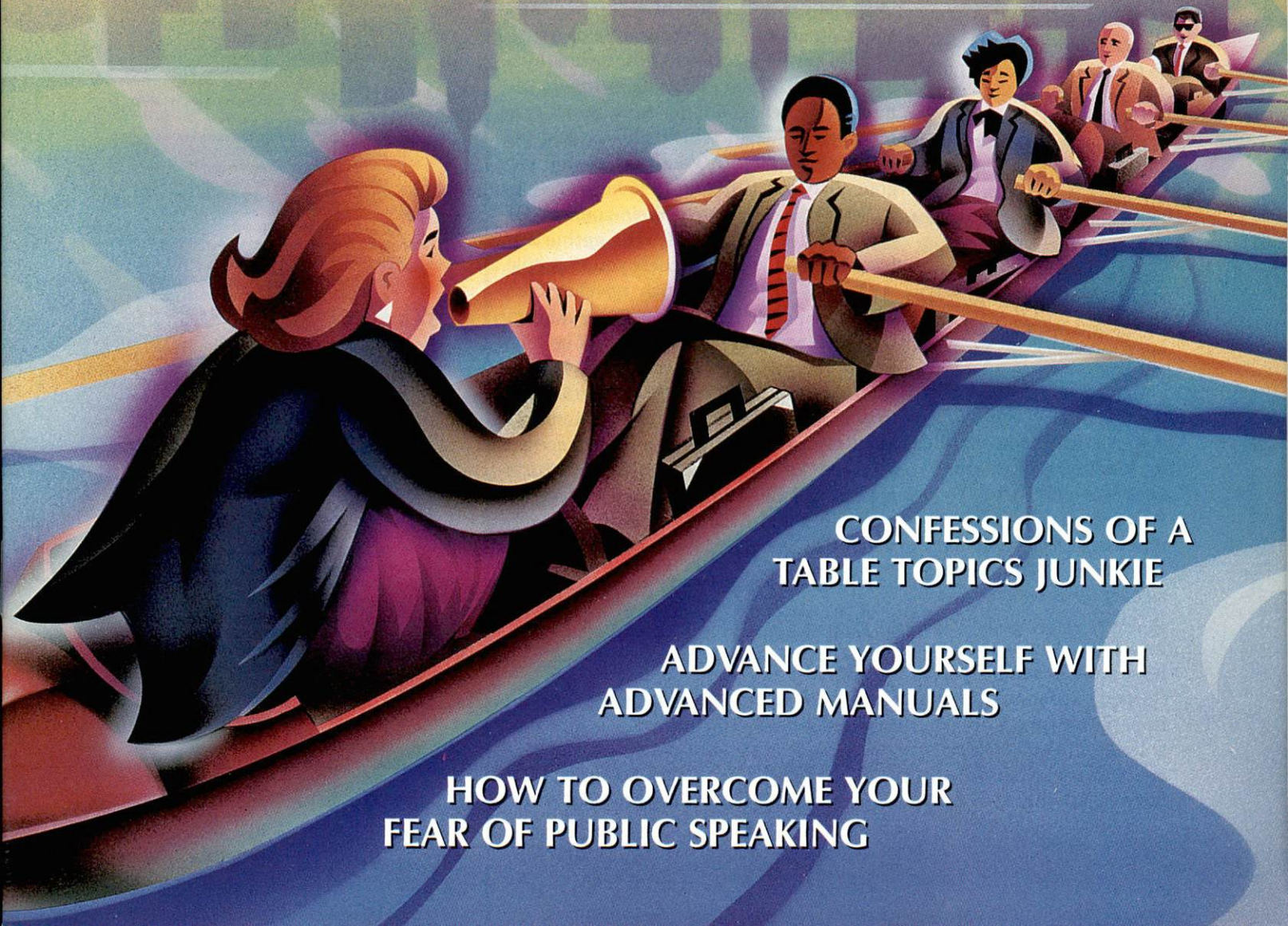


the Toastmaster[®]

march 1996

Special Issue:

Achieving in Toastmasters



CONFESSIONS OF A
TABLE TOPICS JUNKIE

ADVANCE YOURSELF WITH
ADVANCED MANUALS

HOW TO OVERCOME YOUR
FEAR OF PUBLIC SPEAKING

Enthusiasm – The Source of all Achievement



"You can do anything with enthusiasm. Enthusiasm is the yeast that makes your hope rise to the stars. Enthusiasm is the sparkle in your eyes, it is the swing in your gait, the grip of your hand, the irresistible surge of your will and your energy to execute your ideas. Enthusiasts are fighters. They have fortitude. They have staying qualities. Enthusiasm is at the bottom of all progress. With it there is accomplishment. Without it there are only alibis."

HENRY FORD

American automobile manufacturer Henry Ford was once asked by a reporter what he would do if he lost all his possessions. He replied, "I'd have them all back in about five years." In other words, he might be temporarily broke, but he would never be poor. He said, "If money is your hope for independence you will never have it. The only real security a person can have in this world is a re-

serve of knowledge, experience and ability." And enthusiasm is the motivating force behind these skills.

Toastmasters are achievers, and the hallmark of club excellence is a group of enthusiastic members. Last November, I visited the Republic of China Council of Toastmasters in Taipei, Taiwan, and had the pleasure of seeing enthusiasm at its highest level. With 24 clubs chartered, the Council had 335 Toastmasters and guests attending its speech contest – and 20 of the clubs had a speech contestant! On the evening of November 27, the Prestige Toastmasters Club celebrated its 500th club meeting. One hundred and seven members and guests attended the event and many guests joined a Toastmasters club that evening! Enthusiasm, professionalism and pride in belonging were the hallmark of Toastmasters in Taiwan.

I am always gratified to hear testimony of individual achievement by our members. Last month, I received a letter from an 88-year-old Toastmaster in Wisconsin who had just completed his 170th Youth Leadership Program. Between 1977 and 1996 he has helped 1,890 students improve their communication and leadership skills! His enthusiasm has made a difference for these young people.

Anatole France, a French novelist, critic and winner of the 1921 Nobel Prize for Literature, once wrote, "I prefer the folly of enthusiasm to the indifference of wisdom." Yes, enthusiastic people will make mistakes from time to time, but such is the nature of self-improvement. Only those willing to take a chance will succeed. Our greatest achievement in Toastmasters will come from living up to our opportunities and making the most of our resources. As Douglas Malloch so aptly wrote:

*"If you can't be a road, be a trail,
If you can't be a sun, be a star,
For it isn't by size that we win or fail,
It's by making the best of whatever we are."*

Let's celebrate achievement and keep the spirit of enthusiasm alive!

Ian Edwards, DTM
International President

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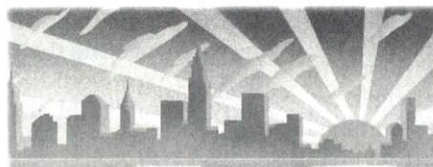
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SPEAKING UP FOR A CAUSE

Thank you for your [mention of] those busy days of 1966. That was the first year the American Cancer Society topped \$50 million in contributions from the public. All good wishes,

Gregory Peck
Los Angeles

Editors' note: *We were pleased to send Mr. Peck a copy of the January 1996 issue, which featured a reprint of the actor's March 1966 article encouraging Toastmasters to speak out on cancer prevention and other nonprofit causes.*

SHE MADE A DIFFERENCE

The concept of rhetoric has been given a bad name due to its misuse in the political arena. But the late former Congresswoman Barbara Jordan [who died Jan. 17, 1996] restored rhetoric to its rightful place. It seems appropriate that in her last months she was recognized as an Outstanding Speaker of 1995.

While in public office Barbara Jordan defined the power of public speaking. Her eloquence made us all sit up straight and listen.

Steve Norris
Rancho Speech Masters Club 9113-F
Westminster, California

TOP SPEAKER SAYS THANKS

[I'm] deeply honored by your Outstanding Speaker award and have hung your plaque next to one I received from the American Listeners Association as their Outstanding Listener of 1987.

Garrison Keillor
St. Paul, Minnesota

NO MORE FEAR

I got a quick laugh out of the reference to the television show "Quantum Leap" ("Warming Up Your First Speech," January 1996). While the article didn't help me with my Icebreaker, it did help me finish my basic manual! My tenth speech, about attending a Quantum Leap convention, was the first time I gave a speech and wasn't nervous.

This year I'm wearing my Toastmasters pin to the Quantum Leap convention. Maybe I'll see some of you there!

Dian Hardison
Kennedy Space Center Club 3695-47
Kennedy Space Center, Florida

SPREADING THE WORD VIA MAGAZINE

I always enjoy *The Toastmaster*, and I read it from cover to cover. Periodically I give presentations about Toastmasters to college business communications classes, and I always distribute back issues of the magazine to the students. Since I belong to two clubs, I have extra copies of the magazine, and I solicit extras from other members belonging to more than one club. I affix a sticker giving my phone number and that of Toastmasters International, so students can call for information about club meetings in their area. I feel they will benefit from the magazine, and will have the numbers handy whenever they feel ready to visit or join a Toastmasters club.

Joy Gaylord
Simi Valley Club 3533-33
Simi Valley, California

CONSIDER FIRE HAZARDS

As a fire marshal and a Toastmaster, I was extremely disturbed by your article, "Recipe for an Instant Speech" (February). The article advocated the burning of a dollar bill to enhance a speech. If the dollar bill was to accidentally ignite decorations or other combustibles on the podium, it could easily result in a large fire and the loss of life due to panic or smoke inhalation.

There is also the probability that a smoke detector could activate, leading to a fire department response. The fire department will not hesitate to give a 10-minute impromptu speech on illegal burning, complete with hand gestures and possibly handouts in the form of a citation or bill for services rendered for triggering a false alarm. Most localities and states have regulations restricting the use of open flames in assembly areas. Please, in the future, do not advocate the use of fire in speeches.

Fred Fickert
UCD Emcess Club 428-39
Sacramento, California

SHARE YOUR EXPERIENCE!

We'd like your help in putting together a collection of manual speeches for our members, so they might have a reference guide to follow when creating their own speeches. We would like as many examples of the different types of manual speeches as possible, especially from the basic Communication and Leadership manual but also from the many advanced manuals.

All contributions will be accepted and contributors will be given proper credit for their speeches. You can be assured that your work will not be plagiarized by members of our club. Any advice on how to formulate the various speeches, how to come up with topics and any personal experiences also would be greatly appreciated.

Thanks in advance for your support. If you are interested in contributing to the "Toastmasters Introductory Speaking Collection," please send your speeches, advice and/or comments to:

Tim Manson
TG Toasters Club 1516-56
201 Petunia Circle
Killeen, Texas

ROOM FOR IMPROVEMENT

Thank you for publishing the December 1995 issue of *The Toastmaster*. I just read two articles that inspired me so much that I had to write immediately to tell you!

"Five Habits of Highly Successful Toastmasters" and "Meet the Five Outstanding Speakers of 1995" together reminded me of how much I still have to learn and grow as a speaker.

Since the first step to recovery is admitting that you have a problem, I wrote down my 1996 Toastmasters goals; one of them is to speak in a more plain, down-to-earth way in business meetings – less like an attorney, as I am often told.

Thank you for your help in the development of an aspiring speaker.

Monique Messer-Baldwin, CTM
Interstate North Club 2823-14
Atlanta, Georgia



The truth is hard to take
when it hurts.

by Paula Syptak Price

Ambushed at Toastmasters

■ HAVE YOU EVER FELT THAT YOUR SPEECH was too harshly criticized by your evaluator? When that happened, how did you handle it?

I remember giving a speech ending with a few lines said to a "rap" beat. I thought this was particularly clever, but my evaluator said he hated "rap" and that the ending left him with a bad feeling toward my speech. I felt ambushed.

Initially, I was disappointed with my evaluator's reaction. Yet after my ego calmed down and stepped aside, I was able to appreciate my evaluator's right to his opinion and recognize that it might be shared by others.

You may think harsh evaluations should never occur. Maybe not, in an ideal Toastmasters club – but be prepared! Here is what I'd like to say to everyone who is my speech evaluator. See if you agree with me:

- ❖ "I know you don't have to like my speech. But it's more helpful if you tell me *why* you don't like what I said."
- ❖ "Present your corrections and suggestions as recommendations, not absolutes."
- ❖ "Instead of 'Your monotone voice bores me,' how about: 'If you try varying your voice the results will be more dramatic and the audience will be more alert.'"
- ❖ "Instead of 'Your speech was a cesspool of unrelated trivia,' say, 'I found your speech difficult to follow. Try writing an outline beforehand, to see if there is a smooth flow of ideas.'"

Truth is hard to take when it hurts. If the evaluation hurts, I like to ask others for their

opinions. When I calm down, I ask myself if the evaluator's points are valid in any way. I can disregard what was said as a difference of opinion, but I have found there usually is a grain of truth in harsh evaluations.

All evaluators need to strive to be tactful. You know how hard it can be at times. The irony is that there may come a day when *you* will give a harsh evaluation. You'll be thinking that you are being truthful, clear and insightful. But the speaker will be thinking, "It wasn't that bad!"

This may be because the speaker wasn't adequately prepared and thought you wouldn't notice – but you did, so now he or she is embarrassed. Perhaps the speaker is unaware, or in deep denial of how she actually comes across. Or perhaps she has just had a bad day and she can't concentrate on her speech. Your job as an evaluator is to motivate, not deflate, the speaker.

When I'm an evaluator, I ask my speaker after the meeting: "Was my evaluation fair? If not, let's talk about it." Perhaps there has been a misunderstanding. Ask yourself: Did I use an authoritarian tone of voice? Did I include some positive comments as well as negative? Always confirm what was done right to let the speaker know when they are on the right track.

Yes, you'll occasionally feel ambushed at Toastmasters. Feel the hurt, get angry, then get over it. Be magnanimous in accepting people's differences and look for the grain of truth that may help you in your next speech. **T**

Paula Syptak Price is a writer and former Toastmaster living in San Antonio, Texas.

"Your job as an evaluator is to motivate, not deflate, the speaker."



After commenting that each Toastmaster should set a goal to complete the advanced manuals, she moved into her presentation, explaining briefly the focus of each manual. As she gave her presentation, I set a personal goal to complete all the advanced manuals, instead of just the three required to achieve ATM status.

It was a good thing I set this goal before I realized what would be required of me! Materials I received after the session included a listing of all 12 advanced manuals, with a synopsis of each of the five speech objectives for every manual.

As I reviewed the list, I thought to myself, "Why did I set this goal? What do I care about 'Interpretive Reading,' the 'Professional Salesperson' or 'Technical Presentations?'"

I went through the list of speech assignments. Next to each description, I rated my desire to complete that speech on a scale of one to ten. After I determined the total

Advance Yourself with Advanced Manuals

Have you been a Toastmaster long enough to achieve your CTM? Have you noticed that once some members become CTMs they stop giving manual speeches, or dramatically reduce the number of speeches they present?

I find it ironic that the very thing that brought many of us into Toastmasters keeps us from progressing into new areas. I want to share with you the benefits I have gained by stretching my speaking horizons through advanced manual speeches.

During my first year in Toastmasters, I attended my district's fall conference. I spent the first couple of hours in awe of the people wearing bright gold DTM badges.

In one educational session, the presenter asked how many audience members had earned their DTMs. About 20 or 30 raised their hands. When she asked how many had completed all 12 advanced manuals, not one person raised a hand. I was amazed!

score for each manual, I listed them in the order I would use to accomplish my goal, from highest to lowest score.

To limit procrastination, I also set a goal to complete one advanced manual every six months.

My first two advanced manuals, "The Entertaining Speaker" and "Speaking to Inform," were thoroughly enjoyable. I discovered that a good public library is a speaker's best friend. I had completed my CTM using my own experiences and knowledge, but the advanced manuals' objective required more research.

I discovered that advanced manual speeches also helped me find new ways to deliver this new information. Through the assignments in "Speaking to Inform," I improved my use of humor. This skill eluded me throughout the basic C&L manual,

by Rex Pawlak, ATM

but with each advanced manual speech I found the skill developing more fully. I still have a long way to go, but the advanced manual speeches have allowed me to see my progress.

The "Public Relations" manual offered more of a challenge. I decided to present a speech showing the good things a local company provided to the community, even though it had a poor reputation concerning the environment. To my surprise, I found that no one in the company wanted to speak with me about the issue! Maybe they pictured me as a cunning industrial or environmental spy instead of a Toastmaster? So, after being shuffled to the fourth person's voice mail, and never receiving a reply, I found a different company to support.

After achieving my ATM, I tackled the "Storytelling" manual. I found storytelling to be particularly enjoyable. Each assignment provided new challenges and helped improve my speaking skills. When I presented an emotional speech about my dog's sudden death, the timer cried!

For the historic story, I profiled John F. Kennedy. After reading a book and writing my speech, I spent hours condensing a 20-minute presentation into a nine-minute speech.

For my first assignment in the "Interpretive Reading" manual, I presented Edgar Allan Poe's "The Tell-Tale Heart." I could see members of the audience squirm as I described the killing of the old man. During the reading, I reached heights in vocal range and pitch I would not have dreamed possible just a year ago.

I'm still excited about completing all of the advanced manuals even though I figure it will take six years. Recently, I had to add another year to this goal because two more manuals have been released by Toastmasters International. I hope I can keep up with them!

Set a goal *now* to complete all the advanced manuals, and give yourself a reasonable deadline. I suggest you purchase the entire set of advanced manuals when you achieve your CTM. Review the manuals and decide which ones you want to complete first. I promise you will have more fun, improve your speaking skills and complete most of the requirements for your ATM, ATM-Bronze and ATM-Silver ratings. My goal is to achieve my ATM-S by December 31, 1997!

Rex Pawlak, ATM, is a member of Beechmasters Club 1279-22 and Semi Pro Club 3710-22 in Wichita, Missouri.

"I'm still excited about completing all of the advanced manuals even though I figure it will take six years."

Advanced Manuals!

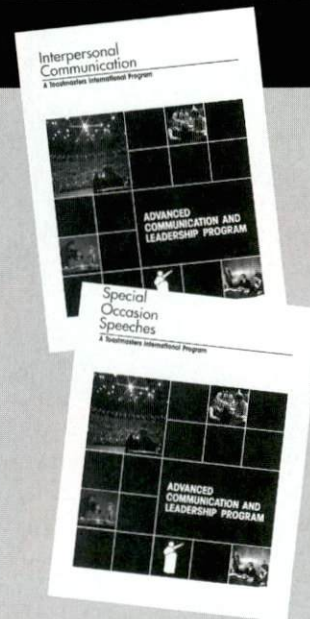
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Toastmasters International

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Publicity: *Life's Biggest*

There's no real mystery about performing well on the radio or TV – not if you treat it as just another Table Topics session.

You've been called to do a 10 minute telephone interview on your local radio station. As you wait for the announcer to announce you, you shake, you sweat, your throat constricts, and you can't for the life of you explain why you are so nervous. It's not as if you're about to do something really important, like competing in a speech contest.

Maybe you're among the many who are intimidated by newspapers, magazine, radio and TV. You shouldn't be. Like most Toastmasters, at one time you probably thought answering Table Topics was a big deal. Your heart thumped and your throat felt like the Gobi Desert. Now you know better. So if you look at being interviewed as an extension of the Toastmasters experience – as just another Table Topic – you'll be able to take the media experience in stride.

A radio program director or newspaper features editor wakes up each morning in need of news. Talk radio stations (and they are proliferating) must fill 24 hours of air time a day. These program directors and hosts can't count on scandals and murder trials to fill every second. They need news and topics of interest to their audiences, and if you can provide it, they will offer you a friendly forum.

Make news, you say? How do I make news, short of winning the Nobel Prize or being investigated by "60 Minutes"? A solid browse through your Sunday newspaper will show you just how much news is really publicity generated. It's about half: from pet rocks to pet theories. With radio, the ratio of hard news to fluff is even lower. Hey, if others can do it, so can you.

FIRST PICK A TOPIC

How do you create your publicity hook? You can find it almost anywhere. At my presentation on this subject at the Toastmasters convention in San Diego, I took a simple typographical error and showed the audience how to turn it into several areas of news-generating expertise. The directions on how to get to the convention said that The Galt House was only a 10 minute taxi ride from the San Diego bus terminal. The Galt House happens to be in Louisville, Kentucky, the site of the previous year's convention – that's a long taxi ride indeed. So with that – and some further research – you could talk about humorous typos, the errors made in adapting one word-processing document from another, on erroneous directions – or perhaps you'd be most comfortable presenting a heartwarming Charles Kuralt-type series on your 2,000 mile taxi ride.

8



Illustrations: ShermanArt

Best Table Topic

by Elliot Essman, ATM

My own publicity bonanza began after I gave a speech in Toastmasters about famous love letters (Zelda to F. Scott; Napoleon to Josephine). I got a flash after the meeting and hammered out a crude press release about my providing computer-generated love letters for subscribers to customize to their own needs. I dropped my first batch of releases into a mailbox in New York City at 4 p.m. on Wednesday and heard from a radio station in Ventura, California, that Friday at 10 a.m. I did a telephone interview with the station an hour later. A radio station from Kansas City called me the next Monday, then 30 stations followed suit within 30 days. They asked me the same questions every time. It was easier than Table Topics!

I received a lot of print publicity after that, including a feature in *People* magazine headlined "Cyrano For the Fast Food Age," and then the TV stations started calling.

You might not strike a publicity chord as quickly as I did, but you've got the same Toastmasters skills, and you can handle what comes to you.

RADIO: THE NATURAL PLACE TO BEGIN

Radio is non-threatening. The stations need to fill huge gobs of time. The announcers are generally friendly and the listeners are happy to hear a new voice. You don't have to worry about eye contact or body language since you'll probably do the interview from your home by telephone. You don't even have to get dressed. On longer shows (up to an hour), you often can ramble on to your heart's content. You gain experience in fielding questions and asserting your expertise in a relatively painless way. I was interviewed once in Chattanooga, Tennessee, expecting to speak for 10 minutes on love letters; the station had an hour to fill. Since I made the mistake of mentioning that I was a Civil War buff, I ended up talking for 45 minutes on the most romantic generals of that war.

Radio is your proving ground — much easier than either print or TV. Getting on is relatively simple. Your local library, chamber of commerce or visitor's bureau will have a directory of talk radio stations. Just send out a basic press release or even a postcard about your crusade to improve English grammar or your encounter with unidentified flying kitty cats. Then stick by your phone.



YOUR NAME IN PRINT: WATCH OUT!

On the radio you can say anything you want — you don't even have to worry about an evaluation. Nobody edits what you say or twists your words. In print the opposite is true. Newspapers and magazines are powerful publicity vehicles, but you have to treat them with care. A blurb in your sleepy local paper can be syndicated nationwide, even worldwide. You may encounter probing or even hostile interviewers, so you'll be glad you got all that radio experience before jumping into the cauldron of print.

Reporters have their own agendas. If your story isn't earth-shaking, they may resent being assigned to it (even while gushing over you). A reporter for the *Miami Herald* once came to my apartment in New York City to interview me. When the story came out, it mentioned my sitting on my "cat-scratched couch." The fact that my two adorable kittens did a job on my couch had nothing to do with the story! (But, then again, there's another example of something you can be an 'expert' in and use as a PR hook: the psychic meaning of cat-scratch patterns on furniture. The cat-worshipping ancient Egyptians knew a thing or two about this.)

Just as print media can distort your story, you can turn the medium around to your favor. As you build your press kit, cut, paste and photocopy until you have sparkling copy.

As a self-promotor, it's also wise to write and publish your own articles. Many excellent guidebooks cover this subject.

Whichever strategy you use, print is powerful. Newspaper and magazine editors scan other newspapers and publications for newsworthy items. When an article about me appeared in the *Bergen Record* in New Jersey, someone from the New York *Daily News* noticed it. A reporter from *People* magazine read the *Daily News* article. A staffer from *Playgirl* magazine saw the feature in *People*, called me and put me on their "Twenty-Five Most Eligible Bachelors" list, right next to Bill Gates (it was alphabetical)! Moving back to that *Bergen Record* feature again, a freelancer saw it, and then interviewed me for *Family Circle*. The blurb in *Family Circle* may have been tiny, but 12 million people read that magazine. So the chain of people calling me continued (I didn't lift a finger to call them), this time into TV.

We all tend to give greater credibility to what we see in print. Print is powerful. But remember, after a while, the questions repeat, making interviews for print media even easier than Table Topics.

TV: NOW YOU'RE A STAR

Television on the other hand, is not easier than Table Topics. But if you see it as just another extension of your Toastmasters experience, you can step right into it. Toastmasters International even offers an advanced manual on the subject.

Local cable shows are great places to practice being on camera. Local cable also is a good forum if you want to publi-

cize Toastmasters. I didn't start there, though. I learned that TV stations all over the continent scan the big circulation magazines like *Family Circle*. That one blurb led to appearances in Toronto, Boston and Minneapolis. Each station sent me airline tickets and picked me up in a fancy limousine.

I was fortunate. My first appearance in Toronto was taped. I had to wait several hours in the green room where I chatted with the other guests before seeing each on the TV monitor being interviewed. It was all normal chit chat. Then I was wired for sound and placed in the hot seat. The interviewer asked me the same questions all the radio people had. I answered them with warmth as if we were speaking one-on-one (which is how the real pros approach TV audiences), and then it was over. With this warm-up, my other interviewers that Valentine's week were a snap.

There's a lot of technical expertise you can pick up about TV – body language, how to dress, eye contact, voice – simply by watching, or by reading any of the many available books on the subject. But the key for the Toastmaster is to regard TV, like all media, as an interesting and stimulating extension of the Toastmasters communication experience. You do need practice and preparation, but with all your Table Topic triumphs, you've already got what it takes to reach for the stars. **T**

Elliot Essman, ATM, is a member of New York Club 1949-46 in New York, New York, and runs the Autonomy Free Speakers Bureau on the Worldwide Web (<http://www.autonomy.com>).

GUIDELINES *On Being Interviewed*

- Radio and television talk shows always need interesting guests who can articulate their ideas with little coaching. Toastmasters are ideal for this! Be sure your media list includes all applicable talk shows in town and contact them regularly, as well as when special events arise. Some Toastmasters have even parlayed a short interview into a regular appearance segment of a talk show.
If a reporter initiates an interview, it is advisable to ask if there are some particular topics the reporter wants to explore so you can gather any necessary materials in advance.
- Think positive. Bear in mind that you have an opportunity to boost your club and fellow members.
- Know your facts (how long the club has been in existence, the number of Toastmasters clubs in the city, etc.)
- Answer any questions directly and briefly. Do not over-explain. Let the reporter have an opportunity to ask for further clarification if he or she wants it.
- Be sure you understand the question. Ask questions of the reporter if you need clarification.
- Use examples to illustrate your answers. Tell about actual Toastmasters situations to illustrate your point. Such anecdotes provide valuable material for the reporter's story.
- If you don't know the answer, admit it. Offer to get the answer and be prepared to make a note of the question. Let the reporter determine if he really needs the information.
- Avoid "off the record" comments. If you say it, they will print it. Talk about more personal experiences and involvements to support your replies and point of view.
- Stick with the facts. Avoid guesswork and unsupported opinions.
- Maintain your poise and sense of humor. Let the reporter see you as a real human being who enjoys life...and enjoys being a Toastmaster!



Toastmasters meet and compete, showing shoppers how to speak.

by Lynn C. Brown, DTM

Madness at the Mall

■ AT FIRST, THE CLUB'S EXECUTIVE OFFICERS appeared shocked at the suggestion, "Why not have the Area Speech Contest at the mall?" but they soon warmed to the idea. Before long, their enthusiasm infected the entire Aiken Toastmasters club. So on a warm Saturday afternoon last August, the District 58 Area 31 Humorous Speech and Evaluation Contests were held in the middle of South Carolina's busy Aiken Mall. The contests were the focal point of Toastmasters "Mall Madness Day," sponsored by our club. Rising above the background chatter, club members presented their speeches for other Toastmasters, shoppers, exercise walkers, merchants and anyone else who cared to watch and listen. The acoustics were excellent and the event was a fabulous success.

THE SETTING

The mall's manager was very receptive to Toastmasters Mall Madness Day and helped promote the event, set up the stage and chairs and tune the sound system. Posters and signs were located at all mall entrances encouraging shoppers to stop and listen. The podium was located in an alcove near the center of the mall. Club and district banners were displayed in the speaking area. A knowledgeable Toastmaster manned an information table, handing out literature, answering questions and recruiting new members. A television monitor displayed videotapes of Toastmasters in action. Our club's exposure and the interest among shoppers exceeded all our expectations.

THE EVENTS

The Area Humorous Speech and Evaluation Contests were held from 1-3 p.m. A continuous speaking program was wrapped around the contests; the all-day event began at 10 a.m. and continued until 5 p.m. The speakers were properly introduced by the Toastmaster and evaluated for manual credit. The audience size for most of the speeches was surprisingly large and attentive. Toastmasters from other clubs in our district also participated; in total, about 15 speeches were presented in addition to the speech contest.

THE BENEFITS

You might ask, "What did this accomplish?" "Many of the items that Toastmasters is trying to promote were put forth in one day," says Aiken Club President Bob Blizzard. For instance:

- ❖ The Toastmasters organization was presented for several hundred people in a format seldom available to the public.
- ❖ Local Toastmasters were able to gain experience speaking on a platform before a large audience, albeit briefly, and to present speeches toward manual credit.
- ❖ The lively interaction among District 58 Toastmasters was spontaneous, but structured. These qualities of the Toastmasters organization were easily recognizable by the public. It was a unique experience for all participants.
- ❖ About 25 new member prospects were contacted and several are expected to join a club.

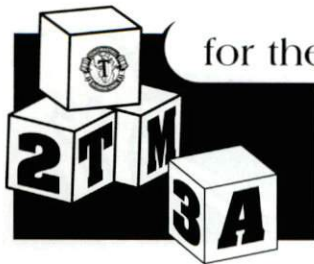
INTERESTED?

We urge your Toastmasters club to consider having a Mall Madness Day. It is an opportunity readily available to most local clubs. The benefits will help your club move a step forward. The amount of work involved is comparable to a regular speech contest: advance publicity through local media, posters, fliers, banners and scheduling local Toastmasters to participate in the Speak-a-thon and contests.

A Mall Madness Day provides an interesting change of pace from the normal routine – it is different and exciting and will make your club members proud. Dr. Ralph Smedley once wrote, "The most effective learning is accomplished during periods of fun and enjoyment."

So why not have your own mall bonanza? The benefits in terms of membership, public interest and member enthusiasm will astound you! **1**

Lynn C. Brown, DTM, is a member of Aiken Club 1355-58 in Aiken, South Carolina.



for the novice

"My company wants me to give a presentation at our Annual meeting next month! I'm a new member, still petrified of public speaking! You've got to help me. How can I get over this fear?"

by Judith E. Pearson,
Ph.D., DTM

As a psychotherapist specializing in phobias and stress management, I often hear pleas like this one from my clients. For many people, public speaking anxiety can be very real, highly stressful and detrimental to their career advancement. As a Toastmaster, I understand the importance of

public speaking because they are afraid of making mistakes in front of others and feeling embarrassed. But, it's a fact that even professional speakers occasionally make mistakes. Worrying about mistakes will not decrease their likelihood. The secret to superb speaking is to give yourself

Before you speak:

1 Give up the belief that you have to be perfect. Most people are afraid of

Overcome Your Fear

12

Give yourself permission to make mistakes and learn to recover from them quickly.

good public speaking skills and appreciate the satisfaction that comes from having confidently delivered a well-organized, informative speech. When clients come to me with public speaking anxiety, I agree to work with them provided they join a Toastmasters club for at least six months while engaging my services.

No one becomes a good speaker by acquiring confidence alone. Polished speaking skills come from knowing your subject, preparing and organizing your material and practicing your delivery. I tell my clients that Toastmasters will give them a learning atmosphere in which to put their skills to work. In the meantime, I work with them on the emotional end of things – overcoming fear and anxiety.

I draw on my personal experience as a speaker and my professional expertise in helping clients overcome fears of public speaking. I use a combination of teaching, relaxation training, behavior modification, hypnosis and guided imagery to help them gain confidence and motivation. Obviously, not all of these methods can be taught in a magazine article. However, here are 10 things you can do if you have a fear of public speaking.

permission to make mistakes and learn to recover from them quickly.

The way to recover from a mistake is to observe it dispassionately, take whatever corrective action is necessary, regain your composure, focus on what to say next and go on. Dwelling on an error and feeling bad about it only adds to your confusion. Leave the mistake behind you and move forward. Audiences are forgiving. Many listeners will be paying more attention to the message than to the delivery, anyway, and they won't even notice the slip up. Others may admire the way you recover so easily, or may even be relieved to know you are human.

If you are making mistakes, it means you are outside your comfort zone as a public speaker and you are improving your skills overall. Mistakes usually promote single-trial learning, so it is almost certain you will never make the same mistake twice. Ask yourself, "What's the worst thing that can happen if I make a mistake while speaking?"

2 Visualize the outcome you want. People who fear public speaking visualize their upcoming speeches as abysmal failures. They literally see themselves fum-

bling clumsily with their notes, stammering, becoming mute, turning red, possibly crying, horrifying their audiences with stupidity and slinking away to live the rest of their lives as a social reject. They develop a habit of negative anticipation.

You must stop this pattern. Each time you find yourself making these pictures, shake yourself out of it. Say "STOP!" loudly to yourself. Do anything to get your mind out of the failure trap. Sing songs, whistle, recite poetry, walk around the block, talk to a friend. You can even make your images silly and laughable by imagining your audience in clown costumes, seeing your performance in fast motion.

In *The Seven Habits of Highly Effective People*, author Steven Covey advises his readers that one habit of successful living is to "begin with the end in mind." Visualize yourself giving that speech the way you want to. If you anticipate success, you are more



ar of Public Speaking

likely to get it. See yourself speaking confidently with a smooth delivery to an appreciative audience. Hear the words coming out of your mouth in a flowing cadence. See yourself with an erect posture and easy, regular breathing. By visualizing this way, you are programming your mind and body for the results you want.

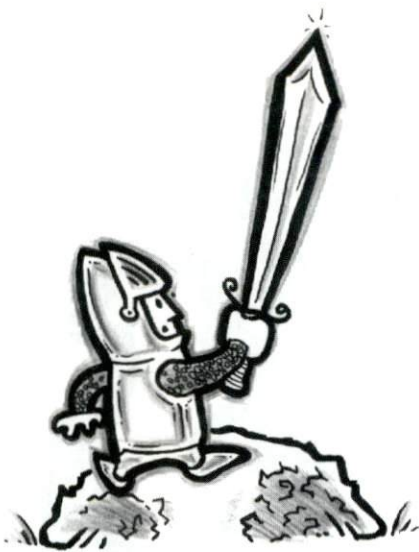
3 Prepare positively. Stop worrying about yourself and get excited about your subject! You have something important to say and your audience wants to hear it. Pick a subject you enjoy. Speak on a topic you know well. Even if you are delivering statistics about last year's crop failure, put something of yourself into the speech. Tell an anecdote. Do some extra research on the human interest perspective. Include a meaningful quotation. Practice and preparation are easier if your subject matter is important and/or enjoyable to you. If you think your material is interesting and meaningful, your audience will catch your enthusiasm and appreciate your sincerity.

4 Love your audience. Once, just before I was to speak to an audience of 70 peo-

ple, an acquaintance approached me with a question, "How can you be so confident with all those people judging you and finding fault with you?" I was surprised at his presupposition about the nature of audiences. "I can be confident," I answered, "because I don't think of my audience in that way. I assume my audiences are friendly and supportive. I assume they are interested in what I have to say. I love my audiences and I assume they love me." You get back what you give out – and nowhere is this adage more true than in public speaking. If you want your audiences to like you, you have to like them first.

5 Put the past behind you. Some people have speaking anxiety because of some embarrassing incident that happened to them in childhood – where they were humiliated, or laughed at, or made to feel inadequate by others. Such events can be highly traumatizing for children and can cause life-long, debilitating fears. If such an incident is the basis of your fear, visit a therapist or counselor who specializes in phobias. Phobias are nothing to be ashamed of. Researchers estimate that 80 percent of the

*"We succeed
when we conduct
ourselves according
to the rewards we
want, rather than
the things we fear."*



*“Leave the mistake
behind you and
move forward.
Audiences are
forgiving.”*

adult population has at least one. Many phobias can be cured permanently, usually in three or four therapy sessions.

Maybe your fear isn't a phobia, but is related to a time in the past when you felt embarrassed about a poor speaking performance. Remember this: All good speakers started out as not-so-good speakers. They improved because they resolved to do better the next time.

6 **Be well rested and avoid hassles.** Plan ahead to make sure you get a good night's sleep the night before your presentation. If you have trouble falling asleep, drink some warm milk (yes, it does work), and think pleasant, relaxing thoughts. It may help you to listen to a relaxation tape or soft music or do some light reading before going to sleep. If you can, clear your calendar of stressful events that could interfere with your ability to speak sincerely and confidently. In other words, don't schedule a job interview, a dentist visit or meet with your ex-spouse and his or her lawyer on the same day you're going to deliver that all-important speech.

7 **Avoid mood-altering substances.** Some people mistakenly think drinking coffee or alcohol, smoking cigarettes or popping a tranquilizer before speaking will improve their delivery. They think such measures will relax or pep them up. Mood altering substances are an emotional crutch you don't need. The problem with such substances is that you cannot regulate the dosage. You don't know how much is too much. Moreover, once a substance is in your bloodstream, there's little you can do about it. Your relaxation may turn to sluggishness, your pep to jitters. It's best to avoid such substances altogether.

Additionally, eat lightly, or not at all, one or two hours before speaking. A full stomach can lower your energy level and concentration because your body is busy digesting food. Any nervousness can actually make digestion difficult. You don't want a belch or gurgling stomach to interrupt your speech.

8 **Look your best.** Take some time with your appearance. Polish your shoes and comb your hair. Wear attractive, flattering, professional-looking clothing. When you

look good, you feel more confident. If you aren't sure what looking good is all about, do what professional speakers do: Have a few sessions with an image consultant to learn about your colors, and to get advice on hair, make-up and clothes. You can look fantastic and still stay within your budget.

9 **Remember to breathe.** When we are tense, the muscles in the throat and chest tend to tighten, restricting breathing. With a restricted airway and without proper oxygen, the voice can come out as a squeaky whisper. Deep breathing, on the other hand, sends oxygen to the lungs and brain and expands the throat and chest, promoting a relaxation of those muscle groups. As you approach the lectern, take a deep breath and relax.

10 **Focus on friendly faces.** While you are speaking, maintain eye contact with your audience. Find friendly faces and focus on them. Their smiles and approving nods will give you extra encouragement and support.

It's ironic that some people are more fearful of public speaking than of driving in traffic. Yet, vastly more casualties and fatalities result from traffic accidents than from public speaking. Fear is a natural survival mechanism. It can motivate us or stop us in our tracks. In situations that pose a threat to life and limb, fear motivates us to be careful. On the other hand, fear is a problem when it interferes with our goals and achievements.

If you have joined Toastmasters, you have taken a first courageous step toward facing fear. You'll benefit from the support, encouragement and incremental learning opportunities offered by your club and district. The 10 methods mentioned above will help you progress toward confidence on the platform. Ultimately, we succeed when we conduct ourselves according to the rewards we want, rather than the things we fear. **1**

Judith Pearson, Ph.D., DTM, is a Licensed Professional Counselor practicing in Northern Virginia. She is a member of Remotely Speaking Club 7132-27 and BERHCERC Club 1630-27.



The secret to dynamic
parliamentary procedure:

by Dwayne S. Roberts, ATM

The Magic of Filling in Blanks

■ Nobody would have guessed we were going to learn magic that day, but we were about to discover sorcery powerful enough to untie a Gordian knot.

It all started simply enough. During our club meeting, Charlie suggested we contribute to the Smedley Fund some of the money we had raised from our recent Speechcraft. The club members nodded their heads in approval when the club president asked Charlie to put his proposal in the form of a motion.

"Mr. President, I move that our club contribute \$35 to the Ralph C. Smedley Memorial Fund." Several members simultaneously seconded the motion.

The president stated the question: "It is moved and seconded that our club contribute \$35 to the Ralph C. Smedley Memorial Fund. Is there discussion?"

That's when things got complicated. Jim thought \$50 would be better; Jane preferred \$30; Alice thought we should give \$75. It seemed impossible we'd decide how much to donate. There were just too many options. Then the magic started.

Peggy stood and addressed the chair. "Mr. President."

"The chair recognizes Peggy."

"I move to create a blank by striking out the figure \$35." "Second," someone said.

The president smiled. "It is moved and seconded to create a blank by striking out the figure \$35. Is there discussion?"

Looking around the room, I saw I wasn't the only one confused. I stood and addressed the chair. "Mr. President, I rise to a parliamentary inquiry."

"State the inquiry."

"Will the president please explain what is meant by 'creating a blank?'"

"The motion to create a blank," he began, "is used when there are several proposals for a number, an amount of money, a date, or a name of a person or place. If we adopt Peggy's motion, a blank will replace the \$35 figure, and \$35 will automatically be Charlie's suggestion to fill it. Every member may make a different suggestion, but no one may make more than one. Also, we don't need to second the suggestions.

"The suggestions will be written on the board so everyone can see what has been proposed. For amounts of money (and often for numbers and dates), this list is kept ordered from least to most desirable (for example, from expensive to inexpensive). Otherwise, the suggestions are listed in the order they were given.

"When there are no more suggestions, we'll go through the list and vote on each one until a majority agrees. The blank is then filled with that suggestion. Any suggestions that remain on the list are ignored."

The explanation seemed to satisfy everyone. I was looking forward to trying out this magic procedure.

The president continued. "If there is no objection, a blank will be created by striking out the figure \$35." He paused for a moment. "Hearing none, a blank is created by striking out the figure \$35." He wrote "\$35" on the white board. "Is there another suggestion?"

One by one, members offered their suggestions. When they had finished, the president had printed the list on the board in descending order: \$75, \$50, \$35, \$30, \$20.

"If there are no more suggestions," he said, "we will vote for the amount that will fill the blank." He paused. No one objected.

"Those in favor of filling the blank to the figure \$75, say aye." Three votes. "Those op-

posed, say no." Many votes. "The no's have it and \$75 does not fill the blank.

"Those in favor of filling the blank with the figure \$50, say aye." Many votes, including those who had voted for \$75. "Those opposed, say no." Somewhat fewer votes. "The aye's have it and the blank is filled with the figure \$50."

He immediately continued. "The motion is that our club contribute \$50 to the Ralph C. Smedley Memorial Fund. Is there further discussion?"

Oops. That surprised me. I thought we already had decided this. Then I remembered that all we had agreed on was the dollar amount of the blank. We still hadn't voted on whether to contribute to the fund.

In the end, we adopted the motion and our treasurer sent the check to Toastmasters International. A few weeks later, our club even received a ribbon for our banner. More important, though, we had learned how to do magic: the magic of filling blanks. **T**

Dwayne Roberts, ATM, is a member of Gilbert Club 499-3 in Chandler, Arizona.



Here's how you, too,
can look forward to that
jump-start of adrenaline
that signals each week's
Table Topics session.

too tired to listen to the chit-chat of others. It's precisely in these types of situations that our Table Topics training can help us. Here are some tips to help you learn to love Table Topics:

I have to confess: I'm a Table Topics "junkie." Each week as I attend my local meeting, if I'm not a regular speaker, I hope to be called on to deliver a Table Topic. I do not fear the Table Topics Master asking me to enlighten the audience on some arcane topic she has skillfully selected: I anticipate it! As a new member, I used to avoid looking at the Table Topics Master for fear I'd seem too anxious; now I look her straight in the

1 Preparation for Table Topics begins when you wake up in the morning on meeting day. Observe what happens as you prepare to go to your club meeting. For

CONFESSIONS

by Johnnie K. Harman, CTM

OF A TABLE TOPICS "JUNKIE"

eye, almost defying her to call my name. Why am I so "gung ho" about Table Topics? I've learned that it's the fastest, most efficient learning experience in Toastmasters, that's why.

Table Topics prepares us to think quickly, accurately and express our thoughts intelligently and enjoyably. How many times have you thought of some snappy comeback hours or days after someone's snide remark? Haven't we all thought at some time, "Oh, I wish I was quicker with comebacks. I missed a real opportunity the time when...?"

One of the first meetings I attended as a new member presented a wonderful opportunity. The Table Topics Master set up this scenario: You leave the meeting and find that your car has turned into a horse. What would you do? He called my name and I stood up and stammered incoherently. After leaving the meeting, I thought of what would have been a perfect response: I could have simply yelled out, "Oh, no I left my briefcase inside!" While this would not have met the two-minute time requirement we impose on Table Topics speakers, it would have demonstrated quick thinking and humor, integral parts of the impromptu speaking experience. That episode left me with the desire to never be caught off guard again.

If you are like me, you sometimes sit at functions unrelated to Toastmasters wishing to feel more comfortable with the strangers around you. Our ill ease is usually due to what we feel is a lack of communication expertise: we can't make small talk, we have nothing interesting to say, we're

instance, this morning as I prepared to leave, my wife complained that she hated men because it was so easy for me to get dressed in the morning. Of course, she was only teasing, (I hope!) but the comment gave me fodder for a Table Topic. On the way to the meeting, I pondered the differences in men and women, especially in regard to dressing. Even though my topic probably would not directly relate to the subject of men, women and getting dressed, this activity at least started warming up my brain for the impending Table Topics session.

2 Listen to the pre-meeting banter once you arrive at your club. Conversations you overhear from people around you may spark memories of interesting things that can be shared as a Table Topic. These might be anecdotes, stories, poems or jokes. This morning our president informed us that he was taking a welding class and would soon have to find a new place to live because his landlord wouldn't allow sculptures in the common grounds of the complex. This reminded me of a similar situation: the time I assembled a folding utility trailer in a hotel room in Hawaii while watching the Super Bowl. I immediately began to shape the story in my mind. If and when I was called on, I would have a topic to fall back on if I was unfamiliar with the assigned topic.

When we listen to others, we are reminded of similar experiences we've had – that's how conversation naturally flows. We need only make our natural conversation more

narrative and detailed to have a perfect Table Topics response.

3 Always remember that once you are asked to speak, you are in control and may steer the assigned topic toward one more familiar to you. Although I personally enjoy the challenge of coming up with something impromptu, I occasionally fall back on previously considered stories or anecdotes and attempt to weave them into the topic. Remembering that you are in charge can help you feel confident.

One day I arrived late to the club meeting. I was given a topic to speak on, but when I rose, I apologized to everyone for being late. I then explained to them that the toilet had broken just as I was getting ready to leave my house. The handle wouldn't work right and I had to have my son, Nathan, help me try to fix it. He was holding onto the handle of the toilet for me when I realized I was late for Toastmasters, so I told him just to stand there and hold the handle until I got back in an hour or so. The audience looked astonished, while a few who knew my sense of humor were waiting to see where this was headed. "You see," I concluded, "I felt it was better Nate than lever."

4 While others give their Table Topics, imagine you are engaged in conversation and think about how you would join the discussion if it were held in the parking lot before or after the meeting. The fact is, most people are terrible listeners in daily conversation because they are thinking about what to say next instead of focusing on the speaker. I would excuse this habit somewhat in

Table Topics. Once the first topic is underway, I allow my mind to begin working on a reply, rejoinder or argument to whatever that person has said. The beauty of this is that it gives you a starting point for your own topic.

In one particular meeting members were asked to give acceptance speeches pretending they had just been elected to city office. I was called on as sheriff and made an illustrious speech accepting the office and duties involved. Then a good friend of mine sitting next to me rose to give his speech, as the newly elected mayor. He put his hand on my shoulder, quoted from my speech and eloquently spoke of our "relationship." He had been using me as a springboard to get his own speech "jump-started." Then he took off admirably on his own.



5 You may already have noticed that every one of these points has one important thing in common: it requires you to do at least a little listening. Listening, the overlooked art, is at least as important to the speaker as being able to succinctly deliver a monologue. Develop your talent for listening by tapping into the conversation of others for inspiration and insight.

These are only a few ideas that can help you in Table Topics – they certainly work for me. Start using them and you'll find yourself beginning to look forward to that little jump-start of adrenaline that signals the beginning of each week's Table Topics session. **T**

Johnnie K. Harman, CTM, is a member of Mineral King Club 887-33 in Visalia, California.



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Limited Time

Remember how excited and nervous you were about Table Topics as a new member? You fretted about the uncertainty and challenge of each question and whether or not it was directed at you? Table Topics is one of the aspects of Toastmasters you anticipate the most, until you come to realize that these impromptu questions often focus on the same subjects time after time: sports, current events and political issues, just to name a few. Unfortunately, this once exciting event can become dull and redundant very quickly.

You can turn this repetitiveness around the next time you serve as Table Topics Master by simply focusing your questions on the five main senses (sight, sound, smell, taste and touch). All we've ever learned has been obtained through our senses, so a segment focusing on them can liven up your next club meeting. In Toastmasters, we rely very heavily on our sense of sight and sound, while rarely using our senses of taste, touch and smell.

By preparing a Table Topics segment that focuses on one or more of the five senses, you can add some excitement to your meeting, while making use of the three underutilized senses.

Start by gathering some simple props from the home or office that relate to a specific sense. Then think of some challenging questions based on your props that promote the use of the sense you are focusing on. Try to make your questions fun and exciting for the whole group, so the members will anxiously await the speaker's reply.

Smell: The sense of smell is usually the least used sense in Toastmasters meetings. To put the olfactory nerves to work, try the following examples. In separate brown paper bags place items with a heavy aroma, for example: a piece of soap, a perfumed cloth, a laundry dryer sheet, a chocolate bar, fresh coffee beans or an onion. At the meeting, hand the bags to unsuspecting

members and ask them to smell the item in the bag without looking at it. Then ask them to describe the item to the audience without actually naming it, and see if the audience can guess what the item is.

Another example is to dip a cotton ball in an unpleasant smelling liquid, such as rubbing alcohol, fingernail polish or lemon juice, then place it in an open plastic bag before placing it in a brown paper bag. (The plastic bag will prevent the paper bag from becoming saturated.) Select a member and tell that person to pretend to be your boss. Ask him or her to smell the bag and explain that this is the new

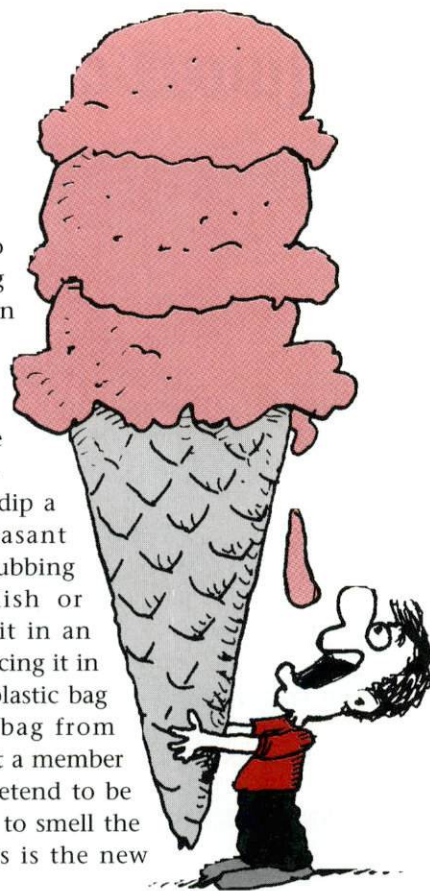


TABLE TOPICS TWISTS

19

cologne you have started wearing to the office, which is causing chaos among co-workers. Have the member tell you exactly how he or she would handle the situation.

Taste: Almost everyone enjoys eating, so a Table Topics session using the sense of taste is sure to be popular. Bring in items that cover the four main flavors: sweet, salty, sour and bitter. For example: candy, potato chips, lemon drops and vinegar. Ask members to taste their item and share a childhood memory about a time they sampled a similar flavor.

For another fun twist, hand out candies such as chocolate pieces, chewy fruit candies or licorice. Ask members to taste the items, then explain that they are now head chefs at a famous four-star restaurant and they have been chosen to design an entree using their particular candy. Have them explain their concoctions and how to prepare them.

Want to develop your senses and have more fun at club meetings? Try these ideas.

by Christine Jarzenbeck



"Bring in some annoying sound effects such as traffic noises, a door slamming or glass breaking."

Touch: Pass out several items with different textures, for example: a sponge, silk, plastic, crumbled paper, sand paper and wood chips. Tell the selected members they are now working for the top fashion designers in Paris and they have been asked to design a piece of clothing using their particular item. Ask them to describe their creation in detail and watch the fun and laughter begin.

For a different spin, hand out samples of plastic wrap, foil and carbon paper, and tell members these are samples of a local department store's new bedsheet line, and they are in charge of marketing next week's white sale. Ask them to describe how they would market these new bedsheet fabrics to the public in order to have record-breaking sales next week.

Sight: It is said that a picture is worth a thousand words. Sight is the most highly developed sense. To enhance it even further, gather postcards and pictures with peaceful and serene settings, such as a lush tropical rain forest, a beautiful beach at sunset or snow capped mountains behind miles of green trees. Share the pictures with the entire group and tell Table Topics participants they are working for a company responsible for promoting tourism to this location. Ask how they would promote the place and request a verbal tour of the land.

This will force them to exercise their sense of sight through their imagination.

For another exciting twist, bring in some crayons. Hand out different colors to the members and tell them they are the keeper of that color. Tell them there are many things in this world that you do not think have the correct color and that one of the benefits of being the keeper of that color is that they now can change anything in the world to the color they are holding. Ask them to list the things they would "recolor" and why.

Sound: Although the sense of sound is used predominately in a Toastmasters meeting, there are other aspects besides speech that we can use to appreciate our sense of sound. A good source of sounds would be sound effects, audio tapes or compact discs. These should be available at your local library or record store. Choose a CD containing relaxing intonations such as the sound of a gentle stream, a crackling fire, a steady rain or waves breaking against rocks. Tell a club member these sounds were recorded during his last vacation and his task now is to verbally transport the other club members to this place and discuss the events and surroundings.

An additional possibility for this second most developed sense is to bring in some annoying sound effects such as traffic noises, a door slamming or glass breaking. Tell a Table Topics participant she is working as a design engineer at The Annoying Sound Company, which has just submitted the annoying noise clip for review by its marketing board. The noise clip was rejected because it is not annoying enough. Ask the speaker to explain in detail what she would do to this sound clip to make it even more annoying!

Table Topics leaves a lot of room for your creativity. By using the five primary senses you can put a twist on this often routine segment of the meeting and restore the excitement you felt as a new member. ①

Christine Jarzenbeck is a computer analyst living in St. Louis, Missouri.

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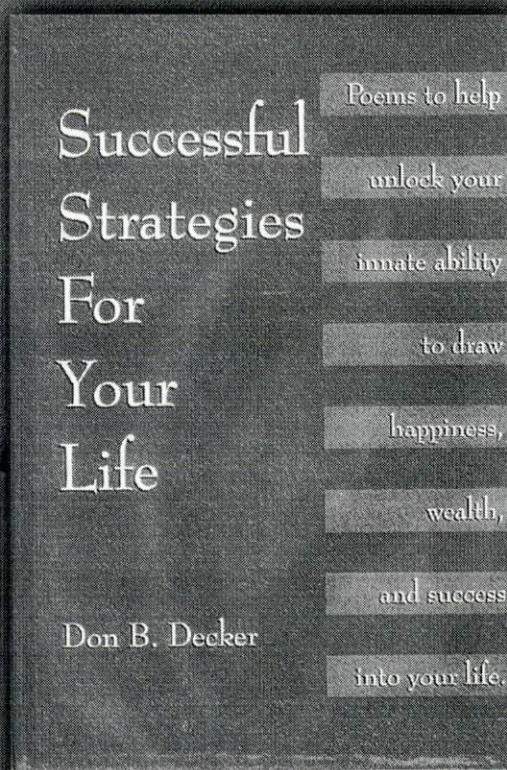
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MAKING IT FROM "SCRATCH":

A Recipe for Chartering

22

Add dedicated, motivated and enthusiastic members, stir in the right administrative materials and season with creative ideas.

by Sherri Wood, ATM

Mix 13 or so excited "wannabee" Toastmasters with seven enthusiastic club officers, add a motivated district governor, stir in two dedicated sponsors, add mentors to taste, and voilà – a brand-new, delicious Toastmasters club!

The call to the "Toastmasters Kitchen" to help create a new club came one Tuesday afternoon from my district governor, who reminded me that I had offered to assist the club's official sponsor. To me, that meant being kind of a "short-order cook," stopping by periodically to help out. But the other sponsor was suddenly deluged at work and I was promoted from my "short-order" role to "head chef" in very short order!

Our District 64 Governor can stir anyone into action, and he encouraged me to start a recipe for success with this up-and-coming club. Fortunately, as anyone who knows me can tell you, my organizational skills are far better than my culinary skills. I went home that evening, reviewed materials, made a list of ingredients and prepared to get things cooking. The next day, I met the main ingredients in our recipe – the soon-to-be-new Toastmasters. They were a ripe bunch, ready to jump into the charter pot and become better communicators.

The first step involved observation – none of these new members had any previous Toastmasters experience. I realized the key to this recipe's success would be a large time commitment from the new club's officers and from me. It was May and we needed to proceed quickly from "simmer" to "boil" before summer vacations hit and interest waned.

After that first meeting, I approached the driving force behind the organization of this new club, its vice president education, Wanda Dunn. We set up a breakfast meeting for the following Monday. In the meantime, the district governor provided me with all the seasonings I would need – in the form of ideas, facts and materials that would make our recipe easier to complete.

At our meeting, Wanda asked me questions about the pros and cons of a corporate

club, about Toastmasters in general, and about dues in particular. I was really glad that I had read my recipe books – as the president of a 30-year-old community-based club, I was not familiar with the opportunities and challenges of a corporate club. "Analyzing the ingredients" became another key to success in the Toastmasters kitchen.

Wanda and I realized we could not let our skillet go unattended. A club waiting to charter is like leaving your ingredients on a cold burner – nothing happens. So we turned up the heat! Taking advantage of the members' initial enthusiasm, we set a charter target date that was only two weeks away. This is where the time commitment came in. The club's executive officers asked for an extra meeting with me that week, in addition to meeting for 15 minutes before each meeting to make sure things were on track. We worked on promotional plans for turning prospects into members and we finalized executive officer duties and meeting plans. This fine-tuned team of officers was highly motivated to meet its goal of chartering in two weeks. The officers used every ingredient available in their recipe for club success, including hanging posters, advertising on the company E-mail system, and visiting prospective members.

At the second meeting, printed invitations were presented to each person in attendance, encouraging them to sign up as charter members of the club. Each invitation also included a printed form listing all the particulars, including the amount of dues. The two-week deadline was announced, and after two hours, 10 members had returned their invitation form and dues. The members unanimously created a club name at the second meeting – they were really cooking now! All materials were made available through a central distribution center, which meant every member felt like “a part of the recipe.” Telephone contact to check on progress and offer encouragement became an almost daily occurrence.

One by one we proceeded to add more ingredients. Each week at the meeting I gave an educational tip on some aspect of Toastmasters. The members were green, but

the ripening process began by covering what to do with basics such as introductions, applause and business sessions. I also added some “exotic ingredients”: Each week a generous Toastmaster from another club would come in to speak. These seasoned veterans covered useful topics such as how to evaluate, give introductions, include humor, present Table Topics and use gestures. Such expert advice made it much easier for members to get started. They quickly learned the value of recognition – the club executive developed a Certificate of Appreciation to award to these “visiting chefs” for sharing their time and expertise.

As I take off my chef’s hat and look back at my original recipe, I realize that the final product turned out just right. With dedication, motivation and enthusiasm, you too can develop a “no-fail” recipe for successfully chartering a new Toastmasters club – even with only a few week’s notice. **T**

Sherri Wood, ATM, is a member of Voyageur Club 2638-64 in Winnipeg, Manitoba, Canada.

“A club waiting to charter is like leaving your ingredients on a cold burner – nothing happens.”

ng a Club

NOW AVAILABLE FROM WORLD HEADQUARTERS:

Everybody’s Talking About Toastmasters

Dynamic new video debuts, courtesy of The Ralph C. Smedley Fund.

Looking for an innovative way to publicize Toastmasters? Be the first in your district to premiere Toastmasters International’s exciting new video, *Everybody’s Talking About Toastmasters!*

This fast-paced 12-minute video is a tremendous publicity tool for Toastmasters wishing to:

- ❖ promote their own club
- ❖ build a new club
- ❖ orient new members
- ❖ energize current members.

Just as the name implies, *Everybody’s Talking About Toastmasters* showcases enthusiastic testimonials – everyone from managers, engineers and other professional people like yourself, to Anita Perez Ferguson, President of the National Women’s Political Caucus and best selling authors Les Brown, Tom Peters and Harvey MacKay. The video also

features brief explanations of typical meeting activities, including:

- ❖ Table Topics
- ❖ prepared speeches, and
- ❖ evaluations

– making it perfect to show to prospective club charter members when it isn’t possible to hold a demonstration meeting. And here’s another idea: Sending a copy of *Everybody’s Talking About Toastmasters*, along with some helpful Toastmasters literature, is a great way to reach busy personnel directors or other corporate leaders interested in starting a club within their company.

Since production costs for *Everybody’s Talking About Toastmasters* were covered by contributions to The Ralph C. Smedley Memorial Fund, the video is available for the highly affordable price of \$6. Contact the Orders Department at World Headquarters and ask for a copy today! **T**

Planning Your Conference The Ticket

by Kathy Khoury

10 practical tips for making it great.

Think back to the last Toastmasters conference you helped plan. Did the end of the conference leave you exhausted but exhilarated? Were you brimming with ideas for making the next conference even better? Or were your spirits as tattered and worn as the crumpled up programs and napkins left behind?

Helping to plan a conference can either be highly rewarding or as painful as hip replacement surgery. The secret to success lies in how you approach the process. Follow these 10 tips to make sure you get the best from your conference without letting it get the best of you:

1 Make it a group activity. There is no better way to guarantee frustration and disappointment than to take on most of the conference organizing yourself. In the end, your conference will suffer, and you are likely to take the failure personally. Collaboration takes a great deal of time, but you can take pleasure in the process. Don't be fooled into believing that old saw about a camel being a horse designed by a committee. A group of committed, intelligent adults will always produce a better product than one person working alone. The key is to respect each person's talent and to trust everyone to do his or her share.

2 Find the right people. Okay, you say. You would gladly collaborate with other people if only you could find anyone willing to take on the commitment! While all organizers feel this way at some point, rest assured there are people in your club, area and district who want to help but just don't know how. The trick is to find them. Instead of calling all the Toastmasters you know, make a trip to all the clubs in your area or district and invite their members to participate. You will be surprised by the results.

This approach has an added benefit: If representatives from different clubs in your district are involved in planning your conference, they will talk about it in their own clubs



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Illustration: Jim Starr

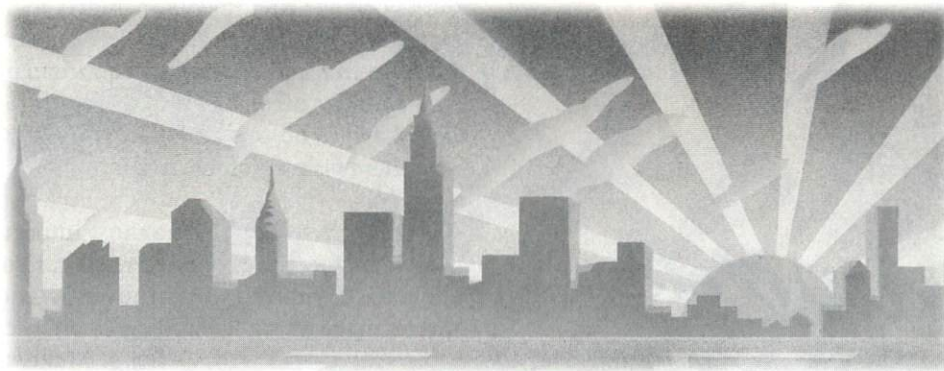
and encourage their fellow members to attend. This might seem like a lot of work at first, but the time you will save in the long run and the increased attendance at the conference will pay off in the end. And, like anything else, you don't have to do this alone. As you recruit new volunteers, have them visit the clubs closest to them.

3 Plan first. One of the most important requirements for a successful conference is careful planning. Once you have assembled an enthusiastic and dedicated committee, make a task list and agree on a schedule and deadlines.

Make sure each person knows his or her responsibilities and when each task needs to be completed. Then plan for the whole group to meet only when necessary. Stay in touch with committee members by telephone to make sure they are on track. Discuss any problems directly with them. There is no need to tie up the whole committee to resolve issues that can be handled with a phone call. This will save everyone time and help keep people committed until the conference begins.

4 Send invitations directly to every Toastmaster you want to attend your conference. Don't rely on club presidents to deliver your message for you. While some club presidents are diligent about attending every meeting and passing along information, others may be out of town or otherwise unable to fulfill all of their responsibilities. By all means, you should send information to club presidents and ask them to ensure their clubs are represented, but if you want every Toastmaster to attend, invite every Toastmaster.

5 Send more than one mailing. Marketing strategies often rely on something called "the rule of sevens," which is based on the assumption that the average person will not act on a given message until they have seen it seven times. You might say that seven



mailings is too much, and you would be right. But one mailing that describes the conference in detail followed by a brief reminder a week or two before the conference will increase your attendance.

"The clubs in your district or region will all benefit from new and energized members."

9 Plan some time in the conference for attendees to explore the area on their own. Some conference organizers hold conferences

in beautiful resort areas, then are frustrated when people do not attend the educational sessions because they are out seeing the sights. The chance to see new places is one of the reasons people attend conferences. If you have your conference in an interesting place, you are likely to attract more people. Schedule one less workshop, and plan some time on the agenda for people to explore on their own. The remaining workshops and business meetings will be better attended and the audience more enthusiastic as a result.

6 Have committee members visit each club to promote the conference. Remember, this is how you found your committee in the first place, only now there are more of you. Split up the clubs among committee members, give them deadlines, and ask them to report back on their results. When committee members visit in person, they can generate enthusiasm that a mailing can't. It is an investment in time, but one that is well worth it.

7 Publicize the speech contest portion of your conference and invite the public. What better way to tout the virtues of Toastmasters to potential members than to have them hear the best speakers in your club, area or district? Even if you do not attract large numbers of people, you will surely have a few visitors, and any publicity is beneficial even if you do not see the results right away.

Double your publicity by promoting the results of the contest. Have someone who is a good writer interview the winning contestant and write up a profile. Send it to the newspapers that serve the conference site and also to the papers in the home community of the winner. It won't help your conference attendance this year, but it will generate interest for local clubs, and might spark interest for the next conference.

8 Give educational sessions a twist. Invite a speaker who is a well-known athlete, television personality or area celebrity, and be sure that person is a good speaker. Workshops are an important part of a conference, but they should be entertaining as well as informative. Your participants will appreciate a change of pace, and you can draw on your speaker's celebrity to create more press and attract more people.

10 Don't be penny wise and pound foolish. Frugality is a good thing, stinginess is not. The money that accumulates in club and district coffers is intended to be spent on quality Toastmasters mission-related projects like conferences – it doesn't do any good sitting in a bank account. Follow these steps as frugally as you can, but don't pinch by leaving out important steps that will hurt the success of your conference.

Be willing to invest money. Send more than one mailing, offer to pay mileage for committee members who are traveling to sell the conference, pay a professional speaker to give a workshop, send out press releases. In the end, this will be money well spent. At the conference you will earn back the money spent, and your next conference will do even better.

The clubs in your district or region all will benefit from new and energized members. Your committee members will have had the chance to participate in a successful and fulfilling opportunity. Your conference will benefit, and most importantly, you will benefit. People will rave about the work you did and talk about your selfless dedication, your many sacrifices and your organizational skills.

You can smile, accept the compliments, enjoy the conference and say with sincerity: "It was easy!" **1**

Kathy Khoury is a freelance writer living in Hancock, New Hampshire.

TOASTMASTERS 1996 GOLDEN GAVEL RECIPIENT:



DR. LEROY WALKER

President of the U.S. Olympic Committee

As the Olympic Games take place this summer, millions of people around the globe will watch with awe and excitement as the swiftest and surest athletes prove themselves faster, stronger and more skilled than those before them. They will go down in history as the greatest of their time.

But few people will have heard of a man behind the scenes who has accomplished his own feats without cheers from a thousand fans or hopes of a gold medal propelling him toward the finish line. Dr. LeRoy Walker, 77, is a man without whom the 1996 Olympics – and many past Olympic victories – might never have made it off the starting block. This year Walker will be honored at Toastmasters International Convention with our organization's most prestigious award for excellence in the fields of communication and leadership: The Golden Gavel.

Walker is president of the United States Olympic Committee (USOC). For almost four years he has overseen preparations for the upcoming Olympic Games in Atlanta, Georgia. A former coach, consultant and teacher, Walker's leadership and public speaking skills have proven worthy of the challenge. As USOC president, he has raised millions of dollars, sought corporate supporters, garnered enthusiasm from the public and dealt with controversial issues. He has tackled each challenge with wisdom and grace.

Faced with raising \$400 million at a time when the economy was tight and corporate sponsors were scarce, Walker knew he first had to gain the support of the public. In the past four years he has striven to convince Americans that the value of supporting Olympic athletes extends well beyond the 16 magnificent days of ceremony and competition.

Walker knows all too well about trying to make it against the odds. This summer he will be in Atlanta as the U.S. president of an international event, but his life began in the same city 77 years ago in society's lower echelon. He and his 12 siblings were raised by his widowed mother during

the Great Depression, and they endured decades of racism and segregation.

Yet Walker attended college and eventually earned his master's degree and Ph.D., despite being told by faculty members they doubted a black man could achieve academical-

ly. He became a teacher, coach and eventually chancellor at North Carolina Central University. But it was not an easy road. As track coach, Walker often would have to drive 200 miles before finding a restaurant that would serve his winning, all-black team.

"If I had to write [my life story] as the scenario for a movie, some people would not believe it," Walker says. "A guy born in Atlanta where segregation was rampant, goes through all this, then returns for the centennial celebration of the Olympics as 'the top person' of the national Olympic committee... A lot of young blacks, hispanics and other minorities can see that if you keep plugging away and pursue excellence, something good can happen to you."

Walker's leadership and public speaking skills make a positive impression on everyone he meets:

"The story of the American Olympic athlete has been one of the most difficult to tell for decades. However, Dr. Leroy Walker, through his unique speaking ability, has made millions of Americans understand these issues like no one else probably could have."

– MIKE MORAN, USOC DIRECTOR OF PR

"Dr. Walker is a true leader; reluctant followers are swept up by the magnetism of his personality. People cannot resist his honesty, dedication and enthusiasm for the Olympic movement. The man has charisma."

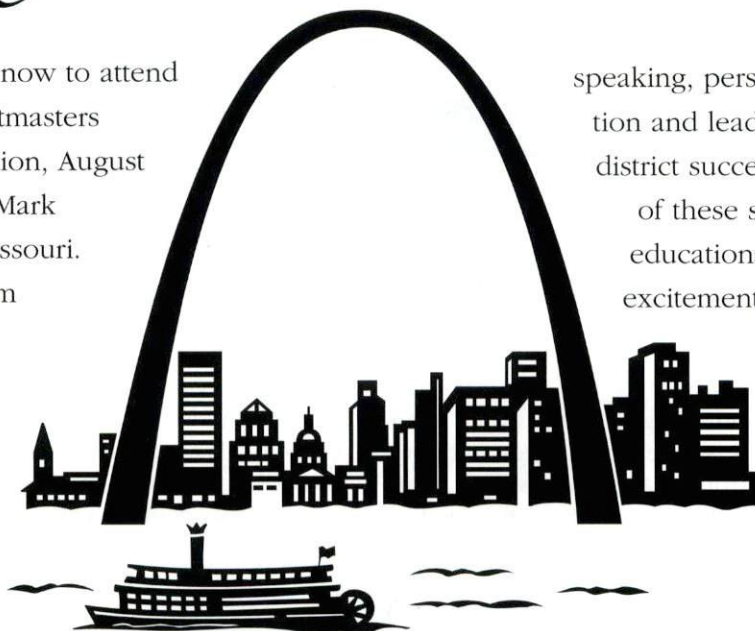
– ANITA DE FRANTZ, PRESIDENT,
AMATEUR ATHLETIC FOUNDATION AND IOC REPRESENTATIVE

Don't miss the opportunity to hear Dr. Walker's inspiring message this August at Toastmasters International's 65th Annual Convention in St. Louis, Missouri. For details and registration information, please turn the page. **T**



Meet Us Under the Arch!

Start making plans now to attend the 65th Annual Toastmasters International Convention, August 21-24, at the Adam's Mark Hotel, in St. Louis, Missouri. Join Toastmasters from around the world as they gather to listen to dynamic speakers. Enjoy program variety with educational session tracks covering



speaking, personal growth, motivation and leadership, and club and district success. Mix or match any of these sessions to meet your educational needs. Witness the excitement of the World Championship of Public Speaking. Don't delay! Make your reservations today. Join us in St. Louis for a truly monumental experience!

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TOASTMASTERS 65TH ANNUAL CONVENTION

AUGUST 21-24, 1996 ♦ ADAM'S MARK HOTEL, ST. LOUIS, MISSOURI, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors or District Governors elected for 1996-97.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 21.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. Event tickets are *not* included with registration and must be purchased separately. (See below)

_____	Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$90.00	\$ _____
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_____	Full Spouse/Guest Registration (Wed., Thurs., Fri., & Sat.) (each) @ \$75.00	\$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). Tickets are not included with registration. If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

_____	Wednesday/Thursday (August 21 & 22) Convention Registration for Member/Spouse/Guest @ \$47.00 (With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.)	\$ _____
_____	Friday (August 23) Convention Registration for Member/Spouse/Guest @ \$47.00 (With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, DTM Luncheon and Fun Night.)	\$ _____
_____	Saturday (August 24) Convention Registration for Member/Spouse/Guest @ \$47.00 (With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.)	\$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

_____	Tickets: Interdistrict Speech Contest (Monday, August 19) @ \$10.00	\$ _____
_____	Tickets: Golden Gavel Luncheon (Thursday, August 22) @ \$28.00	\$ _____
_____	Tickets: Toastmasters & Guests Luncheon (Friday, August 23) @ \$25.00	\$ _____
_____	Tickets: DTM Luncheon (Friday, August 23) (Note DTM # _____) @ \$25.00	\$ _____
_____	Tickets: "Waterworld" Fun Night (Friday, August 23,) @ \$43.00	\$ _____
_____	Tickets: International Speech Contest (Saturday, August 24) @ \$15.00	\$ _____
_____	Tickets: President's Dinner Dance (Saturday, August 24) @ \$43.00	\$ _____
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Check enclosed for \$_____ (U.S. Dollars) payable to Toastmasters International. **Credit cards not accepted. Cancellation reimbursement requests not accepted after July 15. Cancellations not accepted on site. NO EXCEPTIONS!**

(PLEASE PRINT) Club No. _____ District _____
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 Daytime Telephone () _____ If you are an incoming Club or District officer, indicate office: _____
 I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.



The following listings are arranged in numerical order by district and club number.

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- Janice (Jenny) Herrick, 3060-19
- Anthony Stewart Taylor, 6456-21
- Ruby L. Hammitt, 6881-23
- Jean L. Torneten, 2114-24
- Patricia Spotanski, 4553-26
- Kit Riley, 8102-26
- Mary S. Cowper, 1660-28
- Ronald W. Hruby, 6708-33
- Dolores Alvarez De Dieguez, 916-34
- Angeline M. Warneke, 2780-35
- Anthony T. Bonina, 6156-40
- Vanessa G. Harris, 1684-43
- Rosalind L. Murray, 2225-47
- Werner C. Schier, 2692-52
- Mary Jo Johnston, 6058-56
- John D. Smelser, 8350-56
- Taimi Henderson, 3090-60
- David McCaw, 5444-61
- Debra Kay Howard, 9144-69
- Sally D'Innella, 6691-70
- R. J. Finch, 5673-71
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Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

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- Sandra A. Garrett, 5984-14
- Lorraine Hladik, 2796-21

- Susan Niven, 9890-21
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- Earl T. Akey, 1438-35
- Terry L. Moyer, 6154-38
- Richard Hash, 1528-39
- Candise S. Clark, 5108-39
- Lorenzo R. Cuesta, 5108-39
- Bryon Merrett, 2897-42
- Florence F. Mawson (Flo), 6925-42
- Curtisteen Brooks, 7825-43
- Thane W. Cornell, 4698-47
- Dorothea M. Perry, 127-54
- Benjamin M. Plummer, 2659-56
- Paul Browning, 6310-69
- A. Jack Headford, 3511-72
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ATM

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- Burke Leon, 285-F
- Robert Hudack, 316-F
- Lon H. Records, 6542-F
- Zandra Rejeana Wiegman, 5448-2
- Carolann M. Quenneville, 499-3
- Frank R. Salatino, 5450-3
- Mark Colbert, 6580-3
- Bruce Ochiyo, 4608-4
- Larry Prevost, 4608-4
- Marlene Rodman, 6654-4
- Douglass C. Evans, 888-5
- Amir Abdul Rahim, 6296-5
- Narrie Babao, 9493-5
- John C. Datuin, 9493-5
- Gerald W. McCormick, 819-6
- John Sylvestre, 1392-6
- Keith Hardy, 4106-6
- John Ellefson, 4687-6
- Carol J. Mordorski, 5133-6
- Bruce Arnold Bremer, 5305-6
- Bruce A. Rottink, 605-7
- Kathleen Crisman, 1832-7
- Peter J. Mozena, 4999-7
- Michael L. Hartley, 7638-7
- Bryan Royer, 2389-8
- Danny Loewe, 9643-8
- Anthony J. Gartner, 9677-8
- Michael Joseph Snell, 618-9
- Maureen Ordman-Fike, 2093-10
- Donald L. Spickler, 5759-10
- Terry Offenbacher, 1155-11
- Loren S. Wolk, 7704-11
- Loretta M. Roth, 1348-12
- Ernie Cortazar, 1969-12
- Mark McKellip, 2250-12
- Denise Bell, 4064-12
- Edward M. Joseph, 4264-12
- Richard Snyder, 7213-12
- Brenda K. Crowe, 2195-14
- Lihong L. D'Angelo, 2195-14
- Larry Forrester, 2942-16
- Elane M. Essic, 3046-16
- Kenton R. Lembke, 3147-17
- Patricia A. Lange, 300-18
- Frank M. Neighoff, Jr., 300-18
- Michael O'Leary, 1833-18
- Lois J. DeWaard, 671-19
- Marie Ferdinand, 1089-19
- James P. O'Hare, 1209-19
- Dorothy Yvonne Wagner, 2061-19
- Gilbert H. Norris, 2790-19
- Susan B. Wilson, 6787-19
- Sharron Waddingham, 8727-20
- Bruce A. Dockter, 8862-20
- Julia V. Gass, 3860-22
- Brenda J. Laurion, 122-23
- Clifford Gardner, 3422-23
- Dennis L. Peters, 5731-23
- James E. Taylor, 4362-24
- Cindy Collins, 2231-25
- Robyn Hammonds, 6572-25
- Bill W. Eddleman, 7749-25
- John R. Clark, 375-26
- Carol Rooney, 798-26
- Judy Lee Paez, 3218-26
- Diane Oestman, 7952-26
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- Joshua D. King, 3054-28
- Joyce Hyshaw, 3911-30
- Deborah L. Kulkkula, 7434-31
- Leo G. Farland, 8653-31
- Roger S. Wells, 1633-32
- Myrna E. Monasterial, 2746-33
- Susan Simkowski, 6141-35
- Allen W. Hancock, III, 5095-37
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- Marjorie Quist, 7345-39
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- Norman J. Malenke, 8253-43
- David Gorsline, 1555-45
- Carla J. Messer, 1562-45
- Gordon Cawood, 6205-45
- Michael R. Young, 3540-46
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- Valeda L. Jennings, 2903-47
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- Nancy P. Curtis, 3235-48
- Sean Healy, 393-50
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- Marti Holloway, 4533-50
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- Raymond H. Fitzsimmons, 6613-53
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 Ella Williams, 6612-68
 Albert P. Selph, 9584-68
 Bernie Pegrem, 1069-69
 Patricia Anne Pedersen, 2987-69
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 Alexandra Tcekos, 3110-69
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 Leslie John Tooby, 4613-70
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Ultimate Achievers, 6138-F
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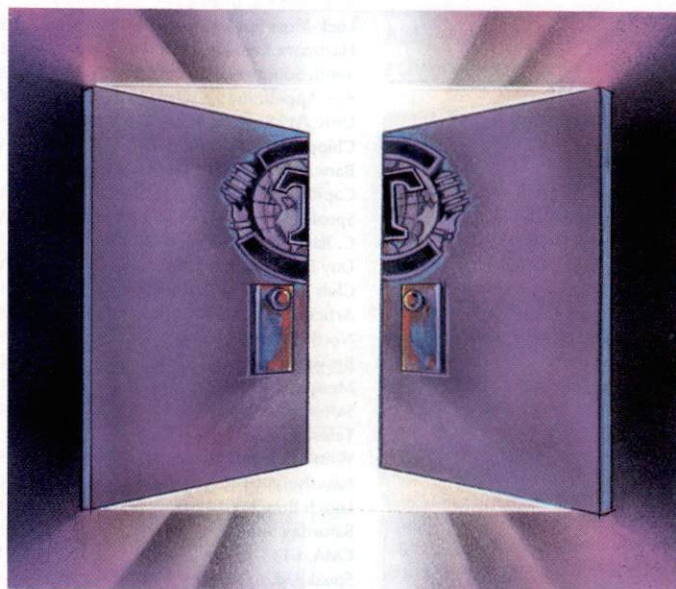
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