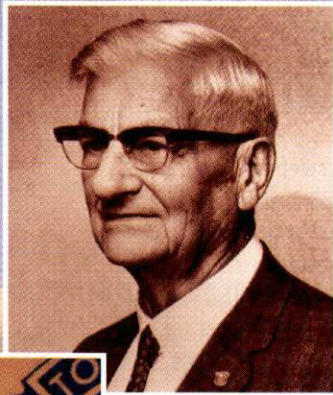


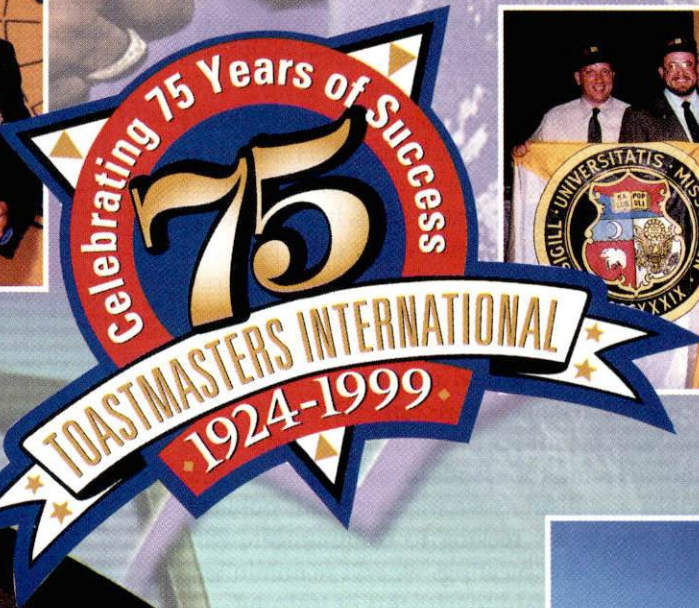
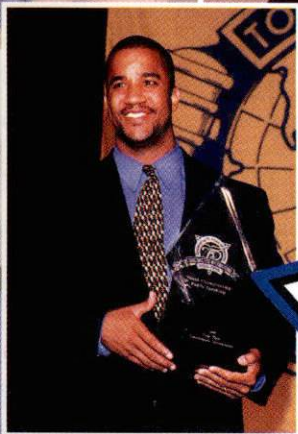
The TOASTMASTER®

OCTOBER 1999



1924 - 1999

*75
Years of
Success!*



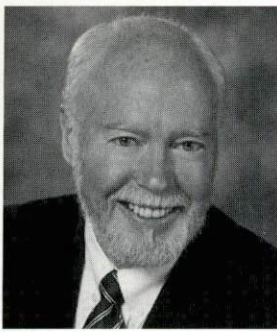
ALSO INSIDE:

Highlights from the 1999
International Convention

View From the Top

From Toastmistress
to Toastmaster





VIEWPOINT

Our Global Mission

More than 30 years ago Marshall McLuhan used the term "global village" to describe a world increasingly interconnected and intertwined. Today the world community he envisioned is reality.

What are the ramifications of the global village for Toastmasters as we celebrate our 75th anniversary and prepare to enter a new century? Our mission entails bringing the Toastmasters gifts of communication and leadership to diverse groups of people around the world. If we are to achieve this mission, we must take advantage of the opportunities around us to build new clubs and attract new members everywhere. This is more than just marketing; I believe it is a mission-driven imperative.

In the past 75 years we've made great progress. In August we welcomed our newest provisional district in Europe. Our territorial councils in Taiwan and Japan are thriving, and we just established a new territorial council in the Middle East. Southeast Asia, the Philippines, North America, Australia and New Zealand continue to grow, and we are breaking into South America. We see promising signs in such potential markets as the People's Republic of China and India. We have grown tremendously worldwide, and in the coming years Toastmasters International will continue to encourage the building of new clubs in every part of the globe.

We still have countless opportunities for growth. In minority and ethnically diverse neighborhoods, hundreds of thousands of potential members wait to be invited to a meeting. And people for whom English is a second language have a special need for a venue in which to practice their speaking skills. It is up to all of us to bring Toastmasters to them and them to Toastmasters. Our clubs provide a learning laboratory in our members join together for the common goal of becoming more effective communicators and leaders. Let's all ensure that this learning laboratory is as inclusive as we can possible make it.

One critical element in accomplishing our global mission is our attitude toward change. We can attempt to avoid change, or we can embrace it. If we welcome change as presenting new opportunities, we will affirm diversity as part of our marketing strategy and welcome thousands of new members into our Toastmasters family. In our clubs and districts we will target our publicity and membership building efforts, consciously seeking to communicate with people from varied ethnic origins. In our club meetings we will maintain sensitivity to the cultural nuances that are important ingredients of learning.

As we expand the network of clubs around the world, we will realize the vision that has always been integral to Toastmasters: to promote more effective communication and leadership development as a means to peace and understanding among the peoples of the world.

In the coming year, let us head the words of the Mahatma Gandhi, "We must be the change we want to see in the world."

Tim Keck, DTM
International President

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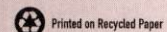
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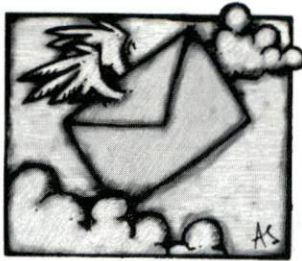
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

The Toastmasters Mission:

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.



LETTERS

CROSS-CULTURAL SHARING IN CHICAGO

A highlight of the recent International Convention in Chicago for me was my visit to Chicago's Michigan Avenue Toastmasters Club. As a Malaysian Toastmaster, I had always wanted to attend a club meeting in the United States, Toastmasters' birthplace. I was delighted to learn that the Michigan Avenue Club had invited delegates to visit its meeting.

I attended with friends from the Honolulu club. What a wonderful time of camaraderie and cross-cultural sharing! We met Toastmasters from all parts of the world, including Hong Kong, Southeast Asia, Australia and New Zealand.

We discovered that ultimately we are all the same. We laughed at the same jokes and felt touched by the same human values. Thank you, Michigan Avenue Toastmasters and Toastmasters International, for making this possible.

Yunn Hua Loh, DTM
Miri Toastmasters Club 6832-51
Miri, Sarawak, Malaysia

GREAT CONVENTION

I just attended my first Toastmasters International convention in Chicago. What an experience! The educational sessions were stimulating and fun. The speech contest was awesome, as was Zig Ziglar's speech in acceptance of our coveted Golden Gavel award.

Meeting outgoing President Terry Daily and incoming President Tim Keck assured me that we have great leadership in people who really care about Toastmasters. Everyone was upbeat and helpful, and I saw our organization from a new perspective. There are so many of us, and we all talk the same "language of Toastmasters."

I just gave the report of my experiences to our club and really believe we'll be making a special

effort to get club members to the next convention, which will be held in our District 47.

Congratulations on a very well-conducted, truly enjoyable experience.

Joe Green, CTM
Tampa Club 1810-47
Tampa, Florida

SPREAD THE GOOD NEWS

Reading Craig Harrison's article "16 Seconds to Success: Your Elevator Speech" in *The Toastmaster* (August) prompted this letter regarding my experience at a recent job fair.

As a good Toastmaster, I introduced myself to some young corporate representatives, handed them my resumé and pointed to the bottom of the page, which said "Membership: Toastmasters International."

In less than a minute I explained the values of Toastmasters. They were surprised, interested and inquired about club locations. I gave my resumé to six representatives and received two calls for interviews.

Let's keep smiling, handshaking and spreading the Toastmasters good news!

Gertrude M. Cenci
Fairleigh Early Birds Club 4229-46
Rutherford, New Jersey

ENHANCING LANGUAGE SKILLS

I'm a resident of Singapore and have found that being a Toastmaster has helped me become more proficient in the English language. I consider it a privilege to serve my club as a "resident" language evaluator (grammarian) and, on invitation, at other clubs as well.

Recently our Senior Minister and Prime Minister criticized the use of "Singlish" (substandard English) and called on Singaporeans to speak and write standard English. I am glad to be in an organization where standard English is spoken and promoted. I enjoy helping other Toastmasters

speak standard English, to gather valuable English phrases, and to develop my own English language skills in the process.

Having been a member of my club for more than 10 years, I am grateful for the self-development programs and speaking opportunities it has provided. I would like to see more people take advantage of what Toastmasters offers.

Soh Swee Kiat, ATM-S
Lion City Club 2086-51
Singapore

MOVING AHEAD

I recently administered the Better Speakers Series to my managers at work. The feedback was so positive that it is now a regular class at our company. Because I volunteered to teach the class, I was named "First Person" of the company and will be enjoying all the perks that go with the honor. The president of our company even mentioned how valuable Toastmasters contributions are to our company when he made a speech to all of the employees.

Because of Toastmasters, I also got the promotion I wanted.

Suezy Proctor
Peninsula Club 3409-32
Gig Harbor, Washington

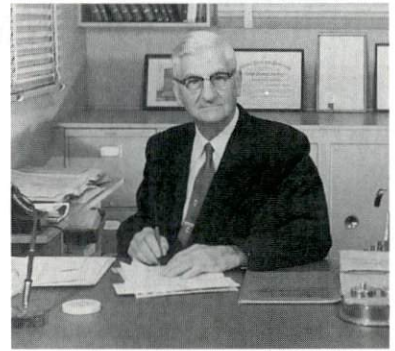
A SPEAKING COURSE

In one less than 100-word paragraph, Kimberly Porrazzo in her article "Mark Twain: The Orator's Icon" in the August issue provides an excellent course in speaking. The paragraph begins with the sentence: "Twain's success was the result of relentless rehearsals." Most of what anyone needs to know follows. Absolutely marvelous!

Vincent Foy, ATM
Palm Beach Noon Club 22-47
and Talk of the Town Club 5390-47
West Palm Beach, Florida

By Dr. Ralph C. Smedley

In a Toastmasters club, certain principles are held inviolable.



We Hold These Truths

A TOASTMASTERS CLUB IS NOT A PROPAGANDA ORGANIZATION. It does not adopt resolutions, sponsor candidates or promote "causes." It cannot commit its membership to support of any controversial matter, for its members come from all elements of society, and unanimity of opinion is hardly

to be expected or desired. Different groups – social, political, religious, racial and occupational – are represented in the typical club. It is a cross-section of its community.

A Toastmasters club is definitely a training organization. It welcomes men of all sorts of opinions into its membership and undertakes to train them to think logically and speak honestly on behalf of whatever cause or procedure they may believe in. The work of a Toastmasters club is to help each member be his best self, as a member of society and as a protagonist of the things which seem to him most worthwhile.

But in the Toastmasters club, certain principles are held inviolable. Like our country's forefathers of 1776, "We hold these truths to be self-evident," although our list of "truths" may differ slightly from theirs.

- We hold that every man is entitled to freedom of thought, as well as freedom of speech. He must be permitted – even encouraged – to study, learn, think and reach his own conclusions.
- Every man, having thought, is entitled to freedom of speech. But his hearers have the right to demand that he speak intelligently, reasonably and honestly, if he expects them to listen.
- Every man, speaking his well-considered thoughts, has a right to be heard. His right to be heard is in direct proportion to the worthiness of his thoughts and the effectiveness of his speaking.
- Every man, having spoken, has a right to listen to others. His listening must be with an open mind, an analytical attitude and a purpose to accept what is true and reject what is untrue.

- Every man has a right to disagree with what other people say, but he must learn to disagree without being disagreeable – to listen to the opposition calmly and without losing his temper or his balance.

- Finally, every man has a right to share his thoughts, his ideas and his convictions with everyone who will listen, but he has no right to force his opinions on anyone who will not accept them, nor to compel anyone to act unwillingly under his dictation.

I like the definition of individual freedom given by Dr. George Pinckard, an 18th century English scholar.

"Liberty is the right of every human creature, as soon as he breathes the vital air; and no human law can deprive him of that right which he derives from the law of nature. True liberty consists in the privilege of enjoying our own rights, not in the destruction of the rights of others."

And Canon Farrar, another great Englishman, said it well in these words: "Man's liberty ends, and it ought to end, when that liberty becomes the curse of others."

The Toastmasters club stands for the integrity of the individual, for the sanctity of human character and for the right of every man to express himself – but always with the eternal and unchangeable rule: That your rights are inviolable, and so are mine; your individual rights are limited as soon as they cross my rights; every person must recognize that personal rights are restricted by the rights of others.

That is the essence of the American ideal of individual freedom. That is what the Toastmasters club, in the final analysis, is proud to represent and advocate. **T**

This article by the organization's founder was originally published in the July 1948 issue of The Toastmaster. At that time, the organization had only male members.



FROM THE EXECUTIVE DIRECTOR

By Terrence McCann

Our diamond jubilee offers a gleaming and multi-faceted opportunity for growth.

Cast Out Your Net Widely

Happy Anniversary! Commencing this month, and continuing for the rest of the year, Toastmasters around the world will celebrate the Diamond Jubilee of our great organization.

It is appropriate that our yearlong celebration will take place as the world enters a new millennium. For, as we review our organization's considerable accomplishments, we must look forward to our opportunities. During the past 75 years, approximately four million people have benefited from our programs. As a result, their families, communities, places of employment and co-workers also have profited from these Toastmasters' experiences and enhanced skills. During our Diamond Jubilee year, and indeed into the next century, we will enjoy an opportunity to make an even greater contribution to these communities, families and corporations.

As we meet our members' needs and greet thousands of club visitors, we offer the most valuable service imaginable: We help people improve their lives. And that's what life – and the Toastmasters mission – is all about.

But to succeed, we all need to get involved. What can you and your club do to prepare for Toastmasters' anniversary celebration, to help your friends and neighbors become confident communicators? Whatever your level of responsibility – as a member or leader in a club, district,

area or region – you have a rare chance to promote Toastmasters in your community and to reap satisfaction through participation.

During this 75th anniversary year, I urge you and your club to become active in your communities and redouble your efforts to meet your own and your club's goals. The International Convention in Chicago kicked off the anniversary, but the main focus of the Diamond Jubilee rests with the club and its community or host organization. Here are some ideas and resources for you to use in preparing for the anniversary and corresponding membership campaigns:

- **Conduct club theme meetings** and give manual speeches on the history of Toastmasters and its founder, Ralph Smedley.
 - **Write and distribute press releases** focusing on favorable changes in members' lives as a result of their Toastmasters training and calling attention to the organization's 75th anniversary.
 - **Help organize a new club** in your company, near your home, in a government agency or in other settings. How? Check out the "new clubs" section on the Toast-
- masters Web site at [http:// www.toastmasters.org/start.htm](http://www.toastmasters.org/start.htm).
 - **Participate in TI's 1999-2000 membership programs** – they all focus on celebrating our organization's history. These programs recognize both individuals and the entire club, and they run throughout the year. Why not organize a membership contest in your club? For more information and ideas, find the Membership Program Flier on TI's Web site at <http://www.toastmasters.org/pdfs/1620.pdf>.
- Use the 75th anniversary to generate enthusiasm in your members and attract publicity and acknowledgment from your community and company. World Headquarters offers a variety of resource materials free or at minimum cost. In addition to the special commemorative 75th anniversary items listed in the ad on page 14, the following is just a sampling:
- *Let the World Know* publicity and promotion handbook (Catalog #1140)
 - TI Publicity Pack (Catalog #1153)
 - PR and Advertising Kit (Catalog #1150)
 - Various promotional fliers and press releases (See your club's Supply Catalog for details)
 - Special 75th anniversary press release and TI fact sheet (see the TI Web site).

■ *The Story of Toastmasters* Volume I and II (Catalog #B1 and B2. See the ad on page 27.)

As you well know by now, and as evidenced by the many "Toastmasters success stories" that daily come to our attention, the Toastmasters program works! The effectiveness of our simple "learn-by-doing" formula is evidenced by the approximately 5,000 corporations that sponsor in-house Toastmasters clubs as communication training for employees.

Our market research shows that Toastmasters programs are needed now more than ever. People from all walks of life need the skills we offer. Potential members are everywhere, and they just need to be invited to your club. The benefits are obvious. In fact, the former Director of the U.S. Office of Personnel Management, James King, in a

widely distributed memorandum encouraged federal agencies to sponsor Toastmasters clubs:

"The Office of Personnel Management has long recognized that Toastmasters International provides a valuable and useful service to federal employees. Effective public speaking, and the self-confidence that goes with it, can help federal employees communicate more effectively with customers and community organizations. These skills also help employees present their job-related ideas and suggestions more efficiently."

And a survey of 480 companies and public organizations by the National Association of Colleges and Employers found that the ability to communicate ranked first among personal qualities of college gradu-

ates sought by employers. "Work experience was second, motivation third, and academic credentials sixth. Ethics was 10th," the *Wall Street Journal* reported in March 1999. Along the same lines, a front-page article in the *Los Angeles Times* last April describing the need for better public speaking training at top U.S. universities said that "Writing skills and a degree from a prestigious institution are no longer enough. In order to face the world beyond college, students must speak efficiently, be able to organize cogent arguments and be ready to function in an increasingly team-oriented workplace."

If you or your club has an idea for a creative anniversary event, please send it to: Publications Dept., Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 or contact Suzanne Frey at sfrey@toastmasters.org. **T**

Looking Forward

"The past prepares us to meet the challenges of the future."

— RALPH SMEDLEY

The concept of adult education was largely unheard of at the beginning of the 20th century. It took the vision of a scholarly young man, just graduated from Illinois Wesleyan University, to recognize the importance of lifelong learning – not only for adults at that time, but also to future generations. Today, thanks to the patience and perseverance of Ralph Smedley and his idea, people throughout the world have the chance to pursue their personal and professional goals – even after other avenues of education may be closed.

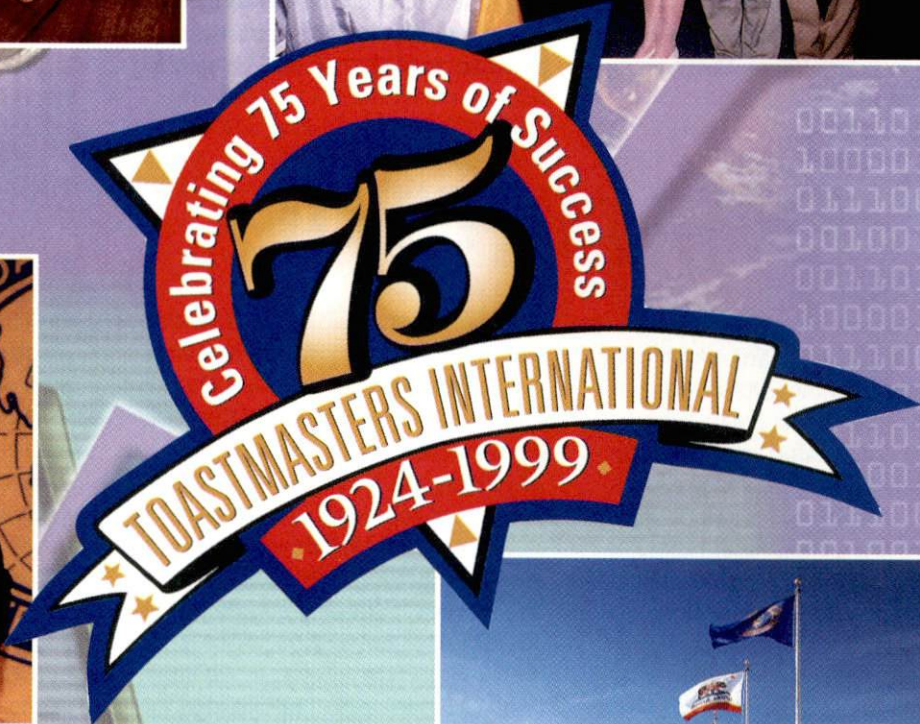
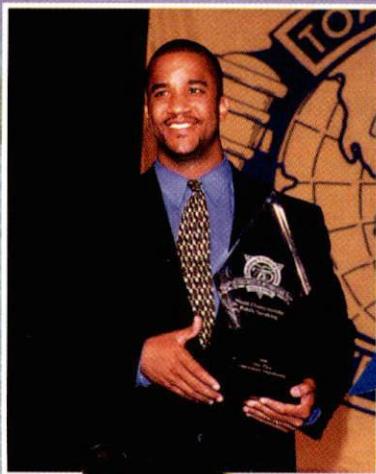
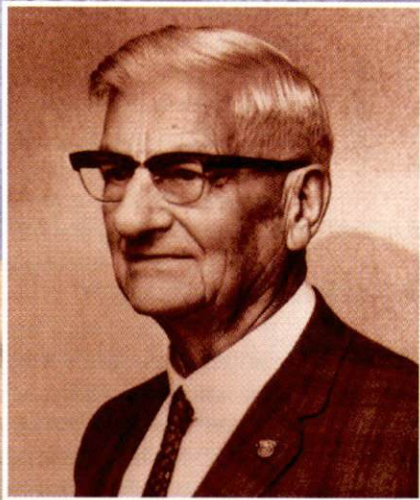
After Smedley's death in 1965, other leaders have upheld the Toastmasters cause. Thanks to the strong network of club, area, division, district and international officers, the tradition of leadership has

remained strong and focused as new clubs and nations have been added to the Toastmasters roster. As of June 30, 1999, more than 175,000 people were members of more than 8,600 Toastmasters clubs in 70 nations throughout the world. And since the inception of the Toastmasters awards system, 309,269 CTM awards have been issued. In addition, 42,321 ATM, 4,718 ATM Bronze, 2,532 ATM Silver and 7,586 DTM awards have been issued. Since July 1997, under the new requirements, 8,964 Advanced Toastmasters Bronze, 2,801 Advanced Toastmaster Silver, and 1,157 Advanced Toastmaster Gold awards have been issued. Since the inception of the leadership track, 6,472 Competent Leader and 367 Advanced Leader awards have been issued.

All this progress has not taken place by chance, of course. A good part of the job of Toastmasters' Board of Directors is to study social, economic and political trends and then apply them to the membership growth and educational program development of the Toastmasters organization. As the need for articulate individuals possessing leadership skills increases – and as competition for people's leisure time intensifies – Toastmasters International will continue to seek out new opportunities for expansion and create innovative educational materials, enabling members everywhere to enhance their lives and fulfill the Toastmasters mission of making "better speaking, listening and thinking a worldwide reality." **T**

1924 - 1999

75 Years Success



In Toastmasters, success is best measured one member at a time.

of
ess!

Earlier this year, we invited members to share their Toastmasters success stories. The "Toastimonials" that poured in are timely proof that 75 years after its founding, TI's mission is alive and well. Toastmasters International has enjoyed phenomenal growth since the formation of the very first Toastmasters club in

Santa Ana, California, in 1924. Today, nearly 180,000 members in some 70 countries enjoy the benefits of the organization's mission of providing a "...mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn fosters self-confidence and personal growth." The true measure of TI's success, however, isn't large numbers: in Toastmasters, success is best measured one member at a time.

The fact that TI's simple formula for personal achievement has endured for three-quarters of a century is a tribute to the visionary insight of a single man. It was the turn of the century when Toastmasters founder Ralph Smedley began to develop his ideas about public speaking. At 25, he served as educational director of the Bloomington, Illinois, YMCA, a position that required him to make frequent speeches and to conduct meetings. An accomplished speaker himself, he lamented that many of the young men who participated in YMCA groups and committees seemed awkward and tongue-tied when it came to public speaking. Nearly 100 years later, it is still a common problem.

"Eight years ago I walked into my first Toastmasters meeting. My reasons for joining were really quite simple: I wanted to be able to say my name in public without passing out. I was deathly afraid of public speaking and I wanted to get over this fear. Not only did I get over the fear, I actually went on to become a professional presenter and conduct seminars and workshops all over the country. When asked about Toastmasters I always say, 'Before I was involved in Toastmasters, I couldn't open my mouth. Now I can't shut it.'

DEBBY HOFFMAN, CONCORD TOASTMASTERS CLUB 6954-45
IN CONCORD, NEW HAMPSHIRE

After receiving authorization from his supervisor, Smedley set about forming a club dedicated to helping members improve their skills in public speaking, debate and parliamentary procedure. Calling themselves "The Toastmasters," the fledgling group began meeting week-

ly in March of 1905. The following year, the YMCA promoted Smedley to general secretary, transferring him to Freeport, Illinois. There he found himself faced with a similar problem. Older men at the new YMCA had expressed an interest in improving their business communication skills. Armed with his previous experience, Smedley was quickly able to form a new club - one especially designed to serve the business community. Then, as now, Toastmasters offered invaluable professional training.

"In the fall of 1998, I decided to apply for the Rice Leadership Development Program, in which seven people from throughout the United States would be selected. About 150 people sent in applications, and then the Houston-based USA Rice Federation narrowed them down to 12 semi-finalists. The semi-finalists were then required to participate in an oral interview before a panel of eight rice industry leaders. When I walked into the interview room, I was seated at the head of the table, and each one of the eight panelists asked me a question about the rice industry. Thanks to my experience at doing Table Topics speeches in my Toastmasters club, I was able to 'think on my feet' and provide an answer to each question. I was ultimately selected to participate in the Rice Leadership Development Program, so for the next two years, I will be travelling throughout the rice-producing areas of the United States and learning about the issues that the rice industry faces. I credit my participation in Toastmasters with helping me achieve success in my professional life."

ROBYN RUTGAR EVANS, CTM/CL
POINTE WEST TOASTMASTERS CLUB 1383-39
IN SACRAMENTO, CALIFORNIA

Three years later, Smedley was transferred to Rock Island, Illinois, where he started yet another successful Toastmasters club. Within a few years, World War I intervened, prompting him to take a leave of absence to work for the U.S. Army. The war was followed by two more transfers: The first to San Jose, California, and the second to a YMCA located in the southern part of the

B Y C I N D Y P O D U R G A L C H A M B E R S , D T M

state, Santa Ana. It was there that Smedley would outline the basic design of a Toastmasters club – a design that continues to serve as a model for all Toastmasters clubs today. At its heart is the concept of members helping members achieve success. In his book, *The Story of Toastmasters*, Smedley recounts that the purpose of the Santa Ana club was not just to practice public speaking and to learn to preside over meetings, but to “promote sociability and good fellowship among the members.” Fellowship continues to be an integral part of the Toastmasters experience.

“I have been a Toastmaster for 20 years. I have loved learning how to be a better speaker, trying new techniques and polishing my phraseology. But really – really – how has Toastmasters changed my life? It is the people, the wonderful people in Toastmasters who have changed my life. Not only in my speeches have they encouraged me in kind ways to do better, but in ‘real life.’ By getting to know me as a Toastmaster through the different assignments at the club level – everything from being on time to doing an advanced manual speech to stretching myself at upper level contests – they have gotten to know me as a person. They have encouraged me in so many ways, through traits gained and emphasized at Toastmasters meetings, to be better at everything in life – from being an employee at my job to being a good mother. Toastmasters care about other Toastmasters. In the last 20 years, I have aged from being 24 years old and barely out of college, to going on 45. I have been married and divorced, changed jobs, buried both my parents and adopted a baby from Russia. My Toastmaster friends have laughed and cried with me through it all. I can’t imagine life without them.”

KAREN A. MAYFIELD, DTM,
RIVERWAY TOASTMASTERS CLUB 8066-56, IN HOUSTON, TEXAS

Smedley Would “Rather Be Rich in Friendship Than in Money.”

Toastmasters International was formally incorporated in December 1932. Over the years Dr. Smedley took out copyrights in his own name for the many articles and manuals he had written for use by the membership. But he eventually assigned all his rights, claims and property interests in the name, plan and products to Toastmasters International. Some people said Smedley should have capitalized on his work and made a fortune. His reply? “... I would rather be rich in friendship than in money. It is a privilege to make a contribution to the welfare of my fellow man, and I have never regretted transferring all the controls to the corporation.”



Within a year after the founding of the Santa Ana club, neighboring towns began requesting Smedley’s guidance so that they, too, could start their own Toastmasters clubs. He gave his advice willingly. By 1930, Toastmasters had established itself as an international organization, and by 1959, nearly 100 clubs were operating in Europe alone. Many of these clubs developed near U.S. military posts. Other clubs were established through correspondence with World Headquarters after someone heard or read about the organization. Sometimes the concept traveled by land: The first Toastmasters group in Mexico was chartered in 1960 after a transplanted Toastmaster from California encouraged local businessmen in Guaymas, Sonora, to organize their own club. In 1982, TI leaders adopted the Mission of Toastmasters International, which included the following directive: “It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.”

While many members of clubs outside the United States conduct meetings in their native languages, many who speak English as a second language turn to Toastmasters to improve their fluency in English. The results can be remarkable.

“I am Chinese. In 1974, I came to Texas for graduate school. English is hard enough, but American slang makes the language even more confusing. When you are not able to express your thoughts or understand people in daily communication, it makes you feel two feet tall. After I graduated with my MBA, I was promoted and had to meet with customers and give presentations. Communication was my biggest obstacle. I hated public speaking but needed the training, so I joined Toastmasters. The results were so beneficial, I decided to form a Toastmasters club to help other Chinese. With the help of Toastmaster Russ Hicks, we formed the TI Word Wranglers club.

I learned that Toastmasters is a safe place to make mistakes. I’ve served as both Area and Division Governor. Toastmasters offers many fine and effective training programs. Those who speak English as a second language should realize that communication and leadership are trained skills. Take advantage of each opportunity, and you, too, will grow to feel six feet tall.

GRACE TYLER, DTM, ATM-B
MBNA GOLD TOASTMASTERS CLUB 5589-50 IN ADDISON, TEXAS

As Toastmasters continued to grow, so did the duties of its founder. Among many other notable accomplishments, Ralph Smedley wrote several manuals that helped define the Toastmasters educational program. The first speech manual, *Ten Lessons in Public Speaking*, was compiled for clubs in 1928. For the next three decades, Smedley personally developed or oversaw the development of all TI educational materials. By 1941, the Toastmasters leader had decided

to retire from his official duties with the YMCA to devote himself exclusively to Toastmasters. He developed educational programs, contributed to *The Toastmaster* magazine, served as a consultant to a number of clubs, and maintained an active membership in the very first Toastmasters club in the world, Number One Toastmasters Club (which still meets in Santa Ana).

Often members approached him with the idea of offering formal awards to members. At first, Smedley was hesitant. An advocate of lifelong learning, he felt that issuing a certificate to those who completed the basic training manual might imply an end to their education. Even so, Smedley realized that the growing organization needed standardized recognition programs, and so he approved plans for a Certificate of Merit. That first certificate, a forerunner of the modern Competent Toastmaster (CTM) was awarded in June of 1946. Further levels of recognition were forthcoming. The Able Toastmaster award (ATM) was born in 1950; in 1968, the CTM award replaced the Certificate of Merit. In 1970, World Headquarters issued the first Distinguished Toastmaster (DTM) award for leadership. ATM-Bronze and ATM-Silver followed in 1984. 1997 brought the ATM-Gold, Competent Leader and Advanced Leader. Each level of achievement was designed not only to recognize significant achievement, but to increase member pride in these accomplishments. The method is still successful.

"In 1981, I joined the Jaycees. At the beginning of each meeting, it is customary for members to stand and state their names. This was extremely difficult for me. I felt very self-conscious and dreaded that portion of each meeting. Another Jaycee, Dr. David Richey, tried every conceivable approach to get me to join Toastmasters. I was finally persuaded to attend, although I never intended to participate. After many more months of perfusion and a month of practice, I was able to give a "read off my eyelids" Ice Breaker. It was so bad that all the evaluator could say afterward was, 'Hang in there, young man.' For about a year and a half I struggled with each speech and finally managed to finish my manual. I was astonished to become a CTM. I struggled to earn my ATM-Bronze, and as I did, I realized I was beginning to be affected personally and professionally by Toastmasters. I earned my ATM-S and ATM-G almost simultaneously. By that time I had become a much better communicator and received three promotions. In 1988 I became a DTM and received the President's Circle award for having recruited a lot of new members. The skills I learned and developed in Toastmasters have helped me succeed in every area of my life. Thank you, Ralph Smedley and Toastmasters International!"

RICHARD HUNT, DTM, POINT MUGU
TOASTMASTERS CLUB 1075-33 IN VENTURA, CALIFORNIA.

Prior to the 1970s, Toastmasters was exclusively a male organization. But at the 1973 International Convention in Houston, Texas, delegates spoke out in favor of opening membership to women (see related story on page 12). While only a small percentage of Toastmasters clubs took advantage of the ruling at first, the numbers of females in the organization grew slowly but surely. At that time, many women were beginning to question traditional gender roles, and more and more were entering the workplace. Toastmasters offered some women their only opportunity to compete on a level playing field with males while helping hone the communication and leadership skills many lacked. Even today, TI is touted as an outstanding opportunity for women from all walks of life.

"I joined Toastmasters in 1990. I was not happy with my life. I knew there had to be a better way, but I didn't have a clue what it was or how to get there. When I visited Toastmasters, I met people who wanted to improve their lives. I thought that was a good start, so I joined. Since that time I have raised two children as a single parent. They are now in college. Several years ago I started my own business. It, too, has been a success. I know these successes would not have happened without my participation in Toastmasters. The opportunity to improve communication skills is without price. But just as important are the lessons I learned from other Toastmasters: success stories, stories of struggle, and all-important leadership skills. I am earning much more money now than before I joined Toastmasters, and I have earned respect in my chosen field. There is no end to this story. There are other goals I am looking to achieve. But without Toastmasters none of this would have happened."

CHERYL L. NEWTON, OKC SPEAKING SINGLES CLUB 4906-16
IN OKLAHOMA CITY, OKLAHOMA

Dr. Ralph Smedley died on September 11, 1965, at the age of 87. Once, when asked what type of memorial he would prefer, he replied that "The perpetuation of Toastmasters should be my memorial; I want nothing more than that and nothing less than that." He surely would have been heartened to see the tremendous growth of the organization he loved so much. Yet even as Toastmasters International seeks out opportunities to reach thousands more members, the real story of Toastmasters remains the story of one person – the person whose life is transformed through better communication and leadership skills. It's a success story that has been told countless times in the past 75 years. And it's a story that will live on for many years to come. **1**

Cindy Podurgal Chambers, DTM. is a freelance writer and a member of Heartline Club 7409- 63 in Clarksville, Tennessee.

From Toastmistress to Toastmaster

The year was 1966, and Toastmasters executives were working to develop a succinct slogan that would sum up the true intent of the growing organization. The final selection, "Listening, Thinking, Speaking Program for Men on the Move," not only summed up the group's intent, but also highlighted a distinct inequity – the fact that women were barred from

membership. The idea of admitting women into Toastmasters would have been considered peculiar back in 1906 when YMCA Educational Director Ralph Smedley first began dreaming of training people to be better speakers and leaders. After all, he was working for the Young Men's Christian Association, and his job was to help men, not women, gain self-confidence.

By 1924, when the first Toastmasters club was established in Santa Ana, California, the group had developed specifically to serve local businessmen. That the "weaker sex" might require the skills necessary to survive in the business world would have been considered far-fetched. Besides, the thinking went, why would women want to enter a men's organization? Most didn't. Instead, by the 1930s, some "wives and sweethearts" of Toastmasters had decided to form parallel organizations. Usually termed "Toastmistress" clubs, their formation was at

first met with resistance, as evidenced by the following June 1937 notice published in *The Toastmaster* magazine: "We Women Want Recognition. We agree not to cause you trouble if you will give us a chance to associate with you. Most of us are wives or sweethearts of Toastmasters anyway, and we believe the general cause of Toastmasters clubs can be helped if you will let us enlist. Give us a chance."

While the tone of the notice may seem quaint to us today, offering assistance to the organization no doubt appealed to the men in charge. And because Toastmasters were pledged to help others, it was an appeal that could not be refused. With the guidance of Dr. Smedley and other organization leaders, the International Toastmistress organization was incorporated in 1939 in Lynwood,

California. With Mrs. Ernestine White – the wife of a Toastmaster – at its helm, the group chartered more than 30 clubs that first year. Toastmasters International seemed pleased with its decision. "There are decided advantages when parallel organizations are maintained," said an article in the June 1937 issue of *The Toastmaster*. "The men's club and the women's club can hold joint meetings, exchange programs, aid with criticism and help each other mightily."

In June of 1940, International Toastmistress President Mrs. Walter F. Hansen summed up her organization's benefits with a tone that was distinctly ahead of its time:



First President of
International Toastmistress
ERNESTINE WHITE

"A Toastmistress is a woman who can preside over any kind of group meeting – not just a dinner meeting... A real Toastmistress is one who can conduct a forum, a discussion, a panel, a conference – one who knows when, where and how to use the various forms of procedure. Speech and leadership cannot be separated. A Toastmistress is not one who makes sweet little talks about the weather or about the rise and fall of women's skirts or gives rehashed material from a magazine. When she speaks, she really says something."



"It was a great honor for me to serve as International President. There were – and are – so many talented women leaders in the organization. I just had a head start."

– HELEN BLANCHARD, DTM



"So many women came up to me and thanked me for representing them. I didn't just represent Pauline Shirley, I represented all women, everywhere. It was a humbling experience."

– PAULINE SHIRLEY, DTM



"Toastmasters has provided us with the opportunity to develop, practice and excel in our communication skills. And as we look to the future, we hope to provide even more people – men and women alike – with these wonderful opportunities."

– JO ANNA McWILLIAMS, DTM

Although in many regards the Toastmistress group was similar to the organization that inspired it, the informal bond between the two began to widen with time. Today the once exclusively female organization is known as International Training and Communication (ITC) and is open to both men and women.

Throughout the 1950s, most Toastmasters' wives were content to lend moral support to their husbands as the men pursued their public speaking goals. But with the advent of the turbulent '60s, the climate changed and women began to request permission to form ladies' auxiliary Toastmasters clubs on an international level. The 1965-66 Executive Committee of Toastmasters Board of Directors met on the subject, cautiously compromised, and gave clubs the right to support such groups if they chose to do so.

It wasn't until November 1972 that clubs on federal installations were permitted to decide whether or not to admit females. It was a move that came almost two years too late for the woman who would go on to become TI's first female President, Helen Blanchard. Blanchard was working at a Navy research and development center in 1970 when she was given the daunting assignment of instructing Naval engineers. Painfully aware of her

lack of communications skills, she remembered seeing a flyer for an on-base Toastmasters club that proclaimed, "Present With Confidence. Join Toastmasters!" It sounded like the perfect solution. She immediately phoned for more information, only to be told the group did not accept women. But "they agreed to allow me to attend a meeting," Blanchard recalls. "I went and really liked what I saw." After trying to form a Toastmistress club, she heard back from the all-male club she had previously visited. The group had voted unanimously to accept her as a member.

Knowing she couldn't be listed as Helen Blanchard on the application form, she instead applied as "H. Blanchard." Even that didn't pass World Headquarters' scrutiny, and the form was returned, along with a request for a first name. So during the club's next Table Topics session, members were asked to choose a new one for her. The winner? "Homer," Blanchard recalls with a laugh.

Blanchard wasn't the only woman willing to join a Toastmasters club that way. Androgynously named applicants probably boosted membership a great deal by the early 1970s. By 1973, when the "women optional" ruling allowed Homer Blanchard to officially return

to being Helen, she had already been elected club President.

While the landmark ruling allowed women the freedom to join TI, few clubs took advantage of it. Most chose to remain "men only," causing some newly recognized female Toastmasters to counter with "women only" clubs. The dispute was finally quelled five years later, when TI announced the clubs could no longer organize along gender lines.

For Blanchard and many women, it was a time of exciting change. *The Toastmaster* magazine, which before 1973 had published articles with titles like "The Care and Feeding of a Toastmaster" and "The Critical Spouse in the Toastmasters House," now began featuring articles with headlines like "The Feminine Influence: How Important Is It?" The answer, stated the author, was "very important... especially when you consider that a club without women is missing half the population, half the marriages and half of all the people who control the money in the world."

It also missed half the potential leaders – a role many women were eager to assume. "The men put me to work right away in club offices," says Blanchard. After finishing up her term as club President, she took on the Area Governor position in order, she says, to "give something

back." That led to other district offices, including a successful run for District Governor in 1976-77, and then an attempt at International Director. Blanchard didn't win the first time she ran for the office, but was elected on her second try in 1978.

Blanchard made making history seem easy, becoming Toastmasters' first female International Director, the first female to earn the rank of DTM, and, in 1985, the first woman ever elected International President of Toastmasters International. "It was a great honor for me to serve as International President. There were – and are – so many talented women leaders in the organization. I just had a head start," shares Blanchard. Although she admits to hitting a few "rocks in the road" in the predominantly male organization, "by the time people realized I was dedicated to the position," she says, "I had wonderful support."

Blanchard sets the stage for female achievement in the organization. And less than a decade later, when Pauline Shirley became the second woman to assume the presidency, times had truly changed in Toastmasters. "It was much more difficult for her, as a female in the organization, than it was for me," Shirley says. "It takes one person to break the ice for someone else. I didn't have to face many of the same challenges, because Helen had already faced them." Shirley, who joined Toastmasters eight years after women were officially permitted membership, is proud to be part of an organization that does not discriminate. "It's easy today to forget that Toastmasters has helped pave the way for equality of all kinds. That's one of the reasons I was so privileged to serve as president."

As a woman, Shirley felt she brought some unique feminine skills to the role. "Most women have a different perspective about leadership than men do. I like to think I brought a truly caring leadership style to the organization."

"I was always aware that women leaders were role models," Shirley continues. "But it was an epiphany for me the year I served as president [1994-95]. So many women came up to me and thanked me for representing them. I didn't expect that kind of outpouring. I didn't just represent Pauline Shirley, I represented all women, everywhere. It was a humbling experience."

TI's Senior Vice President, Jo Anna McWilliams, who will serve as President in the year 2000-2001,

"It's easy today to forget that Toastmasters has helped pave the way for equality of all kinds."

also feels a deep sense of responsibility. "During the International Convention in Chicago earlier this year, I had a lot of ladies coming up and encouraging me, thanking me for running. It is truly humbling to be their representative." But McWilliams believes women can go still further in Toastmasters and in the world. "Having had only two female presidents so far is certainly disproportionate. But a great deal of progress has been made at all levels

since women were admitted to Toastmasters." McWilliams cites statistics for fiscal year 1999-2000, which show that 44 percent of all district governors and 43 percent of the organization's directors are female. "Women will continue to play a significant role in our organization as members and as leaders," McWilliams says. "Toastmasters has provided us with the opportunity to develop, practice and excel in our communication skills. And as we look to the future, we hope to provide even more people – men and women alike – with these wonderful opportunities."

TI's first female president believes it is up to women to take advantage of all that Toastmasters has to offer. "Women should compete in speech contests, serve as officers, and put a lot of effort into the program," the former Homer Blanchard says. "You just never know how far you can go." **T**

Cindy Podurgal Chambers, DTM, is a freelance writer and member of the Heartline Club 7409-63 in Clarksville, Tennessee.

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Tl's programs have come a long way since the early days of learning by "word of mouth."

Anyone looking through Toastmasters International's Supply Catalog will be amazed at the amount of educational materials – books, manuals, audio and video cassette programs – available for members. The catalog offers a wealth of up-to-date information to help members develop their communication and leadership skills.

Leadership Program manual. This manual also has been revised since its introduction, most recently in 1996.

Members completing the basic training program wanted to learn more advanced speaking skills. In 1950, the first "advanced" manual, *Beyond Basic Training* – containing 16 speech projects – became available. The current multi-manual Advanced Communication and Leadership Program was introduced in 1978. There are now 15 advanced manuals, with the newest ones, *Humorously Speaking* and *Persuasive Speaking*, appearing this past year.

The Evolution of Toastmasters Education

By Debbie Horn

What a change from earlier days! When the first Toastmasters clubs were formed in the 1920s, learning was entirely experiential. Members had no manuals, no evaluation guides and no written materials to help them

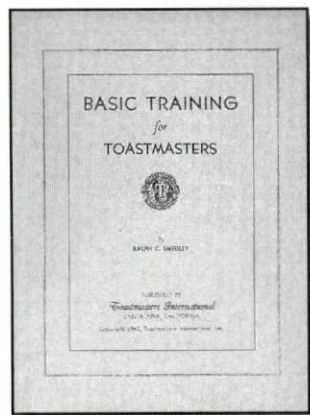
in their efforts to improve. All information was given verbally by Founder Dr. Ralph C. Smedley and spread by "word of mouth" to other clubs.

As the organization grew, this method became impractical. In 1928, Dr. Smedley wrote the *Manual of Instructions* for clubs, which included a pamphlet titled, *Ten Lessons in Public Speaking*, the organi-

zation's first speech manual. Additional educational material was included in *The Gavel*, which began publication in 1930 as a two-page mimeographed newsletter. The name was changed in December 1932 to *The Toastmaster*, and the first issue of *The Toastmaster* magazine was published in April 1933.

1942: BIRTH OF THE BASIC MANUAL

Dr. Smedley's manual, *Basic Training for Toastmasters*, was introduced in 1942. This 12-project manual provided the organization's first in-depth instruction in speaking. Rewritten and revised over the years, it was finally replaced during the 1970s with the Communication and



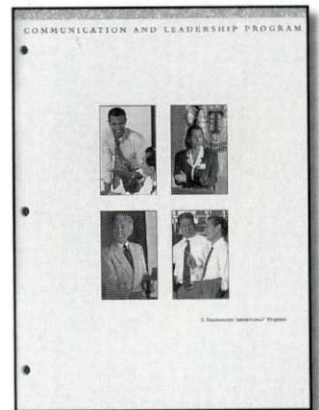
1979: SUCCESS/LEADERSHIP

The 12-program Success/Leadership Series was introduced in 1979 with *How To Conduct Productive Meetings* and *Parliamentary Procedure in Action*. This seminar-style set of programs provides instruction in areas beneficial for the work environment such as listening, evaluation, thinking, leadership, training and management.

In 1986, Toastmasters International helped create a video guide to public speaking, *Be Prepared to Speak*, and followed up with three others on meetings, leadership and sales. In 1992, *The Better Speaker Series* made its debut; each 10-minute program in this seminar offers additional tips and techniques for speakers. The following year, *The Successful Club Series* program, which provides help in developing a successful club, was introduced.

New programs are regularly added to both *The Better Speaker Series* and *The Successful Club Series*. Also in 1993, *High Performance Leadership*, which provides instruction and practical experience in leadership, became available.

By continually striving to stay in touch with members' needs, Toastmasters International is committed to providing the finest educational materials related to public speaking and leadership available anywhere! **T**



Debbie Horn is manager of the Education and Club Administration Department at World Headquarters.

Chicago HOSTS TI'S *Diamond Jubilee*



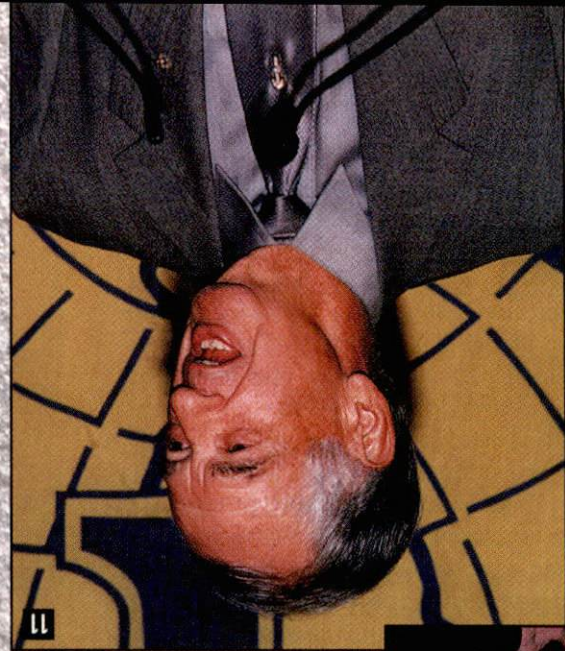
**Delegates at the 68th Annual
Convention Toast to 75th Anniversary**

When Toastmasters President Terry Daily greeted delegates during the opening ceremonies at the International Convention in Chicago, Illinois, he pointed out that the past year – 1998-99 – was one of the most successful in the history of our organization. He cited statistics for club and membership growth, record numbers of educational completions, and a high number of Distinguished Districts.





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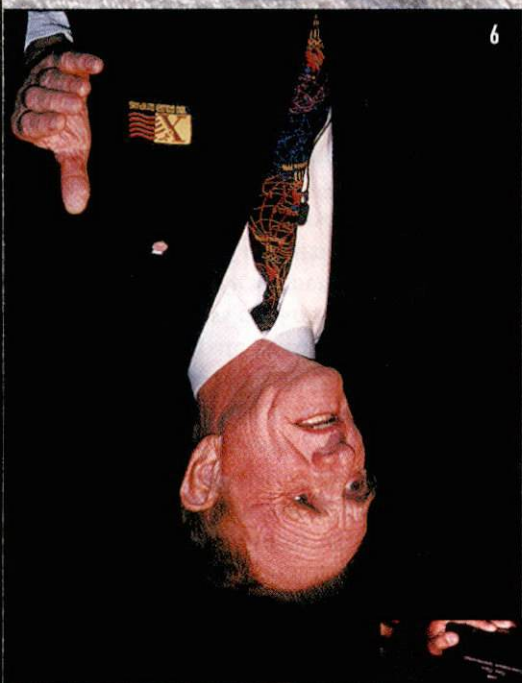
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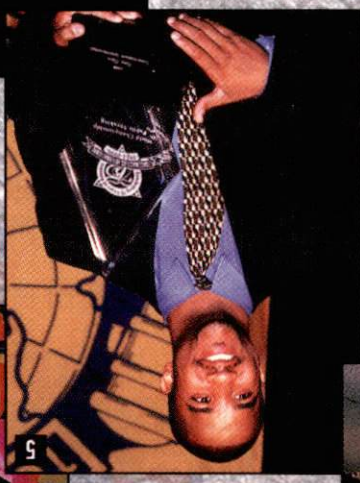
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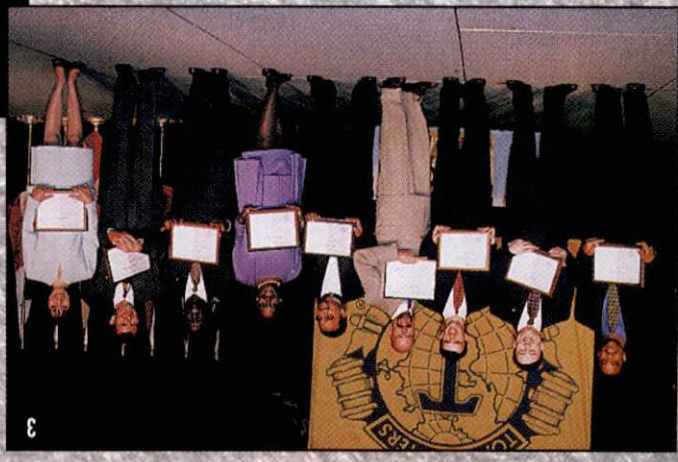
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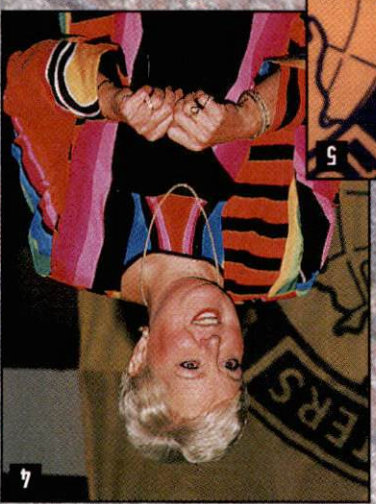
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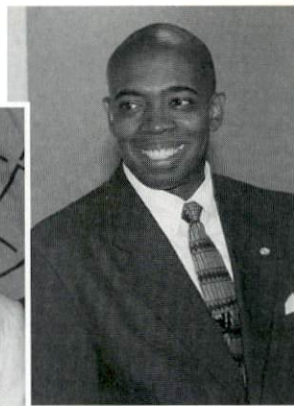
Presenter Ed Tate teaches how to motivate an audience of any age.



Club Luncheon Speaker and Past International Director Joan Johanson, DTM, discusses leadership in her talk, "Salt in Their Oats."



Newly installed 1999-2000 International President Tim Keck, DTM, talks about his theme, "Building a Better World."



1995 International Speech Contest winner Mark Brown, ATM, presents a session on leadership.



Eileen Roth teaches organizational skills during the Toastmasters and Guests Luncheon.

But charts and numbers aside, what most impressed and delighted delegates was the fact that Daily, the organization's highest elected officer and an expert communicator, took the opportunity to poke some fun at his own expense and show that he isn't immune to committing a few "ahs" when under pressure. He showed a videotape of himself being interviewed on the national television show *Good Morning America*, in which Daily, in his eagerness to take advantage of the opportunity to promote Toastmasters to millions of viewers, made a few minor and funny lapses in Toastmasters etiquette.

In the brief interview, which was about shyness and social fears, Daily said he used to be too timid to speak up in large social groups, but that thanks to his Toastmasters training, he wasn't particularly nervous to participate in the live interview on one of the most popular shows on American television.

This segment served as an apt reminder at the opening of the convention and the celebration of Toastmasters 75th Anniversary that Toastmasters training can indeed change lives. That while the initial investment of time and energy often is high, it pays off in new skills, new careers and enhanced confidence. The video segment of Daily's interview appeared moments after another brief video had been shown, one of Toastmasters' Founder Ralph Smedley speaking about his goals and visions for his, at that point, fledgling organization.

If only Smedley could have observed the cavernous hotel ballroom filled with Toastmasters of all ages and nationalities. He would have been proud – and surprised. Members who just hours earlier had arrived to Chicago's Sheraton Hotel and Towers from distant continents and varied time zones eagerly searched for a seat close to the stage so as not to miss a single word or action. In all, approximately 1,600 Toastmasters came to celebrate the organization's "75 Years of Success" at the 68th Annual Convention. They watched the pageantry of the opening ceremonies' traditional parade of flags, applauded the organization's past presidents and directors in a tribute to their leadership, and listened to President Daily's report on highlights of the past year and the organization's plan for maintaining the momentum and motivation for growth well into the next century. But most importantly, delegates came to the "Windy City" to find personal success in the form of friendship, new ideas, educational enrichment and just plain fun.

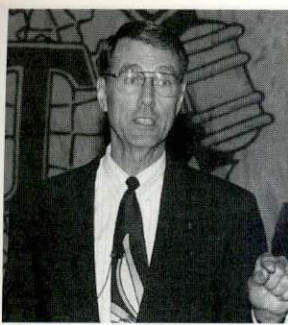
The topic of self-improvement was, as expected, the predominant theme of guest speakers, whose advice was well taken by the eager-to-learn crowds filling the meeting rooms. Keynote speaker Bob Richards, a two-time Olympic pole-vaulting champion and master motivator from Texas, spun stories about greatness among Olympic athletes and how many of them have harnessed sheer willpower to overcome seemingly insurmountable odds and win the gold. He told Toastmasters to "treat words with respect, because words have power. What you tell yourself and others may make the difference between victory and defeat."

Throughout the week, various communication experts shared their secrets for personal and professional fulfillment. Convention attendees had a plethora of seminars to attend and could choose to focus on five different tracks of topics: Speaking, Personal Growth, Motivation and Leadership, Professional Speaking, and Club and District Success. Most seminar leaders were Toastmasters who, by their own example, demonstrated the potential of the Toastmasters program.

On Thursday, the convention's second day, delegates eagerly took their seats at the sold-out Golden Gavel

CAPTIONS FROM PAGES 16 & 17. CLOCKWISE FROM TOP LEFT:

1. 1999-2000 International President Tim Keck of Honolulu, Hawaii, celebrates his inauguration with his wife, Laura Crites.
2. Past International Director John Foster and his wife, Lillie, a past district governor, at the Millennium Fun Night.
3. Contestants in the 1999 World Championship of Public Speaking.
4. Session speaker Barbara Glanz inspires team-building.
5. 1999 International Speech Contest winner Craig Valentine cherishes his trophy.
6. Representatives of Hong Kong Club 1364-51 proudly accept their Top Five Club award.
7. Second Vice President Alfred Herzing installs TI's new Third Vice President, Gavin Blakey, DTM.
8. 1998-1999 President's Distinguished District 15 Governor Emma Smith, DTM, is recognized.
9. Keynote speaker Bob Richards tells stories about Olympic champions.
10. Newly elected International Director Marsha James, DTM, basks in the spotlight.
11. Golden Gavel recipient Zig Ziglar stresses that "character counts!"
12. 1998-'99 International President Terry Daily enjoys a moment with his son, Taylor.
13. Immediate past District 34 Governor Thalia Dominguez Corona, DTM, with friend.
14. Delegates represent different countries at the at Opening Ceremonies' Parade of Flags.
15. Host District 30 Chairman Hugh Dunbar, a past district governor, in a rare moment in the spotlight.



Seminar leader Ralph Hillman, Ph.D. gives hands-on advice for better vocal projection.



Members of the Top Five Club winning University of Missouri Club 4850-8 from Rolla, Missouri, accept their award from President Daily during the Hall of Fame ceremony.



Current District 40 Governor Jerry Young, DTM, accepts his award for Excellence in Education and Training.



1998-99 District 34 Governor Thalia Dominguez Corona, DTM, accepts an award on behalf of her district's Lt. Governor Education and Training.

Luncheon to watch Zig Ziglar receive Toastmasters' highest honor for communication excellence: the Golden Gavel award. Chosen by Toastmasters as one of the Five Outstanding Speakers of 1997, Ziglar is one of the best-known professional speakers in the United States. A respected authority on personal and professional growth with many best-selling books to his credit, Ziglar is chairman of The Zig Ziglar Corporation, a multimillion dollar training company based in Dallas, Texas. He charmed the crowd with his Texas drawl, home-spun humor and inspiring message about "doing the right thing."

"You've got to be the right kind of person, you've got to do the right kind of thing before you can have all that life has to offer," he said. "...A pleasing personality will help you win friends and influence people, but if you add character to the formula, you will keep the influence and you will keep the friends."

NEW LEADERS ELECTED

During Friday's Annual Business Meeting, delegates elected new officers to serve on the organization's Board of Directors: Tim Keck, DTM, as the organization's 1999-2000 International President; Jo Anna McWilliams, DTM, as Senior Vice President; Alfred Herzing, DTM, as Second Vice President; and Gavin Blakey, DTM, as Third Vice President.

Delegates also elected the following nine Toastmasters to serve two-year terms on the organization's Board of Directors:

Director From Outside the United States and Canada:

Johnny Uy, DTM, of Cebu City, Phillippines

Region 1: Patricia Fong, DTM, of Sacramento, California

Region 2: Marsha James, DTM, of Torrance, California

Region 3: John Smelser, DTM, of Richmond, Texas

Region 4: Shelley Walker, DTM, of Winnipeg, Manitoba, Canada

Region 5: Ruth Newsome, DTM, of Bristol, Tennessee

Region 6: Robert Brentin, DTM, of Midland, Michigan

Region 7: Dilip Abayasekara, DTM, of Camp Hill, Pennsylvania

Region 8: Marjorie Kennedy, DTM, of Pensacola, Florida

After enjoying good food and inspiring speeches at the Toastmasters and Guests and Club Leadership luncheons, delegates took time to celebrate the accomplishments of individual Toastmasters, clubs and districts at the festive Hall of Fame ceremony. Awards were presented for achievements ranging from Distinguished Districts and Top Five Clubs to Top 10 Newsletters and Top Five Membership Campaigns. (A list of clubs, districts and Toastmasters honored for their efforts in 1998-99 appears on pages 29-31 in this issue, under the heading "International Hall of Fame.")

By the end of the day, conventioners were ready to celebrate with a "Millennium" themed costume party. Delegates donned costumes from their favorite century and enjoyed the performance by illusionist Ed Alonzo. The dance floor was packed with twisting Toastmasters who, for a change, let the music do the talking.

THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING

On Saturday morning, delegates were up early for the most popular event of the convention: the highly anticipated International Speech Contest.

A crowd of nearly 1,600 Toastmasters and their guests gathered in the huge ballroom to admire the speakers' oratorical prowess and cheer their favorite contestants. Craig Valentine, a product manager from Randallstown Network Club 6805-18 in Ellicott City, Maryland, emerged victorious among the nine talented contestants and claimed the title of 1999 World Champion of Public Speaking.



Zig Ziglar and his wife, Jean, are honored at the Golden Gavel luncheon.



Delegate peruses Toastmasters merchandise for sale in the Convention Bookstore.



Host District 30 volunteers helped make sure the convention ran smoothly.



Illusionist Ed Alonzo performs his magic during the Fun Night.



District 51 Governor Adeline Leong, DTM, is recognized with the President's Extension Award for her district's success in building new clubs.

By a process of elimination using club, district and regional contests throughout the year, Valentine and eight other finalists were selected from more than 10,000 Toastmasters worldwide for the annual competition. Valentine commanded the stage with his seven-minute speech titled "A Key to Fulfillment," in which he shared how he had overcome depression and found fulfillment in life by listening to his "inner voice" and meditating for at least five minutes each day.

Albert Mensah, an advertising sales representative from City Toasters Club 2541-2 and Speaking Professionally Club 8355-2 in Renton, Washington, placed second with his speech "Underneath." Third place went to David Caban, a computer software instructor and member of Positively Speaking Club 5426-10 and Westside Advanced Club 7262-10 in Cleveland Heights, Ohio, for his speech titled "That Little Voice."

The six other speakers competing in the contest were Mike Lattimore from Region 2; Brian Cavanaugh from Region 3; Tony Marshall from Region 4; Rick Brunton from Region 5; Bhetty Waldron from Region 8; and Julie Esguerra from the Phillipines, representing districts outside North America.

District 47 Governor Jack Jamba, ATM-G, then welcomed everyone to next year's convention in Miami Beach, Florida.

PASSING THE TORCH

After an afternoon of educational sessions, Toastmasters dressed in black-tie elegance and gathered in the ballroom to honor the newly elected officers and international directors at the President's Dinner Dance. 1998-1999 President Terry Daily handed over his presidential pin to incoming President Tim Keck, DTM, who began his term with a speech about his chosen theme, "Building a Better World."

Host District Chairman and past District 30 Governor Hugh Dunbar, DTM, thanked the many local Toastmasters who so generously had volunteered their time and efforts to make the convention run smoothly. Dunbar himself was then recognized for his hard work in coordinating the host district's activities.

The convention drew to a close with an evening of dancing and final farewells to new and old friends. Toast-

masters had celebrated the kick-off of the organization's 75th Anniversary and were ready to implement their renewed motivation and do their part to ensure the Toastmasters mission of "making effective communication a worldwide reality" becomes a reality in the new century.

Note: Most speeches from the convention – including those from the International Speech Contest – are available for purchase on audio and video cassette. See the ad on the next page for details.

MIAMI BEACH!

...And Away We Go!

Mark your calendars now and be prepared to join Toastmasters from around the world. Be part of the fun and excitement at the 69th Annual International Convention, August 23-26, 2000, at The Fontainebleau Hilton Resort & Towers in Miami Beach, Florida.

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TUESDAY SESSIONS

1999 INTERDISTRICT SPEECH CONTEST
Edward Daly; Norman Priestley; John Twaddle; Deborah Nel, Paul Ellis; CTM; Julie Esguerra; Mark Hunter; Iskandar Ahmad. The top speakers from districts outside the United States and Canada compete for the final spot in the World Championship of Public Speaking.
Video 14-5001 Video PAL 14-7001 [Overseas]
Audio 14-1

THURSDAY SESSIONS

TEMPTED, TEASED, AND TANTALIZED BY THE TIGER
Jeffrey Dean. Don't let your next speech become routine. Learn new ways to perform on the platform.
Track - Speaking Audio 14-3

HOW TO CONTROL YOUR DESTINY
Terry Mayfield, ATM-B. Use your talents to create your own destiny off the stage. Track - Personal Growth
Audio 14-4

YOU CAN REACH FOR THE STARS, BUT YOU NEED A VISION!
Mark Brown. Focus in on what it is you are really going for. Track - Personal Growth
Audio 14-28

ACHIEVING DISTINGUISHED AREA, DIVISION, AND DISTRICT
Grace Brown, DTM; Jack Gammon, DTM; Stan Hammer, DTM; Sandra Lewis, DTM; Richard Logan, DTM; Mike Silverman, DTM. Experts share what it takes to achieve success in your area, division and district. Track - Club & District Success
Audio 14-13

FRIDAY SESSIONS

SALT IN THEIR OATS
Joan Johnson, DTM. Celebrate the success of the 1998-99 Distinguished Clubs with this year's club leadership luncheon keynote speaker.
Audio 14-14

EVERYTHING IN ITS PLACE - PLAN WITH THE 3R'S
Eileen Roth. Take it from a professional. Organization can make or break your goals and dreams.
Audio 14-15

BUILDING A CARE-ING TEAM - IDEAS TO REGENERATE SPIRIT IN YOUR GROUP
Barbara A. Glanz, CSP. Turn around uncommitted and unproductive team members. Teach them to become the strongest and most productive links on your team!
Audio 14-16

treatments of humor and how you can use humor effectively in your next presentation. Track - Speaking
Audio 14-23

SPEAKERS SAMPLER
May Craven, DTM; Tony Lipka, ATM; Wendy Schonwetter, ATM-B; Gary A. Stewart, ATM-B; Carrie Warren, DTM. Enjoy this cross-section of speakers from various Toastmasters clubs. Track - Personal Growth
Audio 14-24

SUCCESS SKILLS FOR LEADERS IN THE NEW MILLENNIUM
Ed Tate. Lead and motivate any age group. Become familiar with the challenges that various generations can bring to your next leadership role.
Track - Motivation & Leadership
Audio 14-25

BECOMING A PROFESSIONAL SPEAKER
Pauline Shirley, DTM; Morgan McArthur, ATM; Tom Richardson, DTM; George Torok. Find out what it takes to jump-start your own speaking career.
Track - Professional Speaking
Audio 14-26

REPORT OF THE 1998-1999 PRESIDENT & ADDRESS OF THE 1999-2000 PRESIDENT
Terry Daily, DTM; Tim Keck, DTM. Not included in complete sets.
Audio 14-27

BY SPECIAL ORDER ONLY

SATURDAY SESSIONS

1999 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING
Julie Esguerra; Brian Cavanaugh; Albert Mensah; Bhetty Waldron; Mike Lattimore, ATM-B; Rick Brunton III; Tony Marshall; David Caban; Craig Valentine. Witness the best in public speaking!
Video 14-5020 Video PAL 14-7020 [Overseas]
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Craig Harrison, DTM. Promote your club, business service, product or philosophy in 16 seconds! Track - Speaking
Audio 14-17

'ATE' WAYS LEADERS GET THINGS DONE
Mark Brown, ATM. 1995 International Speech Contest Champion Mark Brown reveals eight, easy-to-remember steps for great leadership. Track - Motivation & Leadership
Audio 14-18

BUILDING STRONG CLUBS - PANEL DISCUSSION
Jean Riggs, DTM; Sally Dunn, DTM; Peter Kossowan, DTM; Lilian Lau, DTM. Find out how to make club building exciting, fun and simple.
Track - Club & District Success
Audio 14-19

CONFESSIONS OF A HIRED TONGUE
Morgan McArthur, ATM. 1994 International Speech Contest Champion Morgan McArthur shares what it takes to talk for a toll. Track - Professional Speaking
Audio 14-22

LET'S GET SERIOUS ABOUT HUMOR
Jock Elliott, ATM. Laugh and learn. Discover the various

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Howard Steinberg, DTM. Attention club officers! Motivate fellow club members to higher levels of achievement.
Track - Club & District Success
Audio 14-6

WRITING GREAT SPEECHES
Alan Perlman, Ph.D. Employ Mr. Perlman's top 10 tips the next time you write a speech. Track - Speaking
Audio 14-7

DANCING AROUND THE MINEFIELDS OF PROFESSIONAL SPEAKING
Arnold "Nick" Carter. To make sure you won't "bomb" arm yourself with defensive strategies that handle difficult audience members effectively. Track - Professional Speaking
Audio 14-8

DREAM HIGH
D. Conway Stone, DTM. Don't let failure stop you. Conway will inspire you to never give up your dreams.
Track - Personal Growth
Audio 14-9

1999 GOLDEN GAVEL ADDRESS
Zig Zigar. An all-American success story for 29 years, Mr. Zigar's formula for success is "You can have everything in life you want if you will just help enough people get what they want."
Video 14-5010 Video PAL 14-7010 [Overseas]
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George Torok. Discover how to be more creative and stir yourself into action. Track - Motivation & Leadership
Audio 14-12

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The Hanoi Hilton Toastmasters

Ten men dressed in blackened underwear and drenched in sweat took turns giving speeches. They weren't merely members of Toastmasters. They were also U.S. prisoners of war in a North Vietnamese prison camp. It was the late '60s. Many of them were fresh from months in solitary confinement.

"Comments are kept to a minimum in solitary," cracks Laird Guttersen, a retired colonel in the Air Force, who lived through five years as a prisoner of war. Just 18 when he joined the Army Air Corps; he was 42 when a Chinese Mig-21 fighter jet fired a heat-seeking missile and shot down his plane.

Guttersen and a friend surreptitiously organized the Hanoi Hilton Toastmasters Club within a communal prison called Camp Unity to help the men rebuild their dignity. They spoke to feel themselves alive, to activate the elegance and nobility of the human spirit under impossible circumstances.

They used bamboo strips to design pens. Diarrhea pills and cigarette ashes to make ink. Toilet paper to write up the lesson plans and list

of officers. When the guards became suspicious and rationed out smaller and smaller portions of toilet paper, they made paper out of a bread and water paste.

"One time after an interrogation, the guards stripped me down and found three bottles of ink, half a dozen pens and pencils. Bits and pieces of anything loose I could steal. Because we didn't have anything, it was important to be a kleptomaniac."

They created a time-keeping pendulum out of string and stone. Unfortunately, the swing of the pendulum frequently hypnotized the timekeeper.

"It was a thankless job," quips Guttersen, who first discovered Toastmasters while working as an Air Force recruiter in New Orleans, Louisiana. (He says he initially thought "it was all about telling jokes. I found out I was nowhere near as smart as I thought I was.")

One day, the Vietnamese accused the men of Malice of Forethought. In a raid, they seized the sheets of paper listing the officers' names, dragged the officers out and tortured them.

In the late 1960s, U.S. prisoners of war in a North Vietnamese prison camp met secretly for heartfelt communion through the spoken word.

"Toastmasters today often have a hard time finding officers for their clubs. I say, 'You think you had a hard time finding officers. You should have seen us trying to find officers after five were beaten up.'"

Yet they did.

According to Guttersen, such devotion stemmed from the fact that they ran the Hanoi Hilton Toastmasters Club exactly like the clubs in the States. They even appointed a treasurer, although they had no money.

Unlike their lives in the states, though, they didn't have to juggle meetings in between frantic schedules, jobs and love lives. Instead, they met secretly in between sessions of the Chinese Rope Trick, a torture devised – at the very least – to dislocate shoulders. Screaming through their eyeballs was a more common form of expression than language.

During one particularly despairing session of the Chinese Rope Trick, Guttersen's nose stopped inches away from the blood and mud-smeared wall, when he saw the words, "Keep the faith, baby," scratched into it in tiny letters.



1972-73 International President Donald Paape, DTM, presents the Hanoi Hilton Club Charter to former POW Col. Laird Guttersen during the 1973 International Convention in Houston, Texas.

“With your increased skills of communication in Toastmasters, you know you can influence people. You may change the course of history without ever knowing you’ve done it.”

– COL. LAIRD GUTTERSEN

A meeting of the Hanoi Hilton Toastmasters was much like suddenly feeling the impact of those four words in the midst of terror. Heartfelt communion through the spoken word was a delicacy, a medium of deep healing, far more satisfying than taping and sweeping out codes.

And it brought them closer to their primary mission – to learn how to express themselves clearly so they would be able to translate their nearly untranslatable experiences to the general public and their loved ones when they finally returned home.

Guttersen recalls, “One speaker could barely put a sentence together. He stumbled and stammered, but by the time he did 10 speeches, he was lucid, fluent and coherent, if not brilliant.”

Lucid, fluent, coherent and free. These Toastmasters didn’t stop speaking once they were released during the 1973 Paris Peace Accords. The Hanoi Hilton Toastmasters received a charter membership at the Toastmasters International Convention in Houston, Texas in 1973. And a year later, one

of their members won the Outstanding Speaker of the Year Award.

Much to the chagrin of a three-starred general, Guttersen used his powerful voice to speak out for those left behind, becoming the godfather of the POW/MIA movement. Today he notes, “I have the sense that if I’m going to get up and give a speech, somebody needs to hear what I have to say.”

When he talks about his five years in a prison camp, he speaks not to sensationalize the torture in an “I Fought 1,000 Snakes in Hanoi,” tabloid fashion, but to show the power of forgiveness.

After endless months knotted in a constant web of anger, fear and hatred, Guttersen knew that if he were to survive, he had to learn how to feel even the smallest spark of love again. Daily, he began summoning the image of his young daughter throwing her arms around his neck and saying, “I love you, Daddy.” That vision alone flooded him with waves of intense unconditional love.

Eventually, he began superimposing this love symbol on the guards, especially Big Ug, who’d

been particularly savage with him. Twice a day for three years, he practiced this vision of love until he actually began to feel sorry for his captors. “By forgiving Big Ug, there’s no way he could destroy me. I couldn’t hurt myself or my loved ones over him.”

Guttersen has shared this tale over and over again. A man walked up to him out of the blue one day and said, “You don’t know this, but I heard you speak for an hour two years ago. I had decided to commit suicide that night, and your talk changed my mind.”

As Guttersen says, “With your increased skills of communication in Toastmasters, you know you can influence people. You just never know whether you’ll influence one person or a thousand people. You may change the course of history without ever knowing you’ve done it.”

At least 10 men can testify to that. **1**

Laird Guttersen is a motivational speaker. Jan Henrikson is an author. They both reside in Tucson, Arizona.



VIEW FROM THE TOP

Toastmasters' Past International Presidents offer highlights from their terms in office.

In honor of the organization's 75th anniversary, we asked all of Toastmasters' Past International Presidents to mention one event they consider the most important or memorable during their tenure. Here are the comments from those who responded:

■ "We established the president's page in *The Toastmaster* magazine. We started work on new educational materials through the Committee of Educational Advisors. We closed the year at the International Convention in Toronto, Ontario, Canada, by finishing the mortgage on World Headquarters."

JOHN B. MILLER, ATM • 1966-67

■ "At each speaking opportunity I had during 1969-70, I emphasized the need for Toastmasters to use their speaking and listening abilities in some form of public or community service. We can offer a gift no other organization can match. Each club should be recruiting public servants and community leaders as members. The Toastmasters experience is for more than career development or financial gain."

RALPH E. HOWLAND, ATM • 1969-70

■ "As International President my motto was "Success Is..." Every Toastmaster was encouraged to complete the thought in their own way. My own success was being one of 75 building blocks in the foundation of Toastmasters International's successful 75-year history."

ARTHUR M. DIAMOND • 1970-71

TI's Past International Presidents attending the International Convention in Chicago in August. From top left: Ted Wood, Tom Richardson, Ed Bick, Neil Wilkinson, Pauline Shirley, Robert Barnhill, Len Jury, Terry Daily.

Bottom row, from left: Charles Mohr, George Scott, Bob Blakeley, Dobby Dobson, Pat Panfile, Eddie Dunn, John Latin.

■ "The club's option to admit women was approved in August 1973. Five years later that option was eliminated, and clubs no longer could organize as all-male. Toastmasters International membership doubled in the next decade."

DAVID A. COREY, DTM • 1973-74

■ "At the 1975 International Convention in Washington, D.C., we voted to change the bylaws, permitting 'men and women' to join. Since then TI has more than doubled in size. Not only have women become better speakers, they have contributed to our leadership improvement. Also, in 1975, I had the privilege of offering the job of Executive Director to Terry McCann."

JOHN F. DIAZ, DTM • 1974-75

■ "My encouragement of proper officer training at all levels – coupled with personal achievement interviews with each member at the club level – were major elements in achieving an increase of members and clubs during my presidential year.

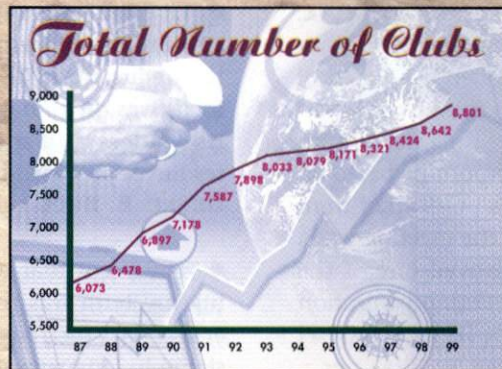
Part of the Toastmasters growth took place in Australia. It was exciting to travel to that country and help in the formation of the new Provisional District 73 in Southern Australia – a direct result of the hard work and enthusiasm of the members in that area."

GEORGE C. SCOTT, DTM • 1975-76

■ "My term in office was a continuation of an agreement between past international presidents that we would give the new Executive Director Terry McCann all the support needed to put the organization on a sound fiscal basis, reverse the declining club and membership situation and expand our educational opportunities. We did just that – chartered the highest number of clubs in 10 years and had the lowest drop-out rate in 20 years."

ROBERT W. BLAKELEY, DTM • 1976-77

■ "Toastmasters far and wide expressed enthusiastic response to my presidential theme, 'Helping People Help Themselves.' The success of members in their clubs and districts is truly a result of Toastmasters helping one another develop their talents. Winning is easy when support follows performance.



Encouragement is the primary ingredient for personal fulfillment in communication and leadership roles."

HUBERT E. "DOBBY" DOBSON, DTM • 1978-79

■ "As we moved into a new decade, not only was it important to have a significant membership increase, but also to ensure that our club and district leaders were focused on their critical tasks and believed they could be successful. To assist them, we created mission statements for the club, district and Toastmasters International. The members embraced them quickly and enthusiastically. We had a record-setting membership growth of 12 percent that year and set the stage for a decade of unprecedented growth."

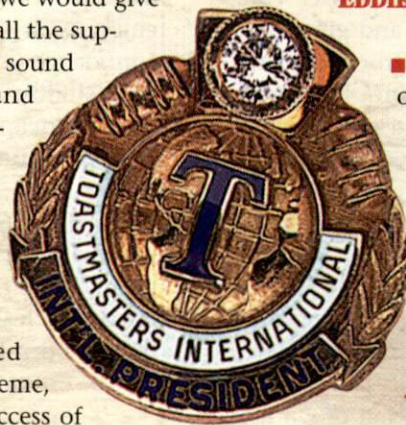
PATRICK A. PANFILE, DTM • 1980-81

■ "Developing a completely different Advanced Communication and Leadership program took a lot of time, hard work and imagination. What a thrill it was to see the impact the new advanced manuals had on membership retention. Membership has increased tremendously in the last 20 years since the introduction of this exciting program. I was honored to be a part of it."

WILLIAM D. HAMILTON, DTM • 1981-82

■ "The greatest impact was achieved through the transformation from a focus on activities to a focus on key results. The key results became known as 'Critical Success Factors.' It has since become the foundation and direction for a number of the organization's core programs, including the Distinguished District Program, Distinguished Club Plan, the rewards and incentives programs, and the 20-plus club membership recognition program. The Critical Success Factors also provide an important component to the district leadership training program."

EDDIE V. DUNN, DTM • 1983-84



■ "After seven years of prodding, the Board of Directors in February 1985 finally approved a change that equalized the motivational factors for building new clubs in the Distinguished District Program between the smaller and larger districts. The program had been slanted to favor the smaller districts. New club production doubled immediately and has remained high since."

JOHN S. LATIN, DTM • 1984-85

■ "We built a lot of clubs during my year in office. It was a real thrill, and I'm very proud of all the motivated members who helped us break the 500-club barrier and

charter 552 clubs that year. We not only broke the record, but bested it by 52 clubs."

HELEN M. BLANCHARD, DTM • 1985-86

■ "The most significant episode was the presentation of the new district and club structure. That structure, which is still used today, brought new positions, titles and focuses for club and district officers. The club structure changed from two to three vice presidents who were given new names. And at the district level, the Administrative Lt. Governor was changed to Lt. Governor Marketing; the Educational Lt. Governor was changed to Lt. Governor Education and Training, and the position of Public Relations officer was added."

THEODORE C. WOOD, DTM • 1986-87

■ "The Annual Business Meeting in Washington, D.C., presented two challenges, one personal and the other professional. The task at hand was to obtain the approval of delegates of the proposed changes to the existing club and district officer titles. The challenge for me was to conduct that meeting using parliamentary procedure based on Robert's Rules of Order, a system that is poles apart from the British one we use in New Zealand. The meeting was a success on both counts: Delegates approved one of the most important changes in the history of our organization and I managed to keep one step ahead of [TI legal counsel and parliamentarian] Joe Rinnert."

JOHN A. FAUVEL, DTM • 1987-88

■ "One highlight of my presidency was the opportunity to meet with and challenge the district governors. My theme was 'Toastmasters Touching Tomorrow Today,' and I challenged them to set "district goals." I gave them Gold (goal) Cards, and they accepted the challenge. We had a record number of Distinguished Districts!"

TOM B. RICHARDSON, DTM • 1988-89

■ "My presidential theme was 'Building a Better You.' The word 'building' was taken to heart and given new meaning when I presided over the construction of the new World Headquarters in Rancho Santa Margarita, California. This huge undertaking enabled our organization to prepare for the challenges of future growth and will lead us into the 21st century."

JOHN F. NOONAN, DTM • 1989-90

■ "The most significant event was the dedication of the current World Headquarters facility, because it embodied Toastmasters and their values. The dedication, attended by 23 Past International Presidents and 48 Past International Directors, represented the culmination of work of three previous administrations, three different boards of directors and the WHQ staff. This team work exemplifies the supportive process of Toastmasters International, and

the facility stands as a reminder of the great things we can accomplish when we work together."

A. EDWARD BICK, DTM • 1990-91

■ "Board governance was the key to success in 1991-92. Rather than wait for our Board members to empower themselves, we placed heavy emphasis on empowering our Board of Directors so they were aware of their powers, responsibilities and accountabilities as laid out in the articles on incorporation, bylaws and other governing documents of Toastmasters International. We also made it clear to our district governors that they are officers of the corporation and as such, they alone are accountable for the leadership in their districts."

JACK GILLESPIE, DTM • 1991-92

■ "Like Toastmasters leaders before and after me, we recognized the importance of focusing on members and their educational needs. During my tenure, the principal focus was on club quality. A dynamic club will deliver if its leaders and members focus on the outstanding resources provided by Toastmasters International."

BENNIE E. BOUGH, DTM • 1992-93

■ "The event that moved the organization forward during my term was the adoption of the new constitution and bylaws for Toastmasters International. They are now stated in language and form that all members can understand. And most important, in a governance sense, we removed the Y2K bug well before the year 2000 by legally protecting our organization well into the next century."

NEIL R. WILKINSON, DTM • 1993-94

■ "My motto was 'Make a Change for the Better,' and we made many changes that year; one was the Board's decision to reconfigure two of the regions. I was proud of the Board's decision but I was especially impressed by the reaction of the leaders of the two districts that were affected. They didn't merely accept the change; they embraced it. They gave me a strong sense of pride and confidence in them and in all the district leaders, who consistently and effectively handle changes affecting their districts over which they have no control."

PAULINE SHIRLEY, DTM • 1994-95

■ "In 1995-96 the Board of Directors, districts and clubs made an outstanding commitment to 'doing things right.' They restored integrity where needed and exercised true leadership as envisioned and articulated by our Founder. It was a momentous year."

IAN B. EDWARDS, DTM • 1995-96

■ "By defining 'Quality' through the officers' standards and measuring it through our 'Distinguished' programs, Toastmasters has established a foundation on which it

can build into the next century. Quality is not merely a word; it is an identifiable and measurable commodity. With these tools, our vision and mission statements and Vision 2020 can become a reality."

ROBERT E. BARNHILL, DTM • 1996-97

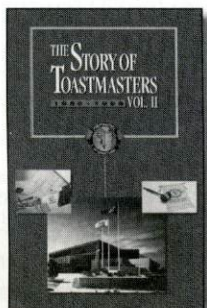
■ "Events that move our organization forward often involve the cumulated effort of work spanning many years. One highlight of my tenure was the high number of clubs – more than 50 – formed by the PANSEA district that year. The meaning of that started in 1990 when as a newly elected Board member, I visited Kuala Lumpur to meet with Toastmasters from Malaysia, Singapore, Indonesia and Thailand. As a result of that meeting in 1990, PANSEA grew from having only a scattered number of clubs to becoming a territorial council to provisional district, and then to earning full District 51 status in 1994. It now has more than 200 clubs.

Being involved in the formation of this successful district was rewarding to me personally, but most importantly, keeping Toastmasters International growing is paramount to the strength of our organization."

LEN JURY, DTM • 1997-98

■ "The single most important event during my term was the implementation of the New Distinguished Club Plan. This new plan encourages our approximately 60,000 club officers to focus on factors that are critical to serving the members. It emphasizes the importance of members moving through the education and leadership tracks and encourages clubs to maintain a strong membership base. The new Distinguished Club Plan focuses our leaders on serving our members, providing a solid foundation to begin another 75 years of success."

TERRY R. DAILY, DTM • 1998-99



The Story of Toastmasters, Vol. II

Volume II of *The Story of Toastmasters* recounts the history of the organization from 1960 to 1998. Complete with many photographs, this paperback book discusses TI's growth, leaders, and the evolution of the educational system.

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TOASTMASTERS INTERNATIONAL

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PRESIDENTIAL "FIRSTS"

First International President:

J. Clark Chamberlain (1930-31). A resident of San Diego, California, he was one of the key figures in channeling the Toastmasters movement into an international organization.



First Female President: Helen M. Blanchard, DTM (1985-86).

Blanchard worked for the U.S. Navy as head of the Technical Information Division at the Naval Ocean Systems Center in San Diego, California. She also was the first female International

Director and the first woman to earn the rank of DTM.

First African American President:

Theodore C. Wood, DTM (1986-87).

At the time of his presidency, Ted Wood was a Senior Staff Officer for the U.S. Department of Defense in Washington, D.C. During the opening ceremonies for Toastmasters' new World Headquarters building in February 1991, he was chosen to represent all of Toastmasters' past international presidents and gave a speech that paid tribute to the vision of Ralph Smedley and the organization's subsequent line of leaders who've stayed true to that vision.



First President From Outside North America: John A. Fauvel, DTM (1987-88).

A resident of Auckland, New Zealand, and president of his own textile export company, John Fauvel's presidency helped increase the recognition of TI as an international organization.

"Most importantly, it opened a door of opportunity for others from outside of the United States and Canada to bring their leadership skills to the Board at executive and director levels," he says.

It Pays to be a Toastmaster

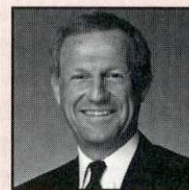
Famous Toastmasters share how communication and leadership training has boosted their careers.



"I believe that communication is vital to success. Improving my communication skills has increased my ability to sell my ideas and visions and eventually become a professional speaker. I like the people involved in Toastmasters – we all share the same desire to improve our communication skills."

DEBBIE FIELDS-ROSE

Founder of Mrs. Field's Cookies
Former member of Salt Lake City Toastmasters Club in Salt Lake City, Utah



"I wouldn't be here today if it weren't for my dad pushing me over the threshold, pushing me to join Toastmasters. I had no idea whatsoever that some day I'd speak to Fortune 500 companies every week. Had I not been a good speaker, there isn't one chance in a hundred that I would have ever written a book. So it started with Toastmasters."

HARVEY MACKAY

Best-selling author, speaker, President and CEO of Mackay Envelope Corp. in Minneapolis, Minnesota.
Former member of the King Boreas Toastmasters Club in St. Paul, Minnesota



"Communication skills are extremely important for all ages and for all people. What's so tremendous about Toastmasters is not only what it does for individuals but the kinds of principles and standards that Toastmasters tries to imbue in each and every member. Through clear-headed speaking comes clear thinking. From clear thinking and clear discourse can come clear-headed debate. As elected officials, we can elevate the art of public service to a noble profession truly in the service of the people who sent us and placed us in a point of real privilege. My Toastmasters experiences are a part of me; I bring them with me when debating on the floor."

LES AUCOIN

U.S. Congressman from Oregon 1975-1993
Former member of Hillsboro Toastmasters Club in Hillsboro, Oregon



"Toastmasters has taught me to take risks. While public speaking has never been difficult for me, I've usually kept my topics within fairly safe boundaries. I don't know how my club members cajoled me into entering the Humorous Speech Contest after I had given only three manual speeches. I've never set out to make an audience full of strangers laugh. But surprisingly, I won third place in our division."

"When I gave my speech to run for my nomination as the President of the National Women's Political Caucus, Toastmasters skills helped me make a positive impression on the 800 delegates attending our biannual convention. Today, I am leading this national organization that is dedicated to the identification, training and support of women candidates for elected and appointed positions at every government level."

ANITA PEREZ FERGUSON

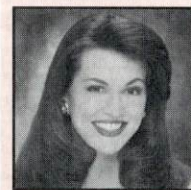
President of the National Women's Political Caucus.
Former member of Federal Toastmasters Club in Washington, D.C.



"Having been an actor for many years, I joined Toastmasters because I needed to learn to extemporize and write my own material. I've learned to speak completely, powerfully and successfully on just about any topic in a six- and a half-minute speech. I've also learned to edit intelligently, when to say "no" and when to ask for a fee."

JOE CONLEY

Actor, "The Waltons"
Has been a Toastmasters member for 29 years. He belongs to Day Breakers Club in Tarzana, California.



"Toastmasters gave me the chance to practice speaking skills and answer questions, which was great preparation for entering the Miss America Pageant. I felt more confident going to the pageant and press interviews. Now this is what I do for a living – speaking!"

TARA HOLLAND CHRISTENSEN

Miss America, 1997
Former member of the Nightowls Club in Lake Mary, Florida

INTERNATIONAL



Hall of Fame

President's Distinguished Districts

District 51*

Adeline Leong, DTM

District 75*

Ma. Christina A. Temblique, DTM

District 48

Paul Puckett, DTM

District 46

Pamela R. Keyzer, DTM

District 15

Emma Lois Smith, DTM

District 68

Ann S. Campbell, DTM

* District receives "Excellence in Leadership Award" for completing 1998-99 with three or more consecutive years as a Distinguished District.

Select Distinguished Districts

District 45

James B. Kokocki, DTM

District 61

Chris Ford, DTM

District 23

Donna G. Labatt, DTM

District 73

Richard Briggs, DTM

District 37

Carl Campbell Jr., DTM

District 12

Michael John Bayne, DTM

Distinguished Districts

District 1

Phil Taylor, DTM

District 47

Timothy S. Pesut, DTM

District 21

Sheila Hayes, DTM

District 39

Barbara J. Brackett, DTM

District 60*

Stephen H. Dockman, ATM

District 27*

Marianne Meadows, DTM

District 64

Sherri Wood, DTM

District 7

Nancy McCarthy, ATM-B

District 63*

James G. Hart, DTM

District 19

Patricia L. Amadeo, DTM

District 17

Jan Remer, DTM

District 65

Donna M. Sokolowski, DTM

District 4

Margaret B. Fagetti, DTM

District 33

D. George Lund, DTM

District 3

Jodie Kay Petra, DTM

District 2

Karen Evons, DTM

District 35

Patricia Akey, DTM

District 28

Dulce Maria Renaud, DTM

District 31

Marjorie Noack, ATM-S

District 43

Belinda N. Houston, ATM

District 13

Robert E. Humphreys, DTM

* District receives "Excellence in Leadership Award" for completing 1998-99 with three or more consecutive years as a Distinguished District.

International Speech Contestants

Region I

Albert Mensah
Club 8355-2

Region II

Mike Lattimore
Club 1055-F

Region III

Brian Cavanaugh
Club 3569-3

Region IV

Tony Marshall
Club 3258-41

Region V

Rick Brunton III
Club 1983-35

Region VI

David Caban
Club 5426-10

Region VII

Craig Valentine
Club 6805-18

Region VIII

Bhetsy Waldron
Club 5222-47

Overseas

Julie Esguerra
Club 4503-75

International Taped Speech Contest Winners

1st Place

Benchito Guerra, 287-U,
Jeddah, Saudi Arabia

2nd Place

Jeannie Lo, 5844-U,
Taiwan, Republic of China

3rd Place

Frank Banaynal, 2910-U,
Doha, Qatar

President's Top Five Distinguished Clubs

CLUBS WITH FEWER THAN
20 MEMBERS:

University of Missouri

Club 4850-8

Franklin

Club 3429-63

North Shore

Club 6927-46

Profesionistas y Ejecutivos

Club 6767-34

Braddell Heights II

Club 7511-51

CLUBS WITH 20-29 MEMBERS:**Lua**

Club 7552-51

Leng Kee

Club 4261-51

Downtown

Club 2455-68

Fernald

Club 9588-40

Smedley's Speakers Advanced

Club 7949-46

CLUBS WITH 30-39**MEMBERS:****Alpha**

Club 3703-70

Nancy Brinker

Club 4676-27

Master Motivators

Club 7213-12

Meycauayan

Club 8390-75

Voyageurs

Club 2638-64

CLUBS WITH 40 OR MORE**MEMBERS:****Free Speakers**

Club 8401-38

Hong Kong

Club 1364-51

Orlando Conquerors

Club 1066-47

Renaissance Speakers

Club 2374-52

R

Club 6182-8

**Top Ten
Club Newsletters****Diwa**

Club 6059-U

Editor: Wilhelmina Ventura, CTM

The Orator

Club 7492-U

Editor: Muhammad Murad, CTM

Applause!

Club 4872-47

Editor: J. Ron Loftis, ATM-S

Topics

Club 1364-51

Editors: Paulise Ly, CTM

Bernie Hsu, CTM

The Toast

Club 8406-51

Editors: Wang Ing Min, CTM

Toh Khye Tat

Speakeasy

Club 9312-54

Editor: Janice Drickey

The Grapevine

Club 9761-55

Editor: Tom Osborn, DTM

WCB Toastmasters

Club 1830-60

Editor: Victoria Primicias

Graceful Words

Club 2215-64

Editor: Irene Thomas, CTM

The Platform

Club 3807-73

Editor: Kellie Hoskin

**Top Ten
District Newsletters****Spark Plug**

District 1

Editor: Shirley Love, ATM-B

The Roadrunner

District 3

Editor: J. Jae Russell, CTM

Five Alive

District 5

Editors: Marian Prokop, ATM-S

Elisa Castaneda, ATM

The Transmitter

District 19

Editor: Julia K. Venzke, ATM-B, CL

Prairie Horizons

District 42

Editor: Nicole Saylor, ATM-B, CL

The Leader

District 61

Editor: Jean-Luc Leterme, DTM

Volunteer Blazon

District 63

Editor: Sally Dunn, DTM

Corroboree

District 69

Editor: Judith Hill, CL

The Southern Cross

District 73

Editor: Charlie Holden, DTM

The Philippine Toastmaster

District 75

Editor: Oscar S. Soriano, ATM-S

**Top Five
Membership
Campaigns****Tandy Toastmasters**

Club 8451-25

Mount Wachusett

Club 7434-31

Talking Rain

Club 1446-32

Braddell Heights

Club 7511-51

Inverell Toastmasters

Club 9256-69

**President's
20+ Awards****District 51**Adeline Leong, DTM, *Governor***District 61**Chris Ford, DTM, *Governor***District 71**Cecil Kirk, ATM, *Governor***President's
Extension Awards****District 46**Pamela R. Keyzer, DTM, *Governor***District 51**Adeline Leong, DTM, *Governor***District 75**Ma. Christina A. Temblique,
DTM, *Governor***Outstanding
Toastmasters of
the Year**

Frank Adamo, ATM-B - D-F
 Laura Blackwell, DTM - D-1
 Shelley Skinner, ATM-B - D-2
 Doris Koressel - D-3
 Steven Dellaporta, DTM - D-4
 Brenda Fenner, ATM - D-5
 Judy Southwick - D-6
 Gary Schmidt, DTM - D-7
 Charles Rogers, DTM - D-8
 Janet Hume, ATM-B - D-9
 Violet G. Stancik, ATM-B - D-10
 Paul F. Clark, DTM - D-12
 Shawnee Zaph, ATM-B - D-13
 Richard McCoppin, DTM - D-14
 Mary Murphey, ATM - D-16
 Juliene Lisota, ATM - D-17
 James L. Jones, DTM - D-18
 William J. Eddy, ATM-S - D-19
 Jeanette Goll, ATM-B - D-20
 Robert Meadows, DTM - D-23
 Denise Yates, CTM - D-24
 Leo Besser - D-25
 Steven Needler - D-26
 Larry Welch, DTM - D-27
 Nora Butcher, ATM-B - D-28
 Leigh Trujillo - D-29
 Sporty R. King - D-30
 Debra Cartier - D-31
 Christine Hall - D-32
 Larry Transue, ATM-B - D-33
 Salvador González Robles,
DTM - D-34
 Justin Gottfreid, DTM - D-35
 Michael Zier - D-36
 Harold Barger - D-37
 Michelle Taylor Zdankiewicz -
D-38
 Mike Churchill, DTM - D-39
 Rhuel Craddock - D-40
 Tony Cote, ATM-B - D-42
 Willie Johnson, DTM - D-43
 Richard (Skip) Habina, DTM -
D-45
 Neal Gerhard, DTM - D-46

Paul Meunier, DTM - D-47
 Susie Douglass, DTM - D-48
 Emelyn Damo - D-49
 Pat Gallagher, DTM - D-50
 Patrick Oei, DTM - D-51
 Clare Anahu, ATM-S - D-52
 Lewis Benassutti, CL - D-53
 Louise Free, ATM-S - D-54
 Kenneth W. Carmichael,
 ATM-B - D-55
 John K. Borchardt, ATM-S - D-56
 William Meyn, ATM-S - D-57
 Ray Hill, DTM - D-58
 Edward D'Souza - D-60
 Sylvain Auffret, ATM-B - D-61
 Mike McMeniman, ATM-G - D-62
 Doug Ward - D-63
 Dorian Leslie - D-64
 Victoria Wienke, DTM - D-65
 Suzanne Wuori, ATM-B - D-66
 Jewett "Barney" Barnett,
 DTM - D-68
 Bruce George, CTM - D-69
 Patti Bertram, DTM - D-70
 Sheila Hctor, DTM - D-71
 Brenton Chappell, DTM - D-73
 Gliceree L. Cotinting,
 DTM - D-75

Division Governors of the Year

Albert M. Gumb, ATM-B - D-F
 Penny Post, DTM - D-1
 Wayne Rivers, ATM-S - D-2
 Steven Kennedy, CTM - D-2
 P. J. Glauz, DTM - D-3
 Jim Griffin, DTM - D-4
 Sue Brunkow, ATM - D-5
 Oscar Wolske - D-6
 Clay DeForge, DTM - D-7
 Shashikant Bhavé, ATM-G - D-8
 Jenepher Field, ATM-S - D-9
 Barbara Kaplan, CTM - D-10
 Dr. Bettye L. Underhill,
 DTM - D-12
 Jing Humphreys, CTM - D-13
 Koni Thompson, ATM-S - D-14
 Keith Trolinger, ATM-G - D-16
 Nancy Keeler - D-18
 Andrew J. Yarne, DTM - D-19
 Sharron Waddingham,
 ATM - D-20
 Rick Robinson, ATM-S - D-22
 Patricia Grace, ATM-B - D-23

Sheila Hoffert, ATM - D-24
 Rose Conkwright - D-25
 Ed Cox, DTM - D-26
 Paula Emerick, DTM - D-27
 Marilyn Albee, DTM - D-28
 Alice Morrissey - D-30
 Martien Eerhart - D-31
 Linda Fergus - D-32
 Maria Martinez-Riach,
 DTM - D-33
 Jesús Rico Salazar,
 ATM-B - D-34
 Gary Allen - D-35
 Louis J. Kaufman - D-36
 Bill Hulbert - D-37
 Kathryn Pape - D-38
 Melissa Andrews, DTM - D-39
 Diana Javor - D-40
 Barry Matthews, DTM - D-42
 Henry R. Leggette, DTM - D-43
 Tony Neitzler - D-44
 Larry Smith, ATM-S - D-46
 Cathy Epler, DTM - D-47
 Betty Yarbrough, DTM - D-48
 Richard Hernandez - D-49
 Shirley Hamilton, ATM-S - D-50
 Ernest Chen, DTM - D-51
 Richard L. Churchill, CTM -
 D-52
 Ann Smith, AL - D-53
 Elizabeth Pearson, ATM-B -
 D-54
 Anna Lopez, DTM - D-55
 Denise Deutchman, DTM -
 D-55
 Bennie Allen-Brooks, DTM -
 D-56
 Priscilla Stanley, ATM-B - D-57
 Eileen Jago, ATM-S - D-58
 Carol Wonnacott - D-60
 Bob Lyle, DTM - D-61
 Karen Lawson, ATM-S - D-62
 Charles Albright - D-63
 Lucy Cummings - D-64
 Richard Czarnecki, ATM - D-65
 Pat Jordon, ATM-S - D-66
 Hunter Bridges, DTM - D-68
 June Addison, DTM - D-69
 Helene Buckman, DTM - D-70
 Anne O'Brien - D-71
 Robyn Murphy, DTM - D-72
 Colin Pickthall, DTM - D-73
 Amanda Gous, ATM - D-74
 Michael Angelo O. Chua,
 ATM-S - D-75
 Corazon S. Hernandez - D-75

Area Governors of the Year

Donald Thurman, ATM-G - D-F
 Ann J. Hastings, ATM-B - D-1
 MaryLouise Sterne, ATM-B - D-2
 Nancy Beckett, CTM - D-2
 Lucille Houston - D-3
 Lorraine Jackson, DTM - D-4
 Gjertrud Aney, CTM - D-5
 Dave Basham - D-6
 Cindy Forest - D-7
 Cheryl Norsic - D-8
 Jeff Hagen, DTM - D-9
 Susan Petti, ATM-G - D-10
 Dr. Julie Stokes, ATM-G - D-12
 Kamal Das, CTM - D-13
 Dan Richards - D-14
 Maurice Myles, ATM - D-16
 Glenn Trussell, ATM-G - D-17
 Glennette Johnson - D-18
 Barry Kramer - D-18
 Denise Hassett, ATM-S - D-19
 Claude Schmidt, ATM-B - D-20
 Eric Steele, ATM-S - D-22
 Charles Stapler, ATM-G - D-23
 Bonner Bowden, ATM - D-24
 Vera Martinez - D-25
 Gloria Aragon, CL - D-26
 Viki Kinsman, DTM - D-27
 Charlotte Jooste, CTM - D-28
 Mary Mims - D-29
 Eric Matto - D-30
 Ruth Levitsky - D-31
 Maureen Austin - D-32
 Diana Volker, DTM - D-33
 Andrea Warnholtz de Malo,
 ATM-B - D-34
 Judy Bauer, ATM-B - D-35

Debbie Dusterwald - D-36
 Anand Ramaswani - D-37
 Chris Rio - D-38
 Dawn Palma, ATM-S - D-39
 John Hayes - D-40
 Molly Strickland, DTM - D-42
 Joyce Moore, DTM - D-43
 Craig Blackwell - D-44
 Gerry Higgins, CTM - D-45
 Ruth Brown, ATM-B - D-45
 Lanny Wexler, CTM - D-46
 William Grey, ATM-S - D-47
 Ann Willard, DTM - D-48
 Judy Johnston - D-49
 Kenneth Roe, ATM-B - D-50
 Dr. Hoong Wee Min, ATM-G -
 D-51
 Victoria Villanueva, CTM - D-52
 Kimberly Sullivan, ATM-S - D-53
 Christine Elvidge, ATM - D-54
 Betty Smiley, CTM - D-55
 Sheryl K. Wallace, ATM-S - D-56
 Hiroshi Satake, ATM-B - D-57
 Douglas Wilson, ATM-G - D-58
 Jennifer Ferguson - D-60
 Earle DePass, ATM-B - D-61
 Sue Monroe, ATM-G - D-62
 Charles Cook - D-63
 Patrick Furkalo - D-64
 Manuelita Mejos - D-64
 Sonya Farmer, ATM-S - D-65
 Cindy Behlmar, ATM-G - D-66
 Carolyn Nix, ATM - D-68
 Maurie Dunn, ATM - D-69
 Nick Rinaldi, ATM-S - D-70
 Jalynn Hudnall - D-71
 Alan Sharr, ATM-S - D-72
 Michael Figg - D-73
 Frances Boshoff - D-74
 Nicanor A. Bartolome, ATM - D-75

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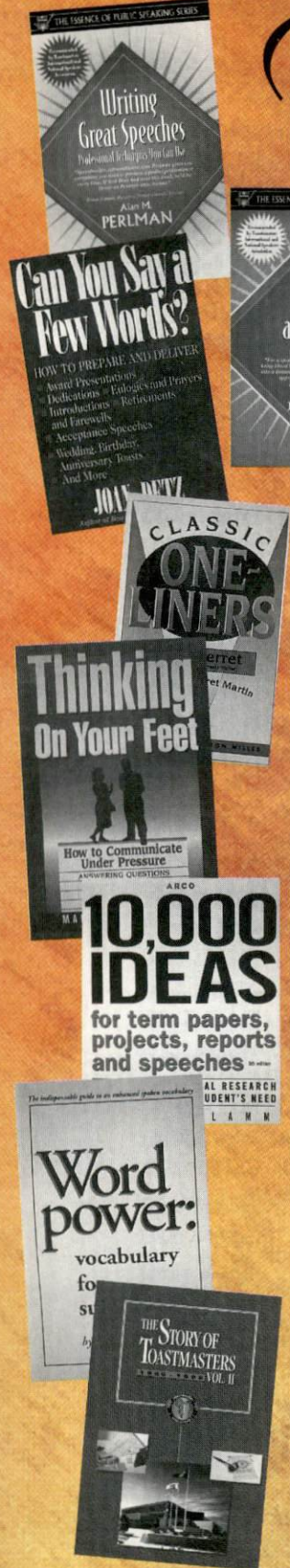
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Standard Domestic Shipping Prices - 1999

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.01 to \$2.50	\$1.35	35.01 to 50.00	\$7.15
2.51 to 5.00	2.70	50.01 to 100.00	8.35
5.01 to 10.00	3.40	100.01 to 150.00	10.70
10.01 to 20.00	4.55	150.01 to 200.00	13.90
20.01 to 35.00	6.05	200.01 to —	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.