

The TOASTMASTER®

JUNE 2003

Working Many Rooms –
a guide to savvy networking.

How to Be a Great
Talk Show Guest



Guerrilla PR

Club publicity tips from
PR wizard Michael Levine.



VIEWPOINT

What the World Needs Now

♦ WHAT THE WORLD NEEDS NOW IS PEOPLE WITH HIGHLY DEVELOPED COMMUNICATION and leadership skills. As my wife, Bea, and I travel the world, we see first-hand how Toastmasters International is making effective communication and leadership a worldwide reality. Our members are applying the skills they've learned in Toastmasters to other areas of their lives and as a result, they bring about change in their communities, families, businesses and ultimately, the world.

Gordon uses his communication skills every day as a police officer. He is passionate about his work and helping people in his town. He uses leadership skills learned in Toastmasters when supervising his staff.

Maureen, as the mayor of her city, applies her communication and leadership skills to make a difference in her community.

Kevin serves on the board of a community support organization that provides a lifeline to people in need. He is using his Toastmasters skills to help the people in his state assist others in improving their daily lives.

Suzanne and Graham are successful business owners. They rely on their Toastmasters skills in their businesses, and they make time in their busy schedules to take on leadership roles in their district. They are enhancing their own skills while simultaneously helping to bring out the best in the people in their district.

Jude is the CEO of my employer, the Brisbane City Council in Queensland. She is the leader of our 6,000-person staff. When I approached her last year about starting a club in our workplace, she responded positively: "You can count on my support for the club because of its potential to nurture our employees and develop their leadership." Jude recognizes the value of the Toastmasters leadership development program.

In February the Toastmasters board of directors made a significant strategic decision: for Toastmasters to become as well-known for leadership development as for public speaking training. Toastmasters gives people the opportunity to learn and practice leadership skills in a supportive environment.

Now more than ever, the skills we learn in Toastmasters are in demand in all aspects of our lives. You can make a difference by conducting a Speechcraft course for people in your local community, by inviting your friends, colleagues and relatives to join your club, and by directly applying your Toastmasters skills in your workplace.

What the world needs now is people with skills like yours. This issue of the magazine contains many ideas on how to promote and market your club. How will you make a difference in your family, your workplace and your community?

Gavin Blakey
Gavin Blakey, DTM
International President

The TOASTMASTER

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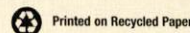
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THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles. THE TOASTMASTER magazine does not endorse or guarantee the products it advertises.

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The Toastmasters Vision:

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, and find 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.

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Think Before You Speak

I agree with Michael Landrum's article, "Think When We Talk" (April 2003). In particular, I have absorbed the full meaning of his important advice to "refuse to allow a word to be uttered without some genuine thought behind it." If we have something worthwhile to say, we should take the time to find the most appropriate way to say it.

Ng Yee Chong, DTM • CPA Advanced Club 5255-51 • Singapore

How, Not How Often

In the March issue I found Michael Landrum's article quite useful. He says in item 3: "Use the fewest words with the fewest syllables. Delete *therefore*, insert *so*. That's the real economy in writing." I'd like to point out that this advice contradicts the instructions in the Communication and Leadership manual. It instructs the Ah Counter to count inappropriate interjections such as "and, well, but, so, you know."

The Ah Counter should be concerned with how a word is being used, not how often it's used.

Sonya Semenov-Torrise, CTM • A Toast to Transit Club 271-4 • San Carlos, California

Tried-and-True Advice

"How to Write a Political Speech" (April 2003) was right on target. I especially liked the way it focused on how to answer the basic questions each voter has in mind. It helped me to craft my first political speech, "Why I'm running for School Board." I answered the three basic questions, Who am I? Why am I running? and Why should you vote for me?

After my three-minute "stump speech" and lengthy question-and-answer period was televised on the local cable channel, I received a phone call from a citizen who commented on the persuasiveness of my speech and in particular on my strong use of nonverbal communication during the Q&A. My Toastmasters training must have really helped me! I was able to deliver a prepared speech to a vast audience and answer questions with honesty, clarity and passion.

I succeeded and was elected from a field of six candidates to one of the three open school-board seats. Although I've only been a Toastmaster for less than a year, as president and co-founder of a new club, I have found that my increased confidence has resulted in an eagerness to accept new challenges and opportunities.

Marc A. Papa • FRB Chi-Masters Club 3591-30 • Chicago, Illinois

Thanks for the Confidence

Today I received my DTM plaque. Two days ago I attended a fellow Toastmasters birthday party. Last year I attend-

ed an office holiday party. None of these events seemed remotely possible when I joined Toastmasters four and a half years ago.

To those of you who suffer from social phobia or anxiety, there is hope! Toastmasters encourages, leads and helps you develop skills you never dreamed of having.

This year I progressed to the role of division governor. None of this would have been possible without the assistance of my mates in Toastmasters. To them and the Toastmasters program I am indebted. Thank you.

Sharon May, DTM • Daisy Hill Club 346-69 • Brisbane, Australia

Both are Important

I strongly disagree with Bill Trammell's comments in his April Letter to the Editor. I believe the evaluator should concentrate on both the how and the what. I frequently divide my evaluation into two parts – delivery and content. Content includes organization, appropriateness of subject, logic, source of information, inclusion of visual aides. A well-delivered speech based on rhetoric, emotion, innuendos and misinformation is the forte of politicians, not competent Toastmasters!

Anthony V. Perrella, ATM • Camden County Club 1189-38 • Haddonfield, New Jersey

Carefully Evaluate Content

Toastmaster Bill Trammell was correct in his April letter concerning evaluating content. I believe content can be evaluated. If skillfully done, the evaluation doesn't have to be an attack on the speaker. After all, the evaluator's opinion is how the speech affected him or her. In the example, a speaker used the same content over again. One could say that the material didn't seem fresh, no new points were presented, and that a speaker can't grow without taking risks with new delivery styles or material. Content can be inappropriate for some audiences, and the speaker – as well as the rest of the club members in attendance – deserve to know that. Evaluation is not just for the speaker; it serves as a learning tool for everyone present. Consider a mentoring program to help the speaker move forward in personal development.

Bill Slach, DTM • Bremerton Club 63-32 • Bremerton, Washington

Stranger in a Strange Land

The January article "Speaking Globally," along with the many letters it provoked, contained valuable points for speakers who travel. An additional point that might have been made is that there are no foreign audiences – only foreign speakers.

Seán Joyce, ATM-S • Sunrise Club 5628-72 • Christchurch, New Zealand



Dig into your chamber of commerce.

Prospecting For a PR Nugget?

◆ POTENTIAL TOASTMASTERS ARE ALL AROUND US. WE PASS THEM on the sidewalk, in parking lots, in our cars and in office corridors every day. However, our problem in reaching those potential members may be related to our not having used the right medium to contact them. We all know one or two people who can really use what a Toastmasters club has to offer. Let's think outside the box for a moment.

I suggest that you contact your local chamber of commerce and determine what opportunities may exist among the chamber's members. I also propose that your Toastmasters club join the chamber as a nonprofit member. Most chambers of commerce have a reduced rate for such organizations and would be happy to include your club as a member. As a new chamber member, your club should receive several new-member "perks" such as printed advertising, radio spots, radio/TV interviews, Web site listings and after-hours social functions to promote your existence.

As a chamber member, your Toastmasters club now has a voice perhaps not heard before. It carries the same potential weight and influence as it does for other chamber members, in terms of audiences to be addressed. However, please be aware: Simply joining the chamber and doing nothing to promote the services afforded through Toastmasters won't accomplish anything.

So get busy and begin discussing and generating some ideas in your club's executive committee meetings on how to promote your club's services to the chamber. Present membership in your club as an effective and economically sound way to use the chamber members' corporate training dollars.

Here's one idea: Offer the chamber members free critiques of their upcoming business or sales presentations. Make this offer in the chamber's official publications, magazines and newsletters or on its Web site. As a follow-up, call some of the member businesses that have large staffs (100 or more) and extend the invitation personally.

Once these businesses express interest in this offer, ask the speakers to attend one or more of your regular club meetings and to give their presentations exactly as they would present them to potential clients.

Following their presentation, ask the Toastmasters in attendance to present their critiques of what was offered. Of course, such critiques must be presented diplomatically in the same way we always deal with our Toastmasters colleagues: constructive, supportive and, most definitely, in a non-threatening manner. After all, we want these same people to eventually join and support Toastmasters.

Consider taking out a quarter-page ad in the chamber's regular publications announcing your meeting times and locations. Be sure to ask for a reduced rate, since you are a nonprofit member.

As for paying for the chamber membership, consider asking an existing chamber member to fund part (or all) of the initial expense. If that won't work, consider increasing each club member's dues renewal fee by an appropriate amount to cover an annual chamber membership, until such a time as several new members are acquired. At that time, dues may be reduced, if deemed appropriate.

You may not have previously thought of your members as "nugget-seekers," but your local chamber of commerce just might provide the catalyst to discover the mother lode for several new members. **T**

Marty Morris, DTM, is currently VP Education and Public Relations for Tall City Club 8505-44 in Midland, Texas.

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Write press releases that capture media attention.

Getting the Word Out

What's the best tool for spreading the word about the benefits of Toastmasters membership? Efforts to generate media coverage in your geographic area is likely the most effective tool for increasing meeting attendance and adding new members to your club.

Publicity is extremely valuable. Local print and broadcast coverage far surpasses advertising in terms of credibility and delivering value for money spent. Apart from the time and effort involved in contacting the media to generate press coverage, the costs associated with publicity efforts are minimal. Toastmasters clubs are perpetually short both on time and money, so local publicity offers the best promotional option.

The cornerstones of a successful publicity strategy for Toastmasters activities are understanding what's "newsworthy" in Toastmasters, then presenting that information in a manner that meets the needs of journalists. That means developing well-written press releases, using the following guidelines:

- Issue a press release only when you have legitimate news to announce. In Toastmasters, that typically means speech contests, unique theme meetings and other special programs and events of interest to the community.
- Apply criteria used by journalists to determine what's worth reporting. In general, information is more likely to be considered newsworthy if:

- ▶ It has a demonstrably significant impact on others (a Toastmasters meeting featuring presentations on a local ballot initiative).
- ▶ It's timely (a club meeting dedicated to speeches on love in early February, before the Valentine's Day celebration in the U.S.)
- ▶ It offers a different perspective or angle on a popular topic; it's new or unusual; there's a human interest component. (Such as presentations by people who have overcome significant odds to achieve success.)
- ▶ It highlights organizational or individual achievements; a well-known person is involved; there's a local angle (related to a neighborhood, city or region).
- ▶ It's related to a subject about which people always want to learn more (relationships, love, making money).

- Provide the name of a club representative who can answer questions likely to be raised by a reporter regarding information contained in the press release. Offer phone number(s) and an e-mail address where this person can be contacted. If this person travels or is frequently unreachable, provide the name and complete contact information for a second knowledgeable Toastmaster.

Place contact information in the upper right hand corner of the press release, and present it in the following format:

For More Information Contact:
Joe Jones
(123) 456-7890 (work)
joe@jonescompany.com

- Craft a clear, concise and accurate title. It must communicate the main point of your press release and its potential newsworthiness. For example: “Redwood City Toastmasters Hold Humorous Speech Contest on June 16.”
- Next, state your news clearly and concisely in the first sentence, which is referred to as the *lead*. The lead sentence must answer the following question: “What is the main point communicated in the press release?”
- Present information in order of descending importance, starting with the lead sentence as most important. You’ll then want to cover the 5 W’s: “who, what, when, where, why and how” as related to your story, as succinctly as possible – ideally in the first paragraph. In other words, the information you present in the release is progressively less important as the reader works his or her way down the page. For example, using the title in the previous point as a starting point, here’s a possible opening paragraph on the humorous speech contest:

(Redwood City, Calif. – May 16, 2003) – The Redwood City Toastmasters club will hold a humorous speech contest on Monday, June 16, from 7 to 9 p.m., at The Methodist Church, 2615 Broadway, Redwood City. The contest features humorous speeches prepared and delivered by club members, and is free and open to the general public. For more information, contact Seymour Salamander at (555) 555-5555.

- In reviewing your press release, you’ll want to consider whether an editor can chop off your copy after the first paragraph and still have a story that communicates the essence of the release’s main message. If so, you’ve written an effective press release.
- Quote the words of a Toastmasters representative only if they add essential details or perspective to the story you’re telling. Don’t simply include a quote for the sake of quoting someone.
- Provide general descriptions of your club and the Toastmasters program at the end of the press release. Here are examples:

First comes the general paragraph on your club:

The Redwood City Toastmasters club provides training in public speaking and leadership through Monday evening meetings held in downtown Redwood City. For more information, see the club’s Web site at www.redwoodcitytoastmasters.org or contact Susie Creamcheese at (650) 555-1212.

Then end the press release with a general paragraph on Toastmasters International:

Since its founding in 1924, Toastmasters International has helped four million men and women develop their public speaking skills and become confident communicators at work, home and elsewhere. Headquartered in Southern California, the organization now has approximately 195,000 members and 9,300 clubs in 70 countries. For details, call 1-800-9-WE-SPEAK or see www.toastmasters.org.

Write short sentences and paragraphs. Sentences should run 10-12 words and paragraphs 4-5 lines, at most. Use simple, active verbs. Be interesting and engaging. Purge the release of unnecessary adjectives, adverbs and jargon. Tell your story forcefully and clearly – but remember that you’re not writing sales or marketing copy.

Document all information presented in the release. Consider whether a skeptic would question any assertions or statements made without attribution. In addition, confirm the accuracy of all information in your release (e.g. spelling, grammar, statistics, phone numbers/e-mail addresses, titles).

Double-space the text of the release, and leave one-inch margins on the sides. Tell your story in one or two pages, at most. Clearly indicate the end of the release (with #### or ~30~). Indicate that a release continues on a second page by putting ~more~ at the bottom, and include the release title and page number at the top of the second page.

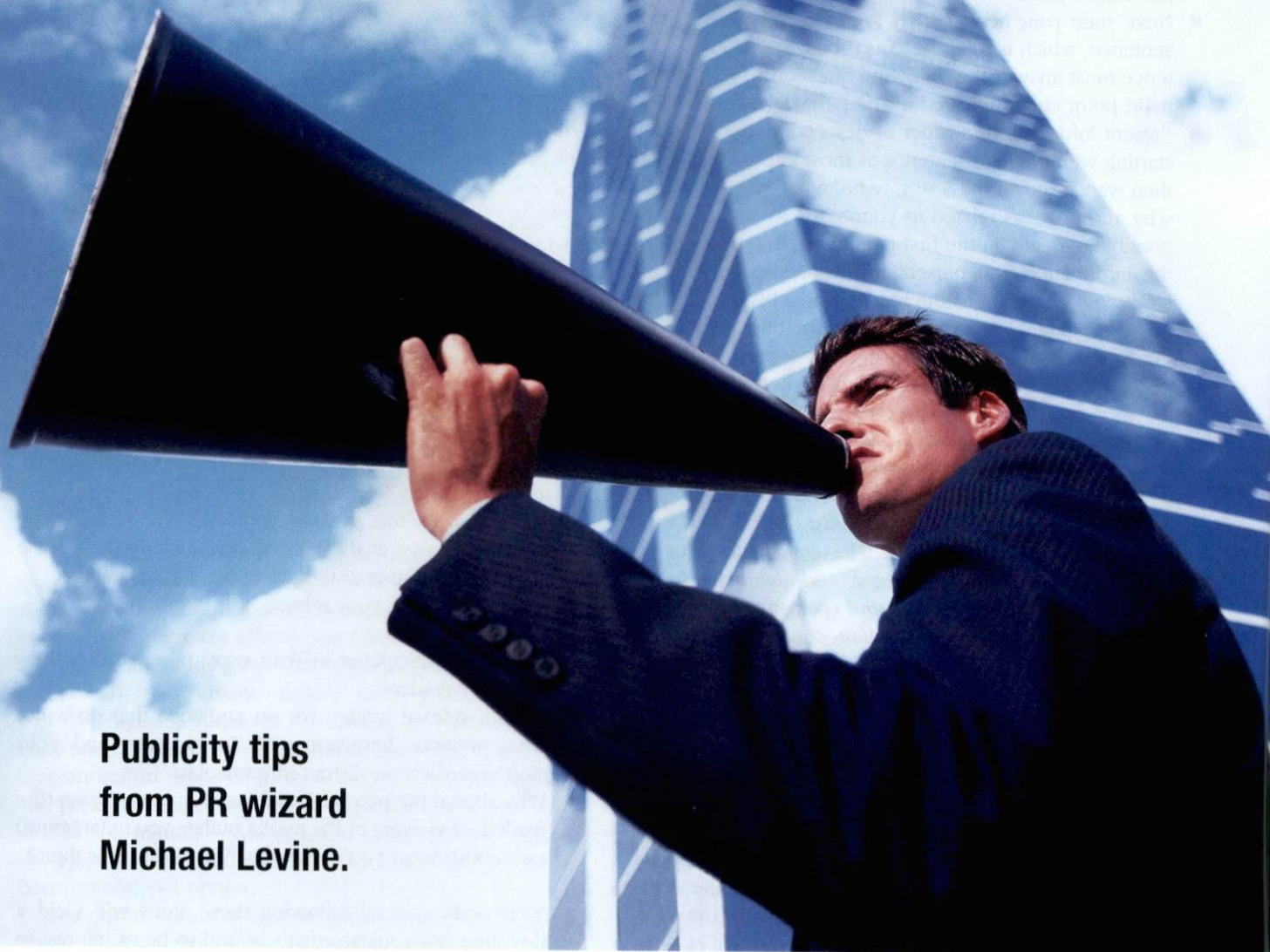
After completing your release, ask yourself:

- Have you anticipated in your copy possible questions raised by readers?
- Is your release written for an audience that does not have previous knowledge of Toastmasters and your club/area/division/district in particular?
- Why should the potential audience for your release (the readers or viewers of the media outlets you’re targeting) care about what you’ve written? What’s in it for them?

Your dedication to following these steps will yield a well-written press release that’s bound to be of interest to media in your area. The next step is to scour print and broadcast publications for suitable prospects for your news (particularly calendar listings for events), then send them the information. The path to visibility for your Toastmasters club is near at hand. **T**

Mitchell Friedman, DTM, is a public relations educator, consultant, trainer and coach. When he was a Toastmaster, he conducted public relations training programs at every level of the organization. See www.mitchellfriedman.com for more information.

Guerrilla PR



**Publicity tips
from PR wizard
Michael Levine.**



When Michael Levine makes a call, it's not the kind that most reporters let slip into voice mail. That's because he's the powerhouse Los Angeles PR executive behind press campaigns for such celebrities as Michael Jackson, Barbra Streisand, Charlton Heston, Jon Voight, Tom Petty, David Bowie and Michael J. Fox, to name a few. Reporters know that it's tit-for-tat in this business – you pick up Levine's calls and when you really need a scoop, he'll pick up

yours. That's the way it works in this business of promotion; it's based on markers, favors and protocol.

So what happens when you don't have the kind of clout it takes to call in a marker, or even get some reporter in a two-horse town to return your phone calls? Don't feel bad; you fall into the category of 99.9 percent of the people trying to garner a reputation via the press. Levine saw the need to educate the masses and authored a stack of books on the subject, his most successful being *Guerrilla P.R.: How you can wage an effective publicity campaign – without going broke*. This book has been used throughout the world by individuals and corporations to get their words out and is required reading at America's top universities. Frankly, you don't need to be a Michael Levine to get an editor to pick up your calls, but it does help to pick up a few of his tips before even making that call.

"First of all, I'm going to remind our Toastmasters friends of the simple but profound adage, 'Dog bites man – no news. Man bites dog – news,'" says Levine of getting the attention of the local press to promote Toastmasters events. He should know. Twenty years ago, he founded Levine Communications Office in Los Angeles. It is now one of the most prominent PR firms in the United States, with offices in New York, Las Vegas, Washington D.C. and London. "If you do not make your Toastmasters events unique, then you shouldn't get your news. If, on the other hand, you create something new, unique, special, passionate, interesting and connected to the current news, then you have a good chance at getting publicity," he says.

Levine points out that you need only give the media what they want. Perhaps this step should be called "man bites press" (and gets rewarded! Give that reporter a biscuit!). "The secret of media is that they're silently begging to be led, they're starving for good news," says Levine about the lure. "In every business relationship there's a buyer and a seller. In this case, Toastmasters clubs are the seller and the media is the buyer. You have to understand that sellers work for buyers. The first rule of that relationship is to find out what the buyer wants. If you are trying to sell someone something, wouldn't it be a good idea to find out what they want?"

"The second rule is to get it to them," explains Levine about something that he has evolved from a technique into an art form. "So the trick is to find out what the media

wants in your community and to give it to them. The problem with this is that everyone thinks the media is going to be interested in their stuff – and they're not. And how to do that best is to connect whatever your organization is doing to contemporary news. For instance let's say a Toastmasters club in [California's] Silicon Valley has decided to tie in a local event with national news by creating a symposium on Colin Powell's recent speech for the United Nations. If Toastmasters were to give Powell a grade and create a symposium and send the president of Toastmasters out to Silicon Valley – that is the kind of event that ties it all in for the media."

Levine, who measures his words carefully but with zero hesitation, comes up effortlessly with yet another Toastmasters example: "In the month of February there are two principal holidays in contemporary America: Valentine's Day and President's Day. Given enough advance time to send a press release to local news, the media might be interested in an event where a Toastmasters club reviews in great detail Lincoln's Gettysburg Address. The whole point is to connect the dots to the current news."

Levine points out that one must look at the product or service as the gift, and the wrapping paper as what ties it into the current news, study or

event. And the fancier and more professional the wrapping paper, the better. You can bet that Levine uses those little blue boxes that make every woman's anticipation level increase tenfold as an example. "The Tiffany Theory says that if I gave you a present in a Tiffany's box, in your mind the gift would have a higher perceived value than if I gave it to you in no box, or a box with less prestige. That's true not because you're a jackass or a psychological fool, but because you and I and everyone you know lives in a culture in which we gift-wrap everything. We gift-wrap everything – our politicians, our corporate heads, our TV stars and even our toilet paper."

When Levine came out 11 years ago with the book *Guerrilla P.R.*, he empowered small businesses and individuals with the street savvy to wage major full-court press blitzes with success. His new book, *Guerrilla P.R. Wired*, is the evolution of that savvy transferred into the world of the Internet.

Marketing yourself on the Internet is tough, especially if you want to do it right, Levine points out. Remember that those things you post on the Web will be remembered for



"I define what I do as gift-wrapping. If you package a bracelet in a Tiffany box, it will have a higher perceived value than if presented in a K-Mart box. Same bracelet, different perception."

– MICHAEL LEVINE

Michael Levine's Ten Commandments for Dealing with Media

1. Never be boring. Never!
2. Know your subject thoroughly.
3. Know the media you contact. Read the paper; watch the newscast.
4. Cover your bases.
5. Don't just take "yes" for an answer. Follow up, follow through.
6. Never feel satisfied.
7. Always maintain your composure.
8. Think several moves ahead.
9. Be persistent, but move on when you're getting nowhere.
10. Remember, this isn't brain surgery. Don't take yourself too seriously (like too many publicists I know). Have fun.

name within quote marks to get more direct hits and come up with a list of your affiliations, articles about you – and complaints about your marketing techniques. And if you've made a Web site, remember that information is cataloged on a weekly basis by **www.archive.org**, a nonprofit organization that archives the entire Internet every few weeks and allows people to go back in the Way Back Machine to see the different iterations of your Web site. Hot tip: If you've ever had a terrible Web site, you should go there and request that your URL be deleted. The Internet is archived in many ways, and even stored by Google, so even if your site had been pulled down, it may still be accessible, and it's not very easy to delete anything on the Web.

Levine says that the Tiffany Theory is even more applied when marketing yourself on the Internet. "It's always important to keep the information true," Levine warns, because credibility is one of the few things in any business that must be protected. "But unlike the information in newspapers and magazines, the data you provide on the Web site is yours, and you provide the Tiffany paper. Use photographs, charts, quizzes and prizes, if you can, to keep surfers' interest alive on your site. And remember to wrap every fact in a nice piece of Tiffany wrap."

One of the things Levine points out is that in order to keep your or your company's credibility on the Web, you must know the resource you're trying to tap into – and respect its rules accordingly. Nothing is worse than spam. Although you may have a stack of e-mail addresses from your clients, it would be respectful to first send out an e-mail announcing an online newsletter and secondly, asking them to reply if they wish to be on the list to receive updates (people hate asking to be removed from a list).

In a list of Levine's Lessons (No. 4) for guerrilla's in *Guerrilla PR: Wired*, the etiquette for online marketing is as follows: Know the medium you're dealing with. If you don't know that advertising in newsgroups and on bulletin boards is not permitted and can hurt your business, you made a critical error in your plan. Time, money and effort spent in preparation should begin with an examination of the medium you're about to enter.

Levine also makes a humorous point about cold-calling an editor:

Remember you're calling the person on a professional basis; not asking this person out on a date. This is part of the job for both of you, and if you treat it this way,

your stress level will drop. If that's not enough to calm you, ask yourself, "What's going to happen if I they say no?" Will you lose your job? Your car? Your family? Will people turn their heads from you in the street? No! If this editor says no, you simply call the next editor.

Levine goes through a great many scenarios of what could happen if you call an editor and he or she actually decides to talk with you. Perhaps people are so focused on the rejection that they forget about the opportunities for success. When this does occur Levine suggests being ready with a pitch geared toward what that particular editor or writer covers. So, before you call, make sure you've read the publication, find out who its target readers are and target appropriately. Putting yourself out there can be scary, but the rewards are great.

What about those who already are successful? Do you still need to market when your speaking and consulting schedules are booked for the next six months? "Does Coca-Cola say, 'We're the most famous brand, let's stop advertising?' No. Do you take your foot off of the gas when you're going down the freeway at 60 miles per hour? No. There's a big correlation between credibility and visibility. Keeping your image up is important if you want to win."

And that last statement holds a lot of weight coming from one of the most visible and successful PR agents in the world. But what is winning to a man of Levine's stature?

"What is winning?" Levine paused only for a short moment. "It really is a two-part question. Personally and professionally – what is it in life that you most want? And what are you willing to give up to get it? The price of owning Nike shoes is more expensive than owning nice sneakers. Being Michael Jordan is much, much, much, much more exhausting than being just a good basketball player. Most people are not willing to pay the price, and the people who are even worse are the ones who deny that you do have to pay a price. We're looking at the most immature generation in the history of humanity in which people believe that you can get something for nothing. It's totally depressing, but it's true."

Visit **www.LevinePR.com** for marketing tips and to download a free chapter of *Guerrilla P.R.* 

Sally Richards is an author and freelance journalist who writes and shoots photographs for publications worldwide. Visit her Web site at **www.SallyRichards.com**.

17 Ideas

on How and Where to Promote Toastmasters in Your Community

1 Newspapers. The easiest way to secure media coverage is through press releases to local newspapers. Newspapers are usually more accessible than radio and television stations, and they allow you to communicate more information, such as the club's contact information.

2 Electronic media. Public service announcements (PSAs) and videotaped commercials can be aired on radio and cable television stations. Local talk shows might be interested in featuring a Toastmasters officer discussing the importance of communication training in the workplace.

3 Local Government. Contact your city hall for information on how to get your message displayed on the city's cable television programming. Also try to get your Toastmasters activities listed in the city's community services calendar, published through the Parks and Recreation Department.

4 Chamber of Commerce. An ad in its newsletter or a presentation by a Toastmaster at one of its meetings will reach influential local business people. If someone in your district is a chamber member, a group of Toastmasters may want to hold a chamber of commerce social hour.

5 Libraries. Submit extra copies of *The Toastmaster* magazine to the library's periodicals department and attach a card with the club's contact information. Also post fliers and ads on bulletin boards.

6 Corporate Publications. Editors for employee newsletters might be interested in camera-ready ads about your club as "fillers." If the organization has an internal Toastmasters club, by all means use the newsletter as a vehicle for sharing you Toastmasters activities with other employees.

7 Employee orientation. Make sure in-house Toastmasters clubs in corporations, hospitals, government agencies or other organizations have their clubs mentioned during new-employee orientation seminars.

8 "Welcome to the Community" packets. These are distributed to all new residents in a city and contain promotional materials from local merchants and organizations. Your ad or flier should be included in this package.

9 Universities and Community Colleges. Like cities, many universities have internal cable TV and radio stations, as well as publications reaching students, staff and faculty. Arrange to have a Toastmaster give a presentation

as a guest lecturer in a speech communication class. Or better yet, try to participate in communication-related campus events – like "Communications Week," for example – and be prepared to host a booth and offer promotional fliers. If your district already has a university club, make sure it is publicized in campus media, as well as in new-student or freshmen orientations.

10 High Schools. Organize or judge speech contests for seniors, or give seminars on career planning. Even if students don't join your club, this is an opportunity for media exposure and gives parents, staff and teachers a good impression of our organization.

11 Community Events. Participate in local fairs, parades, sports tournaments and holiday celebrations. Wear your Toastmasters pin, display your club banner and ribbons, and offer handouts at a booth. Again, the community services or recreation departments in your city will have a list of these events.


12 Proclamations by Politicians (local, state or federal) honoring a specific event or anniversary. You can also ask them to proclaim an official Toastmasters Week (day or month) or Youth Leadership Week, etc.

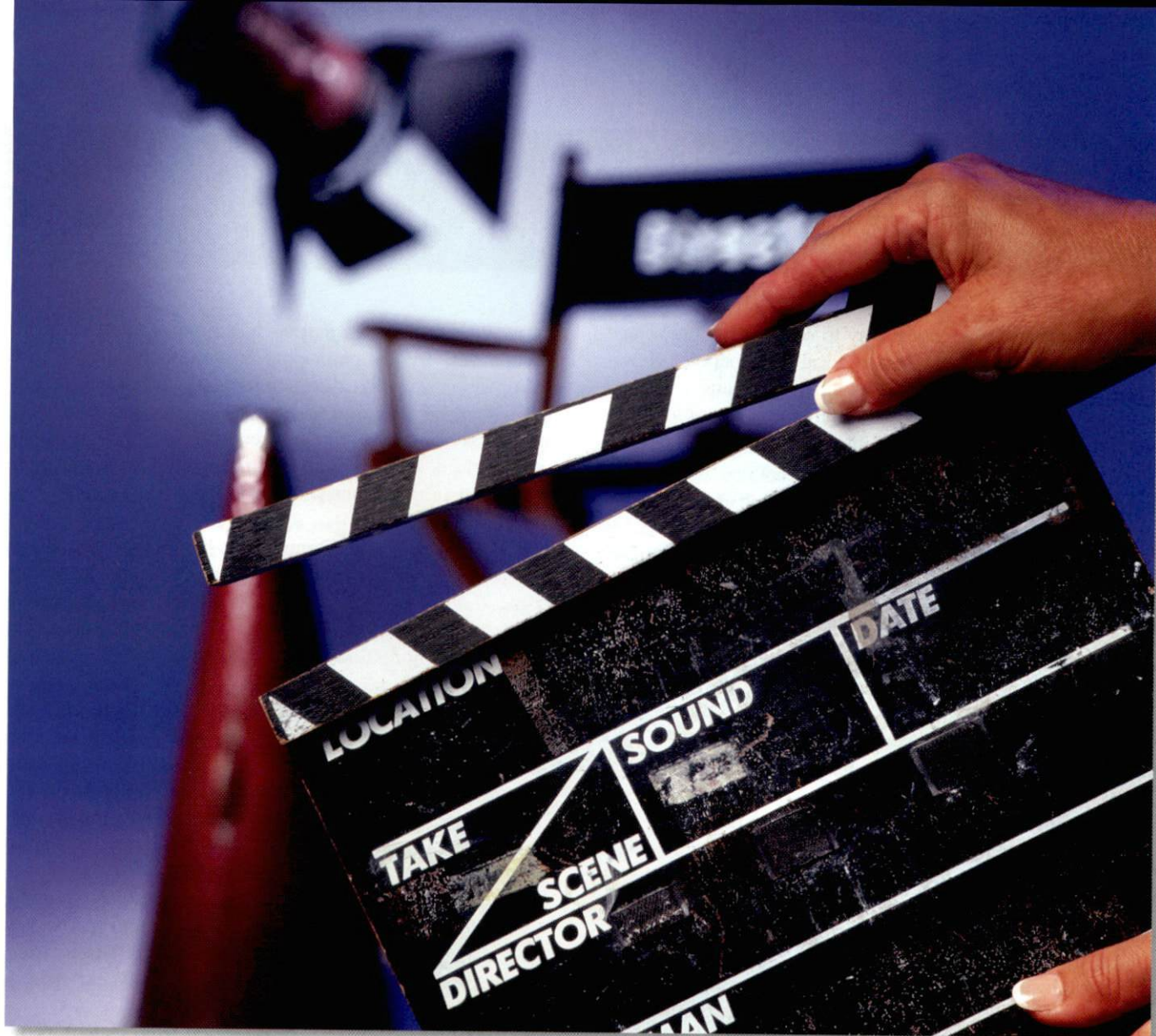
13 Billboards. Just as television and radio stations are required to regularly air free public service announcements, billboards also must frequently exhibit messages by nonprofit organizations as a public service. Your only cost involved would be for printing the message, which can be done surprisingly inexpensively. Contact a public affairs representative in your area for more information.

14 Offer Speechcraft and Youth Leadership Programs. This is a great way of showing the public what Toastmasters is all about.

15 Create Club Business Cards indicating your meeting time and place, and distribute them to friends and colleagues along with a personal comment on how Toastmasters training has benefited you.

16 Use TI Bumper Stickers and Mugs. Wear TI shirts. And display your Toastmasters trophies in a prominent place in your home and office.

17 Wear Your Toastmasters Pin! It's a good conversation starter. 



By Fran Capo

How to Be a Great Talk Show Guest

No, you don't have to shave your head, sleep with your daughter's boyfriend or befriend space aliens to get on a talk show. I've appeared on more than 250 television shows and I've never had to compromise myself. I've felt like smacking another guest or two, but I never did anything odd or unusual, and yet I keep being asked back as a favored guest.

I am a stand-up comic (there are thousands). I am also a lecturer (interesting), an author (millions of 'em) and "The Guinness Book of World Records' Fastest-talking Female" (Ah ha! – only one of them!) Bingo. So do you have to break a world record to get invited on a talk show? No, but you have to have something that makes you stand out, something that you are an expert at. You need a hook. That hook will get you on the show, and then you can promote your product.

My hook has led me to read popular song lyrics on TRL (*Total Request Live* on MTV, where they also promoted my new book), teach kids how to speed talk on the *New Mickey Mouse Show* (which led to other bookings) and order the entire left side of a Chinese menu in less than 20 seconds on *The Late Show with David Letterman* (which became a great promotional piece for my corporate package).

But what if you don't have a specialty? Make one up. There has to be something that you know a lot about or can at least talk about with interest. I have also been on TV discussing topics such as blondes vs. brunettes, single moms vs. single dads, mothers against porn on the Internet, and traveling moms and their kids. Why do I do it? Because it's exposure, because I get paid since I'm in the union, and because I can talk passionately about these topics while making them fun.

The very first talk show I was on was *The Joe Franklin Show*. I went on as the creator of the Pet Flea. Determined to get on television, I sat home one night and sewed hundreds of tiny fleas out of red fuzzy cloth. I stuck them in a matchbox, made up an authenticity certificate and decided to sell Pet Fleas at the Flea Market. I called up *The Joe Franklin Show* and pitched my idea. After many attempts and hearing some Lurch sound-alike say "My friend, my friend, call back Monday at 2," "Call back Tuesday at 4:17," I finally got through and was booked on the show with Jackie Mason. I was nervous, my fleas were calm, but I had a great time. From then on I was hooked.

After doing talk shows for 20 years I can say there are five main ingredients to being a great talk show guest:

1. **Attitude** – Be opinionated but not conceited.
2. **Humor** – Joke around a lot. Everyone likes to laugh; this usually gives you the upper edge.
3. **Be a Perceived Expert** – Know your subject. Memorize three key points that you want to bring out.
4. **Packaging** – It's not so much *what* you sell but *how* you sell it. There are millions of sex therapists but only one Dr. Ruth.
5. **Remember** the rule of "Yes and...."

"Yes and..." is a producer's or talk show host's dream. Who wants to hear a bunch of one-word answers? That's like a root canal at the dentist – very painful. If you are asked a simple question like, "Is it true you see dead people?" Don't just say "yes" period. Say "Yes, and I've had a lot of crazy experiences." This leads the host to ask more questions *and* makes for a better interview. You can entertain with your personality; you don't have to smack someone on the head with a chair or sleep with a cannibal to get attention.

Whatever your topic, have the craziest stories ready. Nice is boring. Ordinary is boring. Think ratings, think entertainment, think "this is my 15 minutes of fame; don't screw it up." Be alert, look at the camera, debate with other guests, laugh and smile a lot. Think that you are just talking to a bunch of friends around the house, nevermind that millions of people are watching you.

Also be polite but aggressive. Don't cross talk, but make sure you are not just warming up a chair. In other words, don't wait until spoken to. After you have finished your segment, if you are part of a panel, chime in every now and then. When I did the *Sally Jesse Rafael Show* the first time, I was on a segment called Blondes vs. Brunettes. One blonde on the panel said, "I lost weight because I

became a blonde." I nearly gagged at this statement. I said "Really? If it were that simple Weight Watchers would hand everybody a bottle of dye and say 'See ya in the morning.'" The audience went wild with applause. You don't need a sailor's mouth to get your message across. Do you sit around your kitchen table and only speak when spoken to? If you do I'd like to send my kid to your house for a week. This is showbiz.

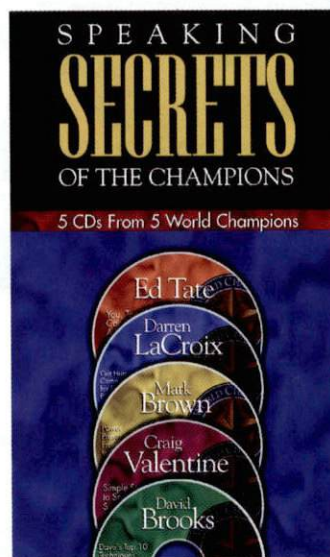
So how do you get on a talk show? Have your agent call or call the show yourself. Tell them in one paragraph what you do that makes you special. Tell them your topic or suggest one. If you are outgoing and articulate, then the talk shows will want you. They *need* you! They have 52 weeks of annual programming to fill, and you can be part of it. Just get your act together and take it on the show. **T**

"You just don't luck into things as much as you'd like to think you do. You build step-by-step, whether it's friendships or opportunities."

– BARBARA BUSH

Fran Capo is a stand-up comic, speaker and author of *How to Get Publicity without a Publicist*. To contact Fran, visit her Web site www.francapo.com.

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Working Many Rooms:



A Guide
to Savvy
Networking.



Walking into a roomful of people, let alone strangers, can be daunting. For the busy person with a desk full of reports, projects and requests, the thought of going to an outside event may seem like a luxury – or a waste of time. The reality is that it's often an obligation that must be met if we want to build our careers and businesses.

Networking has become the generic umbrella term used to describe attendance, meeting and greeting at the no-host bar. But that is inaccurate. The ability to work a room differs from the ability to network (doing the matchmaking, the brainstorming, the follow-up) although they are complementary skills. Together they form the foundation of interpersonal communication that can enhance career growth, business development and visibility among our superiors and peers.

The people who are comfortable in any room exude a confidence, an ease and an approachability that make it okay for others to introduce themselves. Studies show that socializing in a room full of strangers is number two on a list of people's phobias. (Spiders are number one). The reality is that the majority of your co-workers, colleagues or friends from Toastmasters at a social function would probably prefer to be elsewhere. Use the following ideas and recommendations when attending the myriad events on your calendar.

We encounter several obstacles as we enter a meeting, a conference or a fundraiser. Everywhere we go we should think of who might be there and what we have in common with them. At Toastmasters events, the shared interest in public speaking sets the tone for any conversation. At the local chamber of commerce, the business environment is our shared interest.

Prepare Your Own 7-9 Second Self-Introduction

That is the length of the pleasantry that establishes who you are, why you are there and your interest in meeting the person you are talking to. Stacy Tetschner, executive director of National Speakers Association, expanded on

that idea from my presentation for the NSA staff. "I advise my staff to have a two-part self-introduction. One part tells what they are doing for this event or convention, and the second part lets members know what they do at the home office ("I am John, here with the registration desk, but at the office I'm in the membership department").

The self-introduction gives the benefit of what you do rather than just the title. By describing what you do, you give the other person a chance to ask the first question and begin the conversation. Of course, turnabout is fair play.

Equally important is that the self-introduction is tied to the event. How we introduce ourselves at a Toastmasters function is different from how we would do it at a client's fundraiser or a chamber of commerce event or a friend's wedding. By adapting our self-introduction, we give people a context for the conversation that will follow.

"By adapting our self-introduction, we give people a context for the conversation that will follow."

The much ballyhooed "30-second elevator speech" can seem like a three-minute diatribe to someone who is stuck in the elevator or at an event listening to a 30-second pitch. Having a 7-9 second planned spiel works better. The point is to be prepared and

not get caught off guard and miss the moment.

Adele Scheele, a nationally recognized career expert and author of *Skills for Success*, suggests that we don't act as a guest at events but that instead we *act like the host* at every event. Seeing to it that people are greeted, introduced and comfortable is what a good host does. Creating a greeting committee is a good idea because the greeter gets to meet everyone.

The Forgotten Name

If people are not wearing a nametag, an option is to say, "It has been one of those days. Would you refresh my memory and tell me your name again?" This does not take away power, but rather shows honesty and vulnerability and will trigger a connection with anyone who has ever forgotten a name – which includes most of us.

Parting Is Such Sweet Sorrow

How to gracefully exit a conversation is the number one problem for many participants at social functions. We'll often encounter people who seem to demand a fair amount of time while others are waiting to say hello. Dan Maddux, executive director of the American Payroll Assoc-

The Magic of Three

- **Nametags.** Wear them on the right-hand side, as that is the line of sight with the handshake.
- **Buddy system.** Patricia Fripp and I found that it is easier to introduce and 'brag' about each other

rather than ourselves. Attend with a buddy who is as enthusiastic about you as you are about him or her.

- **Introduce people to each other** and help increase their circle of contacts. When you give each person a kernel or two of information about each other, they can continue the conversation.

iation, tells how he solves that problem. He makes sure that he is available, visible and approachable at APA's World Congress. When he is speaking with a member and sees others who want to speak with him, he will include them with a smile, eye contact and conversation.

"If you will excuse me, I am expected in the (conference room, staff or speakers room, or main hall, etc)" is a legitimate comment that helps him disengage graciously.

Carl LaMell, executive director of Chicago's Clearbrook Association, attends many events to create support for his nonprofit association. He offers another point of view and very savvy advice: "At most events – especially in a fundraising situation – there are some pivotal people to meet. What I learned, and teach my staff, is that it's essential to meet those pivotal people. And it's equally important not to hog their time. Because many people don't exit conversations comfortably, it's our responsibility to leave in a timely fashion that leaves a good impression. We can then follow up with a note, a call or e-mail and set an appointment for a meeting."

Breaking the Ice

Nametags generally provide enough information to start a conversation. The guest wearing a Jerry Garcia or Save Our Children tie or the

eye-catching necklace gives us something to notice and break the ice. Yes, it is small talk, which, according to Michael Korda, best-selling author of the books *Success* and *Power*, leads to bigger subjects.

Often we will make a casual, offhanded comment to others because of a shared circumstance, such as waiting in the buffet line, walking into the general session or waiting at a registration table. While attending a convention in San Francisco and watching two attendees in action, I turned to the fellow behind me and said something about the activity. That fellow was Bob Levy, executive director of the Mortgage Bankers Association of New Jersey. He responded with a very funny remark that kicked off a conversation. After a pleasant exchange we then introduced ourselves. That was over eight years ago. I have since spoken several times at his conference, and we remain in touch.

Breaking the ice also means that we seize the opportunity to say something and not wait for the most brilliant remark to come to mind. By the time we gather our bril-

liant thoughts, the person we wanted to meet has moved to another part of the room and the opportunity has passed. A smile and "hi" or "hello" work best.

A thought to remember: The roof is the introduction. If we are in the same room, hotel, convention hall or meeting, we have something in common.

What To Say Next

Maintaining a conversation with someone who is not comfortable chatting can be a drain. Although some people advise to "ask a lot of questions so that people get to talk about their favorite subject: themselves," that is not how conversation is built. In fact the barrage of questions sounds and often feels like an interrogation. Instead, there are three components to a good conversation: asking questions, making observations, and revealing some relevant and appropriate information. The magic is in the mix. Conversation is the key to connecting and building rapport and relationship.

Reading the local newspaper as well as a national paper provides more than enough information to start and build conversations. The issues that face the workplace merit conversation, set the tone for the camaraderie, shared resources and interests, and for the problem-solv-

ing we can accomplish with our colleagues. Current events, sports teams, new movies, the latest Toastmasters event are all possible topics.

- Preparing three-to-five items of conversation culled from the papers and trade journals ensures that we have a backup plan and know what to say next.
- Mentioning the name of someone or something you and your conversation partner have in common creates a connection. Whether it is someone who attended the same school, worked for the same association in another city, shares the same hobbies or knows someone we know, the conversation takes on a different meaning, intensity and rapport.

Allison Fortini, a brand new real estate agent, was being interviewed by a San Francisco homeowner who wanted the "right" person to sell her home. When Allison asked her if she was a native San Franciscan, instead of just say-

"According to the Shyness Clinic, founded by Dr. Philip Zimbardo of Stanford University, 93% of American adults self-identify as shy."

ing no, the seller mentioned she grew up in Yolo County, California. "Funny coincidence, I'm from Yolo County also ... Davis, California." The common connection yielded Allison her first listing.

According to my research for *The Secrets of Savvy Networking*, the most effective networkers have three traits that make them stand out from the crowd. Here is what they do:

1 Acknowledge gifts of leads, information, time, referrals, advice and support. While it can be done via e-mail, that is a quick and easy shot. To be memorable, appreciation is best expressed with a pen and stationery.

2 Stay in touch with others when you need nothing from them. The call or e-mail from someone who always needs something is not savvy networking; that is "using" others. Networking is like baseball: If you don't touch base, you're out of the game!

3 Follow-up is the creed of networking. It means to do what we say we'll do when we say we'll do it.

When we bring the stories of who we are (those we know, things we like) to what we do, we're more interesting and we give people the subjects that will spark more lively and connected conversations in every room. Additionally, if we adopt the top traits of the savviest of networks, we build our network of sources and resources that is essential for contributing to our careers and enriching our lives. **T**

Susan RoAne is a San Francisco-based keynote speaker and best-selling author of *How To Work a Room*®, *The Secrets of Savvy Networking*, *What Do I Say Next?* and the e-book, *Networking: Beyond the Buzzword*. Her newest audiobook is titled *RoAne's Rules: How To Make the RIGHT Impression*. Take her "The Schmooze Quotient Quiz" at www.susanroane.com.

Success is Contagious

Success stories reap club recruiting rewards.

Why did you join Toastmasters? To learn to speak in public, sharpen your leadership skills, learn to speak off-the-cuff? Improve your vocabulary? When you share your Toastmasters success story with others, they naturally see what Toastmasters could do for them. Your personal testimonial is more powerful than any brochure or Web site in showing strangers what awaits them when they join Toastmasters.

My story? "Toastmasters transformed me from a mumbling, fumbling, stumbling whisperer into a confident communicator, so much so that I am now a professional speaker. Toastmasters has turned my fear into fun, and I've seen it change others' lives as well. If it can help me, it can help you!"

Think about your story. Other people who know you may already be telling it! They have seen the difference in "before and after" your involvement with Toastmasters. Paint the picture! What has opened up for you as a result of your Toastmasters membership? A new career? A promotion? The confidence to form or join a social group? Did you run for office? Did you meet your spouse through Toastmasters? Tell others your special story and they'll begin to understand what is available to them through our marvelous organization.

Stories abound. Once you've fashioned your story, think about members in your club. What do their success stories sound like? I've seen shy and timid newcomers later become top officers, contest winners and master recruiters. I recount their stories to others as well. It's amazing what confidence and a taste of success can do.

Become a teller of Toastmasters tales. Tell the world of your success, and soon they'll be knocking at your club's door for a taste of their own success.

Tips for Telling

- Use vocal variety, gestures and body language to reinforce your story's words.
- Tell your success story in a conversational tone.
- Use pauses for effect.
- Use eye contact to convey your sincerity.
- Paint vivid pictures with verbs and adjectives to add color.
- Tap universal themes: overcoming obstacles, your hero's journey, a search for solutions.
- Use your confidence derived from Toastmasters to showcase your strong communication skills.

Craig Harrison, DTM, is a professional speaker and member of Speakers Bureau Forum Club 9338-57 in Lafayette, California. You may reach him at www.craigspeaks.com.

How to keep any conversation going.

Beating the Pregnant Pause

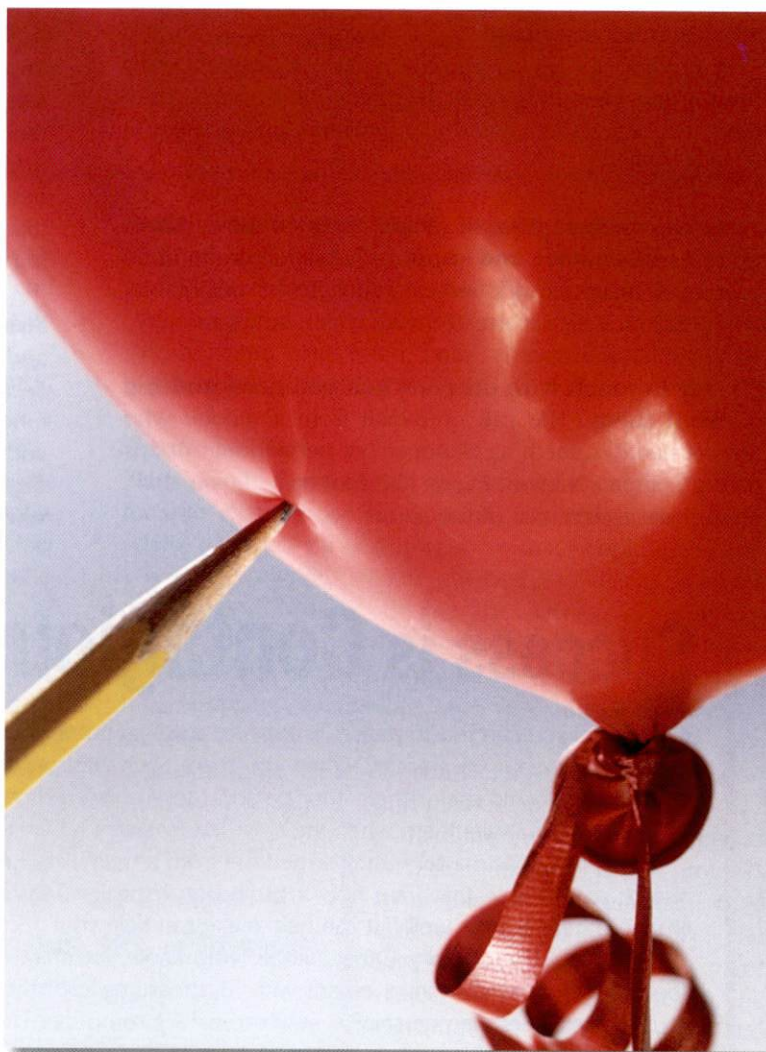
Have you ever had that awful feeling of trying to keep a lagging conversation going? Upon meeting someone new, many of us can usually keep the words flowing for a minute or so. But, even as we're speaking, we know it's just a matter of moments until the conversation will come to a grinding halt and words will be replaced by a pregnant pause. And then what will we say?

Whether you are talking with a peer, a superior at work or a celebrity, there is no reason to enter any verbal exchange apprehensively. The following techniques will show you how easy it is to eliminate discomfort in your conversations.

Speaking With Anyone

I have been a radio personality for 25 years, and I've had many opportunities to interview and converse with famous authors, actors, comedians, musicians and athletes. Early in my career, I was often nervous talking to celebrities. Sure, I prepared my obligatory list of questions. But I would still usually stumble through the interview being intimidated by the celebrity.

The first lesson I learned was that you cannot allow yourself to be intimidated by your own preconceptions. Underneath a celebrity's layers of glitz created by publicists and managers is a real person. Connecting with that individual through meaningful conversation is no more difficult than talking to a friend or family member.



Over time, experience boosted my confidence and I overcame my anxiety about celebrity interviews. What's more, I discovered a technique to make every interview easier and every conversation better. I learned to restrain myself from barging into a conversation with my own agenda, and instead to focus on and talk about what the other person is interested in. Whether you are meeting people for the first time at a business meeting, a party or a radio station, the way to unlock their smile and gain their trust is to zero in on what is important in their lives.

Remember, almost every conversation you have is really an interview. It doesn't matter whether you are talking about laundry detergent or nuclear fission, an exchange of information, prodded by questions and statements is, in fact, an interview.

This is why you need a good interviewing technique. Ask a simple question and listen carefully to the answer: What do you like to do? What are your hobbies? Tell me about your family. Why are you in town? What is your lat-

est project about? Keep the conversation off you and on the other person. Let this person be the star and listen for new opportunities to ask questions that will move the conversation forward. Watch how quickly people's eyes light up when they are given the chance to talk about something they are passionate about!

Even if you are shy and don't consider yourself a good conversationalist, once you have set the stage for the other person to talk about his or her interests, you will be surprised how little you'll even need to say. It is unfortunate that we are often self-centered in our conversations. We naturally want to talk about ourselves – which just proves why this technique always works. Avoid the temptation to talk about yourself, and you will observe easy conversations in any environment.

When you have demonstrated that you are genuinely interested in what your conversation partners have to say, you will quickly win their confidence and respect. In my 25 years of hosting a radio show, I've found that celebrities are often a little apprehensive. They might be doing a string of appearances and are bored or tired. At first, they are often reserved on-the-air because they don't know in which direction the host is going to steer the interview. But, time-and-time again, I have seen the most anxious and uptight people relax within minutes, once I got them talking about a subject they truly care about. You will put people at ease, too, with this technique.

Getting Your Point Across

Of course, no one expects you to just listen to an endless stream of words somebody else wants to spew out. There are many times when it's important to get your point across, and to control that interview. But, controlling the interview does not mean controlling the conversation. A good conversationalist is a good salesman who first sells himself before he attempts to sell his product – or in this



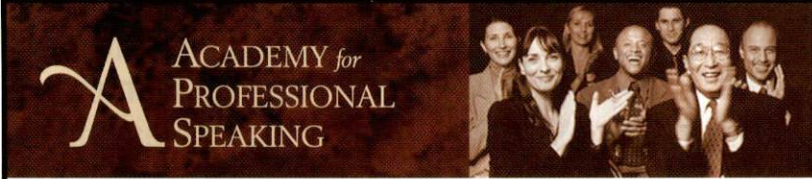
case, his point of view. He employs the interview technique and demonstrates genuine interest in what the other person cares about. Once someone is relaxed and smiling, a more receptive environment has been created for your attempt at persuasion.

Talking To a Group

As a Toastmaster, you already understand the advantages of knowing a room, your audience and your material. But, when speaking to a group, whether at a meeting, a seminar or any other function, using the interview technique will still serve you well. Even though you may be the only one speaking, there are other voices in the room – “inner voices” from your audience. As they listen to you, thoughts and questions will arise. When preparing your material, you should try to anticipate where these “inner voices” will speak up. If you make a statement about the cost of peanuts next year, you may want to continue your presentation by proposing a question an audience member might raise. “So you're wondering how weather will affect my predictions,” you ask out loud. “Well, I'll tell you,” you reply to yourself and then proceed to answer the question. By anticipating good questions and including them in your presentation, you keep your listeners interactive, in a traditionally passive situation.

Conversation is an essential tool that enhances our ability to interact with the people we live with, work with and meet. Not every conversation is important, but each one can be better when you understand the dynamics in play. Understanding how to control them will serve you well in both your personal and business interests. **T**

Corey Deitz is one half of *The Corey and Jay Show* on radio station 100.3 FM in Little Rock, Arkansas. He's worked in radio for 25 years and can be reached via his Web site www.radio.about.com.



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RECRUITING MEMBERS AT EVALUATION BOOT CAMP

This unique meeting was fun, memorable and meaningful.

What is a great way to market your club, challenge your members, achieve several educational objectives and share a memorable educational experience with dozens of members and guests? Here's how the Leadership Roundtable Toastmasters Club in New York City managed to accomplish all of these goals in one very successful and enjoyable evening:

The Challenge: To Create a Fun Learning Experience

Giving effective evaluations is a vital mission for all Toastmasters clubs. The challenge for Vice Presidents Education (VPEs) everywhere is to help members raise the bar by flexing their evaluation skills. As VPE for an advanced Toastmasters club, I knew that most of my club members had already benefited from seeing or conducting the Toastmasters *Evaluate to Motivate* and *Art of Effective Evaluation* modules. How could I raise the bar to expand their current skills?

As I considered ways to address the evaluation climate in our club, my goals were to find a way of drawing on

our members' current experience, while creating a special club meeting that would be refreshing and innovative. The idea of pairing a workshop to sharpen evaluation skills with military boot-camp training might seem like an odd choice, but it was a strategy that worked!

A High Performance Leadership Opportunity

As I considered the many challenges of creating this special workshop, I realized that this would be a perfect project for the Toastmasters *High Performance Leadership* (HPL) program. It would allow me the opportunity of mobilizing a team to share my vision. Deciding to make the "boot camp" a High Performance Leadership project enabled me to take an idea and turn it into a mission possible – and to earn recognition toward an Advanced Leader award.

My HPL Action Committee was made up of the club's dedicated members. We met regularly to discuss progress and brainstorm ideas. After drafting the original script and generating a list of 100-plus boot camp "buzzwords," we tapped Toastmasters from outside our club for help.

For one segment of our evaluation workshop, we created a panel with the theme "Learn from the best." Each panelist was a past district evaluation contest winner who was awarded the rank of admiral. We also recruited a two-time regional humorous speech champion, who wowed the audience with his entertaining example of a "difficult" speech for our second segment, the role-playing exercise. Guest evaluators and a video commander rounded out our squad.

An Arsenal of Evaluation Styles and Skills

During the evening's program, participating club members had a chance to stretch their evaluation muscles by demonstrating five different evaluation techniques:

- **The Sandwich** is a classic "praise, suggestion, praise" format in which a speaker is advised of his or her strengths, then provided with one or two constructive comments, and supplied with encouraging observations at the close.
- **The GLOVE method** organizes the feedback from the evaluator in the five key areas: Gestures, Language, Organization, Vocal Variety and Enthusiasm.
- **By the Ballot** incorporates the International Speech Contest judging ballot criteria.
- **Dialogue** involves a meaningful, two-way conversation between the speaker and the evaluator. Also known as "Tell and Listen," it is described in TI's *The Art of Effective Evaluation* Success/Communication module.
- **The Round Robin**, led by our workshop's brigadier general evaluator, gave the entire audience a chance to provide feedback to the speaker.

A Parade of Educational Achievements

If you have ever found it difficult to reserve time on your club's program for a lengthy advanced speech, a themed educational workshop can be a win-win solution. For our event, two advanced members chose to deliver group presentations from the *Discussion Leader* advanced Communication and Leadership manual. For the manual's third assignment, "Pilot a Panel," three evaluation experts delivered manual speeches while covering basic tips on evaluating new and advanced speakers. Our "Make it Make-Believe Role Play" portrayed three types of evaluators: The Critic, the Whitewasher and the Balanced Evaluator. They evaluated the "difficult speaker" (who also received manual speech credit.) By the end of the evening, we had achieved one HPL, two CTM manual speeches and four ATM manual assignment completions.

An Opportunity to Market Your Club

As we rounded out our talented team of club members and supportive guest participants, it became clear that this would be more than a regular club educational opportunity. Since we were involving so many people from nearby clubs, it made sense to reach out to other clubs as well.

Offering an "Evaluation Boot Camp" gave us a unique opportunity to market our advanced club. As our project evolved, we generated buzz and anticipation by promoting it on our club Web site. We encouraged potential guests to "enlist today!"

We also created colorful fliers that targeted the benefits of attending. Club members received a packet of these vivid red, white and blue fliers well in advance and were gently "ordered" to invite their home club members to the event. We timed this workshop to occur during the division contest season, giving us many practical opportunities to recruit potential guests. Our Vice President Membership also used e-mail to reconnect with past guests and encourage them to come back for this special event.

The Amazing Results

Our dedicated advanced club members experienced renewed enthusiasm and shared the delight of contributing to a "district first." Their combined efforts produced the following extraordinary numbers for this single event:

- More than 50 participants attended.
- 7 educational goals were achieved.
- 31 guests from other clubs participated.
- 21 guests visited our club during the four months following the Boot Camp.
- 3 new members joined our advanced club (and we expect this number to rise!)
- Our monthly e-mail guest list expanded significantly.

- A video resource was developed that can now be used by other clubs.
- The Evaluation Boot Camp stands as an inspiring example for future HPL projects.

Important Tips

Give yourself time to plan if you are now contemplating a special educational/marketing club event. Our action committee started meeting three months before the big day and used frequent e-mails to exchange ideas between planning sessions.

Use a script, but be flexible. We assembled an extensive list of “boot camp lingo” that helped each participant craft their material. A detailed script, developed through our brainstorming sessions, helped ensure a natural flow for the meeting. All participants received copies of the final script but were encouraged to continue developing and suggesting new ideas. This mutual support and empowerment kept us all energized and committed to delivering the highest caliber workshop possible. We stayed focused, flexible and ready for anything!

Don't try to do it all. If you are inspired to initiate this type of project in your club, be sure to see it as a group effort from the very beginning. Don't be afraid to delegate and give up the smaller details to others. Don't feel you have to provide all the answers and ideas: Lay out the questions and challenges, and be prepared to receive a wealth of input from the other members of the action committee. The greatest lesson of a High Performance Leadership project is that success is a team effort. No leader can accomplish success alone.

Get the word out. Even while you are exploring your options and ironing out some wrinkles, let your potential guests know that a special event has been scheduled. Advance notice and personal invitations made all the difference in our large turnout.

Establish team ownership. Although the Evaluation Boot Camp started as “my idea,” it quickly became “our idea.” It truly was a cooperative effort. Wonderful inspirations, such as Evaluation Boot Camp posters (“See What You're Made Of!”) and recordings of military marching band music that were played during the “Chow and Latrine Break” came from action committee members. These contributions added significantly to the theme and mood of the evening.

Try This at Your Club

Our club committed to addressing the evaluation climate and to take advantage of the “Evaluation Boot Camp” theme. Your club may need to address membership building, commitment to the Distinguished Club Program or another worthy goal. Your theme may involve a different focus, such as an “Emergency Room” scenario, “Evaluation



**“Offering an
‘Evaluation Boot
Camp’ gave us a unique
opportunity to market
our advanced club.”**

Star Search” or some other novel approach to tackling the educational material you want to deliver. Juxtaposing an unusual and memorable theme with your educational message takes time and energy: You'll need to develop your own buzzwords, costumes, props and slogans to pull the whole project together. But the opportunity for creative teamwork is something that your members will appreciate, and that will turn many of your special event guests into enthusiastic members.

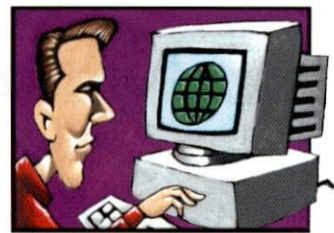
Enlist These Props and Ideas for Maximum Impact:

If you decide to follow our “Boot Camp” theme, here are some of the props and ideas that helped us sustain a lively, engaging atmosphere for our workshop:

- M.E.S.S. Kits (Make Evaluations Super Supportive): These colorful, folders with patriotic themes contained the five evaluation methods and group evaluation forms for guests to review and share with their home clubs.
- Guests were provided with “dog tags” (name tags).
- We used salutes instead of handshakes.
- The meeting started – with a “Password of the Day.”
- Boot camp group cheers were created and shared after the “Chow and Latrine Break”: “2, 4, 6, 8, We are pumped to evaluate!” “Hup 2, 3, 4, Evaluation we want more!”
- Our “Timing Sergeant” was provided with a card saying “Stop Talking or You Will Be Court-Martialed,” plus a whistle for those going overtime.
- Operation Door Prize: “Ration tickets” were collected in an army helmet for our free raffle drawing. Prizes included a Meal Ready to Eat (MRE), a Toastmasters evaluation video, and a video of our past district evaluation contest winners.
- A “Recruiting Station” was set up to process membership application forms.
- Fatigues, colorful camouflage bandannas and “critic” glasses added authenticity and helped all of us to stand tall.
- “Debriefing” forms were distributed and collected so our action committee could collect valuable feedback from the guests.

Whether you decide to conduct your own Evaluation Boot Camp or to create a different theme for your own club event, take time to make it meaningful and memorable. Involve your members in the adventure. You, your fellow members and your future members will appreciate the opportunity to share the journey. **T**

Pam Keyzer, DTM, is a member of several clubs in District 46. She lives in New York and served on Toastmasters Board of Directors for the term 2000-2002.



To Web or Not to Web – That’s Not a Question!

◆ CREATING AND MAINTAINING A HIGH-QUALITY CLUB WEB site can be a daunting challenge. But it’s worth the effort and can ultimately benefit a club in many unforeseen ways.

Unconvinced? Consider that Toast of Jax Toastmasters in Jacksonville, Florida, added 10 new members in the first year after launching its full-featured Web presence. Consider also that the club’s weekly meetings improved since it began using the site as an information tool for current members. And consider that the club’s weekly meeting attendance grew by 30 percent just after the Web site was implemented.

A Web site can be as simple or as complex as club resources will allow. It can take the form of a basic guide featuring information on how a potential visitor can find the club – most Toast of Jax visitors find the club through its Web site, www.toastofjax.org. Or the Web site can provide members with detailed information on their assignments and upcoming events, and feature a complete club newsletter.

How complicated is it? Actually much easier than it may seem at first. Consider this: No matter the method used, the Vice President Education (VPE) has to develop a proposed schedule for future meetings. Because the information already exists, suppose it was created in a standard format. Suppose further that the VPE e-mailed the data to the Webmaster. Imagine that the Webmaster has created templates that convert the raw data into various forms. For example, the scheduling data can be organized by week, by assignment or by member. Suddenly, almost as if by a magical process, the raw data is converted into three basic Web pages. With a few mouse clicks, the pages are posted to the Web site and members can visit from anywhere around the world to determine their assigned roles.

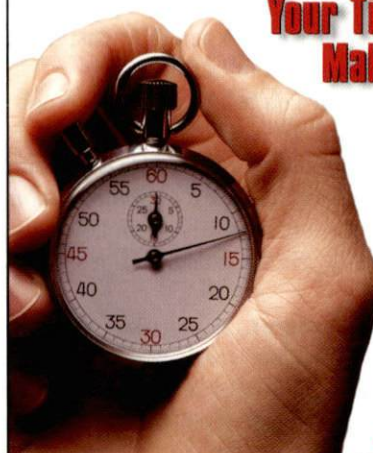
So, what was accomplished? Several things actually. The VPE, knowing that members will be checking the site regularly, makes sure that the new schedule is updated within 24 hours of the last meeting. Members can identify their assigned roles (and can click on the role to determine its required duties). And, as an ancillary benefit, the data feeds a rough outline of meeting minutes to simplify the club secretary’s role. Because of the reduced burden, the secretary generally has the minutes ready for publication on the Web

site within 24 hours. Through an input screen accessible to the secretary, the data is transmitted instantly online to the Webmaster, reformatted and published. With the officer roles simplified, their efforts are leveraged into a high-quality Web site and club.

At our club, once the momentum began, the development began to feed on itself. Before long, speakers were inputting their speech introductions online. At every meeting the Toastmaster had robust introduction information on cards printed in large type. Gone were the hand-written, difficult-to-read, scribbled notes. With better introductions, the audience had a better idea of the speaker’s goals and the club became better at the art of introducing a speaker. With clearly articulated expectations, the audience was able to supply more insightful feedback. With better feedback, members continued to come back for more and guests began signing up to become members.

Should your club implement a Web site? If it doesn’t, you may never know the joy of hearing those magic words from a guest, “I found your club on the Internet!” **T**

David J. Rafanowicz, CTM, is a member of Toast of Jax Club 3397-47 in Jacksonville, Florida. Visit the club’s site at www.toastofjax.org.



**Your Time is Valuable –
Make the Most of It!**

Do you have trouble getting your speeches to “fit” into the prescribed time limits? Here’s a program that provides you with the colored visual indicators you get at club meetings, which you can use in the privacy of your own home to practice getting the time just right.

**For more information
contact Dan Karlan at
dankarlan@earthlink.net**

This program helps others, yourself and your club.

Consider Speechcraft

Joining Toastmasters was a smart move. As professional speaker Patricia Fripp says, "If you can stand up and speak eloquently, or even stagger to your feet and say anything at all, you are heads above your competition." Have you given any thought to your next step in personal growth? I suggest you become a mentor to many by starting a Speechcraft program within your company or organization.

What is Speechcraft? It is public speaking immersion training of limited duration. It is the most efficient vehicle I know to promote personal and professional growth while helping others. Facilitating this training will uniquely prepare you for increased and broadened responsibilities in the workplace and in your community. Businesses and organizations seek out and promote individuals with good communication and organizational skills. The Speechcraft participants you mentor will also experience fast-track growth with their new skills and confidence.

Sounds like a great program you ask, but isn't it complicated? A successful Speechcraft is not difficult, but it does require basic organization. With the simple steps I've outlined below and Toastmasters' time-tested *Success Communication Series'* Speechcraft guides, the format is easy to follow. Just add your own brand of enthusiasm for guaranteed results.

- **Prepare your support system.** Familiarize yourself with the *Speechcraft Coordinator's* and *Speechcrafter's Handbook* from Toastmasters International.

Gather your helpers. Although the facilitator carries the lion's (or lioness') share of responsibility, a quality Speech-



craft program will involve club members participating in various meeting roles. Why not involve other clubs in your area? Everyone will benefit.

Choose your format. Our club has chosen a 10-week structure outside of our regular club meeting with participants practicing all the regular Toastmasters club roles.

- **Find an "inside" connection.** Look for someone in the targeted organization who is interested in promoting improved communication. Try personnel, the director or owner, or perhaps a department head. With his or her help, determine the employees' interest level.

Discuss the financial arrangements. Our club charges \$25 per person for the entire 10 weeks.

Find an appropriate location, day, time and date to begin. Produce a flier promoting your event and distribute it at least one month before the actual starting date. Request an RSVP so you can plan adequate space and refreshments.

- **Gather your materials.** I supply each Speechcraft participant with a folder containing: a *Speechcrafter's Handbook*, the *A Toastmaster Wears Many Hats* pamphlet, an invoice, a meeting outline, a weekly schedule of duties, a group contact list and my business card. I also make available topical articles gathered from *The Toastmaster* magazine as additional resource material.

■ **Hold a demonstration meeting.** Our first Speechcraft session is a non-threatening, “come-and-watch” opportunity where Toastmasters and former Speechcraft graduates enact a typical meeting before the potential Speechcraft participants. This is a critical step for turning interest into commitment. Have a variety of skill levels represented, run a tight ship, and show how learning can be a lot of fun! Allow plenty of time for questions at the end, and finally get a commitment from 12 interested attendees. Hand out the folders and let new Speechcrafters choose their roles for the next class.

■ **And we’re off...** In our format, nine Speechcraft meetings will follow. Although each group is unique, here are a few tips for a high graduation rate:

- Remember to breathe! Keep the meetings instructive, professional, positive and above all, fun!
- Adapt the curriculum to your needs. In nine weeks, our participants speak three times and evaluate three times. Most will also serve as Toastmaster, General Evaluator, Grammarian, and Table Topicsmaster. Speechcrafters give an Ice Breaker, an “Organize Your Speech” and “Show What You Mean” speech.
- Touch base with each participant between meetings as needed.
- Be flexible. If someone cannot come one week, reshuffle your schedule.
- Consider hosting a potluck or brown-bag dinner before each meeting. Breaking bread together promotes bonding and improves after-work attendance.

■ **Graduation.** Celebrate success! We begin our last meeting with a special meal and end it with a certificate presentation ceremony to which friends and family are invited. This is a perfect time to promote Toastmasters club membership as the next logical step. Provide a list of all area clubs and bring a stack of membership applications. Consider taking a group photo, providing a copy for each participant. I enjoy looking at photos of my graduation classes.

■ **Speechcraft graduates experience tremendous growth.** Rishain knew her communication skills needed work. “Although I knew about Toastmasters, I was afraid to speak in front of strangers, so I never joined a club. When Speechcraft was offered at my place of employment, I decided to try it out. I knew most of the participants, which made it a lot easier to take that first step.”

Rishain earned the distinction of being our “Ah Queen,” with a record 36 “ahs” in her first speech! With strong support from the group, she persisted. At her graduation, we counted only five “ahs!” Rishain went on to join our sponsoring Toastmasters club, earning her CTM in just about a

year. She served as Vice President Education and later Sergeant-at-Arms. During her second year, Rishain entered the International Speech Contest with a story about her personal growth. She placed at club and area levels, and competed in the district contest. Rishain continues to encourage others to step out of their comfort zones and aim high.

Another Speechcraft graduate had her skills tested while in the middle of training. Anna received 24 hours notice that she would be interviewed by a local television station regarding her nonprofit daycare project. Using techniques she had recently acquired, Anna was able to succinctly convey her key messages under pressure. “Table Topics taught me to think on my feet, and to have a clear opening, body and close – even for a sound bite.”

■ **Club benefits.** Sounds great for the Speechcraft participants, but what about the sponsoring club? What benefits does it receive?

- Potential new club members.
- Opportunities to speak to a new audience.
- An additional chance to give a manual speech.
- The satisfaction of helping others grow.
- Income for the club bank account.
- An opportunity to promote the Toastmasters mission to the community.

■ **Facilitator benefits.** The role of facilitator is one of promoter, organizer, cheerleader and teacher. Speechcraft facilitation helped me practice and perfect these valuable skills. It prepared me for managing public relations and marketing campaigns, creating and organizing community events, and other high-profile projects for which I have become responsible as my abilities matured. Reaching beyond my immediate club and work environment has also introduced me to a wide variety of potential employers and interesting career opportunities.

■ **In conclusion ...** It doesn’t matter whether you are a domestic engineer, computer technician, bus driver, customer service representative or retiree, facilitating or participating in a Speechcraft program will improve your communication and leadership skills. Helping others to improve their abilities could be the next step in your own personal growth. Are you ready to mentor others? Try Speechcraft! **T**

Kate Parker, ATM-B, is a member of Springfield Club 3825-7 in Eugene, Oregon.

Editor’s Note: The *Speechcraft Starter Kit* (Supply Catalog No. 205) can be ordered for \$18 (USD) at www.toastmasters.org.

From Speechcrafter To Toastmaster

Why I joined my
Toastmasters family.

◆ THERE ARE TWO KINDS OF FAMILIES: THOSE WHO SAY, "Well, this is who we are." And those who say, "Oh, so this is who you are." When meeting a group of strangers at my first visit to a Toastmasters club last July, they made me feel like they'd reunited with a long-lost family member. I still remember how that started a chain reaction in my body, from letting go of my frown to the pointing of my toes.

Here I met all these wonderful people who seemed to have it all. I saw them speaking confidently on Table Topics and comfortably during break, over homemade cuisine. At the time, I thought they must have inherited this ability, but now I know they are just very skillful in dealing with people.

As a Namibian immigrant in New Zealand, with no family around, I decided to join Toastmasters as an opportunity to meet people and explore the local culture and language. My secondary objective, of course, was to upgrade my communication and leadership skills. Fortunately, the club was just about to start its Speechcraft program and I signed up for eight weeks of swimming or drowning, because the learning-by-doing was the real test.

It was during Speechcraft that I also realized the benefits of learning-by-sharing, not only sharing best practices, but also sharing the fear of stage fright.

The Toastmasters family embraces the most important of all getting-what-you-want techniques: compliments. They don't use mere smiling flattery, however, but the CRC technique (commendation – recommendation –

commendation). This way, they nurture each member into becoming all they are capable of becoming.

Furthermore, I detected that they mastered small talk, and specifically talking about ideas or concepts rather than about people or things. For many people small talk and stage fright are the same but these Toastmasters beat them both.

Another strength I picked up about the Toastmasters family is that they see no evil, hear no evil, speak no evil, but listen. They not only use their ears when they listen, but their hearts too.

At first I thought they must have some weaknesses, but all I could find was this spelling of the word 'Comm- you-nication.' Instead of asking, "Can I put your name down to chair the next meeting?" they say, "Would you like to chair the next meeting?" Obviously you can expect a much better response.

Yes, their communication skills are just so smooth; it takes another Toastmaster to recognize them. The success lies in caring about other people – especially the Speechcraft participants – and making them feel good about themselves.

Fellow Toastmasters, if you treat your members or prospective members with compassion, your club will grow, not only in numbers but in value too. Certainly, I won't trade my Toastmasters family for anything in the world. **T**

Susan Huysamen, CTM, is a member of Titahi Bay Club 7755-72 in Titahi Bay, New Zealand.

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We Are What We Pretend To Be

◆ WHAT WOULD YOU THINK OF THE GRAND CANYON IF IT were man-made? Imagine it were the result of rapacious strip-mining for profit. Would you think it was beautiful? Or would it be the ugliest scar on earth?

The frame of perception is important, and its artistry is too. But without moral alignment, it's a cynic's cesspool. That artistry is called public relations, and that cesspool is what the public scornfully relates to as "spin."

Those who dwell in professional communication are prey to forces every day that would drag us into the cesspool. Much of public relations is noble work that seeks clarity, but like those in the legal profession, we in PR need to beware the free-spinning moral compass. I propose two benchmarks:

Authenticity. As a speechwriter for hire, I've had to turn down potentially lucrative clients because that moral horizon was murky. The first time I respectfully declined what I considered to be the devil's money, I had a new bride and new mortgage and nothing in savings. But I did have a notion that if I decayed into "spin" – declaring falsely that strip-mining is pretty – that the soul-hollowing would begin. Today, I'm grateful for the luxury of clients whose frames are true. But I earned it – or began to – the day I turned down cynical work while hungry.

If a message isn't authentic, your work will be a sham.

Credibility. If you don't have it, you're sunk. And you can't have it for long without authenticity first. Some enterprises have bobbed along a while on the cusp of a bubble with no substance below. But in the end, inauthenticity lets you down. It's a mistake to try to build a credible message on an incredible premise. Sure, some try – but, dear Toastmaster: Please don't try. The world has enough unfunny clowns.

Instead, may I urge you to pursue authentic, credible communication every time you speak publicly? Talk about what you know and understand. Express it truthfully. Do not protest too much in defense of your cause; if you do, question why.

The most relaxed people I know are those who make truth a habit. Recently I witnessed the chairman of a deeply beleaguered company – brought to its knees by unscrupulous market manipulation the company did not condone – stand and deliver a frank annual-meeting speech to a ballroom of shareholders in spitfroths of anger over their plunging stocks. This man didn't spin. He didn't attack. He didn't defend. He calmly explained – truthfully and fully and simply. He is, in my view, authentic and credible, which are the two indispensable merits of a great CEO. Also of a great Toastmaster, incidentally.

Kurt Vonnegut Jr. was a PR man at General Electric, many years ago – in the Stan Freberg era of gray flannel suits – before leaving the post to write novels. In one of his first, he writes of deception and truth with this sly phrase: "We are what we pretend to be, so we'd better be careful what we pretend to be."

Vonnegut is nothing if not an adept practitioner of the language, and I suspect he was playing with "pretend" in the intransitive sense, as in "pretend to the throne." In which case he meant, "We become what we aspire to be, so we should choose our aspirations with care."

Other greats have so spoken. Shaquille O'Neal paraphrased Aristotle when he told a *Sports Illustrated* reporter, "You become what you repeatedly do." Big man's on point. If I'd taken the dark path of the devil's deal early, I'd have repeatedly spun a lie for a living, speaking as if a pretense were true – and I would've become that pretense.

But there is a nobility to communication done well. I know a good man who quit his public relations job "because I don't want my gravestone to say, 'He Was a Good PR Man.'" PR is the job of explaining to the sheep the duty of the wolf, he bitterly said, and wanted none of it. Off he went to write a Pulitzer-nominated novel. He e-mailed me last week to say he misses the ballast of corporate life and wants to return to PR on its behalf. Why? "There are real lives in those buildings," he said. "I want to come back and help find poetry there." **T**

Ken Askew is a former White House speechwriter whose current clients include Fortune 50 CEOs, executives from small businesses and a variety of other communicators.

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Officer Candidates

Here's your introduction to Toastmasters International's 2003-2004 officer candidates. On Friday, August 22, you'll have the opportunity to vote for the candidates of your choice while attending the International Convention in Atlanta, Georgia.

Candidates were nominated for the positions of President, Senior Vice President, Second Vice President, and Third Vice President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section 1, of the Bylaws of Toastmasters International.

It is the right and duty of all clubs to participate in the vote, either through their representatives at the convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate. For those attending the convention, you'll have an opportunity to meet and talk with all the international officer and director candidates before the election.

(Additional nominations for international officers may be made from the floor at the Annual Business Meeting. International director candidates will be nominated at the eight regional conferences to be held this month.)

Official Notice

The 2003 Annual Business Meeting will be held on Friday, August 22, at 8:00 a.m., during the International Convention, August 20 – 23, 2003, being held at the Atlanta Marriott Marquis, Atlanta, Georgia, U.S.A.

Nominating Committee:

Tim Keck, DTM, Chairman; Jo Anna McWilliams, DTM, Co-Chairman; Ian Edwards, DTM; Greg Scott, DTM; John Fenwick, DTM; Scott Long, DTM; Shelley Walker, DTM; Nancy Holder, DTM; Jim Vogele, DTM; Pam Keyzer, DTM; Peter Knudsen, DTM; and Augustine Lee, DTM.



FOR PRESIDENT

Ted Corcoran, DTM – Senior Vice President, Second Vice President, Third Vice President, International Director 1996-98, and District 71 Governor 1994-95. Mr. Corcoran's home club is the Fingal Club 6255-71. As Governor of District 71, he led his district to President's Distinguished District. He founded five new Toastmasters clubs and, while Governor, his district was awarded the President's 20+ Award and the President's Extension Award. Mr. Corcoran is Manager of Safety for Irish Railways. He is a graduate of the Irish Management Institute. He is Past President of the Dublin Rotary Club, and has served as Vice President of the Kerry Association, Chairman of the Clontarf Football Club and is a current member of the American Society of Safety Engineers, Chartered Institute of Transport and Logistics and Chartered Institute of Marketing. He and his wife, Celine, reside in Dublin City, Ireland. They have two adult daughters.



FOR SENIOR VICE PRESIDENT

Jon Greiner, DTM – Second Vice President, Third Vice President and International Director 1991-93 and District 54 Governor 1988-89. Mr. Greiner's home club is the Caterpillar Employees Club 79-

54. As Governor of District 54, he led his district to Select Distinguished District. He has received the District Outstanding Toastmaster Award, the Outstanding Division Governor Award and won the District Evaluation Contest. He also received a Presidential Citation. Mr. Greiner is the Global Product Support Manager for Caterpillar, Global Mining Division. He has B.S. degrees in Mechanical Engineering and in Business Administration. He is a founding father and past president of the Equipment Maintenance Council and a member of the United Way, Society of Automotive Engineers, the National Mining Association, the Caterpillar Mixed Chorus, and his church choir. He and his wife, Belinda, reside in Dunlap, Illinois. They have five adult children.



FOR SECOND VICE PRESIDENT

Dilip Abayasekara, DTM, AS – Third Vice President, International Director 1999-2001 and District 18 Governor 1996-97. Mr. Abayasekara's home club is the Chambersburg Area Club 1981-18. As Governor of District 18, he led his district to President's Distinguished District. He

was twice a finalist at the World Championship of Public Speaking, placing second in 1992. He is an Accredited Speaker. He has received the Excellence in Leadership, Excellence in Education and Training, District Toastmaster of the Year, Club President of the Year, and Division Governor of the Year awards. Dr. Abayasekara is a professional speaker and trainer, is President of Speaker Services Unlimited, is an adjunct faculty member of Central Pennsylvania College and Eastern University's School of Professional Studies, and also is Special Assistant to the President of Central Pennsylvania College. He has a B.S. and a Ph.D. He serves his church as a teacher, facilitator, choir member and committee member. He has served on the board of directors of two churches and the YMCA. He and his wife, Sharon, reside in Camp Hill, Pennsylvania. They have two children.



FOR THIRD VICE PRESIDENT

J. Andree' Brooks, DTM – International Director 1998-2000 and District 66 Governor 1993-94. Ms. Brook's home club is the Roanoke Club 1011-66. As Governor of District 66, she led her district to Distinguished District. She has received the Division Governor of the Year

Award, Excellence in Leadership Award, Excellence in Education and Training Award; Excellence in Marketing Award; and Club Toastmaster of the Year Award. Ms. Brooks is President of Brooks-Werness Associates, L.L.C. She has MBA and BFA degrees, is a Certified Fundraising Executive, and is a professional in human resources. She is a member of the Association of Fundraising Professionals and the Society for Human Resources Management. Ms. Brooks and her husband, Everett Werness, DTM, reside in Roanoke, Virginia. They have two adult daughters.



FOR THIRD VICE PRESIDENT

Johnny Uy, DTM – International Director 1999-2001 and District 75 Governor 1997-98. Mr. Uy's home club is the Taipan Club 2100-75. As Governor of District 75, he led his district to President's Distinguished District. He has received the Excellence in Leadership

Award, the Excellence in Education and Training, the Excellence in Marketing, the Outstanding Division Governor, and the District Toastmaster of the Year awards, and placed third at the 1994 Interdistrict Speech Contest. Mr. Uy is President of Pawe Group, Inc., a company with diversified business interests ranging from trading to real estate development to schools. He has a B.S. and continues to attend numerous seminars and special courses in management and related fields. He is a member of various business and civic organizations in the Philippines. Mr. Uy and his wife, Irene, reside in Cebu City, Philippines. They have four children.

The Nominating Committee nominated three candidates for the office of Third Vice President. Since the Committee gave its report, one candidate, Past International Director Lydia Boyd, DTM, has withdrawn her candidacy.



HALL OF FAME

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

DTM

◆ Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

Graham Meakins 6897-U, Riyadh, Saudi Arabia
Lucy Tyrrell 8961-U, Denali Park, Alaska
Jeffrey L. Chess 37-F, Fullerton, California
Laurie Jacobs 6463-F, San Clemente, California
Norman Wilson Stein 9331-F, Garden Grove, California
Mike Kelly 822-2, Kirkland, Washington
William M. Price 104-3, Prescott, Arizona
Richard Lee Cortopassi 1112-5, San Diego, California
James L. Peterson 7937-6, Shoreview, Minnesota
Carole V.K. Petranek 4385-7, Tigard, Oregon
Edwin A. Keeney 4659-9, Kennewick, Washington
Carole Cassidy 485-11, West Lafayette, Indiana
Fred Wanderi 621-11, Logansport, Indiana
Charlotte R. Swain 5946-11, Fishers, Indiana
Joyce F. Bates 6642-12, Riverside, California
McKell V. Goodman 1619-14, College Park, Georgia
Felicia Artis 4465-14, Norcross, Georgia
Rachel Ann McCallister 5307-14, Columbus, Georgia
Michael Kirk Hayworth 5849-14, Atlanta, Georgia
Barbara Bisping 3723-15, Salt Lake City, Utah
Mary Pursley 4906-16, Oklahoma City, Oklahoma
Fred Nelson 239-17, Miles City, Utah
David Himmelstein 8055-25, Irving, Texas
Shirley A. Mitchell 4540-28, Detroit, Michigan
Jeffrey Arthur 2759-30, North Chicago, Illinois
Shar Gildersleeve 6082-30, Hinsdale, Illinois
Barbara A. Linde 2867-33, Palmdale, California
Carolyn "Ellie" Huhn 9324-33, Las Vegas, Nevada
Patrick G. Polcin 4046-35, Wauwatosa, Wisconsin
Daniel J. Marsick 2394-36, Germantown, Maryland
Carol L. Kormeling 2289-40, Milford, Ohio
Terry Andriuk 284-42, Edmonton, AB, Canada
Gregory Andrew Laskey 284-42, Edmonton, AB, Canada
Betty Quimper 2615-42, Medicine Hat, AB, Canada
Walter D. Finucane 4242-46, Queens, New York
Paul J. Scharf 4646-46, New Brunswick, New Jersey
Andrew E. Bail 6357-46, New York, New York
Edward D. Goddard 1066-47, Orlando, Florida
Norman E. Adcox 4147-47, Ocala, Florida
Mike Brendel 5981-50, Carrollton, Texas
Sim Louis 3652-51, Singapore
Faang Pyng Kiang 7564-51, Petaling Jaya, Malaysia
Irene Lau Theng Puay 8406-51, Johor Bahru, Malaysia
Clare Anahu 2374-52, Hollywood, California
Michael S. Smith 1711-54, Bloomington, Illinois
Cristabell West 1722-55, New Braunfels, Texas
Ruth Elaine Miller 2207-55, San Antonio, Texas
Elizabeth Sprecher 3730-55, Austin, Texas
J. Bruce Taylor 8933-57, Oakland, California
Mikhail M. Agrest 5497-58, Charleston, South Carolina
Allan Krause 2728-60, Cambridge, ON, Canada

J. Guy Morin 6596-61, Pierrefonds, QC, Canada
Odette Bisaillon 8779-61, Bromont, QC, Canada
Sharon May 346-69, Brisbane, QLD, Australia
Nicholas Peter Rinaldi 7255-70, Bossley Park, NSW, Australia
Julie Garing 5216-72, Christchurch, New Zealand
Allen John Dingwall 8657-72, Christchurch, New Zealand
Peter Iredale 3270-73, Melbourne, VIC, Australia
Brenda Bell 4049-74, Harare, Zimbabwe
Shuzo Shimada 3333-76, Kasugai City, Japan

Anniversaries

MAY 2003

65 Years

Arcadia-Hoyt Curtis 115-F, Sierra-Madre, California
San Pedro 111-1, San Pedro, California

55 Years

Point Loma 198-5, San Diego, California
Roseburg 604-7, Roseburg, Oregon
Blue Mountain 618-9, Walla Walla, Washington
Riverside Prime Time 130-12, Riverside, California
Los Alamos 607-23, Los Alamos, New Mexico
High Point 582-37, High Point, North Carolina

50 Years

Oregonian 1226-7, Portland, Oregon
Filibusters 1262-7, Portland, Oregon
State College 1219-13, State College, Pennsylvania
Western Star 894-20, Williston, North Dakota
Northwood 1329-28, Southfield, Michigan
Chehalis-Centralia 1290-32, Centralia, Washington
Forsyth 1278-37, Winston-Salem, North Carolina
Camden County 1189-38, Haddonfield, New Jersey
49 ERS 1230-39, Sacramento, California
Toronto No. 1 1289-60, Etobicoke, ON, Canada
Kalamazoo 1270-62, Kalamazoo, Michigan

45 Years

Harbor Lites 1927-F, Newport Beach, California
Satanta 2761-16, Lawton-Fort Sill, Oklahoma
Burrard 1892-21, Vancouver, Washington
Capital City 2747-24, Lincoln, Nebraska
Downriver Ambassadors 2758-28, Wyandotte, Michigan
Lehigh Valley 2706-38, Lehigh Valley, Pennsylvania
Ridgewood 2639-46, Ridgewood, New Jersey
Victoria 2787-51, Hong Kong
Eureka 2704-57, Eureka, California
Royal City 2735-60, Guelph, ON, Canada

40 Years

Spokesmen 179-F, Huntington Beach, California
NRL Forum 3614-27, Washington, D.C.
NRL Thomas Edison 2617-27, Washington, D.C.
Chicago 3559-30, Chicago, Illinois
OPM 3594-36, Washington, D.C.
Get Up and Go 1869-55, Austin, Texas

35 Years

Word Processors 2866-3, Phoenix, Arizona
Early Risers 3265-16, Oklahoma City, Oklahoma
Surrey 2590-21, Surrey, BC, Canada
NIST 3495-36, Gaithersburg, Maryland
Tuesday Toasters 3004-63, Kingsport, Tennessee
Forest 1541-70, Belrose, NSW, Australia
Illawarra 2822-70, Hurstville, NSW, Australia
Sunrisers 2140-6, Robbinsdale, Minnesota (March 2003)

30 Years

King-Webster 2491-6, Roseville, Minnesota
City of Atlanta 3411-14, Atlanta, Georgia
Northern Lights 3808-22, Kansas City, Missouri
Munich 2041-59, Munich, Germany

25 Years

Tonka Talkers 2119-6, Wayzata, Minnesota
Toastburners 997-7, Salem, Oregon
Cascade 993-9, Yakima, Washington
Meadeators 1746-18, Ft. George G. Meade, BC, Canada
Spruce Capital 2171-21, Prince George, BC, Canada
Langley 2743-21, Langley, BC, Canada
Patuxent River TM's 1081-27, Patuxent River, Maryland
NDAAPenthouses 3618-36, Silver Springs, Maryland
Settlement on Sturgeon 1437-42, St. Albert, AB, Canada
Graceland 3063-43, Memphis, Tennessee
Norwalk 2785-53, Norwalk, Connecticut
Speakers 3447-60, Scarborough, ON, Canada
Windhoek 3562-74, Windhoek, Namibia

20 Years

Early Opinions 5134-2, Everett, Washington
Surf City Advanced 5127-4, Santa Cruz, California
Eloquent Nooners 5126-6, Woodbury, Connecticut
Leadership 303-10, Willoughby, Ohio
Kentuckiana Advanced 5103-11, Louisville, Kentucky
St. Matthew/Lyndon 5104-11, Louisville, Kentucky
GAO 5117-36, Washington, D.C.
Grand Lake 5136-40, Celina, Ohio
Dakota Avenue 5101-41, Sioux, South Dakota
Bridge City 5107-42, Saskatoon, SK, Canada
Ste Foy 5097-61, Ste Foy, QC, Canada
Cherry Capital 5116-62, Traverse City, Michigan
Trendsetters 5106-64, Winnipeg, MB, Canada
Goodyear 5121-75, Makati, Philippines

JUNE 2003

65 Years

Albuquerque 122-23, Albuquerque, New Mexico

60 Years

Alton 230-8, Alton, Illinois
Coeur D'Alene 247-9, Coeur D'Alene, Idaho

55 Years

Saturday Savants 623-5, San Diego, California
Uptown 627-16, Oklahoma City, Oklahoma
Hawkeye 617-19, Cedar Rapids, Iowa
Action 625-19, Des Moines, Iowa
North Suburban 612-30, Wilmette, Illinois
Aloha 607-49, Honolulu, Hawaii

50 Years

Rosaria 1305-7, Portland, Oregon
Knights of Columbus 1273-27, Arlington, Virginia
Yankton 1294-41, Yankton, South Dakota
King Cotton 1310-43, Memphis, Tennessee
Eddie Rickenbacker 1295-47, Hialeah, Florida
Montgomery 1334-48, Montgomery, Alabama

45 Years

Towson 2707-18, Towson, Maryland
Cloverleaf 2769-21, Vancouver, BC, Canada
Kelowna 2796-21, Kelowna, BC, Canada
Sunrise 2788-24, Lincoln, Nebraska
Pathfinder 2734-30, Chicago, Illinois
Capital 2722-61, Ottawa, ON, Canada

40 Years

Centennial Nooners 3580-6, St. Paul, Minnesota
APL 3624-18, Laurel, Maryland
Conejo Valley TM's 1864-33, Thousand Oaks, California
Model Basin 3583-36, Washington, D.C.
Monday Morning 1557-44, Amarillo, Texas
Dartmouth 3119-45, Dartmouth, NS, Canada
Southside 546-47, Jacksonville, Florida
State Farm 1178-47, Winter Haven, Florida
Aetna Life & Casualty 3610-53, Hartford, Connecticut
Darling Downs 3574-69, Toowoomba, QLD, Canada

35 Years

JPL & CalTech 3292-F, Pasadena, California
Pride of the Fox 1450-30, Naperville, Illinois
Tallahatchie 2431-43, Oxford, Mississippi
South Cape 3631-47, Cape Canaveral AFB, Florida
Timaru 3474-72, Timaru, New Zealand

30 Years

Capitol 365-3, Phoenix, Arizona
Vanguard 2693-4, Sunnyvale, California
Gwinnett 833-14, Tucker, Georgia
Valley 1736-18, Cockeysville, Maryland
Toast of Tysons Corner 571-27, McLean, Virginia
Vienna 1762-27, Vienna, Virginia
Camarillo Evening 947-33, Camarillo, California
Monday Six-O 1312-37, Charlotte, North Carolina
Gateway 3092-38, Philadelphia, Pennsylvania
Peachbowl Dawnbreakers 1819-39, Yuba City, California
State Board 2370-39, Sacramento, California
Toast of Jax 3397-47, Jacksonville, Florida

25 Years

Professional Speakers 9-F, Santa Fe Springs, California
Community Speak E-Z 62-F, West Covina, California
Valley Speakers 269-F, Hacienda Heights, California
Gilbert 499-3, Mesa, Arizona
Toastmasters of La Jolla 895-5, La Jolla, California
Canby 1353-7, Canby, Oregon
Jantzen 2979-7, Portland, Oregon
Ontario Partnership 55-12, Ontario, California
Koffee N Toastmasters 105-12, Redlands, California
Grand Terrace 290-12, Grand Terrace, California
Nittany 1299-13, State College, Pennsylvania
Bettis 3408-13, West Mifflin, Pennsylvania
POETS 1024-24, Lincoln, Nebraska
Noon Enthusiast 2102-24, Council Bluffs, Iowa
AAFES Toastmasters 2209-25, Dallas, Texas
Schaumburg Area 3241-30, Schaumburg, Illinois
Little Norway 1154-32, Poulsbo, Washington
High Noon Lectern 2462-33, Las Vegas, Nevada
Montgomery Village 1212-36, Gaithersburg, Maryland
AG Orators 1352-39, Sacramento, California
Pacers 2608-46, New York, New York
Toastmasters 21 Club 3781-46, New York, New York
Merritt Moonlitter 1387-47, Cocoa Beach, Florida

Kauai 2525-49, Lihue-Kauai, Hawaii
Uptown 3402-56, Houston, Texas
Mt. Pleasant 2575-58, Mt. Pleasant, South Carolina
Thames Valley 3726-60, London, ON, Canada
API Brisbane 900-69, Brisbane, QLD, Australia
Port Elizabeth 2856-74, Port Elizabeth, South Africa

20 Years

The Red Barn 5144-2, Tukwila, Washington
All-American 5240-3, Phoenix, Arizona
Speak E's 5241-3, Phoenix, Arizona
Adelante 5232-4, San Jose, California
Happy Talkers 5172-6, Maple Grove, Minnesota
Minnesota River Valley 5252-6, Prior Lake, Minnesota
Bayer 5185-11, Elkhart, Indiana
Hanna Center 5212-11, Lafayette, Indiana
Kokomo Community 5233-11, Kokomo, Indiana
One Summit 5254-11, Ft. Wayne, Indiana
Leaders in Action 5170-12, Oceanside, California
Kirtland New Horizons 4332-23, Albuquerque, New Mexico
Los Chismosos 5258-23, Las Cruces, New Mexico
FEDS 5140-24, Omaha, Nebraska
Downtown 5158-26, Colorado Springs, Colorado
Buckeye 121-28, Toledo, Ohio
The Wind Baggers 1535-28, Farmington, Michigan
Bowling Green Speakeasy 2547-28, Bowling Green, Ohio
Lenawee 3371-28, Adrian, Michigan
Camp Dresser & McKee 5164-31, Cambridge, Massachusetts
NCC Free Spirits 5242-31, West Concord, Massachusetts
Noontime Toastmasters 5204-33, San Luis Obispo, California
National Press 5198-36, Washington, D.C.
Textile Speechweavers 5217-38, Philadelphia, Pennsylvania
Executive Order 5243-39, Sacramento, California
Dawn Breakers 5143-43, Edmonton, AB, Canada
Vocalizers 5175-48, Birmingham, Alabama
Carroll Pucket Educators 5178-48, Montgomery, Alabama
Laulima 5190-49, Honolulu, Hawaii
Mililani 5244-49, Wahiawa, Hawaii
Island City 5229-57, Alameda, California
Napanee Valley 5207-60, Napanee, ON, Canada
Halton Hills 5260-60, Halton Hills, ON, Canada
Oakwood Orators 5192-62, Sarnia, ON, Canada
Pembina Valley 5214-64, Winkler, MB, Canada
Utica National 5194-65, Utica, New York
Suffolk 5168-66, Suffolk, Virginia
Thamesdown Spkrs Club 5161-71, Swindon, Wiltshire, England

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Talk of the Town Club 4295-33
Second Vice President Jon Greiner, DTM, and Belinda Greiner, in memory of John Hutchins, District 54 Governor 1992-93
District 6 Governors Club, in memory of Don A. Plaskett, DTM, District 6 Governor 1973-74, Ewald Koepsell, DTM, District 6 Governor 1974-75, Jack Pelinka, ATM, District 6 Governor 1960-61, Jane Szymczak, spouse of Bernie Szymczak
Past International President John B. Miller, ATM, in memory of Jack Pelinka, International Director 1966-68
Past International Director Bruce W. Trippet, DTM, and Rebekka Trippet, in memory of Jack Pelinka, International Director 1966-68
Pursuers Club 15th Anniversary Danie Hardie, DTM, Past International Director, Founding President, May 10, 2003

Contributor

Tucson Twosomes Club 9620-3, in memory of Norm Hartell, DTM, District 5 Governor 1974-75
Past International Director Clifford L. Thompson, DTM, in memory of Don Plaskett, International Director 1974-76
Past International Director Clifford L. Thompson, DTM, in memory of Jack Pelinka, International Director 1966-68
Past International President Terry R. Daily, DTM, and Judy Daily, DTM, in memory of Jack Pelinka, International Director 1966-68
Past International President John B. Miller, ATM, in memory of Ann Thompson
Past District Governor Robert J. Simonsen, ATM, and Joanne L. Simonsen, in memory of John Richard Pelinka, International Director 1966-68
Reveille Club 2971-25, in memory of Aline Elizabeth Gant and Bobbi Jo Tate
Asheville Club 436-37, in honor of Edison Hill
Past International Director Sandy Robertson, DTM, and Kathy Robertson, in memory of Jack Pelinka, International Director 1966-68

Contributing Club

Early Bird Club 3651-47, in memory of Don Plaskett, International Director 1974-76

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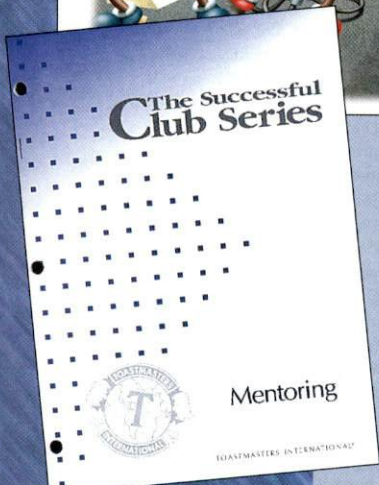
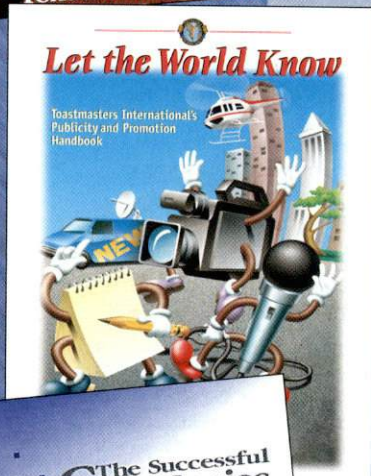
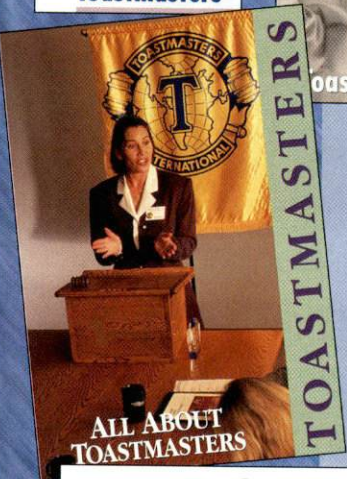
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