Way Speakers Bureau, the International Association of Assessing Officers and the American Institute of Parliamentarians. She was twice honored as Beta Sigma Phi Woman of the Year. Ms. Shirley lives with her husband, J.D., in Vienna, Virginia. They have two grown children, Terri Marie and John.

meet

Pauline Shirley

DTM

An interview
with Toastmasters'
1994-95
International
President

The Toastmaster:

How did you select your theme, "Toastmasters: Make a Change For the Better!"?

Pauline Shirley:

I strongly feel that no matter how well we perform and regardless of our experience levels, we can continue to improve. "Make a Change For the Better" truly exemplifies the self-development our members experience. But it does not stop there. Our members, in turn,

can make changes for the better in their personal and professional lives, as well as in their communities. Dramatic changes are taking place throughout the world. These changes are all-encompassing and happen at a more rapid pace than ever before. It is essential that we constantly adjust to these changes. Through Toastmasters we can be proactive in bringing about change in ourselves and also in dealing with the changes around us. As Toastmasters, there are many ways we can Make a Change For the Better, from spending more time preparing for our next speech and starting new clubs to inviting five

guests to our next meeting instead of one.

What do you hope to accomplish during your term?

First and foremost, my focus will be on strong growth in new clubs and an aggressive outreach to new members. Secondly, I want to encourage greater personal growth for every member as a result of a concentrated focus on greater quality in the clubs. And thirdly, I'm looking for a stabilization in our organization that will occur in conjunction with the incorporation of our new governing documents.

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

I joined the TNT Toastmasters Club 4533-25 in Addison, Texas, as a charter member in 1981. In retrospect, my personal goals were rather simple – though they certainly did not seem so at the time! I knew I needed to improve my communication skills, specifically my negotiation and presentation skills. I accomplished those goals and have continued to set and reach others. There is still room for self-development and Toastmasters continues to offer me new opportunities.

Many members leave Toastmasters after a year or two. What has kept you active and committed to our organization?

My involvement in the Toastmasters leadership track has made me extremely aware of the need to continue my own personal development and growth. At the same time, it has heightened my awareness of just how much our program helps individual members. Watching others experience dramatic personal development, acquire speaking skills and self-confidence is the most rewarding experience we can have – as Past District 25 Governor Bob Lanz so succinctly put it: “To see the fear go out of their eyes.” It is this experience that keeps my commitment level to Toastmasters International so strong.

Which Toastmasters program have you found especially helpful in your own personal and professional growth?

Holding leadership roles have been especially beneficial. There have been countless times in my career that I have used an experience I first “practiced” in Toastmasters. That practical experience can be of use to everyone. Each leadership role from the club to the international level can potentially benefit us.

Can you recall a particular incident that stands out as your most enriching while serving as a club member, club leader or international officer?

Serving as District 25 Governor was a once-in-a-lifetime experience. Our leadership team was strong and purely focused on the mission of the district. We built new clubs, which in turn built more new clubs. We concentrated on increasing membership in the low member clubs and had rewarding results. There was an air of excitement throughout the district and an awareness of the total Toastmasters program by every member. That year I had the unique opportunity to serve the members of District 25 and as a result of that service I enjoyed tremendous personal growth in both leadership and speaking skills.

When did you decide you wanted to become International President?

Every leadership step I have taken came as a result of the encouragement of others. As my term as International Director came to an end, once again encouragement of others led me to consider the next level of leadership. Service provides the greatest opportu-

nities for self-development. To serve the members of this organization is a great honor.

Who has had the greatest influence on your life?

There are many Toastmasters who have greatly influenced my life over the past decade, too many to mention here. However, outside my Toastmasters experience, my mother and my husband have been the most influential. My mother is a wonderful role model with her unfailing optimism and her love for people. And my husband, J.D., also has been a great influence, with his dedicated support and incredible sense of humor.

What book are you currently reading, and what book do you pick up most frequently?

I'm in the process of re-reading Og Mandino's *The Greatest Salesman In the World*. And I am always reading *Personally Speaking* [by Ralph Smedley]. My copy is very dog-eared and worn. Every member should own a copy of it to read and quote from.



PHOTOGRAPHY: JAMES CASSIMUS

Why does Toastmasters International spend so much time emphasizing growth, new members and clubs?

As with any organization, growth is essential for continued success. Our organization offers its members so many opportunities for personal development that it would be selfish and inconsiderate not to make these benefits available to others. Our product is helping individuals make a change for the better, so emphasis on growth is essential. Let us not forget that new members and new clubs add to the growth experience of our existing members. We learn and gain more ourselves when we are teaching and helping others.

Past International Director G.C. Brown once told me, "The more you give this organization, the more you gain in return." Though I was skeptical at first, I soon found this to be true and I'm reminded of it regularly.

What personal goals do you encourage new members to set?

I encourage every member to explore the full scope of their Toastmasters club, from performing all of the meeting roles to serving as a club officer. By doing so, they will have experienced all the different opportunities these positions offer. I then encourage them to complete the Communication and Leadership Manual and earn their Competent Toastmasters recognition.

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

The Basic Communication and Leadership manual has 10 projects and the 14 advanced manuals offer 70 different goals. Any speech given will be better than the last and will offer greater improvement if the speaker follows the goals of any of those 80 projects. Evaluators can also be more effective in their roles if the speeches they evaluate are manual speeches. I believe in manual speeches! Early in the history of Toastmasters International, Dr. Smedley recognized the need for a "basic manual" and one was developed. The value of manual speeches is just as important today as it was in the early stages of our organization.

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

Evaluations must be given with emphasis on what the speaker does well and how the speaker can improve. When two-thirds of an evaluation reinforces the positive aspects of the speech and one-third offers concrete suggestions for improvement, we have an ideal evaluation.

How do you build club membership?

Exciting, well run meetings build membership. It is as simple as that. With quality programming all clubs can increase their membership. Members do not want to miss

exciting meetings. The meetings are so enjoyable that they tell their friends, family members, co-workers – everyone! Guests recognize the enthusiasm, camaraderie, professionalism and support and want to join. Many of our clubs are at the almost self-perpetuating stage. They have great meetings and are large enough that guests are always attending and joining.

What makes a strong club?

Strong clubs are made by enthusiastic members helping each other develop communication skills in a positive and supportive environment. Club officers who attend training and are knowledgeable about our programs make a club strong. But most importantly, members who stick to the basics and are committed to the program create strong clubs.

Half of all new Toastmasters clubs are in corporations. Why is this?

Companies of all sizes are recognizing the value of our program in providing employee training. Employees like the convenience of attending meetings at their workplace. The Toastmasters club is increasingly becoming known as a cost effective way to develop a variety of valuable skills that benefit both the employee and employer.

As President you will visit many districts this year. What do you hope to accomplish during these visits?

I am really looking forward to meeting and talking with as many members as possible. I especially would like to hear what they think about our program and what it has done for them. I hope to share with them my enthusiasm for our organization and how, together, we can make many changes for the better in, for, with and through Toastmasters International.

If you could attend a "fantasy" Toastmasters meeting, who would be there?

Dr. Smedley of course. Along with Winston Churchill, John F. Kennedy, Eleanor Roosevelt and a few others. Can you imagine a Toastmasters meeting with these great speakers? Of course, Dr. Smedley would evaluate them. What a learning experience for everyone!

What qualities do you admire most in a club member and a Toastmaster leader?

For members, I admire the willingness to step out of their comfort zones. For leaders and officers, I admire the unselfish and unflinching dedication to serving the members.

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

In everything you do, strive to make a change for the better! **T**

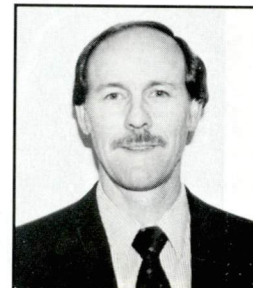
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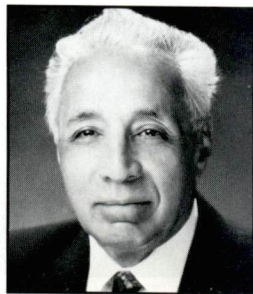
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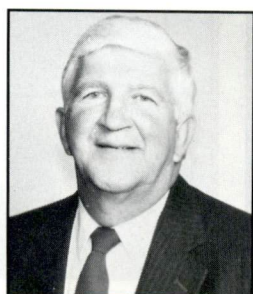
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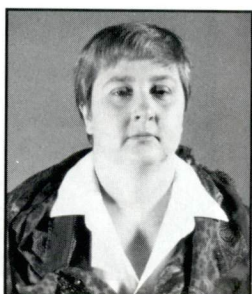
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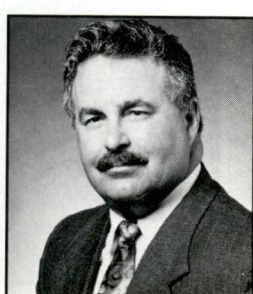
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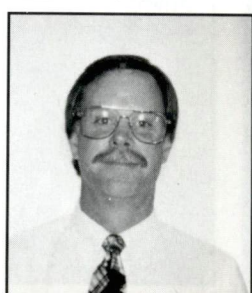
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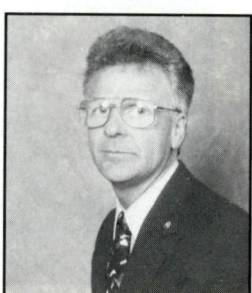
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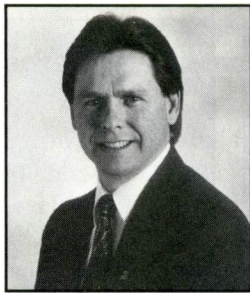
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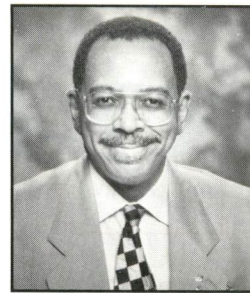
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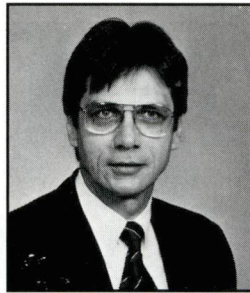
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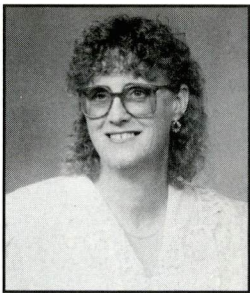
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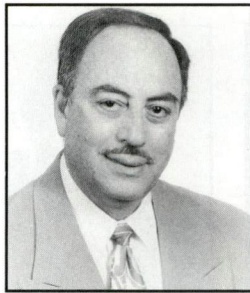
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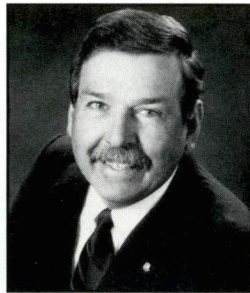
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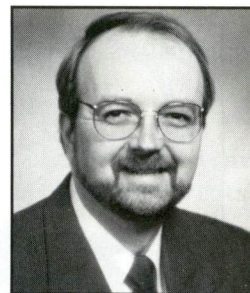
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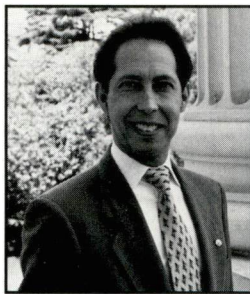
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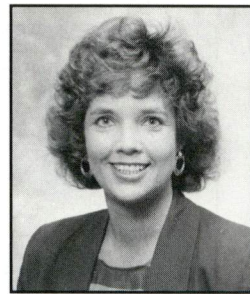
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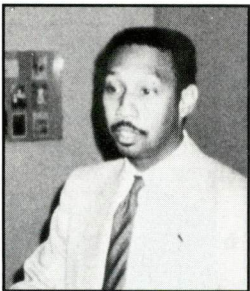
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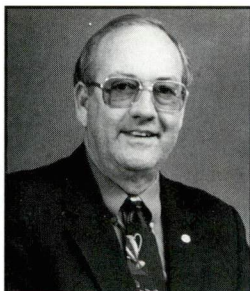
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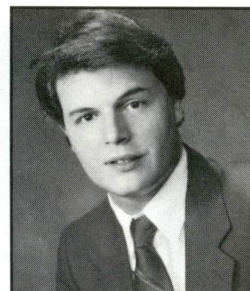
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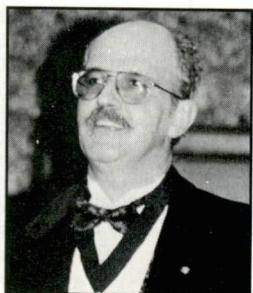
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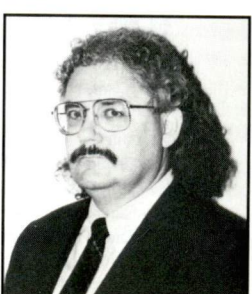
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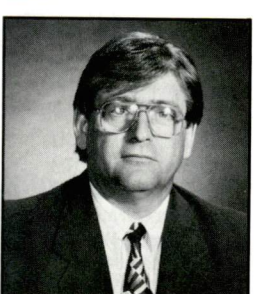
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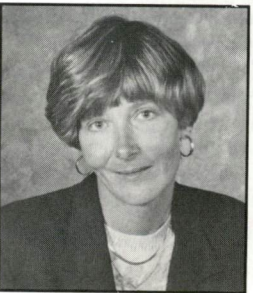
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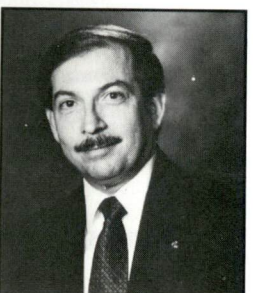
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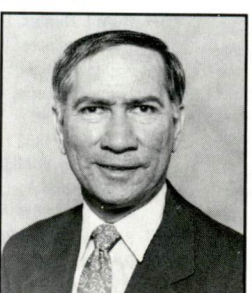
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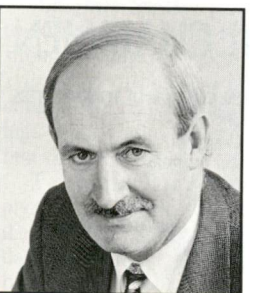
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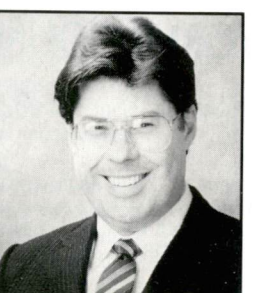
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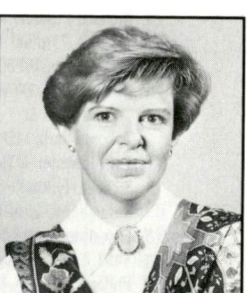
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by W. Lynn Seldon, Jr.

Imagine yourself strolling along the deck of a luxurious cruise ship – clear skies overhead, a balmy ocean breeze gently blowing through your hair and turquoise-blue water for as far as the eye can see. Seems like a world away? Well, it's actually a lot closer than you might think.

Cruise lines are constantly in need of talented presenters to fill their entertainment schedules. In exchange for their services, speakers typically receive a complimentary cruise, with cabin and all meals included. No wonder that experienced speakers regard these opportunities as more of a dream vacation than a work assignment!

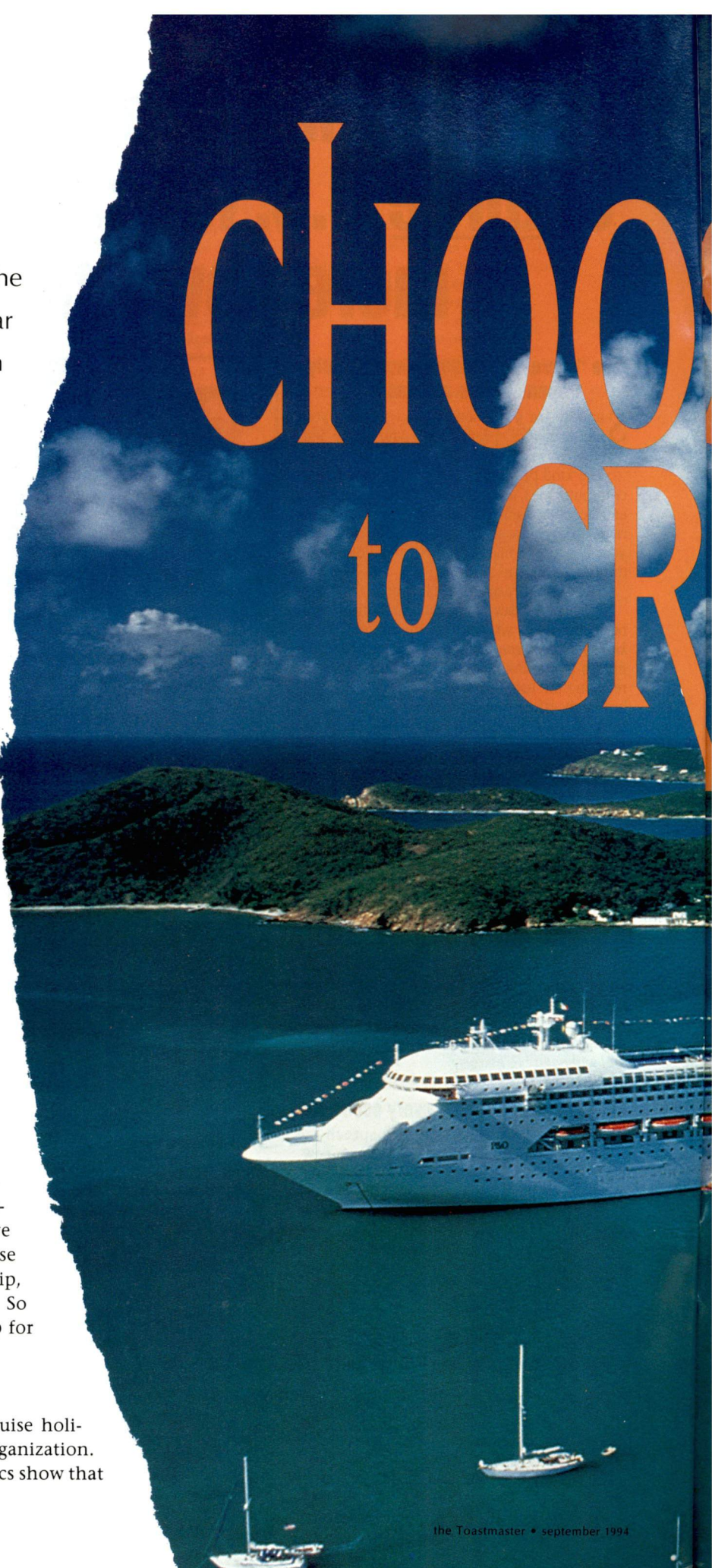
Of course, cruise companies derive significant benefit from the arrangement as well. One of the main avenues by which they seek to enhance the enjoyment of their passengers is through interesting on-board programs and events. Travelers today are looking for more than a simple dose of R & R in their vacations; they also want to be informed and entertained. Most major cruise lines claim to offer their passengers all this and more.

"For the discerning vacationer, there simply is no better way to get away from it all than a cruise," says Douglas Ward, executive director of the International Cruise Passengers Association and author of *The Berlitz Complete Handbook of Cruising*. "Those who have cruised before will be unstinting in their praise of its joys. They may talk about a specific trip, line or cruise, but always with enthusiasm. So will you – that is if you choose the right ship for the right reasons."

Booking Passage

More and more vacationers are opting for cruise holidays, according to one industry marketing organization. Cruise Line Industry Association (CLIA) statistics show that

CHOOSE to CRUISE



SE UISE

*Fascinating
ports of call
await the
seaworthy
speaker.*

cruising continues to post double-digit gains, making it the fastest growing type of vacation in North America.

"Customer satisfaction is one of the key priorities of the cruise industry and one big reason no other type of vacation comes close to a cruise in terms of repeat business," says CLIA President James G. Godsmann. CLIA serves 97 percent of North America's cruise passengers and represents 32 cruise companies and 21,000 travel agency affiliates.

With increased competition among cruise companies, many passenger liners rely on dynamic speaker programs to attract new business and boost customer satisfaction. For instance, the new Radisson Diamond boasts an ongoing guest lecture program that is continually changing.

Passengers traveling to Asia aboard Seven Seas Cruise Line's ultra-deluxe "Song of Flower" have their choice of a series of on-board lectures designed to complement the ship's itinerary to some of the world's most exotic locales. The roster of distinguished lecturers includes: Bill Clark, veteran political journalist; William Donnett, former foreign service officer; Frank Tatu, former American Consul to Brunei; David Kennett, director of International Studies and Asian Studies at Vassar College; and Helen Jessup, distinguished scholar of Indonesian art and cultural history.

"The series is designed not only to entertain passengers, but to enhance their experience of the destinations we call on," says Stein Kruse, executive vice president and chief operating officer of Seven Seas. "Through our ongoing lecture series, we provide passengers access to experts that offer an insight into the Asian cultures."

Closer to home, Royal Cruise Line offers its successful "New Beginnings" programs on the "Golden Odyssey," "Crown Odyssey" and "Royal Odyssey." This exciting program features free on-board lectures, activities and classes for travelers eager to revitalize themselves physically, emotionally or psychologically.

Just about every cruise line and cruise ship needs quality speakers. The tricky part is matching your speaking skills with the appropriate cruises.

Sink or Swim?

Casting off on a career as a cruise ship speaker can be a job in itself. Competition is stiff and most cruise companies are looking for speakers with specific styles and areas of expertise.

But much like speaking itself, success in finding a position depends mainly on how you present yourself. "There's always room for someone who's professional," says Lauretta Blake, president and owner of Lauretta Blake The Working Vacation, a company in Santa Clara, California, that helps speakers find jobs aboard cruise ships.

"It is not difficult to break into the industry if you're persevering, have the right materials and provide a professional approach," she says. The "right" materials include a video tape of your 45-minute presentation, a bio, a resume and a list of your topics with speech titles.

"Cruise companies are becoming much more selective and the screening process is becoming much more defined," Blake says. "No one in the industry has time to attend a person's presentation. That's why the video is such a critical tool in the judging process."

But before you can videotape your presentation you'll need a marketable speech topic. Depending on the situation, possible subjects might include: anthropology, archaeology, astronomy, botany, environmental issues, geography, marine biology, mineralogy, history, psychology, culture, sports, regional expertise and languages. It goes without saying that speakers must be experts in their field.

Charting Your Course

Once preliminary details have been worked out and you are satisfied with the quality of your material, it's time to research the different cruise lines.

Check with your travel agent to obtain brochures published by the various cruise companies. These will give you an idea of what packages and ports of call the different

cruise lines offer. Your local library or bookstore is also a great resource for information. One particularly helpful book is *The Guide to Cruise Ship Jobs* (Pilot Books, New York) by George Riley.

Another option is to contact a company that specializes in matching speakers with cruise lines. Two such possibilities are Lauretta Blake The Working Vacation of Santa Clara, California, and Lectures International, based in Tucson, Arizona. For a nominal fee, these and other reputable companies can help speakers match their interests and skills with an appropriate cruise.

"Just about every cruise line and cruise ship needs quality speakers."

Bon Voyage

Once on board, all the hard work you invested in finding and securing that cruise ship speaking engagement will pay off. It's more than likely, in fact, that your "tour of duty" will ultimately prove to be more play than work. Most cruises last between 12 to 14 days; speakers are generally expected to give four 45-minute presentations during that time.

Before signing on, however, it's important to know what is expected of a cruise ship lecturer. First of all, it is essential that you establish a rapport with the passengers and crew members. Also, keep in mind that the ultimate responsibility of planning and operating passenger entertainment and activities lies with the cruise director. The easier you make that person's job, the better your chances of receiving future cruise invitations.

If you're an expert speaker, don't just sit around waiting for your ship to come in. Get out there and pursue it! **1**

W. Lynn Seldon, Jr., is a freelance writer in Richmond, Virginia.

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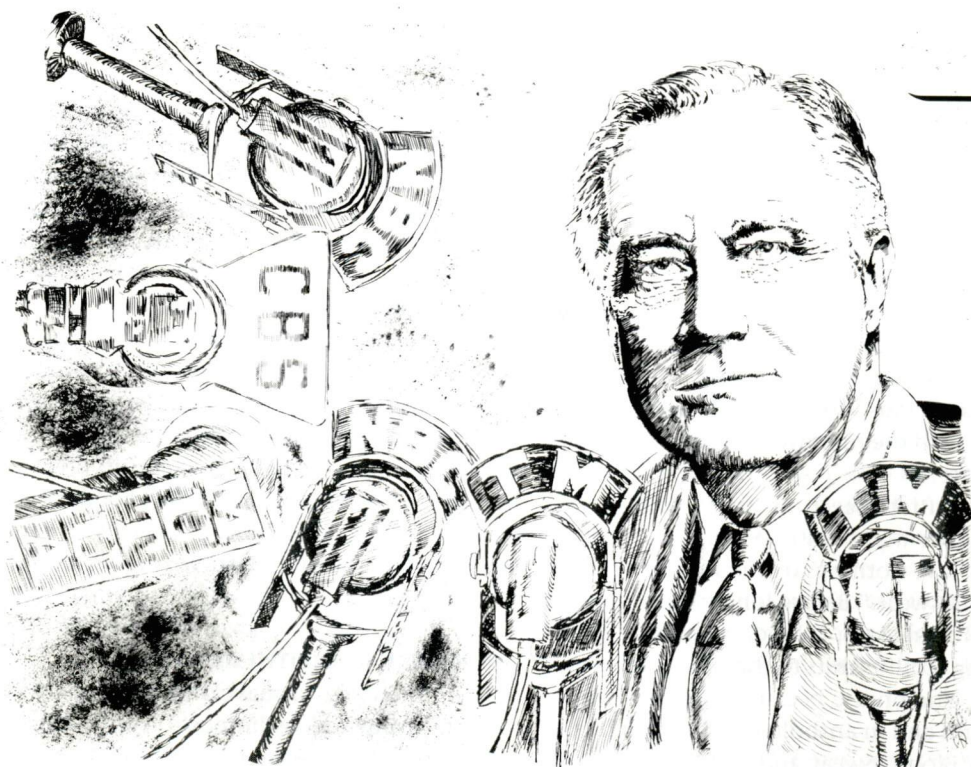
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Make your speech Memorable

27

■ FEW SPEECHES ARE REMEMBERED IN their entirety. Most survive chiefly because of a word, phrase, sentence or peroration. Even a single word? Yes, indeed.

Novelist Joseph Conrad, a distinguished stylist, once said, "Give me the right word and I'll move the world." Mark Twain, a polished public speaker, advised, "Use the right word, not its second cousin. The difference between the almost right word and the right word is really a large matter – it's the difference between the lightning bug and lightning. A powerful agent is the right word."

One right word – "infamy" – made a six-minute speech by President Franklin D. Roosevelt still memorable after 50 years. Asking Congress for a declaration of war against Japan, he said, "Yesterday, December 7, 1941 – a date which will live in infamy – the United States of America was suddenly and deliberately attacked by naval and air forces of the empire of Japan."

That speech was written by Roosevelt without any help from his speechwriters. A speechwriter on his staff, Samuel Rosenman, later wrote, "The remarkable thing is that on

one of the busiest and most turbulent days of his life he was able to spend so much time and give so much thought to this speech."

The first draft read, "Yesterday, December 7, 1941, a date which will live in world history..." In the second draft Roosevelt deleted "world history" and substituted "infamy." That word change made it a memorable speech. Originally titled "For Declaration of War Against Japan," it became known as the "Day of Infamy" speech.

A conscious stylist who insisted on clarity and simplicity in his speeches, Roosevelt preferred short, plain words. Why, then, did he choose the rarely-used "infamy"? The words "world" and "history" are commonplace. On the other hand, "infamy" is an elegant word, which gives dignity and significance to the solemn occasion. Undoubtedly he used it primarily for its meaning. "Infamy" can be immediately understood since it's related to the more-often used "infamous." Japan's "unprovoked and dastardly attack," as Roosevelt described it in his speech, shocked him as well as the American public. But he probably also used "in-

by Thomas Montalbo, DTM

“He is an eloquent man who can treat humble subjects with delicacy, lofty things impressively and moderate things temperately.”

– CICERO

famy” because, as a three-syllable word, it enabled him to stretch its rhythmic flow, emphasizing meaning and arousing emotion.

CHURCHILL: COMBINE THE RIGHT WORDS

Another method of making a speech memorable is grouping words to form a well-turned phrase that’s easy to remember and irresistible for quoting. Much thought – conscious or subconscious – precedes the well-turned phrase, with the right words seeming to drop into place.

In his first speech as prime minister of England in May 1940, Winston Churchill said, “I have nothing to offer but blood, toil, tears and sweat.” Before long people quoted him as having said, “blood, sweat and tears.” Deleting “toil” attests to the triad’s powerful appeal. The phrase became famous all over the world and in anthologies the speech was titled, “Blood, Sweat and Tears.” Churchill himself had also used the triad nine years earlier in his book *The World Crisis*: “Their tears, their sweat, their blood, bedewed the endless plain.” So when he said in his 1940 speech “blood, toil, tears and sweat,” he was rhetorically recycling.

Like many quotations, Churchill’s phrase “blood, sweat and tears” had its antecedents through the ages. Lexicographers have traced it back to the year 1611, when the English poet John Donne wrote, “tears, or sweat, or blood.” Previous users of the phrase include Lord Byron, Angelina Grimke, Garibaldi, Lord Alfred Douglas and others. But since Churchill popularized the catchy phrase, he deserved the credit.

ROOSEVELT: SAY SOMETHING CATCHY

Another method of making a speech memorable is to develop a simple declarative sentence that is easily understood, says something important, is easy to remember and will echo in the listeners’ minds. Here’s such a sentence: “The only thing we have to fear is fear itself.” Those words made President Franklin D. Roosevelt’s finest inaugural address one to remember.

Since Roosevelt spoke that classic sentence more than 60 years ago, it has been quoted countless times. Although the quotation has been identified with him, he wasn’t the original source. In fact, numerous persons over the years have expressed the same message, though in different words. Michel de Montaigne said, “The thing of

which I have most fear is fear.” Henry David Thoreau wrote, “Nothing is so much to be feared as fear.” Similar statements were made by Epictetus, Cicero, Francis Bacon, Edmund Burke, William James and others.

But Roosevelt’s quotation is the most memorable because: (1) it sounds the best; (2) he’s the best known person, having been elected President of the United States four times; and (3) it gave hope to the people in the depth of the Great Depression when fear seized them as they faced uncertainty, frustration and economic collapse. For those reasons, Roosevelt (or his speechwriter) deserves the credit for popularizing the quotation on fear.

KENNEDY: USE ANTITHESIS

Still another way to make a speech memorable is using the technique of antithesis. That’s what U.S. President John F. Kennedy did in his 1960 inaugural address when he told the nation: “Ask not what your country can do for you – ask what you can do for your country.”

Widely quoted ever since that day, those words convey meaning briefly, emphatically, eloquently. Yet, they’re all ordinary words. But by using antithesis, Kennedy made an unforgettable impression on the audience.

Technically, antithesis may be defined as the juxtaposition of sharply contrasting ideas in balanced or parallel words, phrases or grammatical structure. Simply put, antithesis balances contrasted expressions side by side. Not merely a stylistic tactic, this format clarifies the relationships and meaning of the contrasting elements. Opposition of the two thoughts is highlighted by placing them close together. Such structuring contributes not only to clarity but also to rhythm. All this makes the quotation easy for listeners to understand and remember.

Although Kennedy popularized the quotation, its message was used many years before him by others, including:

1. Oliver Wendell Holmes, Jr., who said: “It is the moment to recall what our country had done for us, and to ask ourselves what we can do for our country in return.”
2. Warren G. Harding, who said: “We must have a citizenship less concerned about what the government can do for it and more anxious about what it can do for the nation.”

Compared to Holmes' and Harding's bland and wordy statements, Kennedy's words sound sharp and to the point. The message is the same, but Holmes and Harding divest it of any psychological appeal while Kennedy makes it compelling, sounding as though it were a summons from a striking bell.

PATRICK HENRY: CONCLUDE ELOQUENTLY

As we've seen, more than one person may be credited with authorship of the same familiar quotation. But the person whose words become memorable over extended periods of time should receive the credit. Here's how the American poet James Russell Lowell put it: "Though old the thought and oft exprest, 'Tis his at last who says it best."

Because a speaker's last words linger and final impressions last, an eloquent conclusion is most likely to make a speech memorable. Patrick Henry proved that when he delivered a speech at the Virginia Convention more than 200 years ago. He's remembered today mainly for his world-famous peroration in that speech:

"Gentlemen may cry peace, peace – but there is no peace. The war is actually begun! The next gale that sweeps from the north will bring to our ears the clash of resounding arms! Our brethren are already in the field! Why stand we here idle? What is it that gentlemen wish? What would they have? Is life so dear, or peace so sweet, as to be purchased at the price of chains and slavery? Forbid it, Almighty God! I know not what course others may take; but as for me, give me liberty, or give me death!"

Why has that peroration been memorized and recited by speech students for more than over 200 years? Today we might say it has lots of pizzazz. Like a fireworks finale, it ends the speech with a bang. Repeating the word "peace" and posing four rhetorical questions one after another provide a rhythmic crescendo of passionate conviction and righteous indignation.

Repetition grabs attention, emphasizes thoughts and generates emotion. We can imagine the sledgehammer impact that the series of questions had on the convention delegates. Asking thought-provoking rhetorical questions focuses attention, sharpens

ideas and stirs the delegates into thinking about the answers Patrick Henry wants them to find by themselves.

Then he ends with a final powerful punchline that triggers the last surge of eloquence and drives home his message. His speech paid off. The delegates voted to commit the State of Virginia to prepare for war.

Opportunity isn't likely to knock for most of us to write speeches on compelling events like war or inaugurations of United States presidents. Nevertheless, even speeches on everyday subjects can be lifted out of the ordinary category by applying lessons from the five historic speeches cited above. As Cicero said: "He is an eloquent man who can treat humble subjects with delicacy, lofty things impressively and moderate things temperately." **T**

Thomas Montalbo, DTM, received a Presidential Citation in 1979 for his frequent article contributions to *The Toastmaster*. He passed away in May, 1994, and is missed by his family and all who knew him during his more than 30 years of Toastmasters membership. From the time he joined a Toastmasters club at his place of employment, the Internal Revenue Service in Washington D.C., Tom devoted much energy and devotion to our organization. When retiring and moving to Florida in 1973, he helped strengthen local clubs, became involved in district activities, and wrote extensively about all aspects of public speaking. Specializing in profiles of famous speakers and leaders, Tom's articles were always well researched and popular with readers.

His book, *The Power of Eloquence*, received favorable reviews and is available for \$6.95 from World Headquarters. Through his books and articles, the legacy of Thomas Montalbo will live on and continue to benefit Toastmasters everywhere.

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exprest, 'Tis his at
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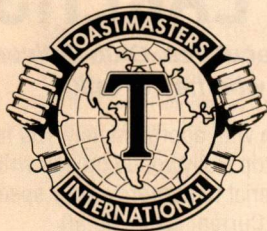
394-SCT	Third Place - White Ribbon	\$.50
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394-SCP	Participant - Yellow Ribbon	\$.50
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1. Engraving on all trophies and plaques is 20 cents per letter.
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