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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, educational organization with Toastmasters clubs throughout the world.

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop leadership and executive potential. The club meetings are conducted by the members themselves in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.

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PRINTED IN U.S.A.

Address all communications to THE TOASTMASTER, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, California 92711.

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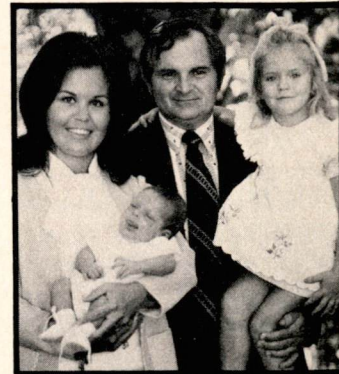
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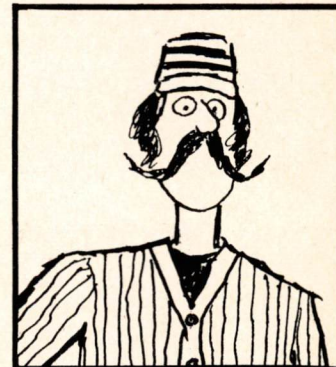
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The beautiful Science Building at the Florida Institute of Technology highlights the skyline of Melbourne, Florida — Toastmasters Town of the Month!

- Bruce L. Anderson **EDITOR**
Michael J. Snapp **MANAGING EDITOR**
Phil Interlandi **ILLUSTRATIONS**



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Meet Your 1974-75 International President

JOHN F. DIAZ, DTM

John F. Diaz, DTM, of Melbourne, Florida was elected president of Toastmasters International at the annual business meeting on August 15, during the Golden Anniversary Convention in Anaheim, California.

A Toastmaster for 17 years, Mr. Diaz becomes chairman of the TI Executive Committee and presiding officer at all meetings of the Board of Directors during the year. As president, he will travel to visit with Toastmasters and civic and social leaders who support the development of communication and leadership.

He was senior vice-president in 1973-74 and a director in 1968-70. Mr. Diaz served on the Organization, Planning, and Administrative Committee for two years and as chairman of the Educational Committee in 1972-73. A past president of the Harbor City Toastmasters Club 3042-47 in Melbourne, Mr. Diaz was District 47 Governor in 1965-66, Outstanding Area Governor of District 47 in 1964 and received an honorary life membership from Radiation Toastmasters Club 1423-47. Creator of "The Organizer," an area governor operational manual for his district, the new president was named Outstanding Toastmaster of the Radiation Toastmasters



Club for four consecutive years and 1970-73 Outstanding Toastmaster for the Harbor City Toastmasters Club.

A former First Lieutenant with the United States Air Force, Mr. Diaz is executive vice-president of Diversified Electronics, Inc., and is on the Board of Directors of Diversified Electronics, Opto Mechanik, Inc., Mercury Engineering, Inc., and the Valjean Corporation.

Mr. Diaz was born in Rich Park, New Jersey, and received his Bachelor of Industrial Engineering degree from Syracuse University in Syracuse, New York. He also completed graduate courses in law at Ohio State University. He is a member of Beta Pi, Alpha Pi Mu, Theta and Delta Tau Delta.

Mr. Diaz and his wife, Sherry, are the parents of two children, Lora and John Marshall. ■

FORWARD FROM FIFTY...

By Members In Action

by John F. Diaz, DTM

This year marks a great milestone in the history of Toastmasters. This is our 50th birthday; a time for great celebration and pride in our organization which has evolved from an idea in the mind of our founder, Dr. Smedley, to the greatest organization of its kind in the world.

I wonder if Dr. Smedley would recognize us now. We have come a long way from that basement at the YMCA. We have expanded our programs from basic Toastmasters training in the club on through to activities such as Speechcraft, Youth Leadership, Speaker's Bureau and Gavel clubs. These benefit the communities, our youth, the incarcerated and, through his participation, the Toastmaster himself. I don't know if Dr. Smedley would recognize us, but I know he would be proud of the work we are doing world-wide.

We are all thankful for that man who had the original idea. We appreciate all the work of Toastmasters before us who have built this organization to the size it is today. We have over 60,000 members and a history of helping over one million people through our programs. But the past is the past. And this is now. We must consider 1974 as the first year of our future. A time to make some history. In Toastmasters fashion, we must discard the outdated ideas, evaluate and learn from our mistakes, and exploit our successes. But most important, we must adopt an attitude of making ourselves relevant to today's world and not accept the excuse of "that's the way it's always been done."

A Different World

This is so important because our world today is very different from that of Dr. Smedley's. We have seen the invention of the computer, the advance of major communication and travel beyond anyone's imagination. We have fought three major wars and seen our world go from a basically agricultural one to one of rapid urban growth. In the 20's, many boys stayed on the farm and eventually owned a farm of their own. It was expected that a son would follow in his father's footsteps when a career decision was made. Now people are crowding to the cities in search of higher paying, more technical careers. The emphasis is on education. And the need world-wide is for better communication on all levels of government, business, and everyday homelife.

How do we meet the challenges of this computerized, urban society? Let me give you my opinion of the direction that we must take on an international level in order to be relevant to this new environment over the next several years.

Our long range planning, founded in educational

research, must be thorough and complete. It must not be the product of speculation, but rather a sound road map viewed through trained, progressive eyes, and based on documented evidence of where our world is going. We must define what role Toastmasters can play in that future.

Among the challenges we face, and some specific steps that we must begin today, are creation of a sound financial base for the entire organization. This can and should be done by the use of an endowment fund similar to those used by other progressive volunteer organizations meeting their members' needs today.

Improved Communication

The communication lines between our World Headquarters and our clubs must be strengthened. Even with the most modern of communication methods, the clubs are not getting enough of their questions answered. World Headquarters is responsive, but limited. The Toastmasters club of today has more complex questions and needs more challenges. We need a network of professional field staff representatives working in the regions and districts. This will put World Headquarters close to the problem and fulfill the ultimate objective of improving service to the members and the clubs. Field staff representatives would offer a giant step towards closing that communication gap.

Although we consider ourselves an international organization, we spend very little of our time and resources on true international development. As a consequence, our expansion outside of North

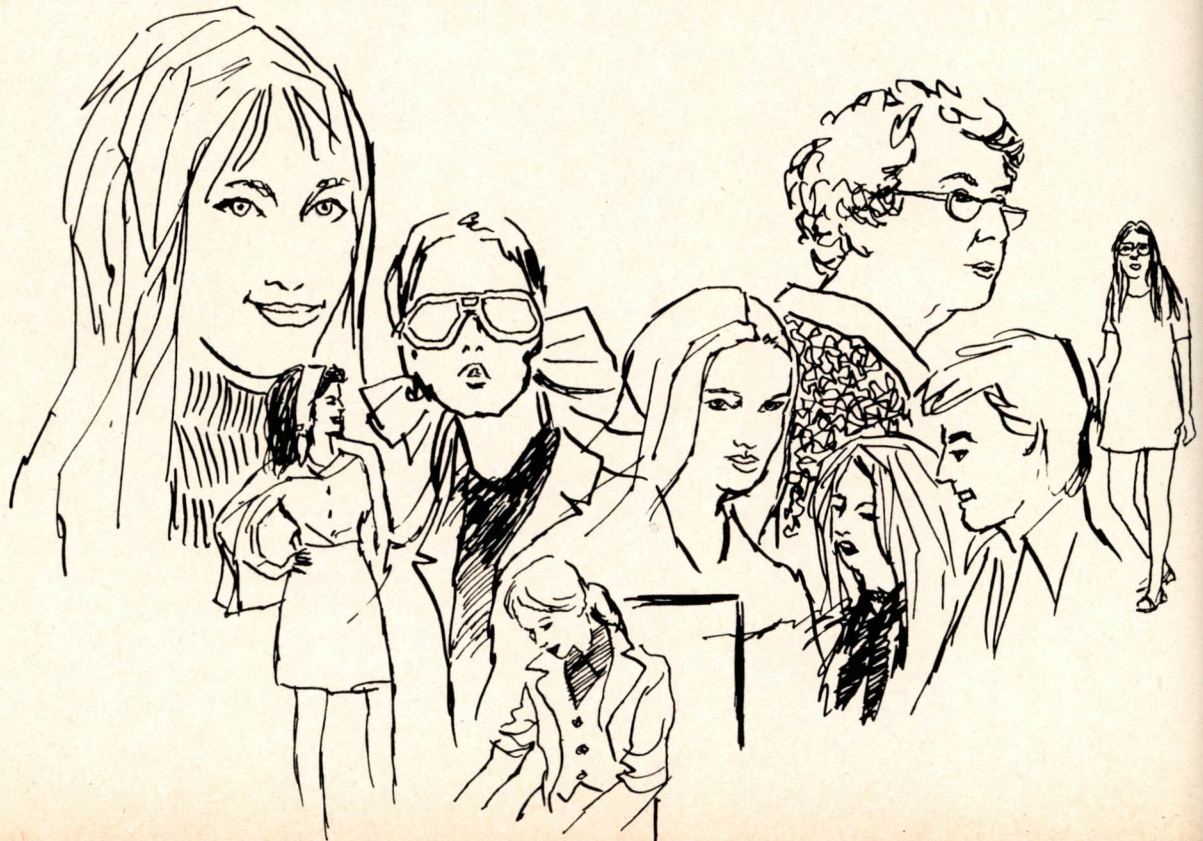
America is slow and unplanned. In a world which becomes smaller every day through the use of advanced travel and communication, it is more important than ever that we concentrate on our international potential. We must set the wheels in motion today toward solving the logistical complexities of better serving our overseas members.

Women in Toastmasters

I believe, too, that women will be assuming an ever-increasing role in our organization. Just as the young men have come off the farms, the women are coming out of the homes and facing the competition of a previously all-male business world in which, in order to be effective and survive, they must be good communicators.

We have only begun to penetrate other high potential markets for our programs. Among these markets are the burgeoning community college and extension university network, where we reach our nation's youth. Some of us criticize America's preoccupation with youth. But it is the youth who have enthusiasm and fearless willingness to innovate that could serve as a model of optimism for us. Another promising market lies within government and industrial organizations—the men and women on the job who would willingly spend their lunch hour in personal improvement and growth.

Our tasks should be made considerably easier by the ever-increasing number of communication media that are available to us by the advances in technology, such as audio cassettes, video tapes,



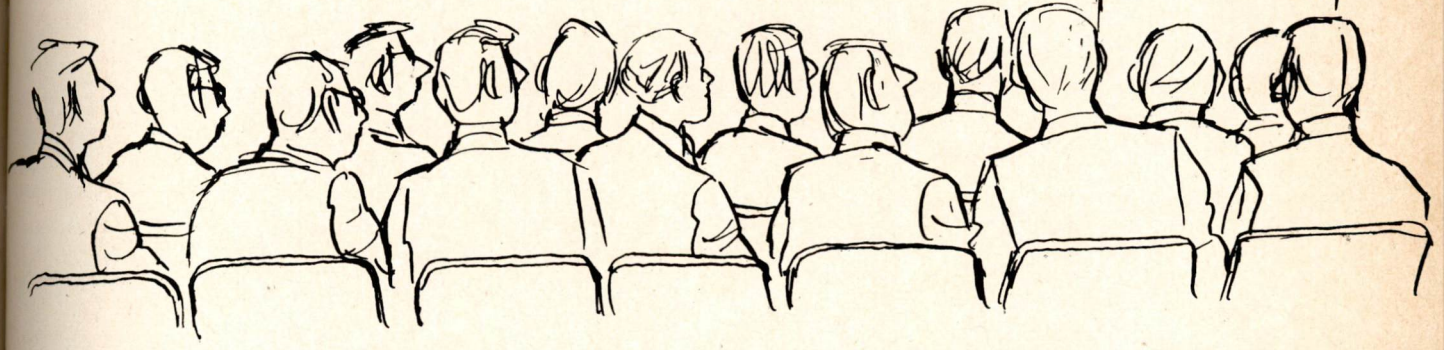
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recorders, and other audio visual techniques. In this area, we must not be afraid to experiment in an effort to reach more Toastmasters, many of whom find it hard to spend time at Toastmasters meetings but prefer educational activity whenever they find a leisure moment.

The Club Member

One factor must remain paramount in whatever we do. That is, in the final analysis, everything we do must be measured by its impact on the member in the club. Although on a corporate level we can provide the mechanics, our do-it-yourself concept leaves it solely up to the member himself to be the master of his own personal development. And it is imperative that the club member not be afraid to fail. As Vince Lombardi once said, "Winning is a habit, so is losing." What we must do is replace our old habits with new ones. Develop a winning attitude.

As individual Toastmasters, we must learn how to "turn on" our members and member prospects. We are competing for their attention with many more time-consuming responsibilities and interests than ever before. Today, in our sophisticated society, our club meeting standard of excellence must be such that it will continually cause the club members to always attend and participate—and cause club prospects to want to join and stay.

Think a minute about the best two recent meetings your club has provided. Why were these good? Were there no changes in scheduled participants? Were all participants prepared? Did the meeting format have variety? Did it meet the needs of members? Were guests present and told about

Toastmasters member and club programs they didn't necessarily see that evening? All of these ingredients work together to make an interesting and challenging meeting. But in order to have such a meeting, the members must be innovative—they must fight mediocrity. They must be members in action, not settling for what they have always done before, but working to make things better.

District officers, area officers, club bulletins, and World Headquarters all report that your club and my club are falling short. We are not presenting the Toastmasters member with club programs in a manner that meets needs, increases educational benefits, and provides enjoyment. This in itself would reduce member turnover and increase the number of prospects becoming members.

Members in Action

Ladies and gentlemen, we as members are faced with a task greater today than ever before. I will do my best to become a member in action and I challenge you to become a member in action too. For you see, we are like the sailboats out on the water. If you have ever watched them, you saw the wind blowing from the north, east, south, or west, but the sailboat maintains its course, because it doesn't matter which way the wind blows, the course is determined by the set of the sails.

If we set our course for an action-oriented membership, we will become an action-oriented organization, not afraid of the obstacles of this new society, but motivated by our belief in the philosophy of better communication for a better world.

Let's make history of our own. There's no better time to begin than now. ■



CREATING A NEW CLUB:

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Toastmasters are an interesting group of individuals. Almost without exception, those who have remained in the program for any length of time are quick to tell other Toastmasters of the many benefits they have received from their experiences in this great organization. This can be evidenced at nearly any Toastmasters meeting, conference, or convention, as we listen to the many unsolicited testimonials that have become a part of our formal speeches, evaluation, and table topics discussions.

A lesser number tell others in their immediate outside environment about the benefits of Toastmasters training. It is here that we quite often can measure the success of our efforts to convince our neighbors, fellow workers,

and acquaintances to attend a meeting and, hopefully, become a part of Toastmasters.

Unfortunately, only a very small percentage ever think of "spreading the word" about Toastmasters to nearby communities or into larger public or private institutions and businesses where there is no such program at the present time.

By far, the most rewarding experience a Toastmaster can achieve is the experience of seeking to extend the benefits of Toastmasters training to communities and to organizations where Toastmasters does not currently exist. As Toastmasters, we recognize the need for growth. It is this principle of helping ourselves by helping others that has brought over one million men and women into the Toastmasters program. But many Toastmasters still seem to feel there is an aura of mystery surrounding the creation of a new club.

From my own personal experience in the formation of my own club, Greater Fairmont Toastmasters Club 2773-13, and from organizing or assisting in the efforts of forming some twelve other clubs, I feel that one of the easiest tasks in Toastmasters is to create a new club.

New clubs generally are readily acceptable by prospective members, once the prospects know what Toastmasters is and what it can do for them. Toastmasters is an inexpensive training program for those who seek to improve their communication and leadership

MASTER

by H. Gerald Warren, DTM
Club 2773-13

ship abilities. Unlike other programs, it is continuous and allows the member to improve his ability at his own desired pace. Toastmasters also allows the member to improve his listening and thinking abilities as well—and all in a social atmosphere.

All Beginners

In a new club, all members start as beginners. This appeals to the more shy and reserved prospects—those who perhaps need Toastmasters most. In a new club, there is a spirit of working together to get a new idea “off the ground” and a generally-shared feeling that everyone is going to make mistakes together.

Although we try to get these same ideas across to prospective members for existing clubs, we often fail because the prospect simply refuses to accept the premise that *everyone* in Toastmasters is learning. All too often, we hear such excuses as, “I’d like to join, but I can’t speak well,” or “I’m not a professional like some of those guys in the club!” Perhaps there is also that hidden fear that everyone may make fun of him if he can’t do as well as some of the more seasoned veterans in the club.

But such reservations do not usually exist in a new club. So, quite often organizing a new club can be an easier task than recruiting members for an existing club. But you must not be easily discouraged, and you have to let people know what you are doing.

If the idea of starting a new club appeals to you, contact your district governor or World Headquarters and tell the district’s club extension chairman of your plans. He’ll review with you any past efforts at extension in the area or institutions you may have selected as a target area, or he may give you some ideas on prospective areas or groups. Secure a New Club Packet from your district’s club extension chairman and carefully review the materials in the packet. At some point early in your

efforts, either you or a group from your target area or institution will want to complete an application for permission to organize a Toastmasters club, which is supplied in the new club packet. This allows the new group to use the Toastmasters name while applying for their official charter.

New clubs generally fall into two categories—associated and community-wide clubs. The first is generally restricted to various businesses, industries, organizations, trade groups, military bases, etc., and derives its membership

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The ultimate
measure of success
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is the quality of the
club’s leadership
and programming.

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from a confined group, while a community-wide club should have a good cross-section of members from the community. While community-wide clubs generally have the best opportunity for offering their members a broader scope of training, associated clubs have existed and prospered for years in many businesses and organizations. The ultimate measure of success for a new Toastmasters club is the quality of the club’s leadership and programming.

Once you have determined your target, get started. Summertime usually is not the best time to start a new club because of vacations and other activities but, here again, there are no steadfast rules. If summer weather does not curtail club activities in your area, by all means go ahead.

If you know someone who has expressed an interest in Toastmasters, or a former Toastmaster who has been transferred or has moved into the community, all the better. These people may have extra interest that can help stimulate others. But don’t rely entirely on these people. Maybe the inquiry was made to satisfy a curiosity and the prospect has concluded he doesn’t want to do the groundwork to get a club started. The former Toastmaster may have had an unpleasant experience and is not interested in continuing, or may be too busy in his new surroundings and job assignment to devote much time to a new organization. Try to interest them, but don’t rely entirely on such individuals to lead the way for others to follow. In my own club, formed ten years ago and still doing quite well, we have never been able to interest three former Toastmasters who lived in the community when our club was started, and who still live there. Three years ago, I became interested in forming a club in a community where two individuals had made separate inquiries to World Headquarters. Although they were the first people contacted and have been contacted frequently since, neither of them has ever attended a meeting of the club, which is now nearly two years old!

The New Community

Even an area where everyone is a stranger can be fruitful for your extension efforts. If you are approaching a new community, determine if there are enough people in the community to sustain a Toastmasters club. Clubs have been formed and have prospered for years in communities of two

or three hundred people, or in organizations with 50 or 60 members, but the larger the population, the better the opportunity for success. My own personal rule-of-thumb is that a Toastmasters club can succeed and be a vital force in a community of 7,000 or more. But, here again, clubs in much smaller areas have succeeded and done well, while clubs in population areas many times that size have floundered. The number of organizations that are competing for the individual's time, as well as the availability of qualified leadership, can mean a lot to the success of a club.

One approach I have used in "cold-canvassing" a prospective Toastmasters area is to visit the local Chamber of Commerce and talk with the executive director or secretary. Tell him or her the purposes and goals of Toastmasters and have a list of prospective members—leaders in the community—prepared. Visit civic leaders, officers of other clubs, personnel managers, and businessmen and talk up Toastmasters. Tell them you are planning to start a new club and ask for their assistance.

Setting Up

From your discussions with community leaders, determine an appropriate meeting night and place; then set a date and time for your initial meeting. Arrange with members of your club or nearby clubs to form a demonstration team—maybe one or two formal speakers, telling about Toastmasters, a Toastmaster for the meeting, a general evaluator, a table topics leader, and one or two other members to participate in your table topics discussion. Visit the local newspaper editor, radio or television station news directors and furnish these people with a short, neat, double-spaced news release telling about the meeting time, date, and purposes. Ask these media leaders to use the information you have given them, if possible, but don't demand their co-

operation. In most cases, they'll be happy to assist.

Send a notice of the meeting to the people on the list of prospects you have compiled on your visits to people in the community, inviting their attendance and asking them to bring others who may be interested. Plan to have your letter reach the prospects at least four or five days before the day of the meeting. Two days before the meeting, follow up with personal phone calls, if possible.

The Meeting

On the appointed time and date for your meeting, be sure everything is ready to go. Arrive early with your demonstration team, have everything (club banner, Toastmasters literature, sample materials) in place, and be ready to greet the prospective members. Make sure your demonstration program has been planned, so as not to last more than 45 minutes, and then plan a well-organized discussion period on the benefits of Toastmasters and what it takes to form a new club. Don't hard-sell, but be prepared to lead the discussion toward a definite decision on a future Toastmasters meeting and an organization. If possible, have the group tentatively decide on a dues-structure, appoint a temporary secretary and chairman, and even plan a limited program with prospective members participating at the next meeting.

After the initial meeting, the second meeting should follow in no more than two weeks. In order to keep initial enthusiasm going, I prefer to schedule the second meeting within the next ten days.

Above all, don't be discouraged. In one meeting I attempted to set up, only one man attended the first meeting, but we went ahead and explained the Toastmasters program to him and got his commitment to return one week later with other prospects. He fulfilled his commitment and, since that time four years ago, the club has continued to prosper and grow.

If your sponsoring club can afford it, have your initial meeting where coffee and light refreshments—perhaps even a dessert—can be served. A social period following your formal presentation offers an opportunity for the Toastmasters present to talk informally with many of the prospects.

Even after your new club is on its way, much follow-up is necessary. Most new clubs fail within eighteen months after chartering and you want to prevent this with your new offspring! Make sure you or members of the sponsoring club are present at club meetings of the new group for the first three months, then perhaps less frequently up through the first year of the club's existence. But, above all, don't try to dominate the club. Be present as an advisor, not as a leader. The new club has selected its own leaders.

We've talked mainly about community-wide clubs, but institutionally-sponsored clubs demand the same attention and the same planning. Plenty of hours are involved to be sure, but think of the satisfaction you will have received from seeing the birth of a new Toastmasters club—one you helped create and progress towards maturity! The 25 or more members of that new club may have required less hours to secure than those same number of members in your club. Above all, you have helped open the door in an area where Toastmasters might otherwise have never existed.

H. Gerald Warren, DTM, is past District 13 governor and founder of the Greater Fairmont Toastmasters Club 2773-13 in Fairmont, West Virginia. A former president and general manager of Monongahela Power Company, he stepped down earlier this year to form Multi-Com, an advertising and publishing firm, which he now heads.

OCTOBER INVITATION MONTH

Besides being the founding month of Toastmasters—an event of substantial consequence during this 50th Anniversary Year—October has been designated to replace April as Invitation Month.

This move affords an excellent opportunity for you to build interest and increase club membership by inviting guests to see the Toastmasters program in action during the founding month—50 years after the first Toastmasters club was founded by Dr. Ralph C. Smedley in Santa Ana, California. While the shift from April to October creates little or no problems at all, the advantage of making this change is fairly evident. During October, it's likely that all concerted Toastmasters publicity efforts will be at their peak, providing your prospects with an in-depth view of the organization before you ever approach them.

The new invitation month also helps solve the problem of the yearly "summer slump." When a prospect joined a Toastmasters club during April Invitation Month, it wasn't long until the hot summer months rolled around and severely curtailed attendance in many clubs. With the summer months past, the prospect can look forward to many months of fellowship and education.

Where do you find these prospects? Anywhere you get together with other people! You'll find them in your professional or trade asso-

ciations, church groups, service clubs, civic organizations, social clubs or unions. You'll find that they're people just like you—people with the desire to improve their ability to communicate.

After your list of prospects has been gathered, mail them an invitation to visit your Toastmasters club. After allowing adequate time for them to receive it, give them a call.

Tell them what your experience as a Toastmaster has meant to you, what it can mean to them and how Toastmasters can prepare them for increased income, job advancement, and greater recognition in their profession and community. Remind them that Toastmasters membership provides affiliation with an international educational association providing tomorrow's Communication and Leadership Program—a program designed to meet one of the world's major needs.

Tell them about the programs your club has to offer...programs that include: committee and conference leadership, audio-visual techniques, evaluation, impromptu speaking practice...all conducted in a "learning by doing" atmosphere.

Invite them to visit your club and watch the Toastmasters Communication and Leadership Program work. While you're telling them about Toastmasters 50th An-

niversary celebration, extend an offer to provide transportation to and from the meeting.

After they have attended one of your meetings as a guest, follow through! Invite the guests to return to the next meeting and be sure to answer any questions they might have about Toastmasters. Finally, ask them to join!

Use the following checklist to help develop your club's plan for October Invitation Month.

Plan your meeting well in advance. Set up special club programs for your October meetings with emphasis on the 50th Anniversary. Be sure to publicize these meetings.

Develop your guest invitation lists and prepare the invitations. If your club needs guest invitation cards and envelopes (No. 344), they may be ordered in sets of 25 for \$1.25.

Hold your club's "kick-off" meeting in September. Individual responsibilities for the effective and efficient operation of October Invitation Month should be assigned here.

Mail the invitations.

Be sure to follow-up by phoning all invited guests.

Check with all your meeting participants in advance to assure quality meetings.

The Club Meeting. Each guest should have a host and should be given literature and an explanation of the Toastmasters program. A period dedicated to the 50th Anniversary Year as well as questions and answers should be provided.

Follow-up with the aid of letters and phone calls. Don't make yourself a nuisance, but tell your prospect that you will be happy to answer any further questions he may have about Toastmasters. Invite him to your next meeting.

Ask your guest to join.

Help celebrate the founding month of Toastmasters by making October Invitation Month a giant success—not only for yourself, but for the people you will introduce to this great organization. ■

SGT. AT ARMS

TREASURER

The Leadership Process

Beginning this month, The Toastmaster will feature a series of articles designed to help you better understand the leadership opportunities in the Toastmasters club and organization.

Whether you are a new Toastmaster or a seasoned veteran, this section will be of interest in helping you acquire certain leadership techniques while serving your fellow Toastmasters.

While not given the publicity the club president often receives, the sergeant at arms and treasurer perform duties just as vital to the very existence of the club.

The *sergeant at arms* is chairman of one of the club's most important committees—the social and reception committee.

A member of the executive committee and official vote counter for club awards, the sergeant at arms is in charge of the official hosts and greeters at regular meetings and for all special social events of the club.

Under his guidance, the committee makes arrangements for special meeting facilities, if necessary, and makes certain that equipment (timing devices, club banner, gavel, lectern, etc.), services, foods, beverages, and personnel are taken care of properly.

As official hosts and greeters the committee members will meet guests at the door, introduce them to club members, and explain the fundamental aspects of the Toastmasters program. Each guest should be given a name badge and asked to complete a guest card. This card is then forwarded to the club president, who uses the information to introduce the guest formally to the club. The committee also sees that the guest leaves his name and address in the club guest book so the membership and attendance committee will be able to invite him to future meetings.

Like the sergeant at arms, the *treasurer* is a member of the club executive committee.

Although he has no other standing committee responsibilities, his specific duties are varied and very important to the fiscal management of a Toastmasters club.

As treasurer, it is his duty to maintain the executive committee (financial) section of the Distinguished Club Plan and develop an annual budget, based on the records of previous administrations. The treasurer submits this budget to the executive committee of the club for approval.

Receiving, disbursing, and accounting for all club funds in accordance with the accounting procedures of the club is also handled by the treasurer. He is responsible for prompt payment of all bills incurred by the club, which he submits to the president before payment is made.

At the first regular meeting of each month, the treasurer reports the dues status of delinquent members and provides a financial report of the club to the membership. While attending these club meetings, it is the treasurer's job to record receipt of application and initiation fee and dues for a new member. The fee and dues are then deposited in the club checking account and the application and check forwarded to the club secretary for immediate submission to World Headquarters.

By taking advantage of the leadership opportunities provided by the offices of sergeant at arms and treasurer, Toastmasters will find that they will not only improve themselves as leaders, but also as members of a well-organized club. ■

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SOUND AS GOOD AS YOU LOOK



by Roslyn Bremer

No one would think of getting up to make a speech at a meeting today without having first put on a sharp suit or a fancy dress. After all, it's second nature to want to look your best in a public appearance.

Isn't it strange, then, that so few speakers take the time and trouble to sound as good as they look when they make a speech?

And yet it happens all the time.

Why? Because, unfortunately, the obvious is all too often ignored or neglected in our daily life.

Speech Reading

One of the reasons may be that speakers are often told not to read their speeches at meetings.

But is this actually good advice? In a way it is and in a way it isn't.

Unfortunately, the advice is usually based on the false premise that if a speech is read it has to be dull.

This is definitely not true. It is true that a good speech poorly read is dull, and a poor speech poorly read is deadly. However, there's no reason why a well-written speech which is read well has to be dull at all.

Of course, we're talking about a well-written *oral* speech. The trouble with most speech writers is that they write material which would be great if you could read it at your leisure. That's a *written* speech, and the trouble is that someone has to stand up and read it.

However, the good speech writer knows that someone is going to have to stand up and deliver that speech, so he writes it for *oral* presentation.

As a starter, this means that the first thing the speaker says must be a grabber and get the audience's attention.

That obviously eliminates about 95% of the openings you generally hear in speeches—openings which include such immortal lines as "Today I'm going to talk about..."

or

"My topic for this talk is..."

or even

"I have been given the topic..."

How do those grab you? Using an opening like that can turn off half your audience before you're even into the second sentence. However, if the opening is sure-fire and makes the audience sit up and listen, you're halfway home. Then, if you've learned how to present the rest of a well-prepared oral speech, you've got it made.

It's not all that difficult, either. Last year, for example, a business executive I coached was such a success as a speaker at a local

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Page from an Orchestrated Speech

Slowly

THE READER SEES A COMPLETE THOUGHT LINE,
AND CAN SHARE IT WITH THE AUDIENCE.
YOU DON'T HAVE TO WORRY,
ABOUT AUDIENCE CONTACT.

Louder

YOU HAVE JUST STARTED READING COMMUNI-VU™ LINES!
THE PRINCIPLE IS SIMPLE:
IF YOU ARE READING SLOWLY ENOUGH,

Very Slowly

TO SHARE THE MATERIAL WITH YOUR AUDIENCE,
YOUR EYE WILL BE AHEAD OF WHAT YOU ARE SAYING,
AND YOU WILL BE LOOKING UP,
ON THE LAST FEW WORDS OF EVERY LINE.

Quietly

SINCE THE WORD LINES,
HAVE BEEN PRE-ARRANGED FOR YOU,
WITH VISUAL STOPS,
YOU HAVE NO RESPONSIBILITY;
FOR MAKING DECISIONS UNDER TENSION.
YOU CAN JUST CONCENTRATE
ON YOUR VOICE,

Gesture

GESTURES,
AND AUDIENCE CONTACT.
THOSE LISTENING TO YOU,
WILL NEVER KNOW,
HOW MUCH YOU HAVE WRITTEN,
OR HOW MUCH YOU ARE AD LIBBING!

seminar that he became the company spokesman on trips to Europe and the Far East—and loved it.

And this was a man who had started out by confiding in me that he had always avoided speech-making, and passed such assignments along to an associate, because he hated the very thought of making a speech!

What this particular individual learned is something that anyone who has to make a speech can learn—that there is nothing better than an intelligently written, well-prepared, properly organized, fully controlled, predictable presentation read with maximum effectiveness.

Please note that the operative word is “read.” It’s true that you

do from time to time come across a good extemporaneous speaker, but they are usually few and far between. In addition, such speakers always pose problems at a convention or a business meeting, where time limits are essential in order to accommodate a maximum number of speakers.

Time Limitation

Many a meeting planner has learned that even one speaker who goes off at a tangent and encroaches on the next speaker’s time is one too many. And you can count on the fingers of one hand the number of speakers who can talk off the cuff and stay within a set time limit without leaving out anything important.

But how can you make sure a speech is read properly? Most speakers use some form of phrasing markings for easier reading, along with audience contact.

However, when you’re under tension which attends a presentation before a live (and, to the speaker’s mind at least, threatening) audience, you often need more help than you usually get, which is “Act confident, and don’t be nervous.” That’s not easy advice to follow. But how can you keep from being nervous? By following Rule 1: Make sure your speech consists of grabbing oral material; and Rule 2: “Orchestrate” the speech.

That’s a rather strange word to use in this context, but it happens to be quite accurate.

Most speeches are written normally-spaced lines on pages with margins and page endings determined by the needs of the typist. This explains why you often see speakers turning pages in the middle of a thought, which is all wrong.

A communications specialist takes these normal-looking lines and literally “orchestrates” them—that is, turn them into lines which are of specific length because they permit eye contact and sharing thoughts with the audience.

“Orchestration”

These pre-planned lines are typed all in capital letters for easier reading. They also have commas added where necessary and special indentation which also makes them speak for themselves. Finally, words and passages are marked in three colors. Red is used to indicate something is to be read slowly and quietly; blue for passages to be read quickly and loudly; and green to indicate a gesture, with the word on which the gesture is to be made underlined.

The second part of orchestrating a speech involves working directly with the speaker. This

where you learn to develop your charm and to control your rate of speech and volume for variety. This is carefully "scored" into the material through the line indentations, underscorings and marginal directions mentioned earlier.

An example of one of these orchestrated scripts is found in the box on the preceding page.

The tangential effect of an orchestrated speech is that it lets you use what you have going for you as a person. What comes forth is the basic knowledge and natural charms which explain your professional success and account for the fact that you were asked to speak in the first place.

When you deliver the speech, the verbal communication is enhanced by the addition of body language, or non-verbal communication, which includes such things as changing facial expressions, slight body shifts and, perhaps most effective, the gestures which are written directly into the script.

The nice thing about reading an orchestrated script is that you are in complete control. The fact that some lines are longer than others makes for interesting eye movements and more purposeful eye contact. Looking at the audience is thus no longer a random occurrence, and eye contact becomes much more meaningful.

A Real Performer

What happens as a result? Instead of being concerned just with getting the words off the page, you turn into a real performer.

You begin to have confidence in what you are doing and saying. You become confident not because someone orders you to do so, but because you know exactly what to do.

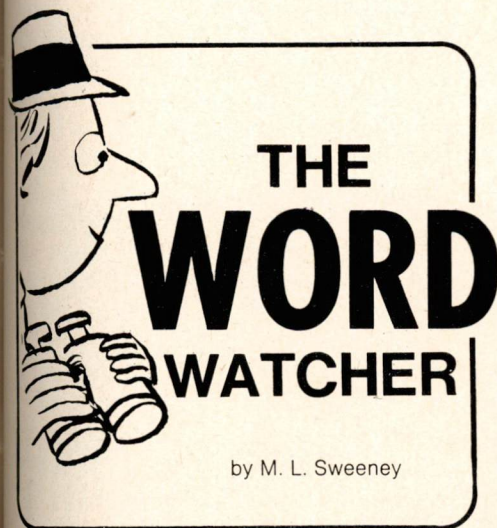
You know your speech is good. You know you're well prepared. You know you can read the speech effectively, with the right gestures at the right time. You know you can achieve meaningful audience contact. You know you can use the

right dynamics and change your rate of speech as required.

In short, you are in control. When you reach this point, you begin to wonder why you used to pass up those opportunities to speak that used to come your way.

You may even reach the point that one of my clients reached when, just before he got up to address an audience of 500 people, he said to me, "You know, if they called this off, I'd be terribly disappointed." ■

Roslyn Bremer heads up Communi-Vu, a New York firm she started to coach corporate executives in how to present speeches effectively and to develop corporate in-house management training programs in communications. Ms. Bremer also teaches communications courses at the American Language Institute and the Division of Business and Management of New York University.



It's time to join The Word Watcher as he presents some of the many misused and abused phrases and words used by people today.

ALL READY-ALREADY — *All ready* means "completely ready," *already* means "previously."

QUITE A FEW, QUITE A LITTLE, QUITE A BIT — These expressions are colloquial when used for "many," "more than little."

IT DON'T, HE DON'T, SHE DON'T — Many words and expressions enter our language through common usage, even though they are first thought of as slang or vulgarisms. Some expressions can never be accepted. When we accept "*it don't, he don't, and she don't,*" then we must also accept "*it do, he do, she do!*"

AFFECT-EFFECT — These words are commonly pronounced alike but have distinct meanings. Care should be taken in their use. *Affect* is almost always a verb and means: (1) to put on a pretense; (2) to act on. *Effect* may be a noun or a verb, but is most commonly a noun. As a noun it means: (1) result, (2) consequence, (3) outcome. As a verb it means: (1) to carry out, (2) to bring about, (3) to complete. He *affects* a Harvard accent (pretends). Tariffs *affect* our economy (action). The *effects* of this change may delay production (result). The directive was *effected* harmoniously (carried out).

AWFUL-AWFULLY — It is considered colloquial to use these words in the sense of "very," as in "It was *awful* nice of you."

UNIQUE — There is no comparative or superlative for this word since it means "being without equal." Nothing can be "more" or "most" *unique*.



The "HOW TO" Playhouse

This month's "How to" offers suggestions designed to stimulate club interest, not only from the members, but from people in the surrounding community as well.

The first idea comes from Bonnie E. Armstrong of the State Tech Toastmasters Club 3607-43 in Memphis, Tennessee.

The State Tech Toastmasters Club 3607-43 recently sponsored a presentation of the immortal classic "Casey at the Bat" for the 1974 STIM Follies, a yearly affair held at the State Technical Institute in Memphis, Tennessee.

An elementary school teacher happened to see the presentation and felt such a performance might help stimulate her students to become interested in poetry. She asked whether they could present such a program at her school and, of course, they were delighted to be given such an opportunity.

Responding to this request, Ron Bernard, Will Dixon, Jim Norton, Frank Coulter, and Vic Dannreuther from the State Tech Club, and Charlie Richardson from the

A-OK Toastmasters 1359-43, went to A. E. Harold Elementary School and presented their version of "Casey at the Bat."

Ron Bernard narrated the poem with his excellent reading voice and Vic Dannreuther and Will Dixon played the parts of the first batters. Jim Norton acted as umpire and Frank Coulter was stationed in the audience to perform as the heckler. Frank heckled well, to the delight of the youngsters.

Charlie Richardson played the



part of Casey. His long red hair and handlebar mustache added certain realism to his gliding walk and arrogant look as he took his place at bat to save the team. When he brushed the dust away from his hands, the umpire went into a spasm of coughing. Casey maintained his air of arrogance as he allowed two strikes to pass him. The narrator explained that Casey was simply waiting for his style.

"Kill the umpire," the heckler in the audience shouted. The crowd became angry at the umpire who was calling strikes when mighty Casey raised his hand and calmed the spectators.

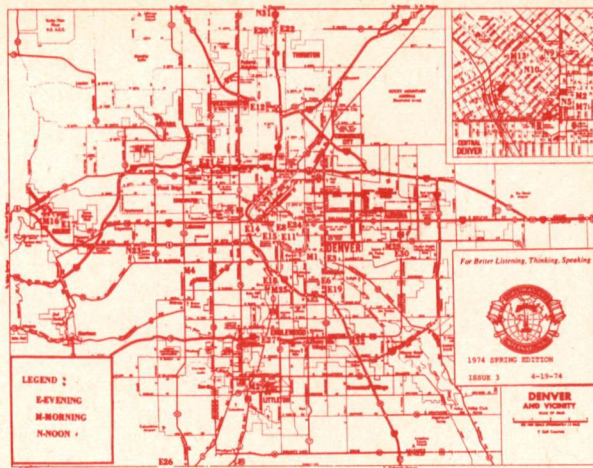
Casey expressed the steam he was gathering for the third strike by baring his teeth under a curled upper lip. Everyone knew that he would bust the cover off the next ball—until the narrator read the last line: "But mighty Casey has struck out!"

The students were enthusiastic about the Toastmasters performance, perhaps enabling them to see the enjoyment that is buried within the lines of poetry. □

The Club Locator

Dave Bentzin, ATM, past lieutenant governor of the Metro-Division in District 26, came up with a novel idea. He developed a "Club Locator," to be used in the Denver, Colorado, area. Dave explains:

The accompanying map has been quite a help to Toastmasters in the Metro-Division. I designed



it to assist newcomers to Denver in finding a club they would like to attend and, perhaps, join. This was the result of reflection on my own experience two and a half years ago when I tried to locate a Toastmasters club.

In addition, the map has helped Toastmasters to get to know each other better. For example, we dis-

covered five club presidents in Littleton, Colorado, even though there is just one Littleton club! Joint club meetings have become commonplace.

The map is from our third printing. Over 2,300 have been distributed since February and, needless to say, we've only scratched the surface. □

Martin R. Gardner, Sr., president of the Department of Justice Toastmasters Club 2937-36 in Washington, D.C., offers the next suggestion concerning the "traveling Toastmaster."

There are many Toastmasters whose work carries them throughout the world. For many, this can prove to be a time-consuming—and frequently time-wasting—involvement, once the demands of the business day are met.

The traveler frequently finds himself, or herself, in a strange city with no friends to visit or interests to share. A hurried and lonely supper is usually followed by a number of hours of too-often unentertaining and unproductive television viewing, giving many travelers the "out-of-town blah's."

Toastmasters offers an unusual

opportunity to escape this boring and fruitless routine. There are Toastmasters clubs waiting to welcome a member from another club, particularly those members from non-local clubs.

Toastmasters International annually publishes a directory, listing locations and telephone contact numbers for every club registered with TI. When travel is anticipated, the travel destination can be located in the alphabetically-arranged directory, to secure the meeting times and telephone contact of clubs in the city to be visited. Upon arrival, a call to the contact can provide exact meeting locations, plus assistance in getting to the meeting.

There are numerous advantages for the visiting Toastmaster and for the club visited. The visiting Toastmaster can acquire valuable ideas for innovative club program-

Traveling With Toastmasters

ming, which he is sure to discover in his ventures to other clubs; the club visited can benefit through the participation—and the frequently requested evaluation—of an “outsider.” The fellowship experienced can give additional meaning to this adventure, and lifetime friendships beginning with just such a visit are not uncommon. Some Toastmasters have related stories of how new careers and relocation possibilities were identified during such out-of-town visits. While this should not be the sole objective of such efforts, it is nonetheless one distinct possibility.

The effort required in seeking out these clubs, and in attending their meetings, only serves to strengthen one’s own convictions regarding the significance of Toastmasters in one’s personal and professional development. It is energy well spent.

One word of caution: the Toastmasters-on-Travel, if interested in speaking opportunities, will almost certainly be provided an opportunity when requested. It is, therefore wise to carry a “pocket speech” for use in such situations. Additionally, it affords those Toastmasters who must travel frequently with the

opportunity of completing the manuals with no interruption due to travel. A postcard, addressed to one’s home club educational vice president, with information as to what speech was given, the location, name and number of the club visited, and signed by an officer of the club visited, can provide evidence of program participation and manual speech completion.

The wide distribution of Toastmasters clubs makes this opportunity available in almost every city in the world. It is rare that one can use one’s free time in such an educationally productive and entertaining way. □

Try A Backward Night!

Finally, William O. Johnston, Jr., of the Rockwell Toastmasters Club 214-40 in Columbus, Ohio, offers some insight into how a regular club meeting can be transformed into an unusual experience for everyone in attendance.

Is your club tired of the same old routine of topics, four speakers, four evaluators, etc? If you would like to try something different to pep up that program, put on a Backward Night. In addition to providing a new format that will elicit the maximum of humor and wit, this exercise will also give the members the experience of dealing with an unusual situation, while furnishing the maximum opportunity for experimentation.

The Backward program starts with adjournment, timer’s report, the presentation of awards, and progresses right up through the invocation and call-to-order. In other words, take your present sequence of meeting events and simply reverse them.

All the oral reports and evaluations are based on what *might* happen, so the past tense is used. Much of the hilarity generated by this procedure is due either to the confirmation or refutation of the predictions. The written reports and evaluations are to be based, as usual, on the actual performance. The Toastmaster and Chief Evaluator present the speakers and evaluators by thanking them for

their speeches and reports. After the speaker or evaluator concludes, he is then introduced.

The Topicmaster crosses those in the Table Topics by thanking them for their excellent topic—but without mentioning what the subject is supposed to be. At the end of each speaker’s presentation, the Topicmaster then introduces him by assigning either a topic chosen or one completely different.

Clubs with meals could carry this idea one step further and have the courses served in reverse, starting with dessert.

After our club had gotten to the recess period, some of the members and guests said that they thought that time did seem to be flowing backward. It was rather a weird experience, but a lot of fun!

If your club has any “How-to” ideas that have worked for you, send them to The Toastmaster. Ideas may take the form of articles and photos or may be included in a letter. Get your ideas in now and “share the wealth” with other clubs during the 50th Anniversary.

BODY CONTROL

An Aid to Your Speech

**by Dr. Richard Stancliff
Club 2705-13**

Your voice—the human transmitter of information—is one of your most important possessions. Without it, communication as we know it today would be virtually impossible.

But as important as this faculty is to the very existence of mankind, few people understand the stress and strain that is often placed upon it by the daily communication demands of the average individual, whether it be a friendly chat with a neighbor, a telephone call to the local drug store, or a speech given before your Toastmasters club.

Through the proper use of the neuromusculoskeletal system in your body, your voice can be used with more efficiency and less strain. As an Osteopathic Physician, I would like to offer you pointers that will assist you in obtaining this goal.

Stage Fright: A Major Obstacle

The chief obstacle for all speakers to control is stage fright, a nervous tension reaction or fear that is a normal physiologic body response to a situation of threat or stress. When the threat is to our physical being, we are prepared for fight or flight. When the stress is possible harm to our ego, this normal nervous reaction is no asset . . . but it will be there! What can you do about it?

Ignore it? Impossible. Fear reaction cannot be ignored. On the conscious level, acknowledge the apprehension and realize that, in the speaking situation, there is really nothing to fear.

Fight it? If this is your goal, it will require so much energy and mental concentration that your speech presentation will be literally destroyed. Remember—nobody else hears that pounding heart or sees those trembling hands and knees. Go with the tremor. Shake a little and notice how it will add a different quality to your voice timbre and delivery. Once you are started into your speech, this compensatory preparedness reaction will quiet. If so much of your concentration is devoted to suppressing this nervous reaction, you will lose control of your speech. Your concentration must be on the speech.

The proper approach to the problem of stage fright is somewhere between these two directives of ignoring it and fighting it. There are several things you can do to aid yourself in facing this problem.

As with all gatherings of people, food is a necessary part of a Toastmasters club meeting. When you are the chief speaker, postpone your meal until after your speech. All professional lecturers do this, because a full stomach requires energy for diges-

tion and will oftentimes distract your concentration. Your meal will really be enjoyed after your public appearance.

Have your notes and any other display material at the lectern as early as possible and definitely before you are introduced.

A few minutes before or while you are being introduced, take a few slow, deep breaths. Three or four are sufficient. Too many may cause hyperventilation and a feeling of light-headedness.

With your eyes closed and hands relaxed in your lap, drop as heavy into your chair as possible. Let every muscle relax. This is a hypnotic technique and that feeling of warmth and tingling is relaxation. With practice this can be done in three or four seconds.

"And now, our speaker this evening. . . ." Walk tall to the lectern.

Stand tall at the lectern. Avoid the droopy shoulder, sunken chest and bent knee posture. Imagine you are to reach toward the ceiling with the top of your head, with your knees in full extension. Reach so tall that most of your weight is on the balls of your feet. This straight, firm stance must be maintained on a good base. Most people find the following two basic positions most satisfactory.

First: Heels together with toes slightly turned out.

Second: Your feet at the diagonally opposite corners of a square with one foot slightly ahead of the other and separated by approximately the same distance.

Either stance will prevent the body sway that is very distracting to your audience. I prefer the foot spread position because it seems to give me a broader base with more of a feeling of security. Try both—the choice is yours.

The Transmission of Sound

The preliminaries complete, the purpose now is to transmit information by setting up vibrations in the air. Your voice, the transmitter, produces sounds by vibration of the vocal chords. The vibrations are transmitted through the air and received by the ear, specifically the tympanic membrane, of the listeners. These vibrations are sent through the bones of the middle ear and, in the inner ear, converted to nerve impulses which are interpreted intelligently from our previous learning background.

The power for this voice transmitter is a column of air supplied by the lungs and controlled by the musculoskeletal system. Breathing is the most

important part of voice control. Your fellow Toastmasters will aid you in the proper pitch of your voice, speed of talking, pronunciation, etc. Proper breathing must be learned.

Have you ever wondered why a baby can literally scream, for what seems interminable periods, oftentimes without change in voice quality and with no hoarseness? The chief reason for this is the baby uses abdominal breathing. Since childhood, we have been told to hold the stomach in and chest out. That is good for muscle tone, but not for powering the voice.

To experience the difference made by abdominal breathing, try this exercise. Say "ah," both as a sustained continuous note and as separate "ah," "ah," of different duration and pitch with abdominal breathing in the two ways described.

First: Hold your abdominal muscles as tight as possible, drawn in as far as possible. Breathe only with your chest muscles and then say the ahs.

Second: Breathe in with the chest muscles, but most important, distend or protrude the abdomen as far out as possible and now say ah.

Abdominal Breathing

With the second or abdominal breathing, you will notice longer maintenance of the ah with better control of pitch and volume. This form of breathing must be practiced and relearned. Once learned, it will improve your abdominal muscle tone and relieve a great deal of strain on your speaking voice.

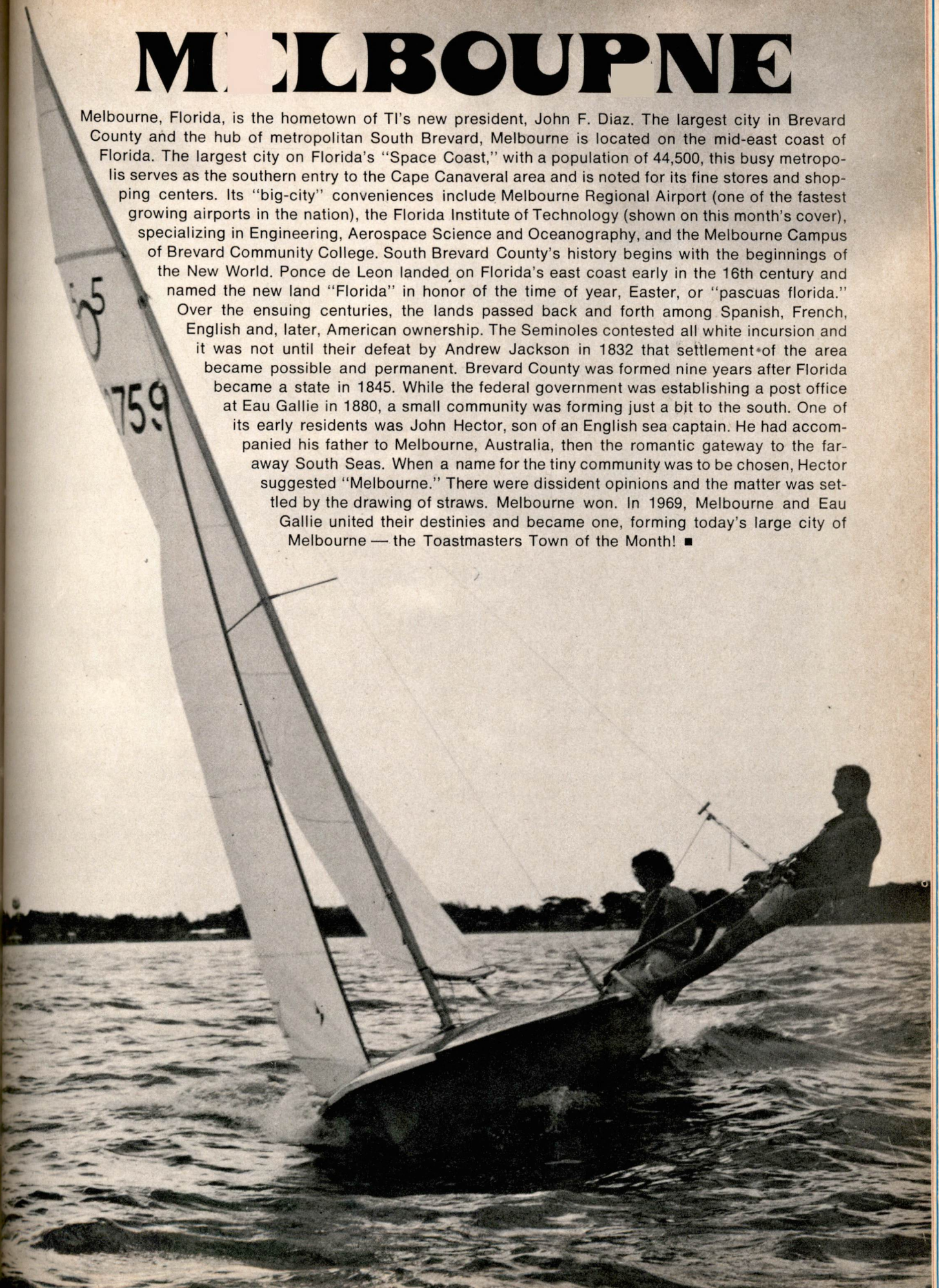
When this breathing practice becomes a natural part of your speaking posture, you will be more involved in your subject, be able to show more enthusiasm, and find that gestures will be easier because of better poise and concentration.

Your voice receives its power from your breathing technique. To furnish this transmitter with the best operating conditions available, proper posture must be made of the neuromusculoskeletal system. Remember—take a few deep breaths while letting every muscle relax; walk tall to the lectern; stand tall; stand on a firm base; shake a little with tremor; and breathe deeply with your abdominal muscles. This will add to the enjoyment of your speeches, not only for your audience, but you as well. ■

An Osteopathic Physician, Dr. Richard H. Stancliff has been a member of the Erie Toastmasters Club, 2705-13 for three years. Mr. Stancliff is in general practice in Erie, Pennsylvania and lists Amateur Radio as his hobby.

MELBOURNE

Melbourne, Florida, is the hometown of TI's new president, John F. Diaz. The largest city in Brevard County and the hub of metropolitan South Brevard, Melbourne is located on the mid-east coast of Florida. The largest city on Florida's "Space Coast," with a population of 44,500, this busy metropolis serves as the southern entry to the Cape Canaveral area and is noted for its fine stores and shopping centers. Its "big-city" conveniences include Melbourne Regional Airport (one of the fastest growing airports in the nation), the Florida Institute of Technology (shown on this month's cover), specializing in Engineering, Aerospace Science and Oceanography, and the Melbourne Campus of Brevard Community College. South Brevard County's history begins with the beginnings of the New World. Ponce de Leon landed on Florida's east coast early in the 16th century and named the new land "Florida" in honor of the time of year, Easter, or "pascuas florida." Over the ensuing centuries, the lands passed back and forth among Spanish, French, English and, later, American ownership. The Seminoles contested all white incursion and it was not until their defeat by Andrew Jackson in 1832 that settlement of the area became possible and permanent. Brevard County was formed nine years after Florida became a state in 1845. While the federal government was establishing a post office at Eau Gallie in 1880, a small community was forming just a bit to the south. One of its early residents was John Hector, son of an English sea captain. He had accompanied his father to Melbourne, Australia, then the romantic gateway to the far-away South Seas. When a name for the tiny community was to be chosen, Hector suggested "Melbourne." There were dissident opinions and the matter was settled by the drawing of straws. Melbourne won. In 1969, Melbourne and Eau Gallie united their destinies and became one, forming today's large city of Melbourne — the Toastmasters Town of the Month! ■



PLUMBERS, POLITICIANS & PREACHERS

by Vaughn Stewart
Club 2607-3

In our Toastmasters meeting last week, a young man who hasn't long been a member filled in as evaluator. In fewer than three minutes, he used the word "very" five times.

"He'll get over that," we said to ourselves. "By example or exhortation, we'll lead him to see that, with 457,000 words in the dictionary, it's not necessary or even humane to work one single adverb to death."

The evaluator who followed the beginner had been in Toastmasters four years. He had served in all the club offices and had just completed his term as president. In his evaluation, the word "very" was used fifteen times.

At a recent banquet honoring outstanding athletes in our town, a United States Congressman was imported to be Master of Ceremonies. Introducing speakers and guests "gave him great pleasure." When he had been given "great pleasure" seven times in a row, we stopped counting. He must have sensed our squirming, and changed it to "Let's make welcome." After that had begun to wear out—and wear us out—he urged us to "say hello to" those he introduced.

We are subjected to the process of hum-drum repetition daily. It comes from the mouths of diggers and plumbers, teachers and lawyers, preachers and politicians.

But we are Toastmasters.

A preacher stopped in the middle of his sermon and called the head usher to the pulpit.

"Wake up old man Jensen," the minister said. "His snoring disturbs us all."

"Wake him up yourself," the usher said. "I'll put him to sleep."

Watch the "Old Friends"

Listeners are rendered catatonic by dull subject matter or by the sluggishness of the speaker's presentation. But there's another facet worthy of serious consideration. The speaker who wants the listener to follow excitedly along as the thought evolves should pay strict attention to his choice and use of individual words and phrases. So the brain welcomes "old friends," but when the listener's brain is overwhelmed with waves of aphorisms like "one foot in the grave," "on the horns of a dilemma," "burn the midnight oil," "set one's hand to the plough," a kindly tuning mechanism goes to work to protect his thin-

machinery. From then on, the number of hours or weeks the speaker has spent researching or standing in front of his mirror isn't important.

A fascinating exercise in destruction can be practiced by altering words assembled by experts. Great pieces of literature can be completely emasculated by rearranging words or, as a lazy Toastmaster might do, writing the word "very" into the copy.

Look at the story of David's meeting with Goliath. Here's how it reads in the Authorized King James Version of the Holy Bible:

"And David put his hand in his bag, and took thence a stone, and slang it, and smote the Philistine in his forehead, and the stone sunk into his forehead; and he fell upon his face to the earth."

It's easy to modify:

"And *little* David put his hand in his bag, and took thence a *very smooth* stone and slang it *very hard* and smote the Philistine in his forehead, and the stone sunk into his forehead *very deep*; and he fell *very hard* upon his face to the earth."

The Word Economist

Ernest Hemingway is known for his economy of words. In his classic, *The Old Man and the Sea*, Hemingway writes:

"The shark came in a rush and the old man hit him as he shut his jaws. He hit him solidly and from high up as he could raise the club. This time he felt the bone at the base of the brain and he hit him again in the same place while the shark tore the meat loose sluggishly and slid down from the fish."

Here it is with a few slight changes:

"The *bad* shark came in a rush and the old man hit him *very hard* as he shut his jaws. He hit him *very solidly* and *very high*. This time he felt the bone at the base of the brain and he hit him again *very hard* in the same place while the shark tore a *large piece* of meat and swam away *very sluggishly*."

It's entirely too obvious to discuss how bad this sounds and how these little words greatly detract from the original. Great writers couldn't get by with putting words together in such a careless fashion. And neither can we. How can anybody expect to become a great speaker, or even a fair speaker, when he garbles his communication?

In the same way a carpenter's tools are his saw, hammer, square, level and plumb bob, our tools are

words. Who would hire a carpenter to frame his house if the craftsman's tools consisted of a pair of tweezers and a tack hammer?

Does this mean that, since we're Toastmasters, we should go around obtruding our five-syllable words on everybody? It does not. But surely our inventory is better than the person who presides over the lodge or PTA. And there is no reason why we can't be better craftsmen than the minister who mesmerizes his congregation on Sunday mornings.

Improving Your Word List

There are several ways to fatten up your kit of speaking tools. Some folks learn and use a new word every day. And there are books for expanding your vocabulary. A thesaurus is inexpensive and indispensable, and the *Reader's Digest* page on new words is excellent.

But perhaps the most effectual approach is to read and listen with a dictionary close by. It is important when you look up a word—for meaning, origin, spelling, synonyms or antonyms—that you *put a mark beside that word*. Then, next time you're back on the same page, re-read all about that word—and about any other word on the page that's marked. Don't skimp. Check again on where the word came from, how it's pronounced and how it's spelled. Record a synonym or two for your memory. Say the word aloud. It is important that the stops you make at these words are not hurried or careless.

When you come into complete possession of these words, use them with care. Abraham Lincoln and Winston Churchill employed words that anybody could understand but, like skilled cabinetmakers, they made their tools work well and they fit their materials together with pride.

Leave the redundant use of certain words and phrases to the amateurs. You're a Toastmaster—a professional. Better things are expected from you than from the average plumber, politician or preacher. ■

Vaughn Stewart is a member of the Eyeopeners Club 2607-3 in Tucson, Arizona. He has been a chiropractor for 38 years and a Toastmaster for 20 years.



the action people

Every school day, six Folsom-Cordova Unified School District teachers walk from the outside world through an iron-barred door in a forbidding granite wall into what is for most a "never-never land."

Past International Director Jack Hartman and five other men, James Liggett, John Wilson, Dick Oliveira, Dick Sanborn and Charles McElroy, comprise the academic school staff in Folsom Prison, California's only maximum security institution.

Each day, Mr. Hartman and his fellow teachers bring education and hope to prison students averaging 34 years of age who are studying at grade levels 1 through 14 — 95 per cent of whom are eventually eligible for parole. They are receiving instruction in language arts and mathematics at the elementary level, and the basic requirements for graduation in the secondary-school grades. All inmate students are volunteers.

Hartman and the other five men receive no special benefits or "combat pay" for their labor. They are possessed with a strong dedication to render a vital professional service to society's cast-offs.

"When we move around in the 'joint,' we move alone," said Hartman. "A guard is always accompanied by another guard. So, our danger is at least equal to theirs. We live under the same tensions, which take the same mental and physical toll."

In spite of short funds, tensions, noise and other handicaps, Mr. Hartman is definitely "sold" on the prison school.

"In addition to helping the students and providing a degree of stability to the prison atmosphere," he elaborated, "I'd stack the quality of teaching and the degree of student achievement here alongside that of any education institution, level for

level, and the Folsom school would rate comparable or better."

Mr. Hartman and the others are to be commended for their work at Folsom. They are engaged in vital rehabilitative work—equipping men who erred with the educational tools so necessary to compete in the world outside prison walls. ■



Would you stand in Central Park in Downtown Los Angeles, California, clad in a bright "Truth or Consequences" jacket and sing continually from Friday night through noon on Saturday?

Let's rephrase that. Would you stand in Central Park in Downtown Los Angeles, California, clad in a bright "Truth or Consequences" jacket and sing continually from Friday night through noon on Saturday for a two week paid vacation to Mexico City? **Paul Chan**, of the Bechtel Toastmasters Club 3589-F in Norwalk, Calif., did.

Mr. Chan was part of a Toastmasters group arranged by the La Habra Toastmasters Club 2164-F to appear on the "Truth or Consequences" program, hosted by Bob Barker, in commemoration of Toastmasters 50th Anniversary.

Founder's District Governor Art Hofner and Mr. and Mrs. Tony Garcia, winners of a stereo for their participation, also appeared on the programs, which are scheduled to air early this month.

Now all we have to do is get a Toastmaster on "Let's Make A Deal!" ■

1. Student Greg Filan seems just enough to see over the podium as he delivers his humorous anecdote to ninety people who attended a special Education Week program presented by the Lethbridge Toastmasters Club 3673-42 in Lethbridge, Alberta. Greg was one of the 28 Grade 6 pupils from Allen Watson School who participated in a public speaking class taught by Bill Olesky, vice-principal of Watson and past president of the Lethbridge Toastmasters.

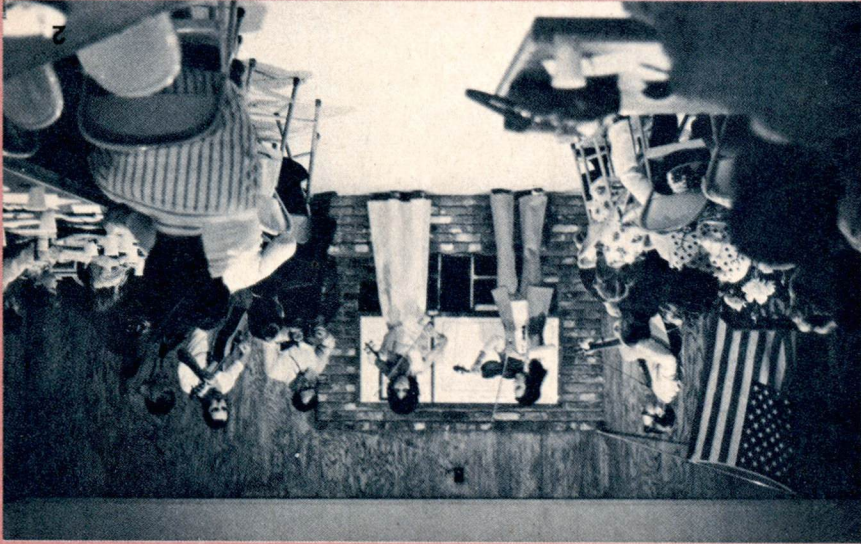
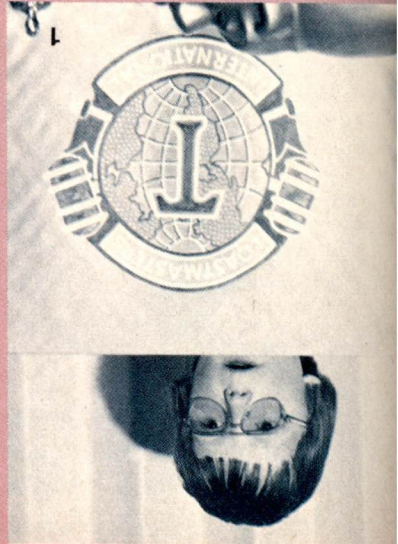
2. "Communication Through Music" was the theme of the program presented by Educational Vice-President Lee Brushett to the Redding Toastmasters Club 197-39 in Redding, California. The musical selections range from old-time "fiddle" music to a classical duet performed by Miss Frances Anderson and Miss Jane Grief, both associated with the Shasta Symphony Orchestra.

3. Past International Director Thomas M. Marchant III, DTM, and General Manager J. William Venable are interviewed by Thomas L. Stepp, manager of the South Carolina Educational Television Network. The program was filmed in the rotunda of the state capitol at Columbia and centered on Toastmasters 50th Anniversary celebrations.

4. City of Winnipeg Centennial Celebration Chairwoman Pearl McGonigal proudly displays the special commemorative mounted 50th Anniversary spirit medallion presented to her by District 64. Mrs. McGonigal was honored for her outstanding communication achievement during Winnipeg's Centennial celebration and the 50th Anniversary of Toastmasters.

5. Ben L. Rouse, executive vice-president, marketing, of the Burroughs Corporation and Amelia Hakim, treasurer of the Real-Time Toastmasters Club 3922-28 in Detroit, Michigan, host a computer printout (run on a Burroughs computer) which lists the club's weekly assignment schedule. Also featured are: Immediate Past President Mike Sacco (far left) and President Steve Stephens (far right).

6. Senator Herman Talmadge (center) the senior Senator from Georgia receives the District 14 Communication and Leadership Award from Greg Carthy, ATM, past District 14 governor. Also on hand for the presentation are District 14 Governor Dick Anderson and DTM.



hall of fame

Graeme L. Allen
Miranda R S L Club 2505-70

Bernard H. Ash
Beverly Hills Club 2576-1

DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

Leo Cleeton
Capital Club 1412-19

Robert J. Cook
Greater No. Stockton Club 64-39

Bernard A. Dean
Sierra Club 135-33

Irving R. Deihl
Opportunity Club 451-19

Arthur M. Hays
Occidental Club 613-1

C. James Holloway Jr.
Atomic Energy Comm. Club 2901-36

C. W. "Corky" Lingenfelter
Sierra Sunrise Club 2318-39

Charles C. Mohr
Anthony Wayne Club 1380-2

Andy O. Norton
Ottumwa Club 663-19

Kenneth B. Peters
Apolymon Club 1466-39

Guy Shackley
Heartland Club 812-5

William A. Sherrard
Lebanon Club 2118-38

Gerald Blaine Winget
Opportunity Club 451-19

Richard D. Wood
St. Petersburg Club 2284-4

ABLE TOASTMASTER (ATM)

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

James K. Amende
F M C Club 2873-4

Dale O. Anderson
Top O The Morning Club 3786-20

Richard D. Atwood
Lamplighters Club 449-9

Donald D. Bennett
Gavel Club 11-1

S. R. Bernard
Oak Ridge Club 1858-63

Jim Blaney
Airport Club 380-19

Dudley Bobbitt
Council Bluffs Club 2114-24

Dr. Bruce A. Born
Northwood Club 1329-28

Herzel D. Boyer
Beverly Hills Club 2576-1

Glen Carson
Hub City Club 2173-45

Samuel M. Carney
Agric. Research Center Club 3039-36

Richard E. Casson
Airport Club 380-19

James Charrette
Tacoma Club 13-32

Allen R. Coburn
John C. Brockway Club 2393-24

Dewey O. Cook
Roanoke Rapids Club 1629-37

Raymond L. Dalby
Tartan Club 162-61

Dale B. Daniell
Carlsbad Club 1182-23

Victor Davis
Augusta Club 326-14

Robert H. Dengler
Tartan Club 162-6

Gene Denk
Los Oradores Del Valle Club 2783-4

Harold DeWeil, Jr.
Pathfinders Club 2271-47

Ernest N. Dewey
Fundmasters Club 3120-4

Michael E. Edwards
Wecomo Club 948-22

Robert L. Erckert
Mc Chord Star Lifter Club 1594-32

Melvin R. Fincke
Westfield Club 3187-46

Daniel W. Finger
HDL Club 3323-36

Walter Fischer
Rockhampton Club 3732-69

Michael Fogoros, Jr.
Sheraton Westgate Club 996-28
Westgate Club 3159-28

Ernest H. Freeman
Milwaukee Club 656-7

Samuel F. Galloway
East Portland Club 710-7

Robert L. Graves
Breakfast Club 72-63

Roscoe Graves
Muncie Club 1096-11

Dick Hale
Business Mens Club 281-24

Merwyn L. Hall
Aero-Dynamic Club 3348-14

John Harmon
Gaveliers Club 1277-52

Marvin O. Hassebroek
Golgenheart Club 1240-U

Al Henney
Gaveliers Club 1277-52

L. R. Hujs
Auburn Club 3702-24

Floyd Johnson
Albany Club 1827-14

James A. Johnston
Podium Club 2303-60

William O. Johnston, Jr.
Rockwell Club 214-40

Andrew G. Kendi
Jeannette Club 233-13

Frederick J. Kirsch
Desert Club 1636-39

P. H. Kittredge
Van Nuys Club 172-52

Robert E. Knepshield
Blue Flame Club 2717-F

Bertram H. Mann
Greater Houston Club 238

Tom Martin
Carlsbad Club 1182-23

Philip H. Marvin
Sunrise Club 2788-24

Donald L. McCulley
Concord Club 2056-57

Robert A. McCullough
Pony Express Club 2108

Perry J. McNeil
Naples Club 2835-47

A. L. Meloche, Jr.
Vapor Trails Club 203-5

Ray Morse
Timaru Club 3474-72

Lynn D. Moseley
Airport Club 380-19

Harry L. Murray
NBR One Club 337-11

James B. Newsom
Procurement Club 3344-14

Carl O'Neal
John C. Brockway Club 2393-24

Claude C. Payton
Warner Robins Club 2224-14

Bennie Powell
World Way Club 2596-1

Clovis P. Putnam
Philadelphia Club 3370-43

Harold G. Rayhould, Jr.
Black Gold Club 2599-16

Dwight W. Riley
Ottumwa Club 663-19

Ermer H. Roberts
Tall Town Toasters Club 3189-44

Thomas F. Robertson
TGIF Management Club 3328-4

Pasquale Patric Romano
DPSC Club 3403-38

Louis J. Rosa
Seminoles Chiefs Club 736-47

Andrew J. Ross
Dartmouth Club 3119-45

Dale Saville
Orlando Club 1066-47

O. Norman Scott, Jr.
Twin City Club 1356-37

Larry C. Selby
Edmond Club 170-16

John Sinelio
Sierra Sunrise Club 2318-39

B. Kent Sleath
Aetna Life & Casualty Club 3610-53

John C. Sleeth
Empire Statesmen Club 1427-65

Donald Dee Smith
Council Bluffs Club 2114-24

Rudy Steifel
Vanderbilt Club 3061-46

Thomas H. Stephen
Aero-Dynamic Club 3348-14

Ferdi B. Stern, Jr.
Wellesley Club 743-31

Carl J. Stowell, Jr.
Eye Openers Club 3718-40

Charles L. Taylor
Richmond Breakfast Club 635-57

Ned Thorndike
Astoria Club 775-7

LaRue A. Thurston
Gaveliers Club 895-28

Ron Toms
JPL & Caltech Club 3292-F

Verne O. M. Traudt
Sunrise Club 2788-24

Edward G. Tuttle
Waynesboro Club 1514-66

John Tyler
Winnipeg Club 250-64

Ernest A. Vance
Portsmouth Club 771-66

Wayne D. Vermillion
Tallahassee Club 1135-47

Stan Wachtel
Pompano Beach Club 3003-47

John K. Ward
Sunrise Club 2788-24

Michael L. Wardinski
Munich Club 2041-U

Floyd P. Wasson
Hospitality Club 683-5

Donald G. Wilmot
Albany Club 1827-14

Bernard D. Wilson
Des Plaines Club 1645-30

Thomas J. Wilson
Hilltoppers Club 3232-29

George Zaine, Jr.
Berkeley YMCA Club 3609-57

anniversaries

45 YEARS

Pasadena Club 6-F
Pasadena, California

40 YEARS

Santa Monica Club 21-1
Santa Monica, California

35 YEARS

Associates Club 141-1
Los Angeles, California

30 YEARS

South Bay Club 280-1
Torrance, California

Grand Forks Club 273-20
Grand Forks, North Dakota

25 YEARS

West Side Club 398-2
Seattle, Washington

Beaver Valley Club 752-13
Beaver, Pennsylvania

Payette Club 754-15
Payette, Idaho

Nanaimo Club 738-21
Nanaimo, B.C., Canada

Suburban Club 750-38
Havertown, Pennsylvania

Nationwide Insurance Club 753-40
Columbus, Ohio

20 YEARS

Thursday Noon Club 1647-8
Decatur, Illinois

Breakfast Club 563-15
Pocatello, Idaho

Elmhurst Club 1604-30
Elmhurst, Illinois

Des Plaines Club 1645-30
Des Plaines, Illinois

Transportation Club 1525-66
Fort Eustis, Virginia

15 YEARS

Lompoc Valley Club 2969-33
Lompoc, California

Vicksburg Club 2052-43
Vicksburg, Mississippi

10 YEARS

Orange Breakfast Club 3822-F
Orange, California

Detroit Arsenal Club 2260-28
Warren, Michigan

West Milton Club 3799-40
West Milton, Ohio

Springs Club 3194-U
Springs, Transvaal, South Africa

INTERNATIONAL HALL OF FAME 1973-74

Six **President's Distinguished District** awards were presented at your Golden Anniversary Convention in Anaheim, California, last month. These districts did an outstanding job in the 1973-74 year as evidenced by their point totals in the Distinguished District Program. It is suggested that these districts include the phrase "President's Distinguished District 1973-74" on their district publications and stationery. Districts are listed with locations and 1973-74 District Governors.

DISTRICT 1
Howard E. Chambers, DTM
Southern California

DISTRICT 10
Edward N. Belt, ATM
Northeastern Ohio

DISTRICT 14
P. Gregory McCarthy, DTM
Georgia

DISTRICT 23
Milton H. Klein, ATM
New Mexico, El Paso County,
Texas

DISTRICT 24
Donald D. Smith, DTM
Eastern Nebraska

DISTRICT 58
William D. Loeble, ATM
South Carolina

These are the Toastmasters International **President's "Top Ten" Distinguished Clubs** for 1973-74, based on their outstanding achievements as reflected in the Distinguished Club Plan:

DEMOSTHENES CLUB	1282- 4	San Francisco, California
MONROEVILLE CLUB	2954-13	Monroeville, Pennsylvania
AEROSPACE CLUB	3368-14	Warner Robins, Georgia
ALBUQUERQUE CLUB	122-23	Albuquerque, New Mexico
COUNCIL BLUFFS CLUB	2114-24	Council Bluffs, Iowa
ANTHONY WAYNE CLUB	1380-28	Toledo, Ohio
GOOD TIME CLUB	535-29	Eglin Air Force Base, Florida
UNI ROYAL CLUB	2510-35	Eau Claire, Wisconsin
D P S C CLUB	3403-38	Philadelphia, Pennsylvania
COLUMBIA CLUB	1393-58	Columbia, South Carolina

These districts distinguished themselves during 1973-74 by exhibiting outstanding performance and participation in the Distinguished District Program.

DISTRICT 19
Andy O. Norton, DTM
Iowa

DISTRICT 28
Ray C. Lopez, ATM
Southwestern Michigan,
Northwestern Ohio,
Southern Ontario, Canada

DISTRICT 36
William O. Miller, DTM
Maryland, Northern Virginia,
Washington, D.C.

DISTRICT 42
Frederick G. Lawson, DTM
Alberta, Saskatchewan,
Canada

These are the winners of their region's 1974 **national Speech Contest:**

REGION I
Garry Porter
Kla-How-Ya Club 1181-32
Port Orchard, Washington

REGION II
Bennie Powell, ATM
World Way Club 2596-1
Los Angeles, California

REGION III
Joel H. Weldon
Scottsdale Club 2013-3
Scottsdale, Arizona

REGION IV
Richard O. Moberly
Yawn Patrol Club 1187-41
Sioux Falls, South Dakota

REGION V
Tom B. Richardson
Checker Flag Club 2010
Indianapolis, Indiana

REGION VI
David Johnson
Washington Club 2370
Washington, Pennsylvania

REGION VII
Ervin Crawford
Uncle Sam Club 1138
Troy, New York

REGION VIII
Glenn E. Galey
Hattiesburg Club 3510
Hattiesburg, Mississippi

These are the winners of the 1974 **International Taped Speech Contest:**

1. Brian David Buchanan	Alexandra Club 838-72	New York
2. Roosevelt Johnson, Jr.	Munich Club 2041-U	Germany
3. Roy Exley	Blue Nile Club 2192-U	Ethiopia

Hall of Fame publications awards in the **Top Ten District Bulletin** competition were won by the following publications:

UNDER District 2 Erickson, Editor	PRAIRIE HORIZONS District 42 Ron Chapman, DTM, Editor
FOURCASTER District 4 Hinton, Editor	FORTY FOUR BULLET-IN District 44 John Slyker, ATM, Editor
OKLAHOMA DISTMASTER District 16 Porter, Editor	SUNSHINER District 47 V. Albert Janoska, Jr., Editor
LINE District 20 Moran, Editor	CHRONICLE District 53 Bob Johnston, Editor
LINK District 21 Bernhardt, Editor	MIRROR District 64 James A. Doak, Editor

Hall of Fame publications awards were won by the following club bulletins in **Top Ten Club Bulletin** competition:

BECHTEL TOASTMASTER REPORTER Bechtel Club 587-F Van Speier, Editor	CLUB 2701 NEWS William E. Borah Club 2701-15 Jim Crandall, Editor
HOLLYWOOD REPORTER Hollywood & Vine Club 328-1 Peter Banning, Editor	MAGIC MIRROR Magic Empire Club 652-16 R. Bruce Gastineau, Editor
PAPAGO PETROGLYPHS Papago Club 2694-3 Jack Doolittle, Editor	WETALK WEEKLY Wetalk Club 1533-26 Bob Lawson, Editor
KING BOREAS CLUB BULLETIN King Boreas Club 208-6 Miles G. Ostermann, Editor	TOASTMASTER TALK La Crosse Club 411-35 George A. Sauer, Editor
SPIRIT OF 337 Evansville No. 1, 337-11 Sandy Sanderson, Editor	MR. MAC'S JOURNAL MCAFAN Club 737-49 John Mow, DTM, Editor

These members were reported recipients of their district's 1973-74 **Outstanding Toastmaster of the Year** award:

Donald J. Madsen	D- F	Dick Storer, ATM	D-30
John Ramogida	D- 1	Henry Malicki, ATM	D-31
W. E. Allen	D- 2	Robert Erckert, ATM	D-32
H. Weldon	D- 3	Jim Eggenberger, ATM	D-33
Robert Shaw	D- 4	Dik Buntrock, ATM	D-35
Biddy	D- 5	Martin R. Gardner, Sr.	D-36
W. C. Carlson	D- 6	Peter H. Gerns	D-37
David Kearton, DTM	D- 7	John A. Sansone	D-38
Leo Wissbaum, DTM	D- 8	John F. Spencer	D-39
Edward Diadarzio	D-10	Paul Leland Williams	D-40
John J. Miller	D-11	James Bourne	D-43
Paul Pourmaras	D-13	Clem L. Ware	D-44
William Horacek	D-14	John C. MacDonald	D-45
George Porter	D-16	Monty Purviance	D-46
George E. Tallmadge	D-17	Michael G. Shayne	D-47
Robert A. Elmiger	D-18	John Trenkle	D-48
Robert Babcock, DTM	D-19	Norman Kumura	D-49
William Moran	D-20	J. W. Operskalski	D-52
William Garman	D-21	Jerry Mon	D-53
Joseph Cook	D-22	Michael Leider	D-54
Frederic Covell, DTM	D-23	James H. Goff, ATM	D-56
William Matheson	D-24	Hugh A. Southworth	D-58
George Gallagher	D-25	Keith Richards	D-64
Robert G. Milne, DTM	D-26	Rudy J. DeMartelaere	D-65
William L. Stephens	D-28	Bob Kenworthy, DTM	D-69
William S. Young	D-29	John A. Fauvel, ATM	D-72

These members were named 1973-74 **Area Governor of the Year**, as reported by their district governors:

Craig Ampsoker	D- F	Frederik Daams	D-29
Pat Scottino, ATM	D- 1	Albert F. Wilkus	D-30
Dennis Eldridge	D- 2	Greg Rogers	D-31
George M. Barnett, ATM	D- 3	Anthony C. Bertocchini	D-32
Pete Berman	D- 4	William Trottier	D-35
Richard L. Frizzell	D- 5	William D. Derr	D-36
Richard A. Borre	D- 6	Christopher Hay	D-37
James R. Burri	D- 7	Daniel S. Lodge	D-38
William M. Maguire	D- 8	Jack White	D-39
Charles Fisher	D-10	Victor Eugene Daniel	D-40
Robert E. Ries	D-11	Jack Shepherd	D-43
Ted Kohl	D-13	Jack Kiuru, ATM	D-45
T. Jerald Samples, ATM	D-14	Pete Ivy	D-46
Joe R. Kerscher	D-15	Richard Anci	D-47
A. T. Phillips	D-16	Walter Webb	D-48
Elmer D. Packheiser	D-18	Stanley Schroeder	D-49
Leo Cleeton, ATM	D-19	Chester B. Williams	D-52
Brian H. Quigley	D-20	B. Kent Sleath	D-53
John Clement	D-21	Elmer Rullman III	D-54
Joe D. Bicking	D-22	Pankaj M. Dalal	D-56
J. Sylvester Covell, DTM	D-23	Arleigh R. Puffer	D-57
Allen R. Coburn	D-24	Worth Helms	D-58
John Tschirhart	D-25	Raymond H. Henjum	D-64
Raymond E. Hill	D-26	James T. Sartori	D-65
A. James Szigeti	D-28	Frank Hull	D-69

new clubs

1707-F CAPISTRANO VALLEY CLUB

San Clemente, California — Tues., 7:00 p.m., Carrows Restaurant, 620 Avenue Pico (496-3615). *Sponsored by Business Men's Club 100-F.*

1394-5 THE HARD HATS CLUB

San Diego, California — Fri., 7:00 a.m., Hyatt Lodge, 411 Hotel Circle South (299-5363). *Sponsored by Mt. Helix Club 126-5.*

1885-5 ACTION CLUB

San Diego, California — Wed., 12:00 noon, County Administration Center, 1600 Pacific Ave., Rm. 451 (286-2334).

1648-11 BLUEGRASS CLUB

Danville, Kentucky — Thur., 5:30 p.m., Centre College (236-8400).

2401-11 GARY CLUB

Gary, Indiana — Fri., 6:00 p.m., Y.M.C.A., 225 West 5th Avenue, (887-1812).

882-14 MUNFORD CLUB

Atlanta, Georgia—Mon., 12:00 noon, Munford, Inc., 68 Brookwood Drive, N.E., (873-6641). *Sponsored by Dogwood Club 1901-14.*

2823-14 STARS AND BARS CLUB

Buford, Georgia — Wed., 8:00 p.m., 2989 Quarry Road, (945-4822). *Sponsored by Rock Northeast Club 3412-14.*

3096-14 ATLANTA'S FIRST CHURCH OF RELIGIOUS SCIENCE CLUB

Atlanta, Georgia — Wed., 6:45 p.m., Landmark Motor Inn, Spring Street (428-7545).

1627-16 DEWEY CLUB

Dewey, Oklahoma—Tue., 8:00 p.m., 1st National Bank of Dewey (534-3150). *Sponsored by Phillips 66 Club 3266-14.*

887-19 RED ROCK CLUB

Knoxville, Iowa — Tue., 12:00 noon, V.A. Hospital (842-3101). *Sponsored by Ottumwa Club 663-19.*

2434-30 JAYCEE CLUB

Chicago, Illinois — Thur., 6:00 p.m., Commonwealth Edison Bldg., Room 650L, 72 W. Adams St. (ES9-5050). *Sponsored by Dick Storer.*

2408-36 N U S CLUB

Rockville, Maryland — Tue., 12:00 noon, NCR Building, 2301 Research Blvd. (948-7010).

3664-36 F.A.S. CLUB

Washington, D. C. — Tue., 12:00 noon, South Bldg., U.S. Dept of Agriculture (OL6-5520). *Sponsored by Capitol Hill Club 1460-36.*

1663-37 ENO CLUB

Durham, North Carolina — Mon., 7:30 p.m., General Telephone Co., 3632 Roxboro Road (477-8015). *Sponsored by Durham Club 1203-37.*

299-39 PARADISE CLUB

Paradise, California — Wed., 6:00 a.m., Wildwood Inn. *Sponsored by Ishi Club 3316-39.*

2862-47 BEACHES AREA CLUB

Jacksonville Beach, Florida — Thu., 7:00 a.m., Turtle Inn, Atlantic Blvd. & Ocean Ft. (249-3868). *Sponsored by Arlington Club 892-47.*

1024-52 EXCLAIMERS CLUB

Woodland Hills, California — Tue., 7:00 a.m., Great Western Savings Loan, 18421 Ventura Blvd., Tarzana (884-4330). *Sponsored by State Farm Actionmasters Club 77-33.*

43-56 CLEAR LAKE CLUB

Houston, Texas — Tue., 5:00 p.m. (488-0080). *Sponsored by JSC Club 3116-56.*

2814-61 EUREKA CLUB

Cowansville, Quebec, Canada — Thur., 6:30 p.m., Cowansville Institution (263-3073). *Sponsored by Lawrence Club 606-61.*

3023-U ENTERPRISE CLUB

U.S.S. Enterprise, CVAN-65 — Tue., 8:00 p.m. (869-2992). *Sponsored by Bremerton Club 63-32.*

your 1974-75 district governors

- F. Arthur W. Hofner, ATM, 1281 Mauna Loa Rd., Tustin, Calif. 92680
1. George Kuehne, DTM, 351 E. 231st St., Carson, Calif. 90745
2. Jack D. Howard, DTM, 1811 N.W. 198th St., Seattle, Wash. 98177
3. Milt Laflen, ATM, 8521 E. Desert Cove, Scottsdale, Ariz. 85260
4. Philip E. Lellman, 1188 Elmsford Dr., Cupertino, Calif. 95014
5. Norman E. Hartell, ATM, 8672 Harjoan Ave., San Diego, Calif. 92123
6. Ewald E. Koepsell, DTM, 2335 - 16th Ave., N.W., Rochester, Minn. 55901
7. Donald J. Wessels, ATM, 101 S.E. 205th Pl., Troutdale, Ore. 97060
8. Tom Dillon, ATM, 835 Madison Ave., Edwardsville, Ill. 62025
9. Carl Berryman, DTM, 711 Scenic Bluff Dr., Yakima, Wash. 98902
10. Robert Beavers, ATM, 4852 Scenic Dr., Ravenna, Ohio 44266
11. Floyd O. Kreider, ATM, 2504 Oakwood Ave., Muncie, Ind. 47304
13. George J. Ott, DTM, 830 West Grandview Blvd., Erie, Penn. 16509
14. R. A. (Dick) Anderson, DTM, 4200 Miners Creek Rd., Lithonia, Ga.
15. Rulon M. Wood, DTM, 1911 South 2500 East, Salt Lake City, Utah 84108
16. Larry Selby, ATM, 5421 N.W. 65th St., Oklahoma City, Okla. 73132
17. John E. Grauman, ATM, 3436 Timberline Dr., Billings, Mont. 59102
18. John J. McWilliams, ATM, 412 Dewey Dr., Annapolis, Md. 21401
19. C. Eugene Stewart, ATM, 1303 Monona St., Boone, Iowa 50036
20. Ronald G. Fraase, 2215 Hoover Ave., Bismarck, N.D. 58501
21. S. H. (Clair) Farris, 1051 Beverley Pl., Victoria, B.C., Canada
22. Errol G. Wuertz, ATM, 1301 Steven Dr., Hays, Kan. 67601
23. Giovanni Grecco, ATM, P.O. Box 494, Santa Fe, N.M. 87501
24. Gary Shipley, ATM, 125 Gates Ln., Columbus, Neb. 68601
25. Leon M. Pliner, ATM, 909 Elmwood Ave., Shreveport, La. 71104
26. Gene Gunther, ATM, Rt. 4, Box 203, Greeley, Colo. 80631
28. Harold (Bud) Gilley, ATM, 1551 Inkster Rd., Apt. 3, Inkster, Mich. 48141
29. Kenneth W. Smith, ATM, 146 Live Oak Ln., Milton, Fla. 32570
30. W. S. (Bill) Downing, 6950 N. Olcott Ave., Chicago, Ill. 60631
31. George Mullin, ATM, 100 Aberdeen St., Lowell, Mass. 01851
32. Rolland E. Jones, 1002 Parkwood Dr., Port Orchard, Wash. 98366
33. James W. Eggenberger, ATM, 225 Ibsen Pl., Oxnard, Calif. 93030
35. Earl Moss, ATM, 1111 Marshall Ave., So. Milwaukee, Wisc. 53172
36. John F. Belin, DTM, 4313 Haverford Dr., Rockville, Md. 20853
37. James D. McCauley, ATM, P.O. Box 351, Burlington, N.C. 27215
38. Alfred T. Rehm, Jr., DTM, 645 E. Cheltenham Ave., P.O. Box 15306, Phila., Penn. 19111
39. Ken Thiemann, 2501 Polk St., Reno, Nev. 89503
40. Guy H. Peden, ATM, 176 Oberlin Court N., Gahanna, Ohio 43230
41. Dr. George McDonald, Box 297, Luverne, Minn. 56156
42. John A. Koyko, DTM, 10721 - 159th St., Edmonton, Alta., Canada T5P 3B5
43. George B. Krockner, ATM, 1255 Ryanwood, Memphis, Tenn. 38117
44. Robert E. Dowden, ATM, 4017 E. 30th St., Odessa, Tex. 79762
45. George D. Fullerton, ATM, 7 Lorraine St., Dartmouth, N.S., Canada R3A 2B9
46. Leroy F. Schellhardt, ATM, 64 Amelia Ave., Livingston, N.J. 07039
47. Carleton J. Smith, DTM, 8100 - 14th St., N., St. Petersburg, Fla. 33702
48. Charles Bendall, ATM, 12010 Chickamauga Trl., S.E., Huntsville, Ala. 35803
49. John Zaulig, 850 - 19th Ave., Honolulu, Hawaii 96789
52. Ed Morris, ATM, 5130 Finehill Ave., La Crescenta, Calif. 91214
53. Richard A. Hazel, 2 Ivy Court, Elnora, N.Y. 12065
54. Ronald W. Fandrick, 807 S. 4th St., St. Charles, Ill. 60174
56. Joe Robinson, 530 Seaway Dr., Seabrook, Tex. 77586
57. Charles Butler, ATM, 3260 Park Ln., Lafayette, Calif. 94549
58. John Combes, Rt. 1, Box 252, Chapin, S.C. 29036
60. Terry R. Sweeney, 3251 Mainsail Cr., Mississauga, Ont., Canada
61. Arthur Cormier, 70 McEwen Ave., Apt. 302, Ottawa, Ont., Canada
62. Raymond F. Trappen, 233 Academy, Portland, Mich. 48875
63. Loyle P. Shaw, 2924 McCampbell Rd., Nashville, Tenn. 37214
64. James W. Tomko, DTM, STE 202 - 411 Cumberland Ave., Winnipeg, Man., Canada R3B 1B6
65. William E. Jones, Jr., 93 Lettington Ave., Rochester, N.Y. 14624
66. Darrell E. Rolison, ATM, 1411 Crestview Dr., Blacksburg, Va. 24060
68. Westmoreland Harris, 321 Livingston Pl., Metairie, La. 70005
69. Peter McCarthy, 21 Devona St., Aspley, 4034, Qld., Australia
70. George Bondzio, 30 Valaud Cres., Highfields 2289, N.S.W., Australia
71. Michael H. Murdoch, Twintrees, Water Lane, Ardley, Nr. Bicester, Oxon OX6 9NX, England
72. Clive Pryme, ATM, P.O. Box 622, New Plymouth, New Zealand

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Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will assure you of uninterrupted delivery of The Toastmaster and other TI material.

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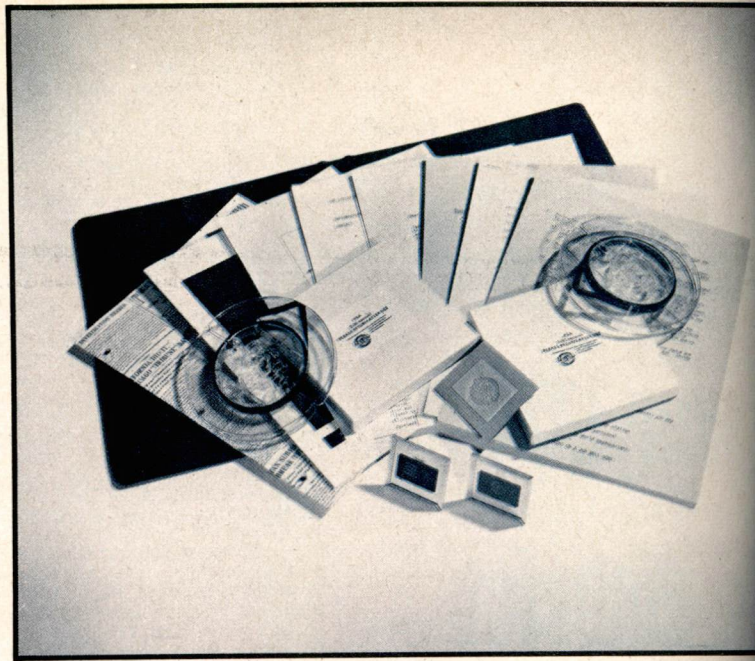
District No. _____

Paste current address label here OR complete the following:

Name _____	NEW ADDRESS _____
Present Address _____	City _____
City _____	State/Province _____ Zip Code _____
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If you are a club, area, division, or district officer, indicate complete title: _____

Advertising Kit



Here's the Advertising Kit you've been asking for... a complete media package to cover radio, television and newspapers with the Toastmasters message. With this kit you will have all the materials necessary to set up an advertising campaign in your city. Here's what you get:



RADIO — Two professionally-recorded radio spot announcements of 30 seconds each, ready to be played on the air. Listeners are referred to your local chamber of commerce for information on Toastmasters, so the advertising campaign must be coordinated with them in advance.



TELEVISION — Two glass-mounted color television slides are included, for use in Toastmasters spot announcements and as a background for Toastmasters interviews and programs. Five scripts for spot announcements of 10, 20 and 30 seconds accompany the slides.



NEWSPAPER — For your newspaper publicity the kit includes a full Toastmasters advertisement, which can be made any size you want, and a newspaper "mat" of the Toastmasters emblem, ready to be placed on the newspaper page with a minimum of effort by the publisher.

Also included are full instructions on the use of media for Toastmasters, fact sheets, and copies of the Publicity and Promotion materials, full of sample news releases, display information and tips on publicity, all attractively packaged in a vinyl binder.

The TOASTMASTERS ADVERTISING KIT (catalog no. 1150) is available for only \$10.00 complete, plus 15% shipping/packing. California residents add 6% sales tax.