

October 1985

THE TOASTMASTER



Toastmasters Discover Greatness at 1985 Convention

Personal Thoughts: Commit to Excellence

I am honored and most pleased to be serving as your President. I am looking forward to this year; especially the visits to the districts and the opportunity to meet so many Toastmasters. During my term I would like to talk



with each of you, individually. Since that won't be possible, I'll use this Presidential column to reach you. This first chat will be about my Presidential theme.

My goal in choosing "Commit to Excellence" as a theme was to inspire with a message that would make the program more meaningful. I will try to tell you what it could mean for the Toastmasters program, what it could mean to you and most of all, what it meant to me.

In seeking my theme I reviewed great themes of the past. The ones that inspired me most asked me to bring out something I already had within: pride, spirit, ability to recognize opportunity, to grow through participation and to help others help themselves. I reviewed

the foundation of Toastmasters—the principles on which Dr. Smedley founded our organization: 1. The power to communicate is one of man's greatest endowments. 2. The power is inherent in an individual; it needs only to be drawn out and put to use. I coupled this with my own firm belief that to get the very best out of life, you must get the best out of yourself. This best is excellence, thus... **COMMIT TO EXCELLENCE.**

Now that we are the largest and the best organization of our kind, some might think the job is done; that the time has come to enjoy the fruits of past labor. To slow our stride now would be an open invitation to mediocrity. I've heard it said, "Mediocrity can destroy our nation. In a society that is willing to accept mediocrity the opportunities for failure are boundless." This applies to Toastmasters as well as the nation; to individuals as well as clubs. In the pursuit of excellence mediocrity can never exist.

In 1985 let's stretch further, achieve more and perfect accomplishments. Let's polish our talents and abilities, position our attitude for quality and make a personal commitment to excellence that will not allow mediocrity to creep in. Join me; **COMMIT TO EXCELLENCE** in every action, every speech and every deed. Let's instill ourselves with quality and pride—an image of "class." I ask every Toastmaster, the world over, to stretch for your highest potential; perfect individual talents and abilities in order to communicate to those around a full potential—the best; no matter what, no matter where.

Thomas Edison once said, "If we did the things we are capable of doing we would literally astound ourselves." Let's astound ourselves. Commit to Excellence! I accept the challenge of '85 myself; I offer my best as I ask you to give your best in the coming year.

Helen M. Blanchard

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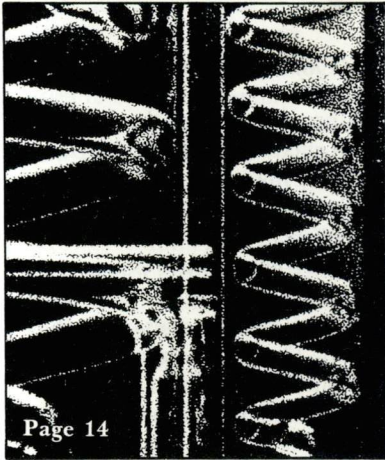
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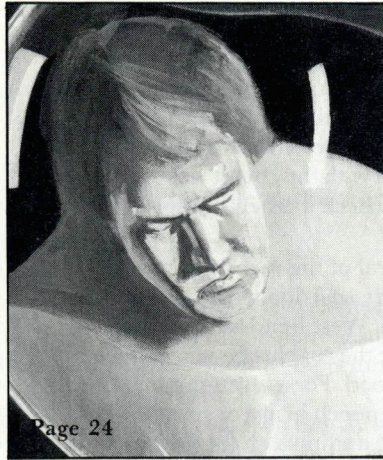
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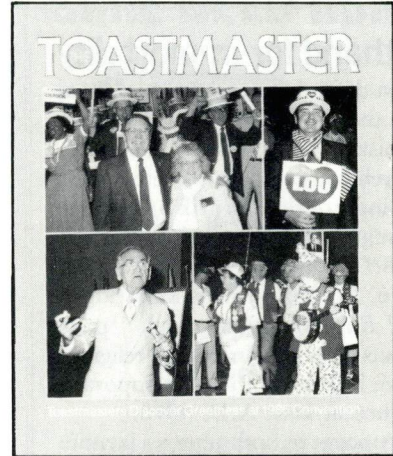
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by Ramakrishnan Krishnan, ATM



COVER

In August, Toastmasters from around the world voyaged to Columbus, Ohio, for the 54th International Convention. It's fitting that the city named for Christopher Columbus be the site of great discovery by hundreds of Toastmasters. In this issue, we present highlights of the Convention and show you how convention-goers "Discovered Greatness!"

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LETTERS

Shorthand for Immortality

I must defend the expressions "pass away" and "pass on" as more than euphemisms, but as exact allusions to specific religious concepts, whether used unthinkingly or not. Rodrik S. Thompson's August '85 letter criticizing the May '85 "Update's" use of the terms is mistaken. According to the unabridged *Oxford English Dictionary*, "pass away" has been used in English religious literature in exactly the contemporary sense since at least A.D. 1375.

The concept in both phrases is quite clear: There is not actually any death, but merely a moving from one realm of existence to another. Thus to an atheist or agnostic "pass away" or "pass on" may well be euphemisms, but to a theist of whatever tradition who believes in personal immortality, the expressions are merely shorthand for facts which his faith or experience tells him are true.

*William R. Bishop
Crossville, Tennessee*

Regarding Rodrik S. Thompson's comment re: "Update" in August "Letters," I believe the editor was too quick with the "blooper scooper." There might be those on *The Toastmaster's* editorial staff who believe as many others do, that people do not die, they "pass on" or "pass along" to another place.

I do not share this belief. However, many do and they gain direction, strength and comfort from the thought.

*Ed McJunkin
Palo Alto, California*

It's About Time

In the June issue of *The Toastmaster*, Walter Golman of Silver Spring, Maryland, aired a subject which has interested me for several years—the use of timers.

Whenever I am timing I also like to listen attentively to any speechmaking. So to alert me to time passing, first I tried a tape on which I recorded an audible message that sounded at one minute, two minutes and every minute from the start of the tape. With the aid of an earphone I could be reminded of the

passing time and still listen to speeches. At the conclusion of the speech there was always time to rewind for a fresh start. A stopwatch was also used in conjunction with this, but it was only necessary to check it when the speech terminated.

Several of the members had trouble with this so I looked for some other method. West Bend sells a timer which beeps at the conclusion of a punched-in time period. For a seven-minute speech, one can punch in five or six minutes and then use a stopwatch for the remaining time. This is more distracting than the tape method which I like very much. The West Bend timer is sold by the West Bend Company, West Bend, Wisconsin, 53095, catalogue number 40005.

*Eric Brinton, ATM
President, Summerland Toastmasters
Summerland, B.C., Canada*

Reference the letter in June, explaining the frustrations concerning automatic timers; I share your feelings because the complete Toastmaster Communication and Leadership program stresses membership involvement projects within specific time limits.

In my search for someone to repair our timer which was purchased some years ago, fortunately I found an electrical engineer who has designed an automatic timer which flashes lights (green, amber and red) at pre-set timings with a digital read-out in minutes and seconds. Also it has many other features. If you are in need of an automatic timer or need further details, I suggest you write to Rt. 4, Box 591, Palatka, Florida 32077.

*Kenneth Kelley, ATM
Palatka, Florida*

Role Conflict

Regarding "Magnify the Grammarian's Role" in the June '85 issue, Mr. Limaye's article is based upon the assumption that the grammarian's role is to introduce a new word to the club meeting, explain its meaning and report of its usage by the members at the end of the meeting. You are confusing the

wordmaster's role with that of the grammarian's.

Pertaining to the use of the English language in effective speaking, there are three distinct evaluators: (1) the wordmaster, who introduces a new word as part of an effort to expand vocabulary; (2) the "ah" counter, who points out meaningless pauses such as "ah" that impede speech effectiveness; (3) the grammarian. The grammarian has four major responsibilities: To point out improper application of grammar rules, to commend Toastmasters who employ colorful, varied and effective structures, to highlight inappropriate styles in speech construction and to correct improper word pronunciation.

The four strategies you presented in your article are certainly a part of effective speech styles; I congratulate you for having raised the grammarian's awareness.

*Ram Krishnan, ATM
President, Washtenaw Toastmasters
Immediate Past Area Governor*

July's Gems

I want to congratulate you on the SUPER July issue. It was outstanding!

I took the roast feature to heart and grabbed the opening slot in a recent roast of our outgoing District 47 Governor, Dr. Ann Tillman, DTM. I not only got the first laugh, but also the last laugh on a Past District Governor and good friend who followed me on the program—he had to revise his material on the fly because I had used some of it already. Better him than me!

Then the feature article was timely. The magazine arrived the day after I gave a goal setting/goal tending speech entitled "Tending Life's Garden." In it I talked about planting goal seeds in the fertile ground of the mind, tending your goals and harvesting your wants and wishes. Great Toastmaster minds run in the same channels. . . Keep up the good work!

*D.C. Stultz, ATM
D-47 TM of the Year 1984-85
D-47 Sunshiner Editor*

I think our monthly magazine is an asset to our membership because of its useful content. The July issue appears to have conflicting advice under the respective articles "Skyrocket to Corporate Success" and "How Does Your Garden Grow?" I think Mr. LeVie, Jr. should get together with Mr. DaCosta and from that meeting I would hope that the suggestions for corporate success would move into the 21st century.

Michael A. Straeter
Los Cerritos Toastmasters
Cypress, California

It's All in the Hands

Kudos to Chris Rogers for her well-written article, "Speak Up, Hands!" (August issue). As a professional corporate speech writer, I was impressed with the intelligent way Ms. Rogers handled the whole issue of gestures. I have seen far too much gobbledygook on the subject, and it was refreshing to read an article that showed good common sense and made no false promises.

Many speakers suffer from the illusion that "body language" alone will carry their message. But alas, no amount of hand-waving will make up for a poorly-organized, poorly-researched speech. In our heart of hearts, we all know that a good speech takes hard work—work that gestures can reinforce, but never replace.

Ms. Rogers wisely avoided that pitfall and concentrated on specific gestures that will support the overall message.

Again, my congratulations to her—and to *The Toastmaster* for running such a practical article.

Joan Detz
Author, *How to Write and Give a Speech*
(St. Martin's Press)

Re: Chris Rogers' excellent feature on hand gestures. The same gesture can make you look like a wild person in the miniature theater of TV.

Watch the pros, seen mostly in what TV calls "talking head" shots. They are immobile from the shoulders down; all body language is transmitted to the camera with facial expressions, slight head movements only. Pauses are powerful in the constant babble-flow of TV. Eyebrows and lips fill the living room.

Gordon Baxter
Traveling Author

Hall of Fame Oversight

In the September issue's *International Hall of Fame*, District 46 was inadvertently omitted from the list of *Distinguished Districts* published. We apologize to all the deserving Toastmasters in that district for the oversight, and to outstanding Toastmaster of the Year Maria Wojcicki and Outstanding Area Governor of the Year Deanna Brown.

The Editor

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Little Things Make the **BIG** Difference

*A Toastmaster and Professional Speaker Offers His
Insight on the Little Things that Make the Big
Difference—and Big Bucks.*

by Len Baker

When I was asked to write an article to explain how I went from amateur to professional speaker, I really didn't know how to begin. There is no magic formula.

It doesn't require a college degree; in fact, I didn't even finish high school. What it does require is a love of speaking, determination, patience, encouragement from friends and family and a good deal of commitment, dedication, work and luck. (Although luck is where opportunity and preparation meet.)

Of course, it goes without saying that you must also have something to say! Professional speaking is a process, just like everything else. Successful speakers like Joel Weldon, Cavett Roberts, Zig Ziglar and LEN BAKER just did not open their mouths and become instant successes. They studied, accepted failures and worked harder to improve.

(Notice how I slipped my name in there? You've got to have a sense of humor, folks, along with positive thinking.) Speaking of humor, remember this: Without it in your presentation, they won't pay you—and without pay you lose your professional status.

Hopefully this article will explain what I feel would assist you in entering the world of professional speaking. My special friend, Joel Weldon, asks his audiences around the country if they have ever been bothered by a bee or a

wasp buzzing around them, and if so, to raise their hands. Quite a few hands go up.

He then asks the same question about a fly or a gnat . . . more hands shoot up . . . how about an annoying mosquito? Again hands go up. "Now," he says, "has anybody ever been bitten by an elephant?" No hands are raised. "Well that proves the point I want to make . . . it's not the big things that get you, it's the little things."

Speaking is much the same in that the little things we do usually make the **BIG DIFFERENCE** and the **BIG BUCKS**.

The Little Things

Our Toastmasters Communication and Leadership Manual presents all the different steps for putting together a great presentation, but that's just half the battle. There are so many little things which can ruin a well-structured speech; such things as poor room setups, sound systems or microphones and introductions, just to name a few.

So always carry a checklist of the many things that could go wrong and ruin your presentation. Use it to check and double-check yourself, and more importantly to check others. **NEVER LEAVE HOME WITHOUT IT!**

Believe me, speakers get all the credit when things go very smoothly, but if things get a little rough, they will also get

the blame and a poor response from their audience. If the speaker cannot be seen by those in the last rows, if the room is too stuffy or drafty, if the sound system is poor or someone neglected to set up an overhead projector (even though you requested it) and if the program is late in getting started, the burden rests with the speaker.

Of course there are some situations you cannot control—like power failures or illness—but let's face it, most of the time it is up to the speaker to get there early and remove as many of the problems beforehand as possible. That is why I recommend the checklist.

Let's talk in more detail about some of these little things that make the big difference. Avoid speaking at ground level whenever possible with large groups. Many speakers like to move into the audience to get closer to the folks. This is great and it's effective, but only when you are dealing with a small group.

However, when a large audience is involved, such is typical at a Toastmasters International Convention, then moving into the crowd is foolish. At several of the presentations in San Diego, California, at the 1983 International Convention, I observed presenters standing at floor level, even when a riser of 12 to 18 inches was available behind them.

Being close to the group was fine, but

the speakers could only be seen by the first six rows . . . beyond that they were seen only from the neck up. Not a good move considering your effectiveness as a speaker is seven percent verbal, 38 percent vocal and 55 percent visual or nonverbal. Those particular speakers lost 55 percent of their effectiveness due to speaking from floor level.

Room Set-Up

Room set-up is extremely important. When you preview a rectangular room, you'll want to have an aisle going through the middle and set chairs going the widest way across. THINK ABOUT IT! It brings all the people in closer to you, and the closer to you the better!

Always arrive early to check room temperature. Remember the room may seem cool when empty, but will warm up quickly when filled with body heat.

Don't speak with a large window behind you. It may offer a view of the hotel swimming pool, which might be full of bikini-clad women . . . or worse yet, a bunch of good-looking guys like Burt Reynolds, Tom Selleck or LEN BAKER (come on now folks, we must put humor in all our presentations). In such a case, where do you think the majority of your audience's concentration will be when you are speaking? Certainly not on you!

You want their full attention, don't you? Remember, someone out in the group may be a potential client and will be watching to see if you are good enough to hold everyone's attention, as well as their own.

How is the sound system? Where are the system's speakers located in the room? If you don't know in advance, you'll probably find out when you walk under one and get feedback on your mike.

Will you be working with an overhead projector? If so, you will do better using a lavalier microphone. That will leave your hands free to work the projector instead of sticking the mike under your arm, which can be very awkward and make it very hard for the audience to hear you.

If you are not using a projector, then by all means use the hand-held mike. It gives you something to do with your hands—THINK ABOUT IT!

Another error I observe all the time (and we're all guilty of this one) is that when the program begins, there are still conventioners in the hallway exchanging ideas, expanding their horizons, so to speak, at the speaker's expense! As

Toastmasters we know how distracting outside noise can be, especially when it is facing the speaker.

Many times the audience may be unaware of what is going on in the back of the room, but it surely affects the presenter and the presentation! To avoid this problem, begin on time and close the doors. Post people at the back doors

Create a Checklist of Things that Could Go Wrong at Your Presentation.

to let stragglers in quietly and to close the door softly behind them.

Always have a proper introduction. To assure this, write it yourself. Make sure whoever reads it has practiced it so they are familiar with what it says. Have the introduction read word for word. It is your lead-in, meant to give your audience a little background on your accomplishments and abilities, but more importantly, it sets the stage for you, the speaker!

Speakers Are Like Choreographers

There is, of course, no speech without material—and material is abundant. I believe great speakers are like great choreographers. There are no new dance steps, just ones placed differently. There are only eight notes in music, but when rearranged, they make beautiful songs—and how different each one is.

For years I've heard preachers, professional speakers and Toastmasters, some of whom we all greatly admire, say that if we listen to educational, positive and motivational tapes over and over

again, we too can raise ourselves to a higher level.

So we must take those ideas and principles of success and put them to music with *our arrangements*. There are no new ideas or principles, so to speak, just new and different ways of saying them. I carry a small pad and pencil with me at all times. You never know where your next source of material may come from: it could be your minister, a friend, a politician or even one of your own children . . . "out of the mouths of babes."

A professional speaker must know his material so well that he can recite it without any real conscious thought. Know your material as well as you know your nation's Pledge of Allegiance, but say it with meaning. Also, delivery and timing are *so* important. The key is preparation, knowing when to pause, when to emphasize, when to raise or lower your voice.

All of these things add YOUR personality and style to the presentation. Preparation also makes for great eye contact, so practice, practice and practice your speech, to gain the confidence you need to speak professionally. I cannot stress this enough—PRACTICE!

Thank you for taking the time to read this article. I know as Toastmasters we are not supposed to thank our audiences, but as a professional speaker, thank them anyway. That is, only if you want to get paid. THINK ABOUT IT. 🎤



Len Baker is a professional speaker covering humor, motivational and sales training topics. He's a member of Six-to-Niners Toastmasters Club 3569-3, in Phoenix, Arizona.

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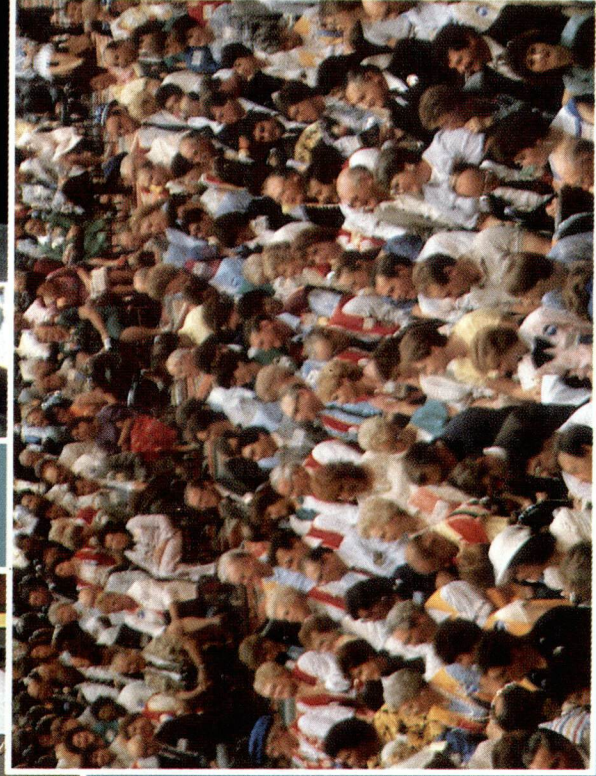
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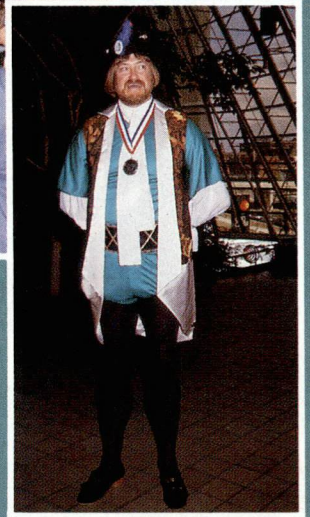
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Toastmasters Discover Greatness at 1985 Convention

"When Columbus left the old world he didn't know where he was going, when he got here he didn't know where he was, and when he got home he didn't know where he had been. It's not that way with the Toastmasters program. We know where we've been, we know where we are and we know where we're going."

*Helen Blanchard, DTM
1985-86 International President*

Christopher Columbus sailed into history's pages when he discovered a new world. So it was fitting that the city named for him

would this year be the site of discovery. Over 1400 Toastmasters set out for Columbus, Ohio, in August to "Discover Greatness" at our 54th Annual International Convention.

And greatness they found. During the five days of the convention, August 20-24, Toastmasters discovered greatness in the form of friendship, new ideas, educational enrichment and just plain fun. They discovered great public speakers and communications experts, and discovered great achievements of the past year by the Toastmasters

Discover Columbus, Discover Greatness—*Conventioneer wears his Ohio pride (from far left); delegates listen to speakers; the Ohio Center, an excellent convention facility; delegates campaign; Columbus Police Color Guard gives a moving flag presentation; Host District volunteer Patrick D. O'Flaherty brings Christopher Columbus back to life.*

Full House—Hundreds of Toastmasters gather to honor Marva Collins as she receives the 1985 Golden Gavel Award.



First Woman President— Toastmasters' 1984-85 International President John S. Latin, DTM, installs Helen M. Blanchard, DTM, as Toastmasters' "First Lady"— 1985-86 International President.

organization and its award-winning members.

The elegant Hyatt Regency-Ohio Center served as the setting for this voyage of discovery, which began at a moving opening ceremony, complete with color guard and an international parade of 50 flags symbolizing the unity of Toastmasters clubs in countries throughout the free world.

Welcoming speeches by Ohio Governor Richard Celeste and Columbus Mayor Dana Rinehart added to the excitement of the convention's opening. John S. Latin, DTM, Toastmasters' 1984-85 International President, welcomed convention delegates with these optimistic words:

"1984-85 has been the greatest educational year in Toastmasters International's history, with more manual completions than ever. This has been the second greatest year in growth of clubs.

"The change in our Basic Communication and Leadership manual is a major factor in the success the organization is enjoying today. The Board's decision to strengthen the formation of new clubs through the limitation of

dual membership is also a major contributor to our organization's health."

**"1984-85
has been the greatest
educational year
in Toastmasters'
history."**

Over the past year, President Latin spent 59 days visiting districts, covering 50,050 miles. He talked with leaders of 54 corporations and three universities. In the past year 175 corporations have formed clubs. President Latin also captured press attention, garnering 164 minutes of television air time, 399 minutes of radio time and 11 newspaper interviews.

"I'm confident that Toastmasters International will continue to grow toward

its next major milestone of 200,000 members in 10,000 clubs," President Latin said.

Executive Director Terry McCann, in his report on organizational growth, told the crowd that membership rose to an all-time high of 115,571 during the 1984-85 administrative year. To continue this growth, 10 to 15 percent annually, he said we must heed changes in society and adapt our programs accordingly.

"It's projected that 63 percent of the work force will be between the ages of 25 and 44 by 1990... There will be greater competition for jobs and fewer opportunities for upward mobility... Most people join Toastmasters between the ages of 25 and 44 and our business is helping people to grow, to move upward in society as well as in career pursuits. We must take advantage of this trend by increasing our pressure to build strong clubs and strengthen membership within existing clubs."

Prominent Speakers

The importance of developing effective communication and leadership skills,



Spotlight on District 40—
District 40 Governor Phil Buehrer, DTM, spoke for all hard-working Host District volunteers.



The Tennessee Waltz—
Convention-goers have a down-home good time at the "Country Picnic Fun Night."

building strong clubs and attaining success were the predominant themes of the educational sessions, all presented by outstanding speakers, experts in their respective fields.

In his keynote address, professional speaker and training specialist Alan Cimberg told the attentive crowd "How to Set Yourself on Fire."

"The key word is excitement," he said. "When we want to be successful in our messages, we've got to be successful about what we're saying. You've got to be excited. Here's the big secret about getting excited: If you *act* excited, then you will *be* excited. Shakespeare said, 'Assume a virtue if you haven't got it.'

"Visualize," he continued. "What you see in your mind is what you get. Ask for what you want. If you don't get it, you haven't lost; you've broken even. You didn't have it before, you don't have it now. Failure is not a person, failure is a thing. Your project can fail, but you can't."

This year's Golden Gavel Award recipient was Marva Collins, an educator renowned for her innovative approach to educating "problem" children.

She told the audience, "Facing such an impressive group is indeed a rare privilege, because I too have seen what communication can do for people. The Westside Preparatory School is all about expectations. We expect success from our children and accept nothing less. We show children they really are bright children—they just have not had the opportunity to demonstrate that brilliance.

"Today, America is staggering under an illiteracy problem of 35 million illiterates," she said. "I don't want to just be a spectator keeping score of statistics about failure. I think most human beings are as good as they are because someone, somewhere, cared enough to remove and to ignore the previous tags and labels from their psyche."

The convention featured many other top public speakers and communication experts, all wanting to share their ideas on how to become better speakers and leaders. Those appearing included attitude management expert Dr. Charles Dygert, communications specialist Dr. Al Mustin, Toastmasters' 1970 World Champion of Public Speaking Dr.

Stephen Boyd, success-rally producer Mike Frank and inspirational speaker Pat Vivo.

Some of Toastmasters' own brightest stars came out to shine also, including Dr. Nina Harris, DTM; Rou de Gravelles, ATM; Tom Ealey; Mary Walker; Jeff Blackman; Vince DaCosta, DTM; Randall Reeder, DTM; Art Gliner, DTM; Dr. John J. Waldeck; Dr. Dale O. Ferrier, ATM; Past International President Pat Panfile, DTM, and 1983 World Champion of Public Speaking L.F. "Roy" Fenstermaker, DTM.

Other accomplished Toastmasters conducted lively panel discussions. June Poplar, DTM, Scott Long, ATM and Jack Wild, DTM, discussed "What Every Club Officer Should Know," in a panel moderated by Vince DeGeorge, DTM. Adele Stagner, DTM, moderated a panel on "Women in Professional Speaking," featuring Dr. Nina Harris, DTM, Margaret F. Hope, DTM and guest speaker Pat Vivo. Paul Timmel, DTM, Ann Breland, DTM and Phil Buehrer, DTM, discussed "Success Secrets of Top Clubs," in a panel



When Irish Eyes Are Smiling—Marie Pyne of Ireland, International Speech Contest champion, with Ted Wood, DTM, Toastmasters International Senior Vice President.



moderated by Don Ensch, DTM.

Six Toastmasters delivered their speeches for the final stage of judging in this year's Accredited Speaker Program and during the convention, four of them were awarded the title of Accredited Speaker, which signifies the professional caliber of their speaking abilities: Tom Bintliff, DTM, of Club 68-3 in Phoenix, Arizona; Dr. David Richey, ATM, of Club 5205-33 in Ventura, California; Ted L. McIlvain, ATM, of Club 4432-25 in Fort Worth, Texas; and Mark J. Campbell, ATM, of Club 5041-31 in Newton, Massachusetts. A fifth candidate, Billy B. Johnson, DTM, of Club 633-44 in Lubbock, Texas, received the Accredited Speaker designation at a Regional Conference in June.

In another final competition event, Marie Pyne of Club 3360-71 in Ennis, Ireland, won the honor of being the ninth contestant in the International Speech Contest.

International Elections

Of course, many of those attending the convention were not only there to learn and compete, but to elect Toastmasters International's leaders for the upcoming year. After three days of vigorous campaigning, delegates at the Annual Business Meeting elected Helen M. Blanchard, DTM, as Toastmasters'

1985-86 International President; Theodore C. Wood, DTM, as Senior Vice President; John A. Fauvel, DTM, as Second Vice President; and Tommy Richardson, DTM, as Third Vice President.

Convention delegates also elected eight Toastmasters to two-year terms on the TI Board of Directors: Anna Frazier, ATM, of Castro Valley, California; Les E. Stubbs, DTM, of San Diego, California; Mary Margaret Dockendorff, DTM, of Phoenix, Arizona; Louis P. Novak, DTM, of Minneapolis, Minnesota; Jerry P. Starke, DTM, of Milwaukee, Wisconsin; Andy Anderson, DTM, of Verona, New York; Howard L. Rivenson, DTM, of Westwood, Massachusetts; and Henry E. Hyche, DTM, of Birmingham, Ala-

bama.

In other action during the Business Meeting, delegates approved an amendment to the District Constitution, Article V, third and fourth sentences (changes are italicized here): "At the time of taking office the District Governor shall have served *at least six months* as Club President and also served at least six months as a Lieutenant Governor. The Lieutenant Governors shall have served *at least six months* as members of the District Council; and insofar as practicable, the Area Governors also shall have served *at least six months* as members of the District Council."

These changes will be helpful because they name specific terms of prior service for District office candidates. Also,

A Souvenir of "Discovery"

A limited number of Columbus Convention Pins are available. . . If you happened to miss our greatest convention ever, you can still purchase a souvenir Columbus Convention Pin, while supplies last. Order item number 5943, price \$2.50. (Price includes postage, but if you live in California, be sure to add 15 cents sales tax for each pin ordered.) Pins are the shape of the state of Ohio in a bright red lacquered finish with gold print.



Head of State—Ohio
Governor Richard F. Celeste
welcomes conventioners to the
“Buckeye State.”



Excellent Educator—Marva
Collins accepts the Golden Gavel,
Toastmasters’ highest outside honor,
from 1984–85 International
President John S. Latin, DTM.

Gear your club
for growth with . . .



Anniversary Month!

Your club can receive these
awards for members joining
in October, November and
December:

- **5 New Members** — Banner Ribbon
- **10 New Members** — “Best Speaker of the Day” Award
- **Top Club in Each District** — Special Banner Ribbon

Presented by Your District Governor
(Minimum of 5 New Members
to Qualify)

Use Anniversary Month to help your
club grow! (New, reinstated and dual
members count; transfer members do not
qualify.)

members who have served in Club and District offices less than a full year will be qualified as long as at least six months in office have been served.

With business out of the way, delegates were ready for Thursday night’s “Country Picnic Fun Night.” Convention-goers donned their best country duds for a “down-home” chicken and ribs dinner, complete with trimmings, in a country fair atmosphere. While clowns passed out popcorn, cotton candy and ice cream bars, conventioners settled back for a fun evening of entertainment by the ventriloquist act of Garry and Tomio, the song-and-dance revue of “The Sunshine Express,” music by “The Challengers” and tunes for dancing until early morning by “Relay.”

Friday night, after a full day of educational programs, Toastmasters gathered to honor the newly elected officers and Board of Directors at the President’s Dinner Dance. International President Helen M. Blanchard, DTM, began her one-year term with an address which captivated and inspired the audience.

“Not only am I proud to be installed

(Continued on Page 22)

ARE YOU GOOD ENOUGH TO BE A PRO?

Toastmasters’ Accredited Speaker Program is now accepting applications for 1986.

Toastmasters’ Accredited Speaker Program is now accepting applications for 1986.

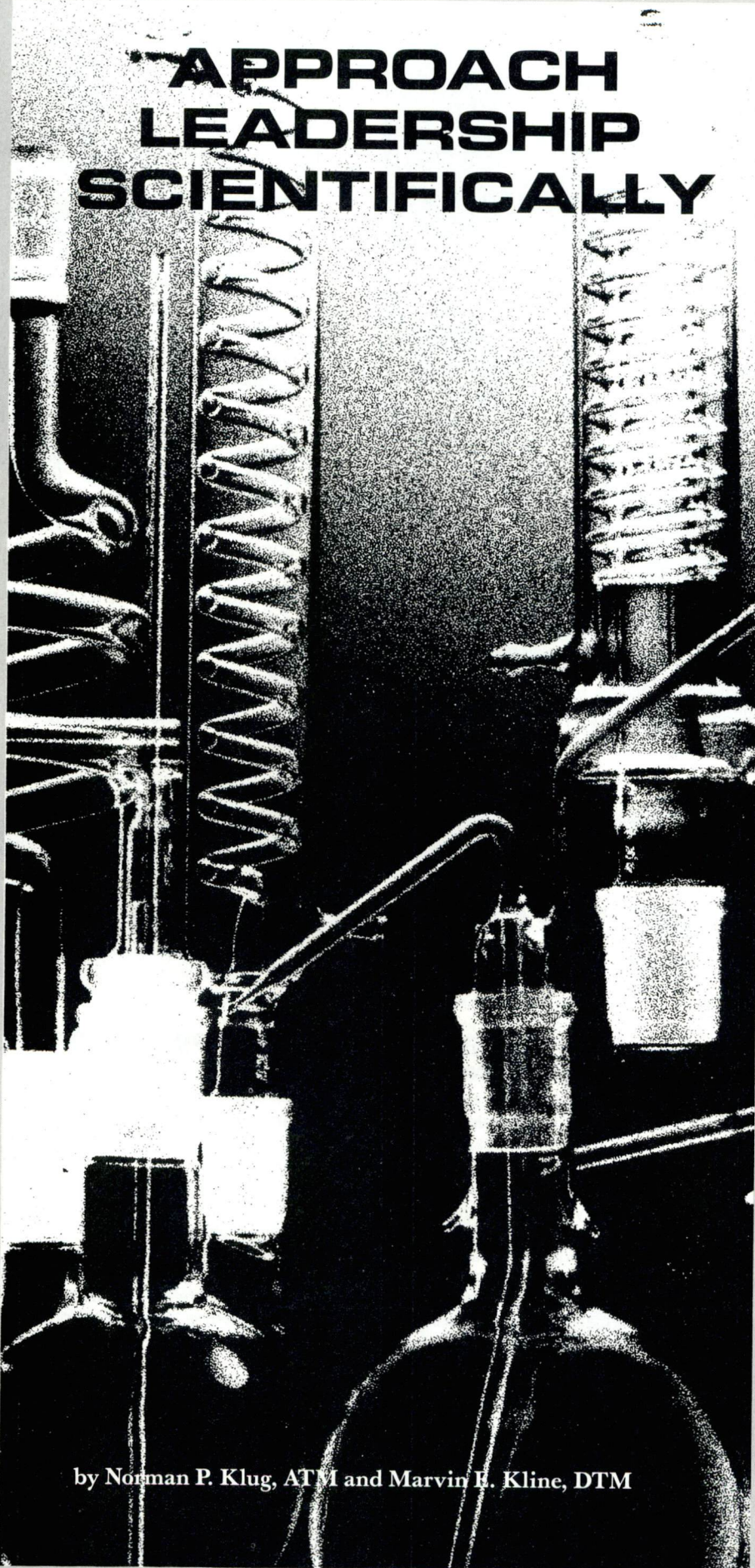
The Accredited Speaker Program is designed to recognize those Toastmasters who have attained a professional level of excellence in public speaking.

To qualify, you must be an Able Toastmaster (ATM) and a member in good standing of a Toastmasters club. You must have completed a minimum of 25 speaking engagements outside the Toastmasters club environment within the past three years. Then, you must pass a rigorous two-stage judging process.

Those Toastmasters who earn the prestigious title of Accredited Speaker will receive widespread recognition both inside and outside the Toastmasters organization. They will have taken the steps that can launch them on exciting careers as professional speakers.

Only a handful of Toastmasters have what it takes to become Accredited Speakers. If you think you’re one of them, write to World Headquarters for details on how to apply. **The deadline for the 1986 program is December 1, 1985.**

APPROACH LEADERSHIP SCIENTIFICALLY



by Norman P. Klug, ATM and Marvin E. Kline, DTM

An important part of the Toastmasters program is to develop more effective leaders. To determine if more leadership training was desired in District 36, we designed a survey and in 1984 sent it to 80 Toastmasters leaders. The survey results showed members wanted to receive additional leadership training, especially at the area governor level. In response to this need, we designed a new case-study methodology for leadership training. Here we share this method.

Your son steps on a rusty nail and needs emergency medical treatment. You think your daughter should take a speech class, but she doesn't want to. You need to plan your family's vacation. Your spouse wants to build a pantry, but you don't know how to begin.

Was your response to the above four situations the same? Probably not. If your son steps on a nail, you'd *tell* him he's going to the doctor. If your daughter bristles at the idea of a speech class, you'd try to *sell* her on the value of taking the class. To plan the vacation, you really need to let all family members *participate* because you need their acceptance and commitment. Since you don't know anything about pantries, you will *delegate* this task to a contractor.

Each of the above situations required a leadership response: Telling, Selling, Participating and Delegating, or a combination of these four—T, S, P, D.

Our training exercise gives Toastmasters members a chance to analyze decision-making situations. Members work short case studies of actual Toastmaster-type problems. (A typical case study for a Division Lt. Governor accompanies this article.) After reviewing the case studies in small groups, members reach a consensus as to whether each situation calls for a T, S, P or D style of leadership decision-making.

A spokesperson for each case study group reports to the entire group. Then a short discussion period involving the entire audience is quite effective.

The Case Studies

The case studies present a problem situation and ask the group to answer four questions. The questions deal with details which affect the leader's decision-making style: What is the expertise of the leader? How well is the problem defined? Are acceptance and commitment required of the group? How much time is available to find a solution to the problem?

If the leader's expertise is high, he or she will generally favor the Telling and

Selling styles. Low expertise generally favors the Participating and Delegating styles.

If the problem is well-defined, the leader will generally favor the Telling and Delegating styles. Poorly-defined problems generally favor the Selling and Participating styles.

When acceptance and commitment are needed, the Selling, Participating and Delegating styles are generally favored. When acceptance and commitment are not needed, the Telling style is generally favored.

If a decision must be made quickly, the Telling and Selling styles are generally favored. If there's lots of time to make the decision, the Participating and Delegating styles are generally favored.

A person will not use the same leadership style for every situation; he or she will use the four styles in different situations. In working the case studies, there are no right or wrong answers. The thought process and the reasoning that goes with it are the important aspects in deciding which leadership style to use.

The following leadership skills are enhanced through participation in the case studies:

- Managing discussion techniques in small groups
- Handling team building skills
- Reaching a consensus in small groups
- Choosing a best solution from among several alternatives
- Working quickly within tight time limits
- Focusing on the significant issues
- Making oral presentations of decision-making results to larger groups.

To date, the exercise has been tested several times in District 36, for Area Governors and for Division Lt. Governors, and has been used by districts 15 and 18 as well. The sessions have been well received, and district leadership has been highly supportive of the method. The workshop participants enjoy learning leadership skills using this approach.

The case study method can be used at all levels of leadership development in Toastmasters. Of course, the specific studies must be tailored to the specific leadership level of the group.

We would be glad to share our training materials with other Toastmasters. The training guide, "A Practical Exercise in Leadership Decision-Making," includes 12 case studies for Area Governors and six case studies for Division Lt. Governors. Of course, you are encouraged to develop your own case studies if

Case Study D: "Paper Tigers!"

Description: You are three months into your administration. You have received reports from your area governors that three of their clubs are not meeting and that membership is low (single digit). The area governors report that they have tried "everything" to get these clubs going and nothing seems to work.

The clubs appear to have been created by the previous administration in an effort to fulfill the new club requirement to become a Distinguished District. Should these clubs be allowed to fold?

You have never served as a Club Specialist, but you have the names of experienced Toastmasters in your division who have. The district officers are stressing strengthening existing clubs and also forming new clubs this year.

What do you plan to do about this matter?

PLEASE WORK OUT YOUR ANSWER BELOW.

Factors Affecting Decision Style (mark as appropriate)

Expertise of Leader	/High	Low/
Degree Problem Is Defined	/Well Defined	Ill Defined/
Acceptance and Commitment	/Needed	Not Needed/
Time to Make Decision	/Little	Much/

Most Appropriate Decision Style (circle one)

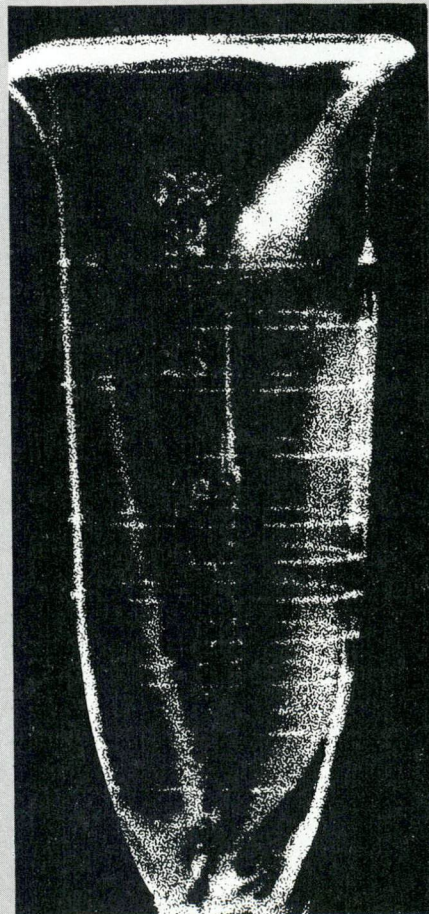
T S P D

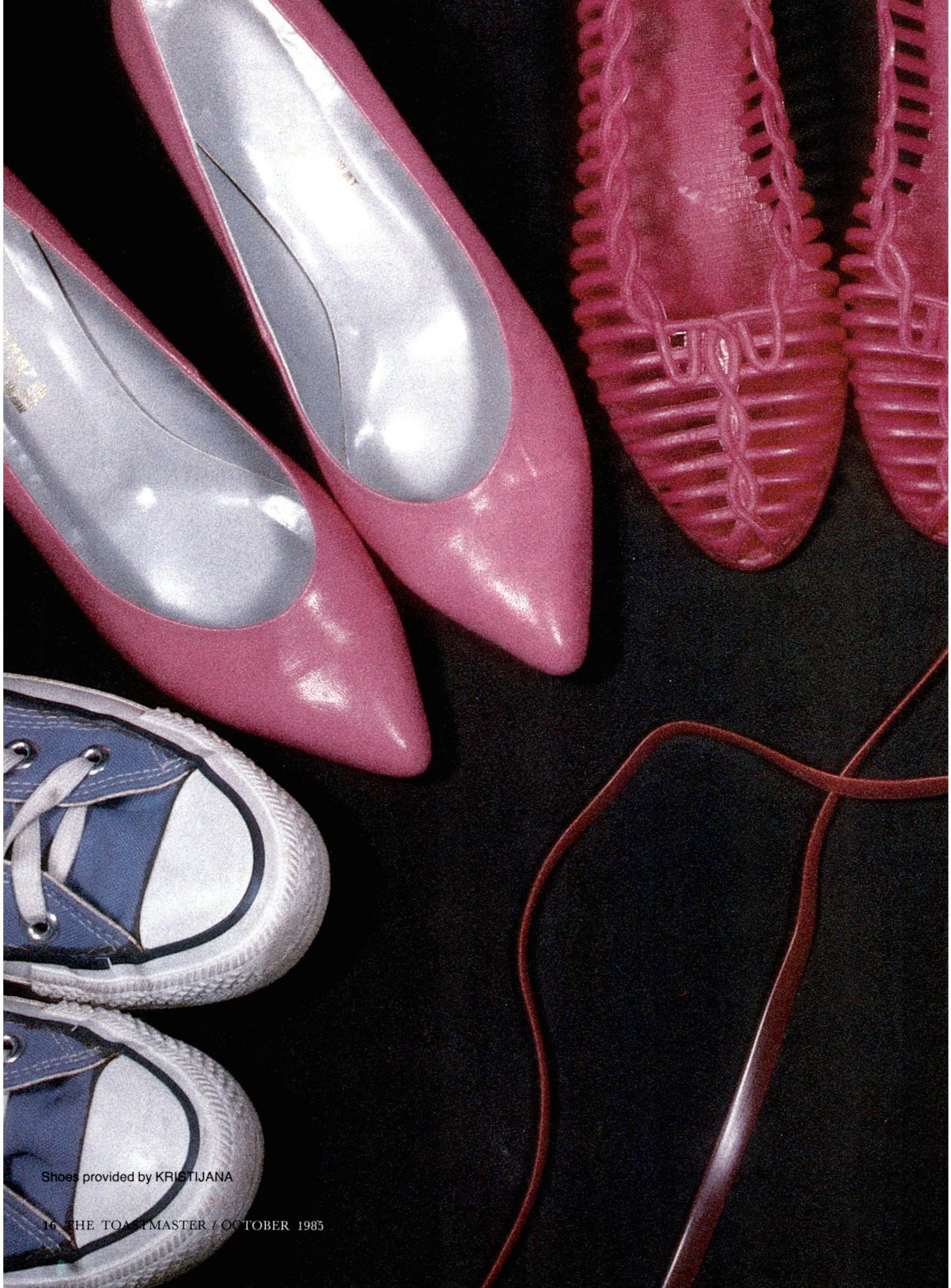
Recommended Course of Action

you are so inclined. You can write to us at 6707 Old Stage Road, Rockville, Maryland 20852. 📧

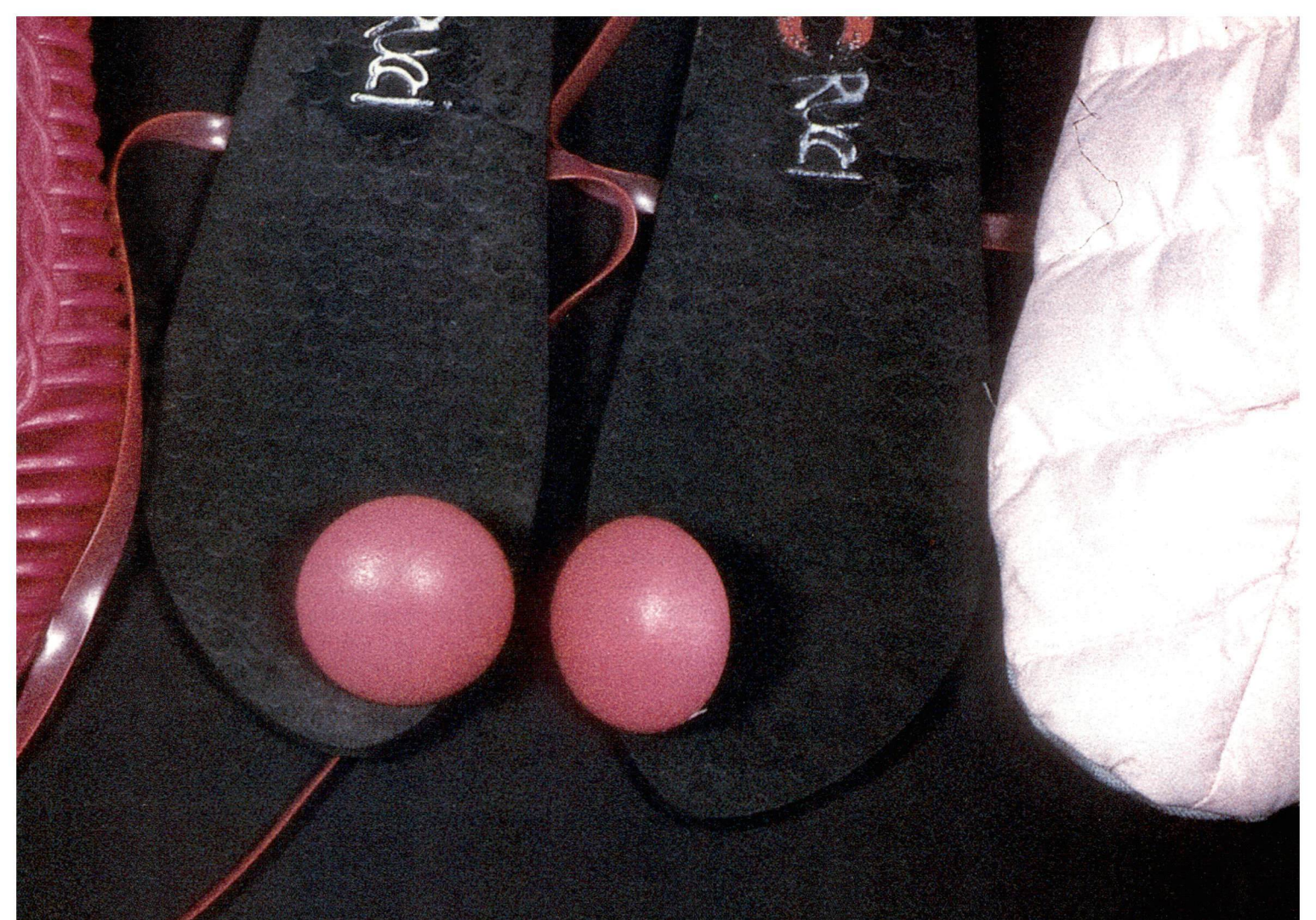
Norman Klug, ATM, an active member and officer of the Germantown, Maryland Club 2394-36, has also held leadership positions at the area, division and district levels of District 36. He was the Maryland Youth Leadership coordinator and Area 54 Governor. He received his Masters Degree in Administration (MGA) from the University of Maryland, and is Manager of Operational Safety for the Office of Nuclear Energy, U.S. Department of Energy.

Marvin E. Kline, DTM, is a Past International Director (1980-82) and Past President of Idaho Falls Club 548-15. He won Top 10 District Bulletin Editor Award in 1974-75 and received a presidential citation in 1979 for outstanding service to District 15. He is a Principal Communications Specialist with EG&G Idaho, Inc., Idaho Falls, Idaho.





Shoes provided by KRISTIJANA



Communicate by Changing Shoes

Standing in Another Person's Shoes for Just Two Seconds Will Clarify Your Communication with That Person.

Sound silly? Well, it's not. In fact changing shoes is the *sine qua non* for success in all relationships. And fortunately, the kind of shoes we're talking about are the shoes we all wear—even when our feet are naked. They're shoes in our minds.

In frontier days, the Omaha Indians taught their young braves this prayer:

"Great Spirit, help me never to judge another until I have walked a mile in his moccasins." Walking in another's shoes for even a minute or two will make you a better parent, friend, employee, employer, speaker or listener because you'll be a better communicator.

It takes creative imagination to change shoes, but it can be accomplished by just

by Vivian Buchan

looking at things from another point of view. It's shifting your focus so you are looking *through* someone's eyes instead of *into* them.

In other words, you stand beside the person rather than toe-to-toe with them. Standing toe-to-toe keeps you from seeing what the other person sees from his or her vantage point. And this is what causes misunderstandings in all communicative situations.

Maturity Helps

It takes maturity and concern as well as sensitivity to change shoes. When people are younger, they're too self-involved to become other-involved. They usually just don't take the time to discover how other people think or feel.

John Erskine, an American educator and writer, recognized that it takes imagination to develop the ability to change shoes when he said, "The body travels more easily than the mind. Until we've limbered up our imaginations we continue to think as though we'd stayed at home. We've not budged one step until we take up residence in someone else's point of view."

And until you've taken up residence in someone else's point of view you can't successfully communicate with him or her.

Popular psychology author Harry Overstreet called that ability "social imagination" and used Jim Corbett's report of the way he felt after he'd knocked out John L. Sullivan. Corbett said, "I was disgusted with the crowd. It struck me as sad to see all those thousands who had given *him* such a wonderful ovation when he walked into the ring turning their ovation to me as soon as he was down and out."

Harvard University once made a study of why people lose their jobs. It was learned that only 34 percent are dismissed because of inability to do their jobs. The other 66 percent are fired because they fail in human relationships. In other words, they haven't the ability to change shoes with their employers or co-workers. And because they are lacking in this ability they are also lacking in the ability to *communicate* with others.

They also lack the imagination to see themselves as others see them because they can't step into other people's shoes to see themselves. Take Joe as an example of an executive who's so obsessed with his superiority, he throws his weight around alienating subordinates and antagonizing superiors.

By seniority alone, Joe was in line for

the presidency of his company because of his 25 years with the company. But he was passed over in favor of an outsider who was more skilled at handling relationships and more adept at changing shoes with his co-workers.

Most People Are Fired from Jobs Because They Fail in Human Relationships.

Tony, a co-worker, said, "Joe always talks down to us, making us feel inferior. I suppose we should pity him though, because he simply can't understand how other people feel. . . nor does he want to understand. He's a boy wonder who got dizzy when he got to the top and fell off the corporate ladder. And it's a good thing for the rest of us that he did."

Built-In Radar

Another thing that changing shoes does in improving communication is that it keeps us from blurting out things which would be better left unsaid or better said at a more propitious time.

Instead of taking a second or two to stand in the other fellow's shoes and imagine how he'll react to what we're going to say, we speak impulsively from our own point of view and get into trouble.

We need a sort of built-in radar that will clue us in to how the other person is going to respond to what we're going to say.

Some people are so adept at this type of communication they can adapt it to animals. Tolstoy was walking along a country road one day with his friend, Turgenev, when he saw an old horse with its head hanging down, standing in a pasture. It was all alone and looked so sad and disconsolate that Tolstoy climbed the fence and walked over to it.

Turgenev said later, "He talked to that horse with such sympathy and understanding that Tolstoy at one time must have been a horse himself."

Ralph Waldo Emerson and his son weren't able to communicate with a calf they were trying to get into the barn. Emerson pushed from the back and his son tugged from the front. "Both of us were making a mistake," Emerson said. "We were thinking only of what we wanted. We forgot what the calf wanted.

The more we pushed, the more it resisted. It just stiffened its legs and stood there."

A young farm girl from down the road watched the struggle. She knew how to change shoes with the calf and communicate with it, so she walked over to it and stuck her finger in its mouth. As the calf sucked her finger, she led it willingly and happily right into the barn.

Enlightened Selfishness

People who become skillful at changing shoes also develop *enlightened selfishness* which produces understanding and enjoyment. Unlike selfishness, which seeks pleasure for self alone, enlightened selfishness provides pleasure for both self and others. We'll take Gary as an example of this type of selfishness.

When he goes into a restaurant, he pays no attention at all to the menu. If he's with friends, he doesn't discuss what to order with them. He simply turns to the waitress and says, "Now, if you were me, what would you order today?"

The question elevates the waitress to the status of advisor, friend and informed conspirator. This delightful development makes the waitress happy while it assures Gary of getting the best specialty of the day and attentive service throughout the meal. Changing shoes not only gives but receives pleasure, which enlightens both Gary and the waitress for a brief encounter.

There's hardly an hour we're not in a position to change shoes with someone which will improve the communication so necessary to establish happy and productive relationships. We need to change shoes with parents, spouses, co-workers, children, friends and even strangers on the street.

We don't have to walk in their moccasins for miles either. More times than not just standing in their shoes for two seconds will give us insight into why they think, do, feel and say the things they do. And when you have that insight, you can't avoid being a better communicator. 🗣️



Vivian Buchan, frequent contributor to *The Toastmaster*, has published more than 400 articles in 75 publications. A resident of Iowa City, she is a former faculty member of

the University of Iowa, where she taught expository writing, public speaking and literature.

ABE LINCOLN: Passion Ignited His Speeches

★ ★ ★ ★ ★ ★ by Harry Hyman ★ ★ ★ ★ ★ ★

*Abraham Lincoln's Memorable Speeches Have Endured
Because They Glow with the Fire of His Feelings.*

Would you walk 30 or 40 miles to listen to a well-known speaker—just to improve your own public speaking ability? Well, young Abraham Lincoln did that more than once to hear speakers such as a congressman and a judge.

Besides a keen interest in developing himself as a speaker, what background did Lincoln bring to the task of public speaking? His formal education amounted to one year in a one-room schoolhouse. The neighbors called it a “blab” school because the teacher read from the only textbook available and the pupils repeated aloud after him.

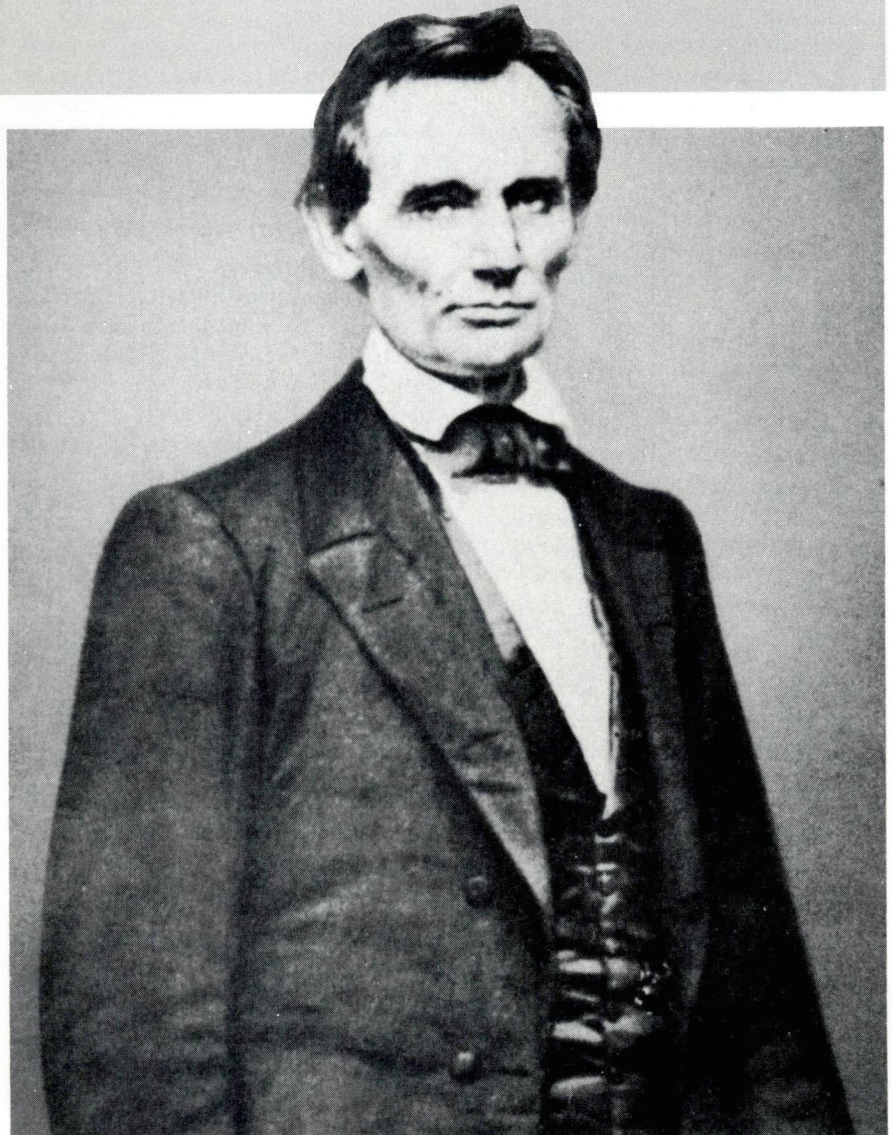
Lincoln did learn one worthwhile lesson at this school: the value of reading aloud. He continued this practice the rest of his life.

As a young lawyer, he read the morning newspaper aloud even though it annoyed his partner who shared the office. When Lincoln was in the White House, he continued to read aloud the poems of Browning, Burns, Byron, Hood and others as well as the plays of Shakespeare.

Lincoln was self-educated. As a youth, he read every book he could borrow within the 50-mile circuit of the Pigeon Creek, Indiana settlement where he lived. His biographers wrote that Lincoln “would sit in the twilight and read a dictionary as long as he could see.”

His Choice of Subjects

Different speakers bring different backgrounds to the task, but all speakers face the choice of subject for each occasion. Many of Lincoln's speeches on subjects that only interested him slightly



were failures. But when he spoke of slavery and the union—subjects of intense interest to him—he spoke powerfully, from the depths of his feelings. He brooded on the subjects of slavery and the Union.

In the Lincoln-Douglas debates, Senator Stephen A. Douglas delivered the same address at every location, but Lincoln was brooding on the subject between debates and kept coming up with new ideas. He found it easier to vary

his speech from one location to the next than to repeat the same speech.

As a speaker, you must decide your goal before you prepare a speech: Will it explain, entertain, convince or get action? Lincoln gave different speeches that fit all these categories. While he was a lawyer in Springfield, Illinois, he patented an invention for lifting stranded boats off sandbars. In a nearby shop he

built a model of his invention and enjoyed explaining it to friends who visited his law office.

Later Lincoln prepared a talk on the subject of inventions with the purpose of entertaining listeners. He gave this talk in several Illinois towns but was evidently not successful as an entertaining speaker. In one town, nobody showed up.

When Lincoln the lawyer addressed juries, and when Lincoln the office-seeker addressed voters, his purpose was to get action. In the Gettysburg address, Lincoln convinced the audience and eventually millions beyond the sound of his voice and in years to come, "that government of the people, by the people, for the people, shall not perish from the earth."

Words that Endured

★ ★ ★ ★ ★ ★ ★ ★ by Matthew W. Epstein ★ ★ ★ ★ ★ ★ ★ ★

Would you believe it possible for a speech to echo through classrooms and to be repeated through every form of communication for a hundred years?

Such a talk did take place a little over 100 years ago, four months after the bloody battle at Gettysburg, Pennsylvania, was fought during the United States Civil War. On a warm November afternoon, a group of Americans came together on that field to listen to two speeches. A portion of the battlefield was to be dedicated as a national cemetery for soldiers of both blue and gray who had fallen in battle, each believing his cause was right.

The audience consisted of hundreds of soldiers, officers and civilians from Pennsylvania, with a dozen or more dignitaries from Washington, D.C. Both men who'd been invited to speak sensed the significance of the occasion and spoke not only to the visible audience, but to the nation and the entire world, explaining the reasons why brother had fought against brother.

The first and principal speaker was Dr. Edward Everett of Massachusetts. Dr. Everett, the most renowned orator of his day, was a brilliant scholar, a Phi Beta Kappa at Harvard. During his career he had been a United States senator, Governor of Massachusetts, Secretary of State and President of Harvard University. He spoke for two-and-a-half hours.

The second speaker, invited by the dedication committee as an afterthought and asked to say "a few appropriate words," was Abraham Lincoln, President of the United States. Mr. Lincoln was a self-educated man, with

the Bible and Shakespeare's works heading the list of books with which he was thoroughly familiar. He spoke for two-and-a-half minutes.

Mr. Lincoln's speech consisted of 10 simple sentences, later to become known as his Gettysburg Address.

Hasty Evaluations

As a Toastmaster, have you ever felt a bit guilty of having made some hasty evaluations? Here are some of the hasty evaluations made of Mr. Lincoln's address immediately after its delivery:

A daily newspaper at Harrisburg, the capital of Pennsylvania, apologized to the reading public for the "silly remarks of the President." *The Chicago Times* moaned that "the cheek of every American must tingle with shame as he reads the silly, flat and dishwatery utterances of Mr. Lincoln." The American correspondent for *The London Times* advised his English readers that anything more dull and commonplace could not have been easily produced.


But the evaluation of Dr. Everett and of history tell a different story. The day after the ceremony, Dr. Everett wrote to President Lincoln, saying, "I should be glad if I could flatter myself that I came as near to the central idea of the occasion in two hours as you did in two minutes. The general consensus of mankind is that neither England nor America has produced a more perfect English or purer literature than that contained in the Gettysburg Address."

But turning away from the content of the address, let's make another evaluation. It should certainly be encouraging to a Toastmaster to feel that he or she need not be brilliant or have a string of degrees after his or her name

to deliver a worthwhile talk. However, to make a talk worthwhile, one should be well-informed.

One must think deeply about the specific assignment from every conceivable angle. One must become excited with it. And finally, not only should a speaker know the audience, but should sincerely want to help them by sharing with them whatever information, knowledge and experience he or she has accumulated.

In his talk, Mr. Lincoln stressed that the continued existence of our country, which was conceived in freedom, is possible only if equality prevails; that this nation is ruled not by the divine right of kings, not by a select clique of dictators, but by the people themselves. Many people have confessed that after reading the Gettysburg Address, they felt that they had been reading from the Bible words which conceivably could have been spoken by the prophet Isaiah.

Over the last 100 years, the Gettysburg Address has evoked all kinds of evaluations. To me, as a Toastmaster, it stands for the proposition that while liberty, equality and government "by the people" was won by force of arms, it is the inconceivable power of the spoken words of the everyday citizen which has kept alive and has constantly given new life, meaning and strength to the ideals for which the soldiers of both the blue and the gray gave their last full measure of devotion. 

Matthew W. Epstein is a former member of the Justice Club 2937-36 in Washington, D.C.

Reprinted from the June 1976 issue of *The Toastmaster*.

How did Lincoln prepare his speeches? Mainly by brooding over them while he was doing things that didn't require mental concentration. During this brooding period, when thoughts pertaining to his speech came to mind, he would jot them down on any kind of paper that was at hand and store the paper scraps under his hat. When he was ready to write the speech, he would arrange the notes on the paper scraps in order.

In the case of the Gettysburg address, Lincoln also stored under his top hat a rough draft of the two-minute speech. The weekend before he went to Gettysburg, Lincoln told a confidant: "It is not exactly written. It is not finished anyway. I have written it over two or three times, and I shall have to give it another lick before I am satisfied."

Arriving in Gettysburg the day before the dedication, Lincoln spent part of the evening giving his speech "another lick." The day of the dedication, after breakfast, he gave it still "another lick."

Lincoln took great pains to state a proposition so that it was immediately clear to every listener. His schoolmaster at New Salem, Illinois, was quoted as saying, "I have known Lincoln to study for hours the best way of three to express an idea."

In later years Lincoln told the president of Knox College about his passion for plain language even as a boy, saying that when he understood an idea he was not satisfied "until I had put it in language plain enough as I thought for any boy I knew to comprehend. This was a kind of passion with me, and it has since stuck by me."

Lincoln's Delivery

Evidently Lincoln worked hard at speech preparation. What was his delivery like? He was visibly nervous for a short time when he began to talk. At first his movements were awkward and hesitating, and his voice was shrill. But after the initial shyness wore off, Lincoln spoke in a warm, earnest tone.

Lincoln's gestures were natural, according to his Illinois law partner who later wrote a biography of Lincoln. He "did not gesticulate as much with his hands as with his head. He used the latter frequently, throwing it with vim this way and that. . . He never sawed the air as some orators do. He never acted for stage effect. . . He despised glitter, show, set forms and shams. . . If the sentiment was one of detestation—denunciation of slavery, for example—both

arms, thrown upward and fists clenched, swept through the air. . . He neither touched nor leaned on anything for support. . . He made but few changes in his position and attitudes. He never ranted, never walked backward and forward on the platform."

When His Subjects Were of Intense Interest to Him, He Spoke Powerfully.

Lincoln used pauses skillfully. Before presenting an important idea, he would lean forward, look into his listeners' eyes and say nothing for a moment. After he said what he wanted to impress on his listeners' minds, Lincoln would pause again to let his message sink in.

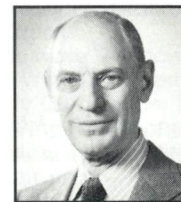
Lincoln was renowned for his masterful way of telling funny stories. When he was addressing a jury, he would often tell a story as an analogy to make a point. A Union army colonel recorded and published hundreds of pages of Lincoln's yarns and jokes. When read, the stories don't sound as funny as when Lincoln told them. The way he told stories in Illinois taverns was said to make listeners "whoop and roll off their chairs."

Lincoln appreciated the importance of

delivery and of speech closings. He submitted the draft of his first Inaugural Address to Secretary of State William H. Seward. Seward told him the speech ended abruptly and wrote a closing paragraph that Lincoln accepted with minor changes.

The last paragraph of Lincoln's second Inaugural Address was, according to a former chancellor of Oxford University, "among the glories and treasures of mankind. . . the purest gold of human eloquence":

"With malice toward none; with charity for all; with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in; to bind up the nation's wounds; to care for him who shall have borne the battle, and for his widow and his orphan—to do all which may achieve and cherish a just and lasting peace among ourselves, and with all nations." 🗣️



Harry Hyman, ATM, served as President of Pittsburgh South Hills Toastmasters Club 847-13 and as Area Governor. A freelance writer, he recently retired from

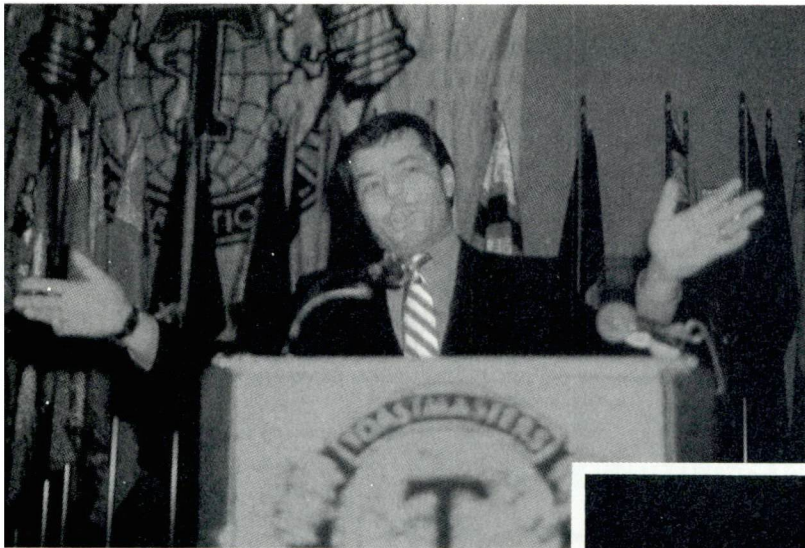
PPG Industries where he wrote speeches for company executives. He won the International Association of Business Communicator's Pittsburgh chapter's 1982 speechwriting award.

The Gettysburg Address

Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

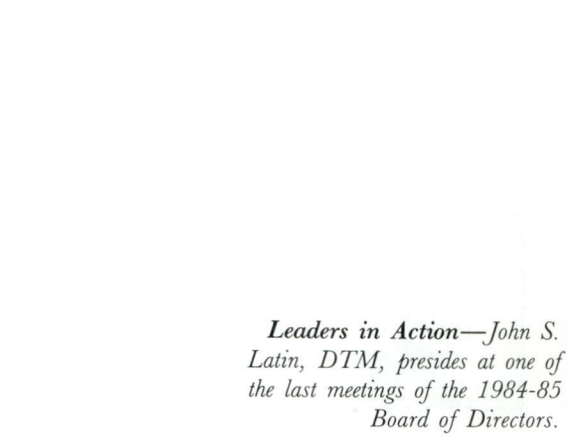
Now we are engaged in a great civil war; testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battlefield of war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that the nation might live. It is altogether fitting and proper that we should do this.

But in a larger sense, we cannot dedicate, we cannot consecrate, we cannot hollow this ground. The brave men, living and dead, who struggled here, have consecrated it far above our poor power to add or detract. The world will little note nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us, that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, for the people, shall not perish from the earth.



With Open Arms—Dana G. Rinehart, Mayor of Columbus, welcomes us during convention opening ceremonies.

Vested Interest—Scott Long, ATM, campaigns in true Toastmasters style—but he plays no favorites—he wants everyone to win.



Leaders in Action—John S. Latin, DTM, presides at one of the last meetings of the 1984-85 Board of Directors.



CONVENTION (Continued from Page 13)

as the President of Toastmasters International," she said, "I am proud of Toastmasters International. This organization demonstrated its humanity and vision when they made the decision to admit women, and its class in the method that was used to implement it. Letting each of our clubs make the choice whether to remain as they were or to change their bylaws to accept women, was a gracious way of allowing us to become part of the organization without friction and without dissent. I want to thank the people in this organization who worked and voted to make this possible.

"Now that we are the largest and the best organization of its kind, some might think that the job is done," she continued. "It's time to polish talents and abilities, to position our attitude for quality; to make a personal commitment to excellence that will not allow mediocrity to creep in.

"Your District Governors and I have made a pact. In 1985-86 every district in

Toastmasters International will become a Distinguished District."

The Grand Finale

Early Saturday morning brought one of the major highlights of the entire convention, the International Speech Contest. Despite the long hours of the previous days, over 1400 Toastmasters and guests gathered to hear nine contestants compete for the "World Champion of Public Speaking" title.

The competition was tough, but when the final votes were counted, Marie Pyne of Club 3360-71 in Ennis, Ireland, became the first woman from overseas ever to win the "World Championship of Public Speaking." Her winning speech, entitled, "Age Is a Hang-Up on Numbers," made her the second overseas contestant to ever win the contest, and only the second woman ever to capture the title.

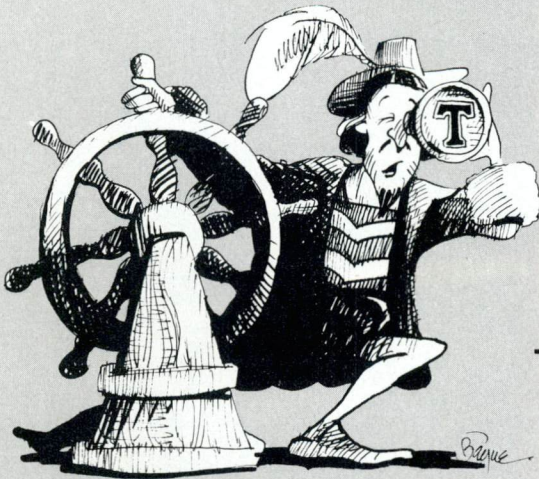
Second place went to Jeff Shaevel of Club 4242-36 in Arlington, Virginia, for his speech, "Let Them Come in." David Okerlund of Club 872-24 in Cortland, Nebraska, took third place

for his speech, "Facing Scarecrows." The other contestants who worked hard to make it to the International finals were: Bob Macaulay, Phil Dietz, Don Reynolds, Sharon Schwendemann, Bill Chadwick and Patty Kitching.

Past International Director Carl Johnson, DTM, Host District Chairman, offered special thanks to the many Toastmasters who helped with the convention. And a special invitation to Reno, Nevada, was given by District 39 Governor Renate Daniels, DTM.

A closing slide show recounted the excitement, learning and camaraderie of the 54th Annual Convention and set the mood for delegates' farewells. As Host District 40 volunteers, without whose enthusiasm and effort the convention could not have succeeded, shook the hands of departing delegates, the conventioners were already looking ahead to next year's convention, scheduled for August 26-30 at the MGM Grand Hotel in Reno, Nevada. As taxi doors closed, the same cry could be heard over and over: "See you next year in Reno!" 🗣️

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STOP TIME'S DRAIN ON YOU



*Learn How to Control Your Time to Stop
Its Drain on Your Energies.*

by Ramakrishnan Krishnan, ATM

Do you feel burnt out? Do you sweat a lot, even if you aren't running? Do you often find yourself feeling frustrated, fretting and fuming over everything? If you answered "yes" to one or more of these questions, you have come to the right place. Here you will read about something which could transform your life entirely—effective time management! I am going to tell you how to take charge of your life.

Effective time management presupposes two requirements on your part:

1. Goals: You must set specific goals which are attainable and satisfying to you. You may want to become a dentist. You may want to get the house painted before autumn's first rain, or you may want to become an executive of the Ford Motor Corporation. Whatever it may be, the goal is set by you and for you.

You are not obligated to goals, but you are committed to them. Goals should not enslave you; rather you should own them. You do not accomplish goals to satisfy the expectations of your spouse, parents, children, relatives, friends, neighbors or anyone else. Achieving goals has intrinsic value for you; it inspires you to set higher goals.

2. Self-Evaluation: Periodically you must evaluate your goals against your performance. Whenever you succeed, reward yourself. Feed the child in you; feel the joy of having accomplished your own

goal. This is what the French call *le petit bon heur* (the small happiness of life).

You set a goal to complete the basement, but you've been putting it off. Finally you get down to completing it. Now you can reward yourself by watching a television program, or by buying something for yourself you normally wouldn't buy. But if you are intensely committed to your goal, when you achieve it the reward will be spontaneous.

Be flexible if you fail. This doesn't mean that you quit, nor should you compromise your goals. You simply accept the failure and objectively think about what caused it. Formulate methods to succeed next time. If anything, you pursue your goals with even greater persistence.

Suppose you haven't been setting goals and evaluating them periodically. A good place to start is to SIT DOWN! Define your goals, start writing them down. Determine the goals for your life; then define goals for the week that will help you accomplish your lifetime goals. Specify goals for each day that will help you accomplish your weekly goals.

Allocate portions of time during the day to review your performance against these goals. And as you complete your goals, reward yourself. Take a coffee break, indulge in a trivial conversation. You can then return to your next goal re-

charged and refreshed.

Setting and evaluating goals periodically is but a start. You need tools to put them to work for you. The most important of these tools is effective communication. You have to be able to communicate your needs, your desires and your commitments to combat demands placed on you.


Say "No" to Manage Time

Perhaps the most effective time-management technique is the frequent use of the word "NO." You cannot protect your priorities (to meet your goals) unless you decline, tactfully but firmly, every request that doesn't contribute to the achievement of your goals.

Of course, you can't always turn down a request to take on a job that you think is a waste of time, but if you try, you may win. Communicate to your boss that your motivation is to spend your time more effectively for higher priority tasks. Then you have a good chance of avoiding unproductive ones. But you have to SPEAK UP!

Perfectionism is a terrible time-waster. There is a difference between striving for excellence and striving for perfection. Striving for excellence is aiming to do the very best you can within circumstances. This is attainable, gratifying and healthy. Striving for perfection is unattainable, frustrating and neurotic. Sir Simon Marks, the British industrialist, professed the motto, "The price of perfection is prohibitive."

Manage your time effectively to become a winner. Set your own goals and periodically evaluate them against your performance. Reward yourself, accept failures and learn from them and be persistent. Have the courage and the courtesy to say "no" to unproductive tasks. Strive for excellence.

My favorite quotation is one I found on the wall of a men's restroom along a Pennsylvania turnpike: "Yesterday is a cancelled check. Tomorrow is a promissory note. Today is ready cash. Spend it wisely." 

Ramakrishnan Krishnan, ATM, is a member of Washtenaw Club 3054-28, in Ann Arbor, Michigan, and Area Eight Governor (District 28). He has served as a club specialist, held club offices and won a 1984 club sponsor award. A 1982 International Speech Contest runner-up at the district level, he is a research engineer at Ford Motor Corporation. A Rotary International Scholar, he has his MBA from the University of Minnesota.

HALL of FAME

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Sunrisers 2140-6, Crystal, MN

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Early Birds 3907-6, Minneapolis, MN

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Velma Lois Jarrett
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Beverly Adkins
Central 3193-16, Oklahoma City, OK

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Rovtow 4371-21, Vancouver, B.C., Can

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St. Joseph 1439-22, Saint Joseph, MO

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Sun Masters 4248-23, El Paso, TX

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Richardson Noon 2146-25, Richardson, TX

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Anthony Wayne 1380-28, Toledo, OH

Sterling Kay Carlow
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Reedsburg Area 2780-35, Reedsburg, WI

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ATM Bronze

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Richard Baranovich
Oregon 424-7, Portland, OR

Joseph Vasilik
Rogue Valley 5633-7, Medford, OR

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Wind Baggers 1535-28, Farmington, MI

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Charter Oak 931-53, East Hartford, CT

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John Sleigh, DTM
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Kalamazoo 1270-62, Kalamazoo, MI

Eleanor C. Barnes
Speakeasies 1926-62, Lansing, MI

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HTC 4042-30, Harvey, IL

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Bristol 3153-53, Bristol, CT

Calvin Morgan
Energy 3176-53, Wethersfield, CT

Marcel Dekker
Greenwich 3357-53, Greenwich, CT

Harriet Dekker
Greenwich 3357-53, Greenwich, CT

Jami Faulhaber

Greenwich 3357-53, Greenwich, CT

S. Klein
Greenwich 3357-53, Greenwich, CT

Robert B. Randall
Greenwich 3357-53, Greenwich, CT

Martti Vallila
Greenwich 3357-53, Greenwich, CT

Michael S. Jarem
Last Word 3853-53, Pittsfield, MA

Russell F. Johnston
Last Word 3853-53, Pittsfield, MA

Harry Piekos
Last Word 3853-53, Pittsfield, MA

Charles L. Sammons
Last Word 3853-53, Pittsfield, MA

Stanley T. Yttre
Last Word 3853-53, Pittsfield, MA

Samuel H. Kohler
Silver Tongued Orators 3887-53, Kingston, NY

Marianne Domek
Emery World Wide 5248-53, Wilton, CT

George Fountain
Middletown 5756-53, Middletown, NY

Lyndon H. Rich
Mainline 1446-54, Joliet, IL

Gloria Zeter
Sunrise Speakers 1711-54, Bloomington, IL

Ricardo S. Baez
Toastmasters Club 3570-54, Bloomington, IL

Brian D. Rodgers
Daybreaker 839-56, Houston, TX

Yahya Sadre-Orafai
Bechtel 1079-56, Houston, TX

Frank Zumwalt
Magic Circle 1458-56, Houston, TX

Bruce Charles Thompson
High Roller 3730-56, Austin, TX

Mary Hamilton
Texas Talker 3731-56, Houston, TX

Fitz Husbands
Dresser Jawbreakers 4539-56, Houston, TX

Carlyn Cruzan
Humble Opinion 4818-56, Humble, TX

James L. Connell
Santa Rosa 182-57, Santa Rosa, CA

Barry McWaters
Marin 890-57, San Rafael, CA

Donn L. Black

Oakland City Center 1250-57, Oakland, CA

Matthews M. Barnes, Jr.
Mare Island 2839-57, Vallejo, CA

Satya Sarkar
FUN 3317-57, Fremont, CA

J. Jay Clifton
Blue Cross 4293-57, Oakland, CA

D. Allen Coutts
Aiken 1355-58, Aiken, SC

Gerald W. George
Mt. Pleasant 2575-58, Mount Pleasant, SC

John J. Fantry, Jr.
Seven A.M. 3391-58, Columbia, SC

Janice Bock
Concordia 5702-60, Kitchener, Ont., Can

Barry J. Finlay
Rockcliffe Ranconteurs 808-61, Ottawa, Ont., Can

Robert H. Boes
Harvey Spaulding YMCA 781-62, Saginaw, MI

Helen S. Brown
Rivergate 3930-63, Goodlettsville, TN

Richard M. Bateman
Sperry Speak Easy 4559-63, Bristol, TN

Dorothy M. Brown
Sperry Speak Easy 4559-63, Bristol, TN

R. Edmund Smith
Tri City 1332-64, Winnipeg, Man., Can

Eleanor Penner
Carillon 3406-64, Steinbach, Man., Can

Andy Anderson
Utica 3703-65, Utica, NY

James T. Crowe, Jr.
West End 2661-66, Richmond, VA

George Sanders
Martinsville 3115-66, Martinsville, VA

Edward J. McGuinn
B & W 4286-66, Lynchburg, VA

Freddison A. Parsons
Golden Triangle 2015-68, Beaumont, TX

Patsy Harrell
Speak Easy 2832-68, Monroe, LA

Jessee F. Tabor
Dolphin Speakers 3988-68, New Orleans, LA

L. D. Jones
Spring Speakers 5479-68, Denham Springs, LA

James F. "Jim" Ledford
Spring Speakers 5479-68, Denham Springs, LA

Alexandros Passaris
API Brisbane 900-69, Brisbane, Qld., Aust

Ian Stanley Charlton
Alpha 1764-69, Brisbane, Qld., Aust

Narda Wieland
Boomerang 1791-69, Rockhampton., Qld., Aust

Paul W. Browning
Sunshine Coast 2763-69, Alexandra Headland, Qld., Aust

Mavis Ellen May
Mackay 3283-69, Mackay, Qld., Aust

Ronald Jackson Wyllie
D C 3761-69, Brisbane, Qld., Aust

Rebecca McDowell
Campbelltown 880-70, Campbelltown, N.S.W., Aust

Margaret Standaloff
National 1117-70, Sydney, N.S.W., Aust

Lorraine Diane Corner
Port Hunter 2776-70, Newcastle, N.S.W., Aust

Arnold M. Boydell
Sea Eagles 2951-70, Sydney, N.S.W., Aust

Norma Wales
Cronulla 3034-70, Cronulla, N.S.W., Aust

J. Keith McGill
The Hills District 3180-70, Castle Hill, N.S.W., Aust

Mary R. Le Clair
North Shore 3543-70, Sydney, N.S.W., Aust

Brian Kevin Duckworth
Emcees 4821-70, Sydney, N.S.W., Aust

Robert James Bishop
Collieries 4831-70, Wollongong, N.S.W., Aust

William Brownlow
The Saints 5293-70, Kogarah, N.S.W., Aust

Roger Malcolm Mason
Aylesbury 762-71, Aylesbury, Eng

Thomas Culleton
Dublin 2601-71, Dublin, Ire

Mary MacAuley
Eblana 3103-71, Dublin, Ire

Winifred Olive Dilnot
Southend-On-Sea 3749-71, Southend Essex, Eng

David J. Norman
Waitakere 749-72, Auckland, NZ

Owen Lisle Winstanley
Wellington 1046-72, Wellington, NZ

Richard James Watson
Whakatane 1106-72, Whakatane, NZ

Steve Donovan
Tamatea 1920-72, Tamatea, Napier, NZ

William Douglas Wilson
Masterton 3199-72, Masterton, NZ

Wayne Christensen
Auckland 3593-72, Auckland, NZ

William Henry Daniels
Whitehorse 1060-73, Blackburn, Vic., Aust

Keith Ian Fraser
Industry House 3952-73, Melbourne, Vic., Aust

Ian Stanley Tucker
Industry House 3952-72, Melbourne, Vic., Aust

James Loder Skinner
Gourmet 5423-73, Melbourne, Vic., Aust

Peter C. Reeve
Barclays 844-74, Johannesburg, RSA

Carron Lynda Canning
City 1324-74, Johannesburg, RSA

Ronald Trevor Lotz
Executive 4688-74, Harare, Zimb

Simeon C. Medalia
AFP National Reservist 5476-75, Cubao, Quezon City, Phil

Helen M. Hankins
Borealis 522-U, Anchorage, AK

William A. Moylan
Arabian 3857-U, Dhahran, Saudi Arabia

New Clubs

5002-1 Toastmasters + Salesmasters
Los Angeles, CA—Thurs., 7:00 a.m., Rancho Park Golf Course Restaurant, 10460 W. Pico Blvd. (773-6282).

4498-4 EPA
San Francisco, CA—Tues., noon, U.S. Environmental Protection Agency, 215 Fremont St., 6th Floor (974-8145).

4544-4 Post Toasties
San Francisco, CA—Tues., noon, McKesson Corp., One Post St., 3rd Floor (931-7741).

2918-6 Center Speakers
Bloomington, MN—Weekly, Jewish Community Center of Greater Minneapolis, 4330 Cedar Lake Rd. (935-9375).

3561-6 BCBSM
Eagan, MN—Thurs., 11:45 a.m., Blue Cross Blue Shield of Minnesota, 3535 Blue Cross Rd. (456-8290).

3926-6 Plato
St. Paul, MN—Mon., noon, Minnesota Department of Agriculture, 90 W. Plato Blvd. (297-3922).

4560-6 Paul's Early Risers
Brainerd, MN—Fri., 6:45 a.m., Sawmill Inn, 601 Washington (963-3114).

1567-7 Talk-In-Tel
Hillsboro, OR—1st & 3rd Wed., Intel Corp., 5200 N.E. Elam Young Parkway, EY-1 (681-2017).

4558-8 Taylorville
Taylorville, IL—Thurs., 7:00 p.m., Golden Corral Steakhouse, 201 E. Bidwell (824-6651).

5919-8 Blue Chip
St. Louis, MO—Every other Thurs., 11:45 a.m., Community Federal Savings & Loan, Manchester Rd. (822-5342).

5920-8 Concordia
St. Louis, MO—Tues., noon, Concordia Publishing House, 3558 S. Jefferson (664-7000, ex. 252).

5923-18 Speakeasy
Ft. Meade, MD—Tues., 11:45 a.m., Department of Defense, 9800 Savage Rd., S Building, Rm. C1E87 (688-8124).

4389-20 Roughrider
Fargo, ND—Once a month, Tues., 7:00 p.m., Fargo Public Library (232-4843).

3811-21 Little Giant
Chetwynd, B.C., Can—2nd & 4th Mon., 7:00 p.m. (783-9933).

5928-25 Bell Plaza
Dallas, TX—Every other Thurs., noon, Southwestern Bell Telephone Co., 4 Bell Plaza, Rm 0502 (464-0200).

4270-26 High Tech Talkers
Englewood, CO—Wed., 7:00 a.m., Hewlett-Packard, 24 Inverness Place, East (649-5716).

1493-33 Los Tlamatinis
Bakersfield, CA—Mon., 6:00 a.m., Rehabilitation Center, 1712 - 19th St. (872-3494).

3356-36 DEA
Washington, D.C.—Every other Thurs., noon, Drug Enforcement Agency, 1405 I St. (633-1455).

3678-31 South Shore
Scituate, MA—Tues., 7:00 p.m., Scituate Public Library, Branch St. (545-1369).

4390-36 Crystal City North
Arlington, VA—1st & 3rd Wed., 11:30 a.m., Jefferson Plaza, No. 2, Rm. 456, 1421 Jefferson Davis Highway (920-4700).

4506-36 Wordmasters

Beltsville, MD—2nd & 4th Tues., noon, Computer Sciences Corp., 4600 Powder Mill Rd. (937-0760, ex. 4036).

1042-38 McGraw-Hill

Hightstown, NJ—McGraw-Hill, Inc., Princeton Rd.

4393-38 Speakeasy Bell of Reading

Reading, PA—1st & 3rd Wed., 11:45 a.m., Bell of Pennsylvania, 409 Washington St. (371-4400).

5922-38 Bell of Pennsylvania Business Marketing II

Bala Cynwyd, PA—2nd & 4th Wed., noon, Bell of Pennsylvania-Business Marketing, #1 Presidential Blvd. (578-5075).

5916-40 City Center East

Charleston, WV—1st & 3rd Wed., noon, Union Carbide Corp., City Center East Building (747-7457).

1457-41 Citibank

Sioux Falls, SD—Weekly, Citibank of South Dakota, N.A., 701 E. 60th St., North (331-1843).

4662-42 Park Place

Regina, Sask., Can—Wed., 12:05 p.m., T.C. Douglas Building, 3475 Albert St. (787-3266).

5921-42 Big Thinkers

Saskatoon, Sask., Can—Thurs., 7:00 a.m., Holiday Inn, 90 - 22nd St., East (343-6121).

5917-44 Goodflappers

Goodfellow Air Force Base, TX—Tues., noon, Consolidated Open Mess, Goodfellow Air Force Base.

4215-48 Moore Handley

Birmingham, AL—Tues., noon, Moore Handley, Inc., Headquarters-Conference Room, P.O. Box 2607 (663-8295).

3509-49 Aloha United Way

Honolulu, HI—2nd & 4th Wed., noon, 200 N. Vineyard Blvd., 4th Floor Conference Room (537-2917).

4239-49 City Bank

Honolulu, HI—Every other Wed., noon, City Bank, 810 Richards St., Board Room (546-8430).

4422-57 Emeryville

Emeryville, CA—Tues., 12:10 p.m., Watergate Tower #1, 1900 Powell St., Conference Room #445 (540-2732).

5924-61 North Country

Massena, NY—1st & 3rd Thurs., 7:00 p.m., Elks Lodge No. 1702, 20 Bowers (764-1697).

3753-63 Energy Systems

Oak Ridge, TN—Tues., 4:00 p.m., Martin Marietta Energy Systems, Inc.—Y-12 Plant, Building 9016, MS-003, P.O. Box Y (576-5130).

3184-66 NASA Langley

Hampton, VA—2nd & 4th Wed., 11:30 p.m., NASA-Langley Research Center, Building 1229, Room 120 (865-2611).

4091-66 New River Valley

Christiansburg, VA—2nd Sat., monthly, 8:30 a.m., Stone's Cafeteria, Roanoke Rd.

5926-68 Evangeline

Lafayette, LA—2nd & 4th Thurs., 6:00 p.m., Potpourri Restaurant/D.H. Holmes, Acadiana Mall (988-5217).

1191-69 Radnor

Wayne, PA—1st & 3rd Thurs., Denny's Restaurant, 372 W. Lancaster Ave. (896-6288).

3844-69 Sunrise

Brisbane, Qld., Aust—4th Mon., monthly, 7:00 a.m., Sheraton Hotel, Turgot St. (370-8453).

4412-69 Ballina

Ballina, N.S.W., Aust—2nd & 4th Thurs., 7:00 p.m., Ballina R.S.L. Club, Ballina (280479).

5918-69 The Advocates

Ipswich, Qld., Aust—1st & 3rd Wed., 5:00 p.m., Humanities Building, South St. (201-6331).

4411-70 Novocastrian

Newcastle, N.S.W., Aust—1st & 3rd Wed., 6:30 p.m., Great Northern Hotel, Scott St. (266614).

5934-70 Tiger

Sydney, N.S.W., Aust—2nd & 4th Wed., 5:30 p.m., Forum Centre, 2nd Floor, 35-43 Clarence St. (236-2726).

5933-U Fireside

Elmendorf Air Force Base, AK—Mon., 11:30 a.m., Family Support Center 21CSG/FS, Elmendorf Air Force Base (345-5831).

Evergreen 333-32, Tacoma, WA**35 Years**

Dynamic Whittier 873-F, Whittier, CA
EE-Quip-Sha 501-9, Ephrata, WA

30 Years

Hibbing 819-6, Hibbing, MN
Dogwood, 1901-14, Atlanta, GA
East Story County 504-19, Nevada, IA
Jackson County 1871-29, Pascagoula, MS
San Luis Obispo 83-33, San Luis Obispo, CA
On-Shaw 1850-33, Fresno, CA
Redstone 1932-48, Huntsville, AL

25 Years

Longhorn 3178-25, Ft. Worth, TX
WIIS Los Angeles 3181-52, Los Angeles, CA
North Bay 1698-60, North Bay, Ont., Can
Brant 2580-60, Brantford, Ont., Can

20 Years

Yawn Patrol 364-7, Eugene, OR
Executive 266-14, Marietta, GA
Town Criers 2898-18, Annapolis, MD
Davie 2508-47, Davie, FL
Kenora 3875-64, Kenora, Ont., Can

15 Years

Yuma-Kofa 196-5, Yuma, AZ
Outriggers 2651-18, Annapolis, MD
Bandag 3896-19, Muscatine, IA
Eglin 1919-29, Eglin Air Force Base, FL
Merrimack 508-31, Lawrence, MA
Science Center 2133-36, Rockville, MD
Rosslyn 3893-36, Rosslyn, VA
Apolymon 1466-39, Sacramento, CA
Tauranga 3089-72, Tauranga, NZ

10 Years

Orange County Los Padrinos 2043-F, Anaheim, CA
East San Bernadino 3820-F, San Bernadino, CA
DLI 3824-4, Monterey, CA
South County 1957-8, St. Louis, MO
Coastmasters 106-18, Curtis Bay, MD
Daybreakers 3332-33, Westlake Village, CA
Milpercen 891-36, Alexandria, VA
Catalytic, Inc. 69-38, Philadelphia, PA
Anderson Hills 1941-40, Cincinnati, OH
Southwest 3735-43, Little Rock, AR
Tip & Ring 206-47, Miami, FL
Merritt Island 2537-47, Merritt Island, FL
Sunrise 2468-56, Houston, TX
Serendipity 1374-57, Oakland, CA
Blue Water 3835-60, Owen Sound, Ont., Can
Farm Bureau 2836-62, Lansing, MI
Sunshine Coast 2763-69, Alexandra Headland, Qld., Aust

Anniversaries

50 Years

First Canadian 38-21, Victoria, B.C., Can

40 Years

Seattle Professionals 338-2, Seattle, WA
Executives 335-19, Des Moines, IA

Spread the Word About Toastmasters!

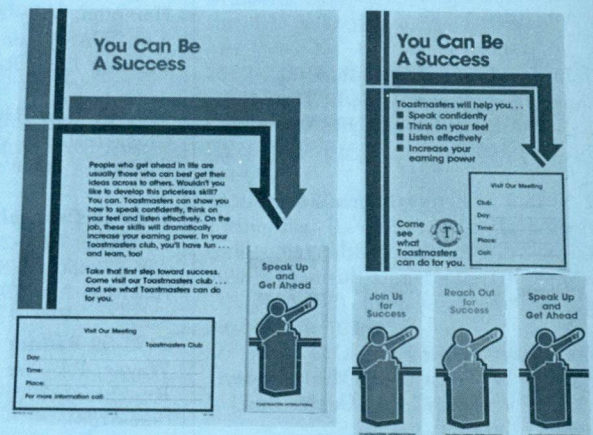
Toastmasters can lead you to greatness. And that's no secret. So why not tell everyone about it? Starting today — with these appealing promotional tools...

367-368. New TI Posters. These eye-catching works of art will help you get your message across quickly and eloquently. Two sizes available. The smallest (367), is 11" x 14". The color scheme is navy blue and white and there's space for your club's name, meeting time and place and phone number. Set of 10: \$2. The large red, white and blue poster (368) is 22" x 17" and comes with a plastic stick-on brochure holder. Set of three: \$4.

99-101. New Brochures. Toastmasters has completely revised its promotional brochures, giving them an attractive design that compliments the new posters. The new bro-

chures include *Reach Out For Success* (99), which tells prospective members what Toastmasters is all about; *Join Us For Success* (100), which includes statements from prominent persons who have been helped by Toastmasters; and *Speak Up and Get Ahead* (101), which is tailor-made for company clubs that want to promote their programs within their organizations. Clubs may request up to 15 of the above brochures at no charge.

Additional copies are 4 cents each. Contact World Headquarters' order department for details on quantity prices for orders of 1000 or more.



1972 - Club Communication Achievement Award. A finely crafted award produced in pure silver toned aluminum with a lightly textured background inlaid in American Walnut. This unique way for your club to recognize communication excellence in your community, organization, or company also includes news releases. \$21.00.



363. Highway Sign — 22". Features the Toastmasters emblem in weatherproof paint with reflecting Scotch-like "T." Provides an excellent way to publicize Toastmasters — and your own club — in your community. Pre-drilled holes make this sign easy to attach. \$25.00



376. Membership and Extension Slide Presentation. This unique 40-slide show provides a great way to introduce Toastmasters to a civic group, business association or prospective club. The show comes with professionally prepared slides and a script booklet. \$15.



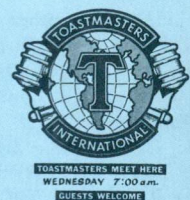
377-378. TV, Radio Public Service Announcements. Let Earl Nightingale work for you! These 30-second television and radio public service spots will go a long way toward making the Toastmasters program better known in your community. Information sheets with tips on how to use the tapes are included. Television spots (377), \$25; Radio (378), \$6.00.



369-370. TI License Plate Frames and Bumper Stickers. Carry Toastmasters with you wherever you go... or give these popular items as gifts. Let everyone know how proud you are to be a Toastmaster. License Plate Frames (369) sold only in sets of two — \$2.50, plus \$1 postage and handling (U.S.). Bumper Stickers (370) come in sets of two — \$1.25.



384. Official Club Meeting Plaque. White plastic plaque, 10" square. This attractive plaque makes an effective promotional tool to hang in restaurants, auditoriums, business rooms... wherever your club meets. Includes pressure-sensitive decals for posting the day and hour of your meeting. \$3.50.



See the Supply Catalog for more promotional ideas. When ordering, add 20% postage and handling for all items unless indicated. (California residents add 6% sales tax.) Be sure to include your club and district number with your order. Send to Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711.