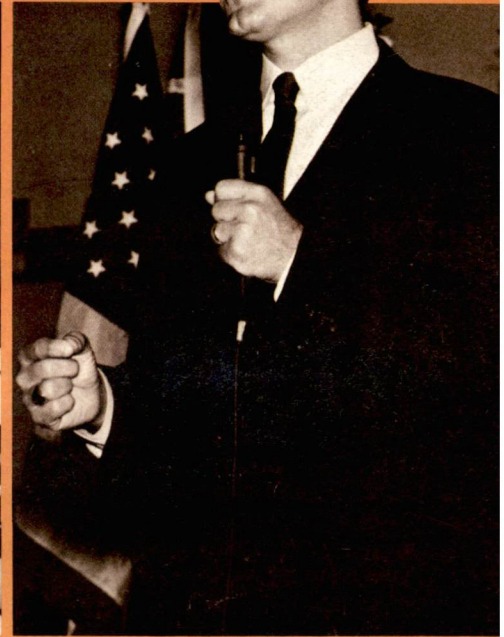


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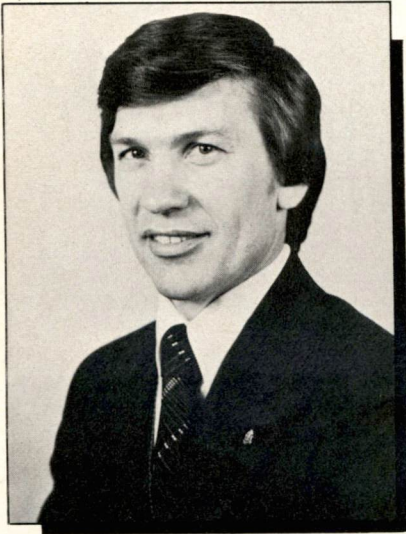
THE TOASTMASTER



Adventure in San Diego:
Highlights of Toastmasters' 1983 Convention

Experience the Power of Toastmasters

I participated in an educational symposium recently with representatives from several universities. One of the speakers on the program, Dr. Keith Wharton, was especially interesting and effective. During the coffee break, I made my way



through the crowd to congratulate him. He glanced down at the Toastmasters pin on my lapel and said, "What did you expect from a fellow Toastmaster?"

We spent the rest of the coffee break visiting. I found out that his Toastmasters training had been an important factor in his career, including his being named Acting Dean of Agriculture at the University of Minnesota.

Later, as we walked back into the conference room, he stopped and said, "You know, Eddie, Toastmasters is a powerful organization, but many of our members don't realize that you have to actually experience the personal growth it provides before it becomes a reality." I grinned and said, "I agree." Little did he know that he had just stated the foundation for the theme I had already

selected--"EXPERIENCE THE POWER OF TOASTMASTERS."

Keith is correct. This is a powerful organization. He is also correct in saying you have to actually experience it to realize it.

Toastmasters success stories such as Keith's are not hard to find. They are all around us. But I have noticed that those success stories come only from clubs which are carrying out the Toastmasters program the way it is designed and intended. This tells me the success of our members is directly linked to the strength of the club to which the members belong.

Strong clubs think in terms of educational programs rather than weekly meetings; in developing communication skills rather than giving a speech; in leadership development rather than serving as an officer. Most important, they think in terms of satisfying individual members' needs rather than having members fulfill program assignments.

When a club is functioning as it is designed and intended, it is not only impressive and enjoyable, it is also powerful. The club has an energy level that you can sense and almost feel. It is impossible to be a member of such a club and not EXPERIENCE THE POWER OF TOASTMASTERS.

But the characteristics of successful clubs are not privileges reserved for only a few. The power of the Toastmasters program is available to every club and every member--we all have access to the same programs and the same opportunities. It is a matter of taking the initiative, stepping up to the challenges, and making it happen.

So, I invite you to join the thousands of other Toastmasters around the world this year who will be recognizing our clubs for what they are and helping build them into what they can be. I invite you and your entire club to experience the power of Toastmasters.

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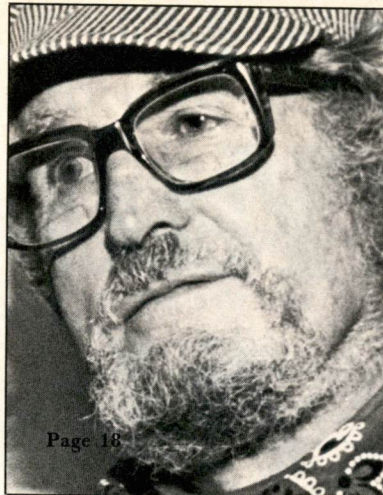
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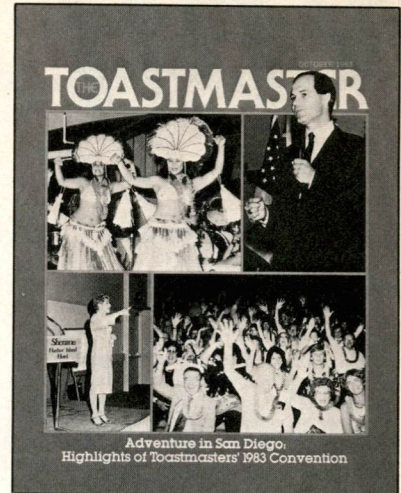
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TOASTMASTER



Adventure in San Diego.
Highlights of Toastmasters' 1983 Convention

COVER

Toastmasters' Annual International convention has been called a unique communications event, and this year's convention confirmed it. More than 1700 Toastmasters gathered in San Diego, California, for four days of learning experiences, fellowship and fun. Read all about their adventures in the special convention report on page 8.

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Why Are They Yawning Already?



by Leon Fletcher

Ever since the days of the ancient Greek orators, virtually every successful speaker has followed the same basic guides to the opening of a speech. There are but two points to present:

1. Start with an attention-getter.
2. Then preview the subject of your speech.

That's it. Nothing more. Nothing less.

Then why--oh *why???*-- do we have to hear so many speeches with so much verbiage which is unimpressive, unrelated, unimportant?

There are several dreadful openings to speeches, but five stand out as especially ineffective:

- The Artificial Compliment
- The Unrelated Joke
- The Lengthy Guest List
- The Pointless Time-Check
- The Ego-Builder

All of them are trite. They fit perfectly Webster's definition of *trite*-- "worn out; common; used till so common as to have lost its novelty and interest."

You should consider each of those non-productive openings carefully--not so you'll become an expert in using them, but so you'll be diligent in not using them. Besides, each of those miserable openings has several attractive alternatives which you can use to start your speeches and avoid those early yawns from your audience.

The Artificial Compliment

Consider the Artificial Compliment one of the worst of the bad openers for a speech. It's usually delivered from a mouth with a grin that's too wide, by a

FIVE WAYS NOT TO BEGIN YOUR SPEECH.

How Much Is It Worth To Build A Super Memory?

"My Super Reading System Shows You How To Think More Effectively... Double Your Ability To Read And Remember. (And The Most Amazing Part May Be The Cost.)"

—Professor Russell Stauffer, Ph.D., Professor Emeritus, University of Delaware

Suppose I told you the real problem with reading and remembering is the way we think.

No one has ever taught us how to think. No one has ever sat down and told us the right way to learn.

"You mean there's a 'right' and 'wrong' way to think?!" Yes, there is. And, unfortunately, most of us do it the wrong way.

Finally... A Real Breakthrough

Let me explain. As a Ph.D., I've been involved in many studies to determine precisely how and why we think the way we do... why learning is "easier" for some and "harder" for others. I, along with a few colleagues, discovered that we do not use our brain *efficiently*. The most wondrous part of us—our mind—is not being utilized fully when it comes to analyzing information... drawing conclusions... retaining data. In short, we have not learned how to use our brain to its maximum.

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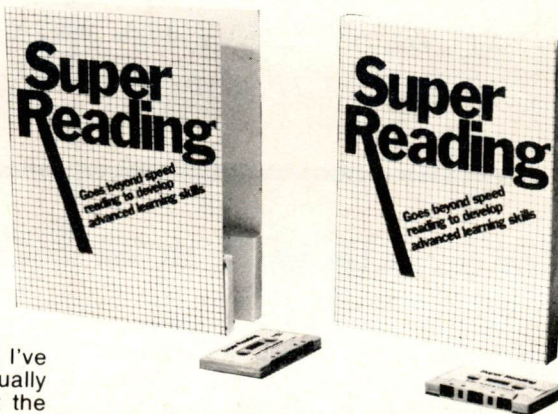
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MEET THE AUTHOR

Russell Stauffer, Ph.D., is Professor Emeritus at the University of Delaware. He has authored major textbooks and is considered to be one of the top researchers on how and why we learn. In addition, Dr. Stauffer is one of the few scholars admitted for membership in the Reading Hall of Fame.

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voice with too much syrup. The exact wording varies, but usually comes out something like this:

“Well, just let me start by telling all of you how really happy I am to be here in your fine town, speaking to you here in this really fine auditorium, speaking to just about the finest audience I’ve ever had the pleasure to address!”

“Sleep time!” is the signal received by many in that audience. They’ve heard that opening so many times before. Often it is from a speaker who isn’t quite sure what town he’s in, not sure of the difference between an auditorium and a theater, not sure just who is out there listening to him.

What makes that opening so bad is its lack of specifics. It can be delivered

“Say, before I start my speech, I do want to tell you about this really funny story I heard the other day...”
“You know, my little 8-year-old really says a lot of clever things. Just this morning she asked...”

Indeed, some speakers are so bold--unthinking, insensitive--they come right out and tell their audiences, “Here’s a joke that doesn’t have anything to do with my speech, but I thought you’d enjoy it.” The point is, of course, that an opening joke--and every joke in all of your speeches--should have a direct, valid, significant relationship to the main idea of your presentation.

There are two easy techniques to help you relate a joke to your speech. One is a transition--a phrase, sentence, occasionally a couple of sentences,

A COMPLIMENT CAN BE A GOOD OPENER FOR A SPEECH, BUT IT MUST BE SINCERE. IT MUST CONTAIN HONEST PRAISE FOR SPECIFIC FEATURES.

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with equal vigor to a group of ecologists or a conference of oil well drillers. It can be said in San Francisco or Saskatchewan. It will fit Chandler Pavillion in Los Angeles or a Grange hall in Idaho.

Certainly a compliment can be a good opener for a speech. But it must be sincere. To make it so, it must contain honest praise for specific features. If you’re to compliment a town, the very least you can say--effectively--is the name of the town. Better, mention some feature--the new mall, the recent winning of the “most livable” title, or such. Every town and hamlet has some distinctive, attractive features; mention one or a few if you are to compliment it with any effectiveness.

If you want to compliment the hall in which you speak, it should be for some valid, specific reason--its recent opening, distinctive design, historic importance. If you are going to compliment the audience, mention a common goal, a recent honor, or perhaps its successful campaign.

The Unrelated Joke

The Unrelated Joke may be an even worse opening to a speech. You know that one--you’ve heard it often enough. Among the most popular lead-ins are such lines as these:

which links the point of your joke to the point of your speech. Johnny Carson uses transitions effectively in his opening monologue, relating one joke to the next with such lines as: “Well, what else is in the news today?” or, “Oh, did you see the TV report on...?”

Speakers use transitions to relate their opening jokes to their speech subjects when they say, for example: “Well, we can all laugh at that guy’s problem, but have you ever wondered how you’d handle the problem of...?”

The other technique to relate a joke to your speech topic is the switch. That’s changing the setting, characters or subjects of the joke. A gag about a backpacking trip, for example, can usually be changed to a walk on the beach, and then you’ll be able to connect it directly to your speech topic, off-shore pollution.

The Lengthy Guest List

But is there any opening to a speech which is more boring than the Lengthy Guest List? Politicians specialize in these lists. They are also the favorite openings of many visiting professors, traveling club officers, commencement speakers and military spokespersons. Their lists can sound almost endless:

“Mr. Chairman, madam president, worthy officers, fellow members,

honored guests, visiting colleagues, generous patrons, distinguished scholars, able assistants, talented musicians, fellow speakers, and especially all of their wives, husbands, mothers, fathers...and the Right Reverend..., and His Excellency... and the..."

Should all greetings be eliminated from your speech openings? No. A good guide to follow is that recommended for most social situations: Do in moderation whatever those before you did. If the speaker before you opened with "Mr. Chairman, ladies and gentlemen," then it is usually sufficient for you to address just "Mr. Chairman" or "Ladies and gentlemen." Certainly there is little point in your repeating a long list of greetings which some

DON'T OPEN BY DROPPING NAMES OR PLACES. DON'T OPEN WITH PUTDOWNS.

previous speaker has already presented.

If you're the first speaker? Then express a greeting to a few key individuals--two or three should be enough--and the audience. Be brief, and get on to the main idea of your speech.

The Pointless Time-Check

It was way back when I was a student in high school when I first became alert to the dangers of speakers who begin their speech with the dreaded Pointless Time-Check. Such speakers step up to the lectern, make a big show out of taking their watch off their wrist or out of their pocket. Then they'll wind it, sometimes even listen to it as if making sure it's running. Next, they'll turn to whoever introduced them and say, "Let me be sure now that I don't keep this fine audience from their next meeting--exactly how much time do I have for my speech?"

Almost always, they're the speakers who ramble on and on and on into the next speaker's time or into the lunch period. There seems to be some kind of semi-scientific principle at work in such speakers--the more they check the time, the longer they run over.

To avoid becoming such a speaker, you should, of course, time your speeches in rehearsal. You should be able to

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finish within five percent of your assigned time without checking a clock. In a 20-minute speech, that means you'll finish within about a minute of your planned length. That gives you a leeway of about 150 words. That may be difficult to judge during your first speeches. But you'll increase your ability for ending on time as you speak more frequently. It's a minor but valuable skill, worth adding to your other goals for improving your speaking.

The Ego-Builder

Finally, there's the distasteful opening called the Ego-Builder. It comes in a variety of wordings, all boring:

"I'm certainly glad to be speaking to you today on this subject, because just yesterday, in Washington, I was telling Ronnie just how he should..."

That, of course, is the "Name-Dropping Ego-Builder." Then there's the well-known "Put-Down Ego-Builder":

"Say, does old Miss...still teach here? I remember years ago when I was in her class, and she kept telling me how I'd never be a success, and now..."

You know of other such ego-builders. The word "I" shows up in them far too often. Almost always they are delivered with ugly little laughs--by the speaker, not the audience.

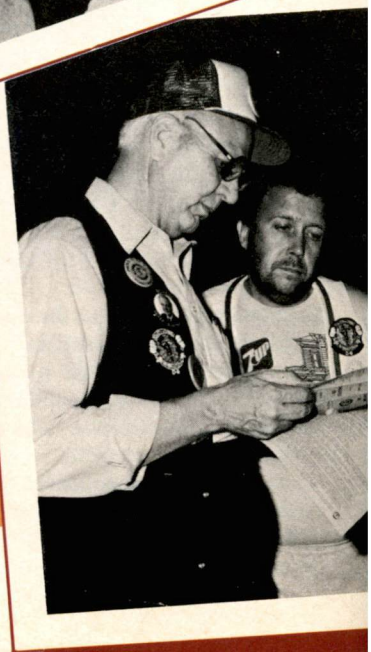
The remedy is simple: Don't use such lines. Don't open your speeches by talking about yourself in self-aggrandizing terms. Don't open by dropping names. Or places. Don't open with putdowns.

As audiences suffer through all these types of ineffective, inappropriate speech openings, one point stands out. There are so many creative, productive, effective ways to open a speech, why should any speaker take a chance on alienating listeners right at the start of his or her speech? 🗣️



Leon Fletcher is an emeritus professor of speech at Monterey Peninsula College and author of more than 215 publications.

Ad



Adventure In San Diego



UNFORGETTABLE MOMENTS FROM TOASTMASTERS' 1983 CONVENTION.

Seventy-year-old Roy Fenstermaker stood triumphantly on the stage clutching the first-place trophy he had just received in Toastmasters' International Speech Contest. It had been seven years since the retired engineer's last attempt at capturing the coveted title of "World Champion of Public Speaking," but his earlier defeat hadn't discouraged him. It only gave him additional fuel for the speech which earned him the title in this year's competition--a special speech about life after sixty.

"It's never too late to learn, to grow, to create, to do all the wonderful things we had no time for in our youth," he said. "This is what the last third of life is all about. It's a time of discovery, when we really get to see, for the first time perhaps, the providence of God, the love of family, friends and neighbors, even Toastmasters. Sometimes we even catch a glimpse of our own potential, still to do great deeds. Life is not a candle

flickering in the breeze; it's a torch to light new flames."

His words had meaning to the young in his audience as well as the old: Our quest for growth and achievement must never end. We must continually strive to become the best we can be, no matter what our age.

It was this quest for personal development and achievement that brought more than 1700 Toastmasters to our organization's 52nd Annual International Convention in San Diego, California, in August. Roy's words mirrored the enthusiasm and spirit of adventure that prevailed throughout the four-day convention, making it the most exciting--and largest--gathering of Toastmasters in our history.

The excitement began at San Diego's beautiful Sheraton Harbor Island Hotel with a moving opening ceremony complete with color guard and an international parade of flags symbolizing the unity of Toastmasters clubs in countries throughout the free world. William O. Miller, DTM, Toastmasters'

GOOD TIMES--Mexican dancers (bottom, left) provided entertainment at Tuesday night's Proxy Prowl, where candidates employed some unusual gimmicks to attract attention and votes (top, right). Thursday's "Fun Night" excursion to Sea World featured a show by Shamu the Killer Whale, who made friends with a Toastmaster (top, left) and put everyone in high spirits (center). Convention delegates were often seen comparing notes and opinions about this year's officer and director candidates (bottom, right).



THE CHAMPIONS--Roy Fenstermaker (bottom, right) delivers the stirring speech that won him the title of "1983 World Champion of Public Speaking." Second-place winner was David Okerlund (center, right). Brent Taylor (center, left) placed third.

SPECIAL MOMENTS-- The panel presentation "Marketing Toastmasters" was one of the many outstanding educational sessions that attracted Toastmasters to the convention. The convention also drew 98-year-old Past International President Robert Switzler (bottom, left), who accepted a special award from President William Miller. (center, center) Newly elected International President Eddie V. Dunn, DTM, was installed by Immediate Past President William Miller, DTM, during Friday evening's gala President's Dinner Dance.

1982-83 International President, welcomed convention delegates with these optimistic words:

"Your efforts have made the past year the best in Toastmasters' history--both in growth and educational accomplishments. You broke all records and you have proven that teamwork pays big dividends. . . Toastmasters International is on the road to enduring success. Why am I so certain? Why, I suppose I am an optimist. But I know its future is in capable hands--yours. Men and women committed to this organization and personal growth."

Executive Director Terry McCann pointed out that the 1982-83 year was a year of growth for Toastmasters, saying we achieved a record membership --101,222 people, and a record 4,887 clubs. But he quickly added that if we

speech so that it's easy for the audience to listen to you?"

This year's Golden Gavel Award recipient was Mark Russell, noted for his sharp political humor and commentary. Russell provided Toastmasters with a sampling of the Washington witticisms and observations that have made him one of the top humorists in our country.

"Earlier this year Ronald Reagan was talking about unemployment," Russell said. "Reagan said, 'There are 13 million businesses in this country. If each of those businesses hires one extra person, it would eliminate unemployment.'

"Gee, I want to believe that. But can it be that simple? If Ernie's Bar and Grill has to hire one extra person, shouldn't Exxon hire two?"

Toastmasters" featured Judy Ellis, DTM; John Slyker, DTM; and Richard Brown, DTM. "Communications" featured Mary Ellen Drummond; Les Stubbs, DTM; Tom Schaeffer; and Dr. Carson Lewis, ATM.

Six Toastmasters delivered their speeches for the final stage of judging for this year's Accredited Speaker Program and of them, five were awarded the title of Accredited Speaker. They are: Roger Reser, ATM; Joe Eden, DTM; Ray Brooks, DTM; John Hartquist, ATM; and Frank Slane, DTM. Patrick Panfile, DTM, earned the Accredited Speaker title at the Region VII Conference in June.

In another event, Ray Fullam of Dublin Club 2601-71 won the honor of being the ninth contestant in the International Speech Contest Finals.

Annual Business Meeting

But the outstanding program wasn't the only reason Toastmasters attended the convention. They also came to conduct business--mainly, to elect officers and directors. Candidates and their supporters campaigned fervently until Thursday morning, when the Annual Business Meeting began and the official voting took place. The results: Eddie V. Dunn, DTM, was elected 1983-84 International President; John Latin, DTM, was voted Senior Vice President; Helen Blanchard, DTM, was elected Second Vice President; and Theodore Wood, DTM, was voted Third Vice President.

Eight Toastmasters were also elected to two-year terms on Toastmasters' Board of Directors. They are: Edwyn J. Buzard III, DTM, Seattle, Washington (Region I); D. Adele Stagner, DTM, Claremont, California (Region II); Arthur F. Nieto, DTM, Phoenix, Arizona (Region III); Charles H. Rust, DTM, Bozeman, Montana (Region IV); James G. Sauer, DTM, LaCrosse, Wisconsin (Region V); Frederick J. Ludwick Jr., DTM, Cazenovia, New York (Region VI); Bennie E. Bough, DTM, Annandale, Virginia (Region VII); and David M. Meeks, DTM, Tampa, Florida (Region VIII).

In other voting, delegates defeated an amendment calling for the election of International Directors at their Regional Conferences.

With business out of the way, delegates were ready for Thursday night's excursion to Sea World where, clad in colorful Hawaiian dress, they relaxed and enjoyed the evening's program--a sumptuous luau, Polynesian dancers, performing seals and otters, and a special show featuring Shamu the Killer Whale. Then those Toastmasters

“WE HAVE THE TALENT, THE MOMENTUM AND THE SPIRIT TO MAKE THIS THE GREATEST YEAR IN OUR HISTORY. WITH THIS SPIRIT. . . WE CAN RAISE THIS ORGANIZATION TO NEW HEIGHTS.”

are to continue to grow as an organization, we must make certain our clubs are functioning well. Successful clubs, he said, have several characteristics. They

- have motivated and responsible leaders.
- focus attention on members' personal growth.
- plan and conduct excellent meetings.
- nourish members' self-esteem.
- easily attract and retain members.
- have an atmosphere of energy and enthusiasm.

Prominent Speakers

Building successful clubs and effective communication and leadership were the subjects of many of the convention's educational sessions, all of which featured outstanding speakers who are experts in their respective fields.

In his keynote address, professional speaker and author Dr. Anthony Alessandra pointed out how good listening skills are vital to us as speakers.

"It's important for you to be as good a listener as a speaker," he said. "If you don't know what it takes to be a good listener, how can you position and tailor your

In addition to Alessandra and Russell, the convention program included presentations by Cavett Robert, a past Golden Gavel Award recipient and a semi-retired professional speaker; Gilbert Hamblet, vice president of TRW Information Services in Orange, California, and a renowned speaker; Gene Perret, an Emmy-winning comedy writer; Dr. Karl Albrecht, a former Toastmaster and a well-known management consultant, trainer and author; and Jim Cathcart, also a former Toastmaster and now a speaker and management consultant.

Many of Toastmasters' own top speakers also participated, including Robert Blakeley, DTM; Stephanie Noonan, DTM; Dr. Kerry Johnson; Dr. Jean Lebedun; Len Baker; and Hubert Dobson, DTM. This year's "Communication Showcase" featured Peter Stark, ATM; Major John Kinde, DTM; Jerry Browne, DTM; Elaine Phillips, ATM; and Mary Jo Crowley. Three panel presentations also involved Toastmasters. "Success Secrets of Top Clubs" featured Ruth Holton; Ed Cargile, DTM; Sally Anne Fritz, DTM; and Bill Crawford, DTM. "Marketing

still full of energy danced and talked into the early morning hours.

Friday night, after a full day of educational programs, Toastmasters gathered to honor the newly elected officers and Board of Directors. International President Eddie V. Dunn began his one-year term with an address which enthralled the audience.

"We have the talent, the momentum and the spirit to make this the greatest year in our history," he said. "With that spirit, by working together, with dedicated service from World Headquarters and with strong leadership from every one of us, we can strengthen our clubs and we can raise this organization to new heights.

"Those are our challenges and our responsibilities. By carrying them out, we will be pursuing our mission. But, more important, we will be giving thousands of men and women the same benefits that you and I have enjoyed. We will be giving them the opportunity to experience the power of Toastmasters."

The Speaking Championship

Saturday morning nine of Toastmasters' finest speakers assembled before 2000 people for the final big event of the convention--the "World Championship of Public Speaking."

Tickets for the contest had long been sold out. Those who couldn't be seated in the Champagne Ballroom, where the event took place, crowded into a nearby room to view the contest on wide-screen television.

The competition was close, but when the votes were counted, Roy Fenstermaker of Downey Breakfast Club 2741-F took top honors for his speech, "Retirement--Never!" Second place went to David Okerlund of General Communications Club 872-24 for his speech, "The Turnpike of Success." Brent Taylor of Mercury Club 2864-37 captured third place for "Stand Up and Speak Out!"

Although the convention officially ended after the speech contest, delegates' enthusiasm remained at a fever pitch. Their adventures in San Diego had motivated them to continue their quest for knowledge and growth, and they lingered to discuss their ambitions with the friends they had made in the past few days. Their adventures had also compelled them to make plans to attend next year's convention at the Sheraton Twin Towers in Orlando, Florida, August 21-25.

As one Toastmaster said, "This year's convention was the greatest ever! But next year's will be even better!"



Mark Russell: 1983 Golden Gavel Award Recipient-- "John Glenn has forfeited support from big labor. Mondale is going to have labor's support. But that's only the AFL-CIO. Glenn could court favor from the Teamsters. He could promise them prison reform, if nothing else."



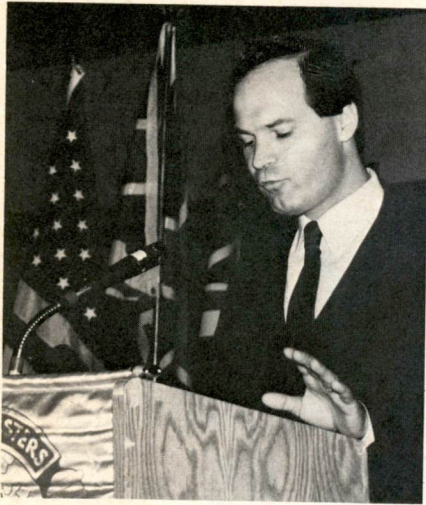
Gil Hamblet: "Things You Shouldn't Do"-- "Success is when you feel good about yourself. When you feel good about yourself, you've done something."



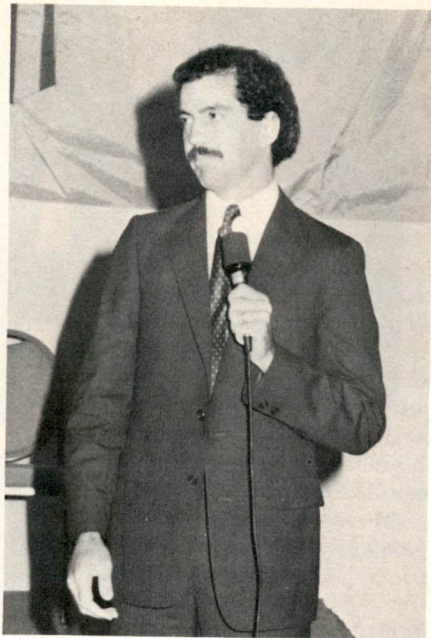
Dr. Jean Lebedun: "How To Give and Take Criticism"-- "The successful people in this world are not the ones who avoided mistakes or errors. They're the ones who learned from them."



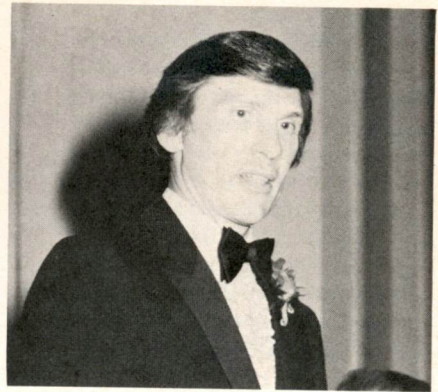
William O. Miller, DTM: 1982-83 International President-- "Whatever your vocation, whatever your role in Toastmasters, you must persevere to achieve that satisfaction of success. You must motivate yourself when you get weary. And you must be able to inspire and motivate others to carry on when they get weary."



Dr. Anthony Alessandra: "The Power of Effective Listening." --"A lot of people believe that if you can hear, you can listen. That is not the case. Hearing and listening are not the same. There are many people who cannot hear, yet they are incredible listeners. Many people do have perfect hearing and don't listen to anything."



Dr. Kerry Johnson: "How To Read the Mind of Your Audience." --"Your audience will rarely ever tell you if they don't agree with you. But they will show you on the spot. So back up your words with statistics and proof, and make sure that you do it on the spot. Otherwise, you'll lose credibility, you'll lose trust."



Eddie V. Dunn, DTM: 1983-84 International President--"We must help our clubs see beyond the banners, beyond the lapel pins and the lectern--beyond the timing devices and the "ah" counter. They must see the true purpose of our organization--and they must believe in it."



Gene Perret: "Humor Workshop"--"Make any humor you see feel like you and sound like you. Surround it with truth. Take a story that you hear or one you read in a book, and make it relate to you."



Dr. Karl Albrecht: "Brain Power"--"A key variable in a high level of mental development is flexibility. People who have a difficult time with their lives tend to have a certain kind of psychological or mental rigidity. They have a difficult time adapting to the new or the unusual and changing their mind. Their curiosity seems to be deficient at times."



Cavett Robert: "What Makes Joe Go?"--"People don't care how much you know until they first know how much you care about their problems. Every problem today was born from the solution of other problems."

EIGHTY PERCENT OF THE WORK IS DONE
BY 20 PERCENT OF THE PEOPLE.
ARE YOU ONE OF THE 20 PERCENT?

CAN DO!

by Ray E. Floyd, DTM

Within industry today are four widely accepted rules that seem to govern the success of many projects. The rules are:

- Murphy's Law--if something can go wrong, it will.
- Murphy was an optimist.
- If you want something done, give it to a busy person.
- 80 percent of the work is done by 20 percent of the workers (this is called the 80/20 rule).

Let's take the last two rules in reverse order. While the 80/20 rule may seem farfetched, look around you at work and see just how many people are contributing to the success, or output, of the organization. For a second example, look at our organization, Toastmasters, and see how many people you can count

upon when something extra needs to be done. Even here, the 80/20 rule rules!

The other rule simply states that when you find one of those 20 percenters, he or she is generally very busy. In almost every case, if asked to do something in addition to the current work, that person will accept the task and you know it will be done. More than being done, it will be done right!

The acceptance and dedication toward the task at hand frequently takes the form of pride in doing something well. In ancient Sparta it was believed that to die for one's country was the greatest honor that could be achieved. Most of the world knows of the famous battle of Thermopylae, where Leonidas and a handful of Spartans held a pass against the mighty army of Persia while

their comrades escaped to fight again another day. In the history of the United States, we have many examples of pride, sacrifice and honor in war, peace and in times of controversy. In all cases, the people involved reflected that expression made famous by the American born Nissei Japanese of the 442nd Regimental Combat Team in World War II--"CAN DO."

It Will Be Done

CAN DO! These two simple words convey so much. These two simple words mean more than "I'll think about it" or "I'll try." These two words give a strong, resounding answer to your request--IT WILL BE DONE! And you know that not only will it be done, it will be done with care and pride. It will be done because the people involved believe in their ability to accomplish the task, and have pride in their reputation to do it right.

Another view of these Can Do people is embodied in the term *professionalism*. The word as defined in Webster's dictionary means: professional in character, spirit or methods.

Note that the definition does not include the necessity of a degree, nor recognition by a licensing agent, or being a member of some restricted association. The key words are *character*, *spirit* and *method*. To my father, a third grade dropout, the meaning of professionalism was the willingness to complete a task and then sign your name to it--an act of telling people that YOU had done this thing and were proud of the work you had accomplished. You see, to my father, his name was all he had. He had enough pride and spirit to want people to recognize his name and equate it with excellence.

With this in mind, where do you fit? Take a few seconds and think of your work attitude. Are you one of those who are frequently called upon to do that extra work, called upon to complete that last-minute detail needed for a successful campaign, called upon when only a solid performance will sway a pending disaster into the success column? If you cannot answer with a resounding YES to all of these, then you belong to the 80 percent who make the work, rather than the 20 percent who do the work! If you are in that 80 percent group, what can you do to move from there to those that Can Do?

Let's revisit that definition for professional and look again at the key words *character*, *spirit* and *methods*. To become professional, you must show that you possess self-esteem and pride. You must declare that you can do anything, and are willing to take on

challenges.

Are you saying that you will be successful in all undertakings? NO! Some challenges will be more than you can handle with your level of experience, the hours you have available to do the job, or any of a hundred other reasons. The key here is not to dwell on the failure, but rather to learn why you failed and to remember those reasons so they are not repeated on future endeavors. You must expect failures. Some very successful executives will declare they are satisfied with being right only 50 percent of the time in their decision making.

You must develop the character to accept success and failure, and not let failure deter you in your drive to become the best you can be. You must also develop the character to accept failure and acknowledge that the failure was yours, not the weather, the schedule, the cost, the task, etc. The willingness to accept failure does not make you appear weak. Instead, it strengthens your credibility with superiors, peers and subordinates alike.

Be Cooperative

The second concept of professionalism is spirit. The spirit here is that of cooperation, willingness, acceptance of responsibility. A key here is cooperation. You can do many things as an individual, but your accomplishments pale when compared to what can be accomplished when people work to a common goal.

The word which best describes the increase of productivity through cooperation is synergism--the result being greater than the sum of the parts. An integral part of spirit is attitude, that quality that portrays your outlook as positive or negative. To be one of the few, you must have, or develop, a positive attitude. That attitude must encompass your view of yourself, the work you do and the future.

Spirit can also include such intangibles as your ability to cope with the unexpected, ability to rebound from failure, and the ability to extend yourself to help another. The idea that someone can come to you to talk over a problem, whether it is technical or personal, is an indication of your ability to help someone else. As in any adverse situation, being able to summon that inner reserve is a mark of your spirit.

Another facet of spirit is the concept of enjoying the unknown. Develop that sense of adventure which allows you to look for new approaches, new methods and new experiences. If you are happy only when things remain static, then

you will never venture into the arena where life is fulfilled to the ultimate. To live each day in the same fashion, in the same pattern is to ignore the personal development that can be enjoyed. That development can bring pleasure and riches to you, if you are willing to dare.

Spirit is enduring. The spirit of the British during World War II is well known. Even when things appeared the darkest, the spirit of the British people remained high--they knew they could endure everything that had been thrown at them and still would fight to the last, proud and unconquered. While this kind of spirit is a collection of kindred feelings, you must have a similar philosophy in your approach to your everyday activity--you will survive in spite of the difficulties you must work with.

Give It Your Best

Finally, let us look at methods. Essentially methods can be identified in two words: *enthusiasm* and *completeness*.

Give any task, regardless of its desirability, your full attention, just as if it were the thing you wanted to do forever. The enthusiasm you show toward those tasks which are less desirable will be seen by those around you, and they will know that every job you undertake will receive attention. In the same manner, make sure you're satisfied with the results of each task you do. If you are satisfied (willing to put your name on it), then it will be received with the full expectation that it represents your best effort.

Character, spirit and methods. All mark the professional. All mark that 20 percent who are doers rather than watchers. And the doers are those people who reflect that attitude of "Can Do!" Which do you wish to be known as in your daily work and in your private life? The easy choice is to become one of the watchers, one of the 80 percent. I believe that everyone would rather become a leader, a doer, one of the few. I also believe that each of us has the ability to choose and become what we wish to be. The choice is yours. With work, dedication and decision, you can become one of those who CAN DO! 🗣️



Ray E. Floyd, DTM, is the 1983-84 District 47 Governor. He is a member of County Line Toastmasters Club 3299-47 in Deerfield Beach and Delray Beach Toast-

masters Club 4418-47 in Delray Beach, Florida.

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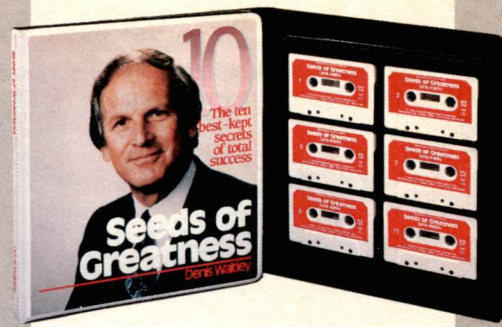
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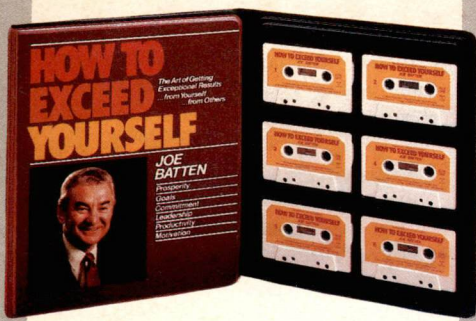
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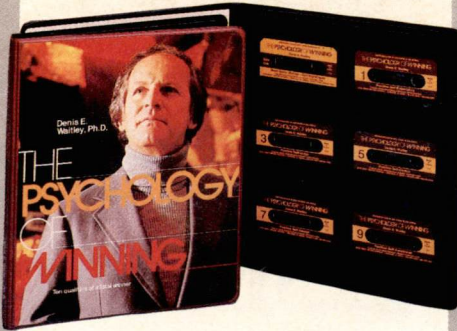
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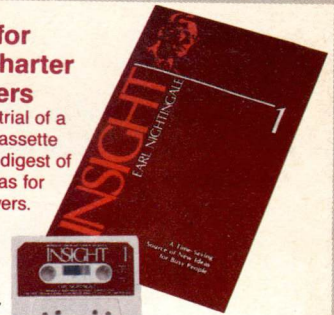
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Club Conducts Youth Leadership Program For Aborigines

A Toastmasters club in Australia recently helped improve relations with a special segment of its community.

Cairns Club 3779-69 in Queensland conducted a Youth Leadership Pro-

gram for Aborigines and Torres Strait Islanders, two traditionally shy and reserved native peoples who are usually reluctant to become involved in the activities and organizations of others.

Although Cairns Club had presented other Youth Leadership Programs, no Aboriginal or Torres Island people ever participated. When Aboriginal and Torres Strait Island

community leaders told club members that they were concerned with helping their young people to improve their communication and leadership skills, the club decided to conduct a Youth Leadership Program especially for the youth.

The Aboriginal and Torres Strait Islander Youth Welfare Company promoted the course, attracting 10 participants. The club's Youth Leadership Coordinator received some extra help from Toastmaster Ken Bernard, 1982 winner of Toastmasters' International Speech Contest, who was visiting Cairns at the time. Bernard, who works for Aboriginal Hostels, enthusiastically worked with the group, encouraging and motivating the students. At the end of the week-long program he was on hand to present completion certificates to the participants.

The club considers the program a success. "We believe that an important step has been taken in improving community relations among Aborigines, Torres Strait Islanders and the (rest of the) community," says Youth Leadership Coordinator Pat O'Hara.



SEEING DOUBLE?--Toastmaster and Steam Engineer Dick Murdock (right) meets his likeness at the Wax Museum at Fisherman's Wharf, San Francisco.

Toastmaster Honors the End of an Era

Toastmaster Dick Murdock is one of a vanishing breed.

Murdock, of Southern Marin Club 1441-57 in Mill Valley, California, is a steam locomotive engineer. When diesel trains replaced steam locomotives, steam engineers began dwindling in numbers "like the high-stepping, ballast-scorching monsters we ran," says Murdock. Today they are almost extinct.

But now no one will forget steam trains, their engineers, and especially Dick Murdock. Murdock's likeness was recently put on display in the Wax Museum at Fisherman's Wharf, San Francisco, clad in the uniform of the steam engineer--overalls, black sleeve guards, a big watch chain, bandana and an engineer's cap.

The likeness was made after Murdock won a contest, sponsored by a local radio station, in which entrants

had to explain why their likenesses should be cast in wax. The figure was done at Josephine Tussaud's in London and finished in San Francisco by wax figure artist Joyce Lickfold.

Murdock spent 37 years as an engineer for Southern Pacific Railroad. Retired, he has turned to writing and has published four books on railroads and has had numerous articles in magazines and newspapers. He and his wife Jayne, who is also a published writer and Toastmaster, have been speaking jointly at schools telling how they've become successful writers.

"The Toastmasters training we've had so far has helped immensely," Murdock reports. "Speaking does help sell our books."

"Oh, yes," he adds "If you're ever at Fisherman's Wharf, drop by the Wax Museum and say hello. My dummy won't answer, but I'm trying to train him to say, 'Writing and speaking make good teammates!' "

Absent, But Not Forgotten

Some clubs will take extreme measures to keep up attendance.

When Don McLean, a member of Quaker Oats Toastmasters Club 3766-30 in Barrington, Illinois, was recovering at home from a broken leg, the membership came to the rescue. A portable conference telephone was installed on the conference room table where the noon meetings are held, and a call was placed to Don's home. When the connection was complete, Don became a part of the sixth anniversary meeting of his club.

Later on, when Don returned to work, he confessed at the Toastmasters meeting that though the conference call was fine and made him feel a part of the meeting, there was a noticeable improvement when he could be there in person.

"It's nice to be back and see you all in person--it gives a whole new dimension to what you are saying," announced Don cheerfully.

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AND THEIR JOBS.

Management/Employee Communications

by Freda Groner

Bill had just begun his tenth year as general manager of field operations for a computer manufacturer. If anyone had asked him, Bill would have said he was a good manager. Profits were steadily growing in his division despite a wavering economy, he had established an effective line of communication between his and the home offices, and he had a good rapport with each of his employees. Or so Bill thought until one of his field representatives complained. The complaint was very much to the point: *I don't know what's going on, and the problem was obvious: insufficient one-to-one communication.*

Barbara Fielder, business consultant for Fielder & Associates, Tustin, California, says, "Sometimes managers think they are doing a good job of communicating with their people, but they really aren't. What the manager may think of as sufficient may not be for each employee or in every circumstance. When it comes to people and each one's individual needs, who's to say what is sufficient?"

Fielder says a general rule of thumb for managers to follow if they are in doubt is "Communicate more rather than less. And that includes listening as well as talking." She adds that increased communications are of even greater importance for managers whose

employees work in the field, outside of the corporate stream. "Field representatives often feel left out and out of touch. The manager must compensate for that."

Productivity and Profits

When she's called in as a consultant, Fielder says communication

**"NO ONE LIKES
FEELING LIKE AN
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between management and employees is one of the first things she investigates. "You can't separate productivity from people. Generally, employees feeling good about themselves and the job they are doing mean increased productivity and profits. And the key to that good feeling is communication."

Ideally, Fielder says, communication should include daily, one-to-one interfacing as well as regularly

scheduled meetings. Managers can think of their communications with employees as usually falling into one of three equally important categories:

•**Request for employee input.** When things are not going as smoothly as they should, a problem arises. Since the workers directly involved may have valuable insight or, at least, partial solutions, managers should ask them for input individually, in a group meeting, or both.

Fielder says, "The important thing is that people are asked. No one likes feeling like an order-taker who never has anything to say about what is going on. Motivation enters into it as well."

"Some managers think people are primarily motivated by money. But that simply is not true. Study after study has shown that for most Americans the conviction that they are doing a valuable job and are necessary to their company is a stronger motivator than money. In fact, pay increases, by themselves, can be demotivators. If you're doing a super job and you get a five percent increase while the person next to you who is doing a so-so job gets a three percent increase, how motivated and gratified will you feel?"

•**Feedback on input.** Just as it's important to ask for employees' suggestions, it's equally vital to indicate that they were considered. Fielder says,

JUST for LAUGHS

Your Humor Must Be You

by Gene Perret

All of us have seen both good and bad comics. What's the difference between the two? Often, you'll discover that the material of the bad comic is superior to the good comic. What then makes one successful and the other not?

It's usually that the bad comic has no personality or point of view. He may have borrowed his material from other comics. He heard them get laughs with it, knew it was funny material, and threw it into his act. However, unless all that brilliant material is compatible and consistent with the comic's personality, it only confuses an audience.

Now I know in the last column I suggested that you imitate some of your favorite funny people. That advice still pertains and this column doesn't contradict it. In copying your favorites, eventually, your personality will shine through.

To show how much a strong characterization and distinctive point of view will aid comedy, consider Jack Benny's classic radio line. He was walking down a dark street when a man accosted him with a gun and said, "Your money or your life." Because Jack's persona was noted for stinginess, that line got a laugh. Then there was a long pause where Jack didn't answer. The mugger repeated, "Your money or your life." Jack replied, "I'm thinking. I'm thinking."

That's reported to have gotten the longest laugh in television or radio history. It's not that the joke was that technically perfect. It's rather that it was suited so well to the Jack Benny character.

Try to imagine that same dialogue coming from any other great comedian... Bob Hope, Phyllis Diller, Carol Burnett, Milton Berle... any of them. It simply is not as funny.

So you as a speaker must create your consistent comedy persona and then use only material that is true to it. How do you accomplish this? With some soul-searching investigation.

What sort of comedy do you like? There are many different styles and forms to choose from. One-liners like Bob Hope and Phyllis Diller use. Story jokes that a Myron Cohen or Flip Wilson specialize in. Stories that don't necessarily have a punch-line but have a comedy life of their own all along the way. David Brenner and Bill Cosby are great at these.

What kind of comedy can you do? You not only have to like the style, but also be capable of performing it. I love Don Rickles' aggressive comedy, but I don't have the strong personality necessary to make it work, therefore I can't use it.

What kind of comedy do you like to do? You may enjoy many styles of comedy and be gifted enough to perform several different varieties very well. You'll have to decide which you like most.

What kind of comedy do you do naturally? This may be the most revealing. Forget the platform and your speeches for now, and analyze what style of comedy you do with your family, friends, co-workers. Do you do one-liners about yourself? Do you do friendly insults to them? There is probably a pattern to your everyday humor.

That style, refined, may be the platform persona that will bring you the best results.

Remember, too, this is not an afternoon's work. Many of radio and television's great comics developed their successful characters after years of experimentation and trial and error. So try different styles and analyze their effectiveness. Eventually you'll find the one that works best for you.

Gene Perret is an Emmy-winning comedy writer based in San Marino, California. He's written for Bob Hope, Phyllis Diller and Carol Burnett and publishes a newsletter, "Round Table," for comedy writers and humorists. Toastmasters with questions about using humor in their speeches may write to Perret in care of **The Toastmaster** P.O. Box 10400, Santa Ana, CA 92711. All responses will be handled through his column.

"Some managers fail to give feedback unless a suggestion is implemented. That's a mistake. People need to know their ideas are meaningful. Even when their ideas are not implemented, they should know why."

Generally, a simple but specific comment will suffice: "Engineering is looking into your new tooling idea; I'll let you know what happens," or "The vice president thought your tooling idea was great, but because our costs are up right now we're putting it on a back burner." An added "If you think of anything else, let me know" can also work wonders, since it indicates the manager thinks of the employee not as a "nine-to-fiver" but as someone concerned about doing a good job.

•**Personal recognition.** Whether negative or positive, Fielder says that comments about an employee's performance appraisal should never be a surprise. If Tom is doing a bang-up sales job, he should not have to wait until his performance appraisal to hear about it. Neither should Mary who suddenly began coming in late one morning a week. Again, comments are far more effective if they are specific rather than general. For instance, saying something like, "You did a fine job with the XYZ project; I really like the way that report was done" is much better than several casual "You're doing a great job" comments.

Of course, positive recognition is much easier to give as well as receive. But for the individual's welfare as well as that of the department and company, it's vital for the manager to talk with an employee when performance falls below expectations.

Fielder says, "Most people know what kind of job they are doing, so they are rarely shocked by a negative comment. But to make it more palatable and effective as a reprimand, a manager should ask for the employee's side of the story. Maybe Mary has a babysitter problem or one of her children is ill. The idea isn't to look for excuses that rationalize or encourage the undesirable behavior but to show consideration for the employee as a person. Often too, the manager can help by suggesting a solution the employee may not have thought of."

In addition to talking with and listening to employees, Fielder thinks managers should pay attention to body language—or what people are saying when they're not talking. "Good managers do this all the time," she says. "Poor ones either have not developed this skill or are electing not to use it. Managers who make it their practice to really listen and observe usually have no problem

discerning when an employee is reluctant to talk. The manager will then encourage communication by asking open-ended questions."

Controlling Meetings

Probably one of the most difficult situations a manager encounters is the group meeting that begins turning into an unruly gripe session. To avoid this, Fielder suggests that managers always conduct meetings from a printed agenda.

"The agenda doesn't have to be elaborate," she says. "A simple listing of the topics to be discussed, with a copy for each attendee, usually will suffice. If the discussion gets out of hand on a listed topic or a new problem is introduced, the manager can appoint a committee for its study, state that it will be listed on the next agenda, or both. If the problem concerns only one or two

process of growth. X managers are like possessive parents reluctant to let go of their baby." Many old school managers operate with the philosophy that people left to their own designs will mess up. Consequently, workers need constant supervision.

At the opposite end of the spectrum are the "Y" or "new school" managers. Mather says, "They are confident delegators who build strong teams and depend on the teams to do their jobs. They usually head large, stable organizations that have passed their peak growth periods." New school managers believe workers, once given the correct instructions, will do well. They keep supervision to a minimum.

Recently yet another management style has been identified. Some call it "Z" while others refer to it as "combination."

"A PERFORMANCE APPRAISAL SHOULD NEVER BE A SURPRISE. IF TOM IS DOING A BANG-UP SALES JOB, HE SHOULD NOT HAVE TO WAIT UNTIL HIS PERFORMANCE APPRAISAL TO HEAR ABOUT IT."

individuals, the manager can keep control by scheduling a separate meeting just for that problem's discussion. But whatever the action, it should be followed through."


Robert Mather, business systems consultant with M&M Associates, Tustin, California, also sees management-employee communications as a key to better productivity. He says, "No one likes working with someone who is on a pedestal. Most employees want management, especially their first-line supervisors, to be communicative and approachable. What they want from their jobs is self-esteem, appraisal, gratification, recognition and a fair salary--generally, in that order."

According to Mather, every company has an administrative tone or style that usually is set by the company's head and often imitated by the successive levels of management. Some experts studying managers and their modes of operation have identified two distinct management styles.

Mather says, "Typically, 'X' managers (or what some refer to as "old school" managers) have trouble delegating. They are usually empire builders or entrepreneurs who successfully built their companies from the ground level and are still in that

Z managers don't operate totally with either philosophy. Instead, they believe some people can and will do well independently, while others need more supervision.

Mather believes that being aware of management styles is helpful, but pinpointing by itself is of little use, since most managers display varying degrees and combinations of these styles depending on circumstances.

Instead, Mather suggests that managers develop an awareness of their actions and reactions relating to every interaction with employees. He says, "Managers who want to improve their skills usually have no problem finding professional help." Most universities and colleges and many organizations offer courses and seminars geared toward sharpening management and communicating skills. Then, too, there are many good books on the subject, such as *The Managerial Grid* by Blake and Mouton. But the most important thing to remember is to "always leave those lines of communication open." 

Freda Grones is a writer, editor and creative writing instructor in Orange County, California. She is also president of *The Write People*, a firm specializing in public relations, resume writing and editing.

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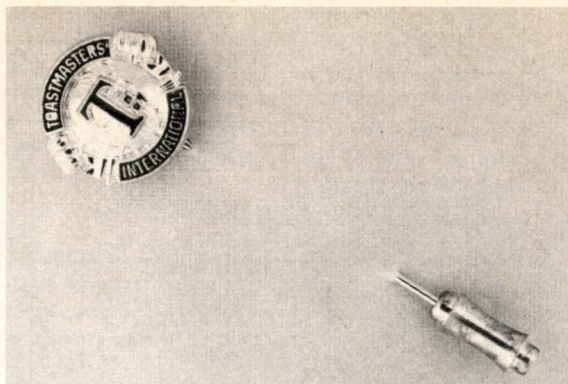
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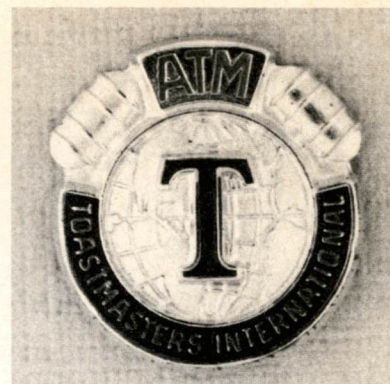
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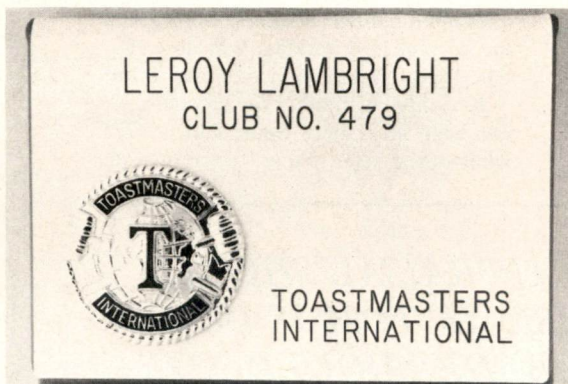
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WHEN THE TOASTMASTER FORGETS
THE MOST IMPORTANT PART
OF YOUR INTRODUCTION.

Fight For the Title!

by Barney Kingston

On February 14, 1983, I witnessed a massacre. While it wasn't on a scale of the infamous St. Valentine's Day ambush of Bugsy Siegel's rum runners in a Chicago garage in 1933, it did have its moments of high drama.

On that unforgettable St. Valentine's evening, our steely blue-eyed Toastmaster of the evening fired off introductions with machine gun-like rapidity. With her long blonde tresses, she reminded many of the Bonnie of Bonnie and Clyde fame. Probably absorbed in the theme of the evening, "love," she forgot to give the titles of the various speeches that evening.

The speakers gamely went through their speeches, trying to overcome the handicap of knowing the audience didn't know what they were talking about. One hapless fellow talked about the value of weather balloons in predicting the weather. When he realized, halfway through his talk, that most of his audience had lost interest and were sipping Valentine's Day champagne and munching various delicacies, he decided he had to do something quickly to get their attention and let them know what he was talking about. So he suddenly collapsed in a heap on the floor. When he had everyone's attention, he came to life, stood up and said, "Without weather balloons our forecasting system would collapse." He earned a standing ovation.

A Lost Audience

Unfortunately, when a toastmaster forgets to give the speech title in an introduction, something happens. The audience has no idea what the purpose of your talk is or what you're talking about at the start. If you don't get the audience's interest within the first minute or two, a good part of the group will turn you off. Few people in the audience will make more than a casual effort to ascertain the subject of your speech. In effect, you might just as well be talking in an empty room.

So what do you do when the

toastmaster neglects to mention the title of your talk? Like most speakers facing this problem I've always felt the best solution is to do nothing. After all, you don't want to embarrass the toastmaster. The toastmaster is usually a popular person or someone high up in an organization. If you say, "My boss gave such a humorous introduction he forgot to give the most important part of my speech--the title," you might find your days numbered at good old National Widgets Corporation.

The truth is no matter how tactful you are, no matter how you say it, you can't avoid putting the toastmaster in an awkward position.

The problem has an easy solution. All you do is ad lib, and rearrange the opening lines of your talk.

For example, suppose the title of your talk is, "How To Make A Million in 30 Days," and the toastmaster forgets to mention the title in his or her introduction. Originally, your first words were, "I started off life as a poor boy. But by working like a dog for 40 years, I've managed to rise to a state of extreme poverty. But one lucky day while I was rummaging through a garbage can I came across a book that changed my life." After the toastmaster's introduction, you merely change the opening to "One afternoon while looking for a morning Tribune in a nearby garbage can, I came across a book called *How to Make a Million in 30-Days*. Until that lucky day I had been a poor boy who had worked like a dog for 40 years and had risen to a state of extreme poverty."

Some skeptics may say not everybody has the wit and the audacity to ad lib. How many speakers can revise their opening as they walk from their seat to the lectern? Actually, this shouldn't pose much of a problem. The chances are, no matter how lousy the revised opening, you'll get a standing ovation. But sometimes you can buy yourself more thinking time, as one of our members

did one evening when the toastmaster failed to mention the title of her speech, "Jogger's Lament."

Seated in the back row, dressed up in a jogging outfit, the speaker didn't miss a cue. She got up and ran eight laps around the room. Then, stopping at the lectern but still running in place, she gasped, "In case you forgot, the title of my talk is 'Jogger's Lament.' "

Cue Cards

A colleague suggests we print speech titles on large cards. If needed, the speaker grabs the appropriate card, marches to the lectern and holds the speech title over his head for a few seconds. But I think my good friend Phineas Pimpledon, of Piping Rock, has the answer we've all been looking for. Phineas says, "Whenever the toastmaster forgets to give the speech title, have the sergeant at arms sound a buzzer. This should serve as a gentle reminder to the toastmaster to retrace his steps to the lectern and say, "Gee, I forgot to mention the title.' "

No perfect solution exists for this problem. That's why it is essential every toastmaster understand his or her role when introducing speakers properly. As toastmaster, whenever I call a speaker before the meeting the first thing I ask about is the title of his talk. In more than 20 years as a Toastmaster I've never missed giving the title of a talk properly.

But because I am so conscientious about titles, I once introduced a fellow at a speech contest like this: "Our first speaker will talk on the subject, 'Happy Times.' 'Happy Times' speaking on the subject 'Happy Times.' "

So who's perfect? 🎤



Barney Kingston is a member of Speakers Forum Club 371-30 in Chicago, Illinois. He has won 39 Toastmasters contests, including four district titles.

COLOR:

The Mysterious Too

by Linda L. Woods

Margaret had been asked to speak on the abortion issue at a luncheon. She knew that this particular organization had a reputation for being very open minded on such controversial issues. She was well prepared and confident. She selected her new bright red suit to wear and was delighted to find that she matched the big bouquets of red carnations that decorated the speakers' table and podium. As Margaret spoke, the audience became more and more restless until they exploded at the end of her speech.

Margaret is still troubled from the experience. Why was the audience so violently abusive during the question and answer period? What had she said or done to inflame them so?

Margaret and her colleagues reviewed the situation. Her text itself was not at fault, nor was her tone of voice or attitude. They simply couldn't explain what caused the intense audience reaction.

Margaret's experience can be analyzed one step further. Her presentation might have been more readily accepted if she had controlled one additional factor: color!

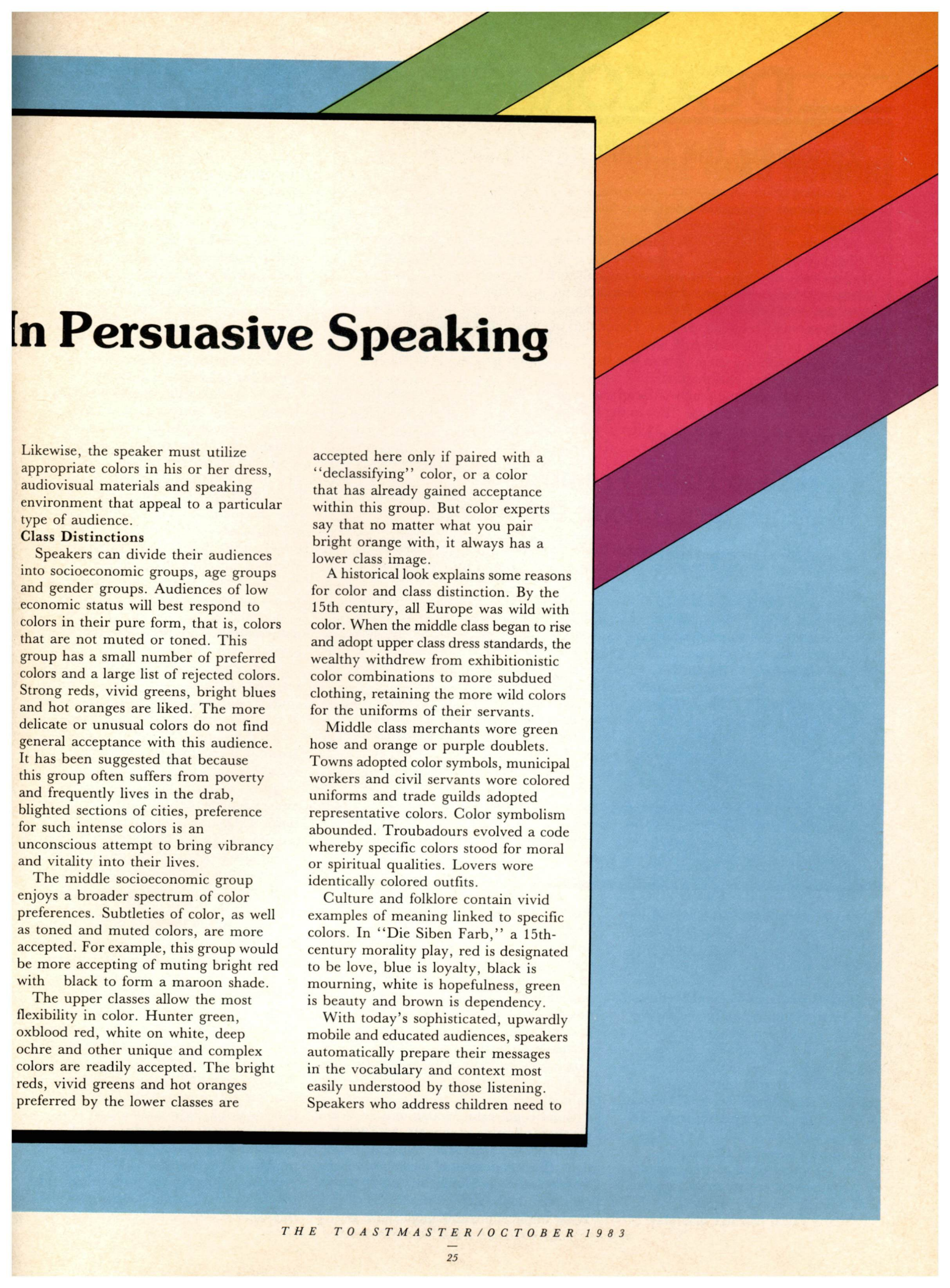
Margaret's audience contained people of mixed feelings about the abortion question. All were aware of the anti-abortion group's stance that it was nothing short of murder! They made an unconscious association during Margaret's speech. Abortion = murder =

violence = blood = red! Margaret had symbolically stood before them in a suit of blood surrounded by blood-red flowers and tried to convince them that abortion was the most humane option available to women. Unconsciously the audience (regardless of their philosophical stand on the issue) responded more to her red clothing and environment than to her message.

Speakers know that it is within those first vital minutes of a speech that the audience is "hooked" or lost. The audience responds either positively or negatively to a speaker's physical image and his words. Unfortunately, a speaker's words are often tuned out if the audience is turned off to his physical presence and image. Listeners are usually not consciously aware why a speaker is not appealing to them; it is an emotional or "gut" reaction that colors their perception of the speaker's message.

Remember the Kennedy-Nixon presidential debates in the 1960's? A poll taken immediately after the debate found that viewers readily remembered that Nixon had a five-o'clock shadow and that Kennedy was so handsome. The issues and their debating skills were not listed as frequently.

It goes without saying that a speaker "knows" his audience. Just as Bob Oliver wrote in the March 1982 issue of *The Toastmaster*, the speaker has to recognize his listeners "view of the world" and make his presentation consistent with the way they see things.



In Persuasive Speaking

Likewise, the speaker must utilize appropriate colors in his or her dress, audiovisual materials and speaking environment that appeal to a particular type of audience.

Class Distinctions

Speakers can divide their audiences into socioeconomic groups, age groups and gender groups. Audiences of low economic status will best respond to colors in their pure form, that is, colors that are not muted or toned. This group has a small number of preferred colors and a large list of rejected colors. Strong reds, vivid greens, bright blues and hot oranges are liked. The more delicate or unusual colors do not find general acceptance with this audience. It has been suggested that because this group often suffers from poverty and frequently lives in the drab, blighted sections of cities, preference for such intense colors is an unconscious attempt to bring vibrancy and vitality into their lives.

The middle socioeconomic group enjoys a broader spectrum of color preferences. Subtleties of color, as well as toned and muted colors, are more accepted. For example, this group would be more accepting of muting bright red with black to form a maroon shade.

The upper classes allow the most flexibility in color. Hunter green, oxblood red, white on white, deep ochre and other unique and complex colors are readily accepted. The bright reds, vivid greens and hot oranges preferred by the lower classes are

accepted here only if paired with a "declassifying" color, or a color that has already gained acceptance within this group. But color experts say that no matter what you pair bright orange with, it always has a lower class image.

A historical look explains some reasons for color and class distinction. By the 15th century, all Europe was wild with color. When the middle class began to rise and adopt upper class dress standards, the wealthy withdrew from exhibitionistic color combinations to more subdued clothing, retaining the more wild colors for the uniforms of their servants.

Middle class merchants wore green hose and orange or purple doublets. Towns adopted color symbols, municipal workers and civil servants wore colored uniforms and trade guilds adopted representative colors. Color symbolism abounded. Troubadours evolved a code whereby specific colors stood for moral or spiritual qualities. Lovers wore identically colored outfits.

Culture and folklore contain vivid examples of meaning linked to specific colors. In "Die Siben Farb," a 15th-century morality play, red is designated to be love, blue is loyalty, black is mourning, white is hopefulness, green is beauty and brown is dependency.

With today's sophisticated, upwardly mobile and educated audiences, speakers automatically prepare their messages in the vocabulary and context most easily understood by those listening. Speakers who address children need to

IDEA CORNER

Renewing the Challenge of Speaking

Speaking before an audience is always a challenge, but for many Toastmasters the challenge diminishes when they face the same audience of fellow club members speech after speech.

Paul Bunyon Club 922-6 in Brainerd, Minnesota, and Harlingen Toastmasters Club 860-56 in Harlingen, Texas have a way to renew the challenge of speaking for their members. The clubs occasionally hold club meetings at retirement centers. Most centers are actively searching for programs for their members and are delighted to have Toastmasters conduct meetings on their premises.

The meetings benefit everyone. The centers get an interesting program, and the clubs get a different--and often larger--audience. And often an additional benefit occurs. Some senior citizens find the Toastmasters program so stimulating and fun that they join the club.

"We have only one senior citizen in our club in Minnesota," reports club member W.B. Hempstead, "But in the Harlingen club, which I attend in the winter, we have had as many as five senior citizen members!"

Workshop Helps Promote Toastmasters Among the Public

One public relations-minded club has discovered how to promote Toastmasters among the general public while providing an educational program for local Toastmasters.

Successmasters Club 4401-2 in Seattle, Washington, sponsored a special workshop entitled "Managing Speaker Stress." The program focused on how to use stress as a powerful motivating factor for all public speakers and also how to better enjoy the experience at the podium. Topics covered included recognizing stress signs, how we induce our own stress in public speaking, managing stress through preparation, and managing stress at the podium.

The workshop, which was open to the public, was presented by Toastmasters Art Turock, Bob Solum and Bob Wall. The men are the founders of Northwest Training Associates (NTA), an organization of training consultants who design and present skill-oriented training programs for improving productivity, communications and morale in the workplace. NTA has presented stress management seminars to such companies as Continental Telephone, the State of Washington Department of Licenses, and the Washington Criminal Justice Training Commission.

More than 100 people attended the 90-minute workshop. Perhaps your club could benefit from similar exposure to the public eye!

understand the color preferences of certain age groups in order to be well received. Red is a preferred color with babies and children up to the age of nine. The brain of the young child is more optimally stimulated by bright reds and orange-reds than by the typical baby pastels. As children mature, green is preferred. A child's interest in red decreases and interest in the cooler colors increases as the child outgrows the impulsive stage and grows into the stage of reasoning and of greater emotional control.

Mental and Physical Reactions

Our response to color is governed by more than our socioeconomic level and age. Politics, religion, climate, ethnic and racial heritage also play

important parts in our color preferences. The human personality expresses its reaction to the physical stimulus of color by rejecting, enjoying, avoiding, seeking and selecting specific colors to wear, to live with and to judge people by. The unconscious power of color can be dramatically illustrated by citing the example of the Blackfriars Bridge in London. Suicide jumps dropped 33 percent when the black bridge was painted green.

Color is powerful enough to influence the sex of offspring in animals. An English researcher bred rats under pink and blue light. Seventy percent of the babies were female under the blue light, and 70 percent were male under the pink light. What implications this might have for

the sex determination of humans will be left in the hands of future scientists.

Color responses are tied more to our emotions than to our intellect. In general, people do not completely respond to colors with just their minds. Convincing evidence exists that color stimulates the pituitary gland and other glands which control the production of hormones and have a great deal to do with how we feel. Margaret, in the initial example, could have better defused the hostile members of her audience if she had utilized the power of the color pink. Pink has a calming effect on behavior since it causes the secretion of norepinephrine--a chemical that inhibits the release of hormones that contribute to aggressive behavior.

Some doctors subscribe to a theory linking bodily functions to specific colors. In theory, white light (which contains all the hues of the visible spectrum) helps to maintain the proper rate of vibration of each part of the body. But when an intense application of a specific color occurs, the system's equilibrium is disturbed. This theory is based on the belief, which originated in Asian occult medicine, that the frequencies of certain colors correspond to the rate of vibration of different organs and glands and can stimulate or depress them. In one experiment, when cataracts were treated with green light, a certain degree of clarity was restored to the eye lens without using surgery. Green is the balanced center of the color spectrum between red and violet. The body responds to calming green and scientists do not know exactly why.

Color can have a pronounced effect on rates of fatigue and relaxation. A racing stable was painted half blue and half red-orange. In the blue section, horses soon quieted down after running. In the red-orange section horses remained hot and restless. It was also found that there were no flies in the blue section and a great many in the red-orange. Experiments monitoring people's vital signs also demonstrated the accelerated effect red and orange had over the sedating effect of blue and green. It might be wise for the speaker to consider wearing a red or orange dress or sports jacket when active, excited listening is required of the audience.

Color consciousness is important if your presentation has anything to do with food or drink. It would be best to avoid materials and clothing in blue. Blue has been found to be an appetite inhibitor. There seems to be an innate aversion to linking anything edible with the color blue. It has also been found that this same negative effect can be felt while

merely eating in a blue room or from blue table accessories.

In such a presentation, utilize red as much as possible. Red is an appetite stimulant. When red is used in the design of restaurants it causes customers to eat and drink more and in less time! Red can have a favorable effect on your food or beverage presentation, too.

When a speech calls for the use of printed handouts, material in folders, wall charts or other visual aids, it is important to consider color. Despite the fact that yellow to yellow-green is the color the human eye finds maximum sensitivity to, its unconscious influence is to be avoided. In world-wide color surveys, yellow-green is associated with nausea and sickness. Avoid it in any audiovisual usage.

YOUNG CHILDREN ARE STIMULATED BY REDS AND ORANGE-REDS.

Psychologists who study color have found that bright yellow stimulates anxiety in people more than any other color. If this isn't an indictment of yellow, add this: the after-image of yellow and yellow-green is purple.

This means that if you are holding up a large chart or outline written on yellow or yellow-green paper, and the audience's attention is drawn from the chart and back to you, your face will momentarily have a purplish haze. As you alternately talk and use the chart, the audience is reacting unconsciously to your purplish skin.

Most speakers would probably use a black marker on white paper for a chalk-talk or visual presentation. Here is something to consider.

Faber Birren, a renowned color expert, has been instrumental in eliminating the use of stark white in the design of buildings and interiors. His reasoning is this: White causes a form of artificial snow blindness. It handicaps our sight by constricting the pupil opening of the eye, an action that is muscular and very fatiguing. It would be best to select an off-white or beige background for your presentation board, as it would greatly aid the visual comfort of your audience.

The same arguments can be applied to

light blue backgrounds for presentation material. Light to medium blue is sharply refracted by the lens of the eye and tends to cast a haze over the details and objects on its surface.

Green is a soothing color that easily facilitates eye focus; thus, the old school blackboards of yesteryear have been changed to "greenboards."

Marketing Force

According to market researchers, color is the most important merchandising force today. It controls the appearance of everything we see and it governs our reactions to people, products and places.

Advertisers who deal with subscriptions and direct mail solicitation rely heavily on research for color preferences, color associations and colors remembered the most. The most preferred colors according to sex may not be the most remembered colors. The Gallup Poll found that men best remembered violet, dark blue, olive green and yellow in that order. Women retain dark blue, olive green, purple, yellow and red in that order.

North Americans prefer these colors in this order: blue, red, green, violet, orange, yellow. Women show a slight preference for red over blue. Orange is preferred to yellow by men while women preferred yellow over orange. For both sexes, yellow-green was the least liked color.

Color is used to grab and hook a customer as he nonchalantly passes by a product display. Researchers found that it takes the average person 11 seconds to pass by a large store window. Within that time span, his attention must be obtained. And statistics show this is accomplished through the use of color in packaging. The Holsum Bread Company found its sales soared when it adopted a new wrapper in orange-red--a warm and "edible" color. To further demonstrate the manipulative power of color, the DuPont Company took a survey and found that 78 percent of a person's purchases are unplanned--the result of the influence of color in packaging and display to stimulate impulse buying.

Like advertisers, speakers can harness color as a persuasive device in their presentations. By selecting the situationally correct color in clothing, audiovisual materials and surroundings, listener response and acceptance can be heightened. We are seeing only the tip of the iceberg in color science today. Future scientific breakthroughs may reveal that color has a *more* persuasive effect on us than we now realize. 🗣️

Linda L. Woods is a writer based in Laguna Beach, California.

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Great Lakes 2876-28, Monroe, MI

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The Oral Majority 3748-28, Plymouth, MI

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Post Toasters 1257-56, Houston, TX

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NEW CLUBS

5208-F Ah-Ward Winner
Rosemead, CA--Wed., 9 a.m., Montgomery Ward, 3600 N. Rosemead Blvd. (699-0481).

5202-25 Wise County
Decatur, TX--Mon., 8 p.m., Allied Agency, 103 N. State (627-3684).

5179-31 cLOCKEution
Marlboro, MA--Tues., noon, Digital Equipment Corp., 111 Locke Dr. (480-5423).

5211-31 Free Speakers
Stow, MA--Wed., noon, Data Terminal Systems, 124 Acton St. (897-3221).

5203-33 Oildale Orators
Bakersfield, CA--Tues., noon, Contel, 1350 Norris Rd. (393-4869).

5204-33 "The Noon Time"
Arroyo Grande, CA--1st & 3rd Tues., 11:45 a.m., City Council Chambers, 215 E. Branch (481-8670).

5205-33 Speaking Up
Ventura, CA--2nd & 4th Tues., 6 p.m., American Legion Hall #339, 83 S. Palm St. (647-6165).

5198-36 National Press
Washington, D.C.--2nd & 4th Mon., 6:30 p.m., National Press Building, 529 14th N.W. (467-4900).

5199-36 George Hyman
Bethesda, MD--2nd & 4th Wed., noon, The George Hyman Construction Co., 4930 Del Ray Ave. (986-7430).

5201-37 Story Spinners
Burlington, NC--1st & 3rd Wed., 4 p.m., Burlington Homes, 507 Everett St. (Social Room) (228-7714).

5197-40 Mont-Co Republican
Dayton, OH--1st & 3rd Tues., 7:30 p.m., Republican Headquarters, 3 W. Third St.

5143-42 Dawn Breakers
Edmonton, Alta., Can--Wed., 7 a.m., Four Seasons Hotel, 10235-101 St. (465-2833).

5173-42 Southern Saskatchewan Select
Regina, Sask., Can--Thurs., 7:30 p.m., 7 Oaks Motor Inn & Harwood Inn, 777 Albert St. & 24 Fairford St. E. (693-4387).

5174-42 Carrot River Valley
Melfort, Sask., Can--Wed., 8 p.m., Hi-Lo Motel, Melfort (752-2791).

2198-45 Ship Harbour
Port Hawkesbury, N.S., Can--1st & 3rd Wed., 7 p.m., Conference Room B-S.A.E.R.C., Reeves St. (625-3300).

5193-47 Avid Jefferson
Monticello, FL--Tues., 6:30 p.m., Brahman Restaurant, Rt. 90 w. (997-3593).

5175-48 Vocalizers
Vestavia Hills, AL--1st & 3rd Thurs., 5:30 p.m., Fifth Quarter, 1041 Montgomery Hwy. (933-4437).

5178-48 City of Champions
Gadsden, AL--Mon., 5:30 p.m., Western Sizzlin, Hwy. 77 (546-3341).

5190-49 \$ Talks
Honolulu, HI--1st & 3rd Wed., 11:30 a.m., Bishop Trust Company Penthouse, 1000 Bishop St. (525-7569).

5191-49 FIHI
Honolulu, HI--1st & 3rd Wed., noon, First Interstate Bank of Hawaii, 1314 S. King St. (525-7833).

5187-52 Aussi
Los Angeles, CA--Wed., L.A. Unified School District, 450 N. Grand Ave. (623-4272).

3959-56 Corps Communicators
Galveston, TX--Tues., 11:30 a.m., Essayons Bldg., Rm. 120, 444 Barracuda Ave. (766-3839).

5154-56 Gasmasters
Houston, TX--Tues., 11:30 a.m., Trunkline Gas Company, 3000 Bissonnet (664-3401).

5130-57 Teletoasters
El Cerrito, CA--1st & 3rd Wed., 8 p.m., Televents Studio, 10052 San Pablo Ave. (234-8919).

5141-60 Trinity Square
Toronto, Ont., Can--Thurs., 12:05 p.m., Trinity Square, 483 Bay St., Fl. B-1, North Tower (581-2165).

5183-60 Mercury
Toronto, Ont., Can--1st & 3rd Thurs., 4:30 p.m., Hydro Pl., 700 University Ave. (592-5859).

5207-60 Napanee Valley
Napanee, Ont., Can--Wed., 7:30 p.m., Royal Canadian Legion, 30 Mill St. E. (377-6707).

5260-60 Halton Hills
Halton Hills, Ont., Can--Mon., 8 p.m., Glen Williams Town Hall (877-0558).

3404-61 T.A.S.C. - 61
Montreal, Que., Can--Fri., Mt. Stephen Club, 1440 Drummond (656-5470).

5171-61 Quinze-Plus
Montreal, Que., Can--Fri., 8 p.m., Mt. Stephen Club, 1440 Drummond St. (656-5470).

5132-62 Flint Bankers
Flint, MI--Mon., 8:15 a.m., Citizens Commercial & Savings Bank, One Citizens Banking Center (766-7987).

5192-62 Oakwood Orators
Sarnia, Ont., Can--1st & 3rd Thurs., 7 p.m., Kinsmen Community Centre, 668 Lakeshore (542-3822).

5214-64 Pembina Valley
Winkler, Man., Can--1st & 3rd Mon.,
7:30 p.m., Winkler Elementary School, 8th
St. (325-9631).

5194-65 Utica National
Utica, NY--Wed., noon, Utica National
Insurance Group, 180 Genesee St.
(735-3321, x 2488).

5168-66 Suffolk
Suffolk, VA--Tues., noon, Bunny's
Restaurant, 1901 Wilroy Rd. (934-2325).

5226-66 Willis Gap
Ararat, VA--2nd & 4th Tues., 7:30 p.m.,
Willis Gap Community Center, Rt. 2, Box 45
(251-5864).

399-68 Naw-lin's
Metairie, LA--Tues., 7 p.m., Morrison
Cafeteria, 5516 Veterans Memorial Hwy.
(436-1234).

5200-68 Zak-Bak SilverTongues
Baker, LA--Thurs., 7 p.m., Baker Civic
Center, 3325 Groom Rd. (775-7628).

5206-68 Thibodaux
Thibodaux, LA--2nd & 4th Thurs., 7 a.m.,
Holiday Inn, 400 E. First St. (446-2282).

ANNIVERSARIES

50 Years

Orange County Braille 15-F, Anaheim, CA
Huntington Park-Bell 14-1, Huntington
Park, CA

40 Years

Winnipeg 250-64, Winnipeg, Man., Can

35 Years

Broad Ripple 517-11, Indianapolis, IN
Stillwater 576-16, Stillwater, OK

30 Years

New Horizons 1360-7, Portland, OR
Valparaiso 255-11, Valparaiso, IN
Columbus 549-11, Columbus, IN
Somass 1303-21, Port Alberni, B.C., Can
Prince Albert 1318-42, Prince Albert, Sask.,
Can

25 Years

Early Risers 2117-4, Palo Alto, CA
Gordon 2801-26, Gordon, NE
Gibraltar 2819-30, Chicago, IL
Urbana 2770-40, Urbana, OH
Calliope 2821-47, Orlando, FL
Randolph AFB 2845-56, Randolph Air Force
Base, TX
Downtown Toastmasters 2853-56, San
Antonio, TX

Forest City 2729-60, London, Ont., Can
Sydney 1921-70, Sydney, N.S.W., Aust

20 Years

Ocean State 854-31, Warwick, RI
Hales Toasters 3667-35, Hales Corners, WI
NOL Toastmasters 3637-36, White Oak,
MD
Revenooers 3653-36, Washington, D.C.
Defense Mapping 3660-36, Washington,
D.C.
State Farm 3513-48, Birmingham, AL
Youbetwecan 3672-52, Woodland Hills, CA
Big M 2145-56, San Antonio, TX
Martinsville, 3115-66, Martinsville, VA

15 Years

Hilltoppers 3046-16, Oklahoma City, OK
Lonestar 1286-25, Fort Hood, TX
Union League Club of CH 70-30, Chicago,
IL
Sperry New Holland 3155-38, New Holland,
PA
Telstar 3217-45, Halifax, N.S., Can
Telco 3819-45, Halifax, N.S., Can
Metairie 2940-68, Metairie, LA

10 Years

Sunrise 1341-24, Council Bluffs, IA
Sea Gate 996-28, Toledo, OH
Bethesda 684-36, Bethesda, MD
Speakeasies 1770-45, Montpelier, VT
Alexandra 838-72, Alexandra, NZ

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HOW WILL MY CLUB

BENEFIT? Members enjoy learning together. Motivation and enthusiasm will increase. And, as members gain meaningful leadership skills, they will make even greater contributions to your club's success.

HOW DOES IT WORK? It's simple. All you need is a seminar leader to conduct a series of learning sessions. Everything you need to know is in the coordinator's and participant's manuals.

WHAT PROGRAMS ARE AVAILABLE? You can choose from four separate modules:

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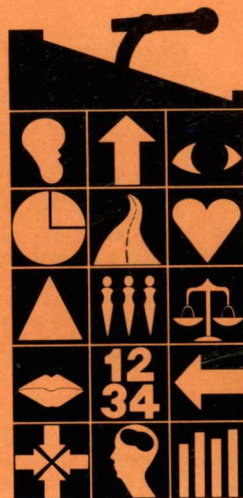
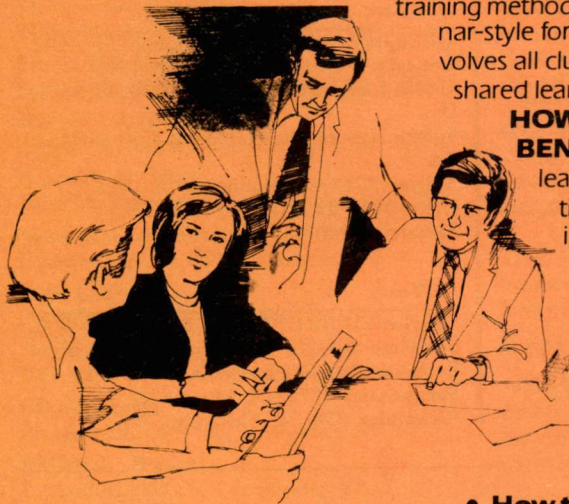
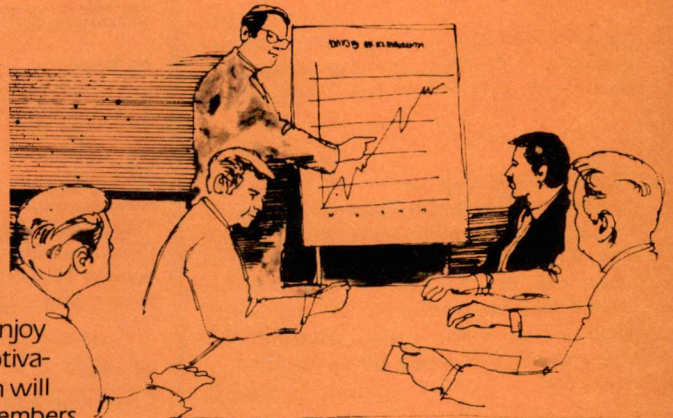
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