

# THE TOASTMASTER

SEPTEMBER 1992



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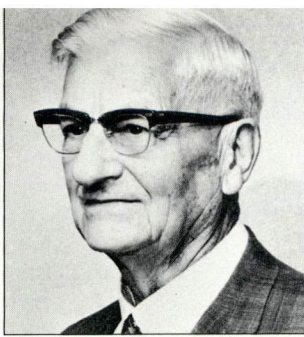
Vital to your club's health

Meet  
**Bennie Bough, DTM:**  
TI's 1992-93 International  
President

**The Invocation:**  
One of many ways  
to start a meeting

Delegates approve TI  
dues increase.  
See pg. 14





## VIEWPOINT

# THE VALUE OF MEMBERSHIP GROWTH

The following article from Dr. Ralph Smedley's book *Personally Speaking* reflects his attitude about membership growth as a club need.

(Keep in mind that Dr. Smedley wrote this in 1962 when Toastmasters International had only male members; today half of the current members are women.)

**L**et us, during the next six months, increase the membership of each Toastmasters Club by at least five members. That seems simple, doesn't it? It can be done by improving the work in the Club, and by letting people know of the work we are doing to help men.

But if we will do this, it will mean the addition of more than 17,000 men to our total membership, and that is the equivalent, in numbers, of organizing more than 500 new clubs. Think of establishing more than 500 new clubs in one year! Fantastic, isn't it? We would count that a world-beating achievement. But it can be done, by a reasonable effort on the part of each club, and in my opinion, it would be a far greater service to increase

our membership in this manner than to organize a thousand new clubs.

It is not a matter of increasing the size of Toastmasters, as an organization, but rather of making our training available to a greater number of men. To add five more members to your club should not be difficult, if your club is doing the kind of work in training men for communication which it should be doing. But the enlisting of these recruits can mean much to the world in which we live.

The nation needs our services, and so does the whole world. Through better communication, we can help create better understanding, and understanding is what this world needs. Toastmasters International can be a powerful force for the improvement of world conditions.

A good many of our Toastmasters Clubs are working along with less than 20 active members. It is my opinion, based on long experience, that it is hardly possible for a club to operate successfully with less than 20 men in its activity. I wish that no Toastmasters Club would have less than this number, and that a majority of our Clubs would operate with a minimum of 30 members.

Here we are, with a tremendous opportunity before us. It is a goal which can be reached and passed, if we put some thought and work into the task of bringing it to pass. And so I challenge you to get to work to bring our service up to this higher level. Let us share with others the benefits we have gained for ourselves."

**DR. RALPH C. SMEDLEY**

**Publisher's Note:** *If we took Dr. Smedley's advice today and added five members to each Toastmasters club, our membership would increase by almost 40,000 members! Dr. Smedley marvelled at the idea of organizing 500 new clubs in one year. In four of the past five years, more than 600 clubs were chartered. And last year alone, we chartered 708 new Toastmasters clubs!*

*Thirty years after Dr. Smedley's admonition, our organization is still stressing the benefits of having at least 20 active members – a level at which optimum member growth and satisfaction may be achieved. Let's take Dr. Smedley's challenge seriously and work to "bring our service up to this higher level."*

# THE TOASTMASTER

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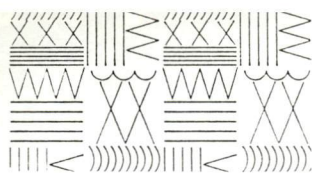
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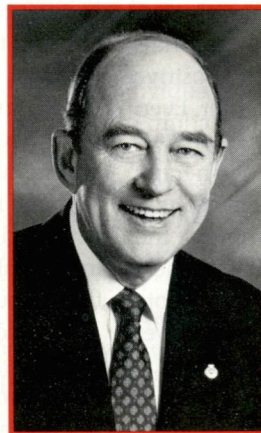
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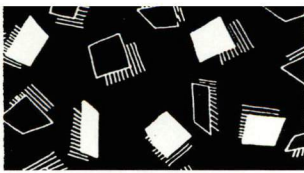


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# l e t t e r s

## JEST FOR HEALTH

I would like to thank the readers of *The Toastmaster* for the overwhelming response to the articles about humor therapy in the July issue. ("Jest for the Health of it," "Comedy Connection"). We received more than 300 requests from Toastmasters for information about our services!

Nursing homes, retirement homes and hospitals desperately need the positive stimulation of laughter. Even if only a few of you can actually start a humor therapy program, the impact will help reduce fear and improve the quality of life of many lonely people. Keep in mind a quote from Bob Hope: "There's never too many laughs for anyone."

LESLIE GIBSON, RN, BS  
MORTON PLANT HOSPITAL  
CLEARWATER, FLORIDA

## NO MORE 'CREATIVE ACCOUNTING'

Notwithstanding recent comments in this magazine about the "numbers game," I believe a worse offense is the overall membership figures released by World Headquarters ("Board Report," May issue). The "creative accounting" practice of counting dual members—those belonging to more than one club—inflates our membership figures, particularly when compared to other service organizations, such as Rotary and Lions.

I suggest Toastmasters International issues each member with a membership number and record individual members and dual members separately for reporting purposes.

ADOLPH P. KAESTNER, DTM  
PAST DISTRICT 74 GOVERNOR  
WELTEVREDEN PARK, SOUTH AFRICA

## "BRAVO ZULU"

Your magazine has helped me relinquish my concern that all Toastmasters were shaped to fit the same mold. Imagine 171,740 (according to the Board Report article "Planning for Growth" in the May issue) of us communicating and leading in identical fashion!

Many magazine articles have shared an abundance of exciting tips and a variety of ideas. At times, they've even "stolen my thunder": there in print were what I thought to be *my* original and creative ideas. Through the magazine, I have witnessed the endorsement of individuality within the confines of our broader objectives.

"Bravo Zulu" (which, in naval terms, means "well done") to our senior executive on their competence and success in their representation of 7,765 clubs, as indicated in the May issue.

RITHA E. MASON  
FIRST CANADIAN CLUB 38-21  
VICTORIA, B.C., CANADA

## SEMINARS OVERLY SIMPLIFIED?

In the article, "Seminars: Big Business, Your Business?" (June), the author makes it sound so easy: just take your topic and call for bookings. I'm afraid many Toastmasters will be misled, disappointed, and even face a disaster if they take this advice.

Having been a professional speaker as well as a seminar leader for eleven years, I can tell you that it isn't that easy. First, speakers and seminar leaders are distinctly different breeds, and only a few speakers can make the transition. Half-day to three-day seminars are

much different than a speech. It takes more than just motivation and good delivery to hold a group for that long.

Seminar leaders must be consummate experts on their topics, constantly updating their material. They must have good credentials—major clients, published articles, or a book on the subject. Next comes exposure. This is tough: Few companies will hire inexperienced speakers.

Since there are so many seminar leaders out there you have to work hard for the business. It sometimes may take as long as six to nine months to book a program.

However, the author is right about one thing—it is big business and it's a great and rewarding business. So, if you're good enough, be prepared to spend at least seven years developing your business. Then you, too, can enjoy the rewards—both monetary and otherwise.

CARL E. HUFFMAN JR., DTM  
NORTHWEST SUBURBAN CLUB 2860-30  
SCHAUMBURG, ILLINOIS

## BIG BUSINESS? YOUR BUSINESS?

While Dorrine Turecamo's article on delivering professional seminars (June) is interesting, I'm disturbed by the amount of money—or lack of it—she claims is involved. One does not have to be a rocket scientist to figure out that \$18 million per year divided by 2,000 "full time" seminar leaders is an average of only \$9,000 per person.

A full-time speaker would be living below the poverty line at those rates. I would certainly not encourage anyone to give up a regular job slapping ham-

burgers for a career in public speaking. However, I recently attended a conference where the speaker was paid \$6,000 for a one-hour presentation. So the opportunity to make a lot of money seems to be there—for those who are lucky, talented, determined and willing to take the risk.

JOE A. HOLMES, ATM  
CAPITAL CLUB 2722-61  
OTTAWA, ONTARIO, CANADA

## TRIBUTE TO A TOASTMASTER

Thanks to Rex Moore, ATM, for his most touching article "Walking Tall in Toastmasters" (July). What a tribute to his fellow inmate and friend, Wilbur! This is certainly great material for a powerful contest speech.

Although I have never visited a prison club, I look forward to attending one soon. Much respect is due to those men and women in prison helping each other to improve.

TOM LAGANA, ATM-B  
CEASAR RODNEY CLUB 2297-18  
WILMINGTON, DELAWARE

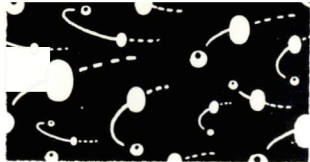
I eagerly devoured my first issue of *The Toastmaster*. I loved the story "Walking Tall in Toastmasters," by Rex Moore. Thanks for a fine magazine.

MARY BETH SAWYER  
FERGUSON CLUB 525  
ST. LOUIS, MISSOURI

I was deeply touched by Rex Moore's article, "Walking Tall in Toastmasters." This article shows that anyone who has a strong desire to change may do so. As a new Toastmaster, I am very excited about finally allowing "the big me" to come out of "the little me." Thank you Rex for the wonderful inspiration.

PATRICIA Y. FISHER, D.C.  
FISHER FAMILY CHIROPRACTIC CENTER  
BRADENTON, FLORIDA





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LET'S ELIMINATE RELIGIOUS  
REFERENCES DURING THE  
OPENING CEREMONIES AT  
TOASTMASTERS EVENTS.

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by Charles A. Jones, CTM

## And Now, Some Words About Prayer

■ As Toastmasters, we know that the first few words at the opening of an event are crucial, whether the event is a contest, conference or a routine club meeting. And since the opening sets the tone for the remainder of the event, it should be motivating and uplifting.

Unfortunately, the openings at several recent Toastmasters functions had the opposite effect on me – in fact, they “turned me off,” because they all began with a prayer referring to Jesus Christ. And I don’t think I’m the only one with non-Christian beliefs who has been offended by such prayers.

Before you stop reading and throw down this magazine in disgust over what you may perceive as heretical opinions, please understand that these thoughts are *not* aimed specifically at one religion. Instead, I am advocating a neutral approach, eliminating *all* references to specific religions during the opening ceremonies at Toastmasters events.

Of course, I realize that there are many clubs which, from the beginning, have had an open emphasis on religion; obviously, they

may use whatever religious references they like during club meetings. Many clubs, however, are secular in focus but still start their meetings with invocations referring to specific religious beliefs. This was how my own club operated until recently.

Injecting religion into the Toastmasters program became a sensitive issue for me for two reasons: First, I do not have Christian beliefs. Second, three very active members of our club are Jewish, and at least one other member is uncomfortable with the Christian references.

The five of us became progressively more bothered by these consistent Christian prayers. After discussing the matter openly at a club meeting, it was decided we would observe a moment of silence instead of the traditional Christian invocation. But this, too, became awkward, so we finally began using inspirational readings of a secular nature at the beginning of our meetings. So far, this has worked out fine. As Sergeant-at-Arms, I open every meeting by reading from an inspirational book I obtained through *Outward Bound*. The readings are short and may cover any subject from education to adventure to challenge to family. I have never received a complaint about this procedure, and it seems very well received by all members. Of course, every club would have to decide what’s best for its particular members.

Needless to say, religion is a sensitive subject. In summary, here are my suggestions for handling invocations:

**First**, if your club is organized as a religious club, or if none of the members object to the use of religious references, then by all means continue what you have been doing. If a visitor

doesn’t like the emphasis on religion, then he or she can join a different club.

**Second**, if your club is secular but still has an invocation, consider using a generic prayer. To eliminate problems with prayer altogether, the club may consider having a moment of silence or beginning the meeting with a nonreligious inspirational reading.

While an individual club may choose to have a religious emphasis, I believe that religion has no place in Toastmasters beyond the club level. Thus, invocations at area, division, district and higher levels should be “generic” and not invoke a specific religion.

Some may say, “What’s the harm? It is just a short prayer.” Toastmasters should not have to endure offensive speech material. Religious and political beliefs of members are personal – and are fine if shared as such in a speech – but they ought not to be regularly imposed on club members in speeches such as invocations that represent the whole club.

More importantly, Toastmasters should be sensitive to their audiences, whether at the club or any other place. Although Christianity may be the predominant religion in your area, you cannot assume that the speaker’s religion is the same as that of every listener. The audience is not there to be proselytized, no matter how subtle the manner.

And so, unless a club officially adopts a religious emphasis, I believe that prayer is inappropriate in club meetings. Besides offending individual members, it may also drive away visitors and potential members. The best solution is to begin meetings with thought provoking readings, such as this one from my *Outward Bound* book: “There is only one thing more painful than learning from experience, and that is not learning from experience” – Archibald McLeish. T

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**Charles A. Jones, CTM**, is a member and former president of Speak Up Club 6181-66 in Norfolk, Virginia. He is a lawyer and a major in the U.S. Marine Corps.



by Tom McDonough



## The Virtue of Making a

# FOOL

## of Yourself

**DARE TO LOOK LOUSY  
AND YOU MAY EARN A BLACK BELT  
IN SPEECHMAKING**

There is one virtue of participation in Toastmasters that I have never heard praised – the opportunity to make a complete fool of yourself.

At first, foolishness may not seem like anything to brag about. If you lack good judgment, why broadcast it? If you don't, why create a new impression that can hardly enhance your image? Surely the world already enjoys an abundance of stupidity; there is no reason to contribute to it deliberately. So what's so virtuous about making a fool of yourself? The answer lies in the need for growth and in the unique environment of a Toastmasters club meeting.

Most of those who join Toastmasters are trying to grow. They want to develop new facets of knowledge and turn limited speaking skills into powerful ones. Having been in Toastmasters for more than 10 years, I know this growth can occur – I've seen it happen repeatedly as people discover speaking talents they didn't know they had. Usually the members who grow the most are those who try the hardest. They are in a position oddly like that of comedians in the old vaudeville days.

Professional comedians say the biggest problem facing young comics today is that they have no place to be bad. The old-timers, however, had vaudeville and the Borscht Belt, where they could present their earliest attempts at humor without fearing that their careers would be ruined if they failed. In vaudeville, there was always a chance to try again. But because opportunities for inexperienced comedians are far fewer today, many find themselves in a Catch-22 situation: They can't get experience because they don't have experience.

Inexperienced public speakers would face the same problem if it weren't for Toastmasters. In our clubs, *everyone* has a chance to speak in front of a sympathetic audience. Yet many members don't take full advantage of this opportunity. They don't realize that the farther they reach, the more they will grasp, even if they don't always grasp what they're aiming at.

A Welsh karate expert learned this under very different circumstances. This man, C.W. Nicol, went to Japan just to study karate. In his autobiography, *Moving Zen*, he recalls that after he had been studying karate for some time, he was told to study kendo, the Japanese art of sword fighting. He argued that he'd come thousands of miles to study karate, not kendo. But



he was told that by practicing moves with a wooden sword, he would learn things about his body that he would never learn just by practicing karate. He tried it and discovered subtle qualities of space, muscle and coordination that he'd never noticed before. These qualities helped him in the seemingly unrelated karate competitions. Eventually, he passed the grueling test for the coveted Black Belt in karate.

The same principle applies if you want to become a top-notch speaker. You must try to do things you don't think you can do. Only by going beyond your limits will you discover just what your limits really are – and you'll probably find that your real limits are much farther away than you thought.

For example, I know of an introverted scientist who had a hard time speaking to anyone but himself. He joined Toastmasters and forced himself to give crazy speeches that went far beyond anything he'd ever done in public. He recited Hamlet's soliloquy, first as Richard Burton might have done it, then as Johnny Cash. He told a tall tale about the "Cosmic Cucumber Connection" and illustrated his theme by pulling a watermelon out of a bag at the climax of his speech. (He'd expected thunderous laughter, but the joke laid an egg bigger than the watermelon. A very humbling experience indeed.) He also gave a speech in which he pretended to be a descendant of Count Dracula.

There were times when he almost refused to speak because he was afraid of being humiliated, sometimes with good reason. One anonymous critic in his club goodnaturedly said he belonged on the "Gong Show." Despite everything, the shy scientist continued to participate in the club meetings and to repeatedly make a complete fool of himself. In the process of doing all these insane things, however, he learned a great deal about giving speeches, about entertaining people and about himself. His serious speeches began to improve, and he even won some speech contests.

That introverted scientist was me.

The experiences that taught me how to express myself would never have happened if I hadn't been part of a group before whom I could fail miserably without fearing they would think less of me.

Your Toastmasters club offers more resources than most members ever take advantage of, the most important being that it

is a place where your failures won't be seen by your boss or enemies. Don't be content to give cautious, reserved speeches. Sure, you will progress that way, but slowly – and without ever discovering some of your finest hidden talents.

Someone once made a lot of money on the slogan, "Dare to be great!" Instead, you should try (just in your club) to occasionally live up to my slogan, "Dare to be lousy!" Sometimes, you will be just that, and feel utterly silly and embarrassed as a result. But you *will* grow. The crazy kendo will sharpen your verbal karate, and you will earn yourself a Black Belt in speechmaking.

At least I did.

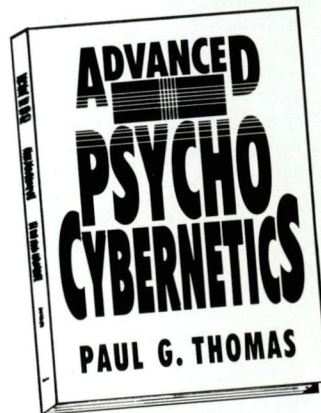
Banzai!



**Tom McDonough** is a former member of JPL/ Caltech Club 3292-F in Pasadena, California, and author of a science fiction novel called *The Missing Link*.

***"Don't be content to give cautious, reserved speeches. You will progress that way, but slowly – and without ever discovering some of your finest hidden talents."***

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by Michael Horton, CTM

# The Invocation:

One of many ways  
to start a meeting.

Invocation, Meditation  
or Exhortation?  
Pick one and call it by  
its right name.

Every aspect of Toastmasters has its own way of stretching us and prompting us to grow. Every part of our agenda inspires us to draw on our own experiences, and every presentation stimulates a unique creative anxiety in each of us. Who can forget the worry accompanying the Icebreaker? Who doesn't still experience some anxiety at Table Topics?

It's my hunch that the same thing happens with the invocation. It has become a traditional way to start meetings, yet little is said or written about competence and skill required for this particular speaking activity. Therefore, I'd like to call attention to the invocation and ask, "Is this the *only* way to start a meeting?"

The invocation has long been an honored practice when starting or convening events and meetings; we seem to have become comfortable with the invocation in almost any setting. Public prayer raises many issues in our political and legislative system. But my

interest here is not political or legislative. Instead, I would like to explore how we, as Toastmasters, can best structure the invocation, how we can deliver it in light of its religious orientation, and how we can ascribe appropriate nomenclature to inspirational presentations that really are not invocations.

As a speaking activity intended to bring inspirational focus to the start of a meeting, the invocation should be brief and well prepared. Whether original or not, the words need to have some personal meaning to the speaker. Rarely does anything sound more empty than an impersonal invocation.

The invocation also needs to be sensitive to the diverse religious orientations within a group. This makes the invocation perhaps the most delicate of all speaking assignments, and one that calls for careful preparation. Therefore, when an invocate is absent or no one has been assigned the task in advance, the club President should exercise caution in asking someone else to give an impromptu invocation. This is because the invocation is understood to be a prayer, making it unlike other impromptu speeches. In my brief experience as a Toastmaster, I have witnessed more than one occasion of embarrassment when someone has been surprised with a request to give the invocation. Unless the President knows that a club member is comfortable giving the invocation without notice, it is advisable that the President assumes the responsibility.



For those of us living in religiously diverse and culturally pluralistic countries, the definition of the word invocation and our cultural understanding of its purpose can create difficulties. As a result, it is important that the invocate be respectful of the diversity. On the other hand, the invocation *is* a prayer, and those present should respect the personal prayer orientation of the invocate.

Toastmasters is an organization concerned with appropriateness and definition. For example, a speaker might be corrected during an evaluation for using the word "podium" in place of the word "lectern." Or we differentiate between a "Working With Words" speech and a "Demonstration" speech. The same principle needs to be applied with respect to the invocation and other related activities.

Since the invocation is a form of prayer, some clubs decide to program start-up activities other than an invocation. Very often these activities are identified as invocations when, in fact, they are not. The following is a proposal to help ease this confusion.

## Invocation

The invocation is a form of prayer, praise or worship distinctly religious in nature. Webster's Third New International Dictionary defines it as "The act of petitioning for help or support," and as "a prayer of entreaty that is usually a call for divine presence." So the speaker is **speaking on behalf of the group**, addressing the deity. Invocation is intended to secure blessing or favor for those present, to express thankfulness, or to invite the presence of deity within the group.

The invocation may be specific by saying, "Dear God. Thank you for the opportunity to participate in Toastmasters. May our experience here inspire maturity and personal competence in each of us. Amen." Or it may be more general by saying, "Lord, may the words

of our mouths and the meditations of our hearts be acceptable unto you."

## Meditation

Meditation takes the form of contemplation or reflection. Here the speaker **speaks as a member of the group** to enhance awareness and vision. Meditation facilitates our attending to the inner person or to attributes that point to our higher potential.

In meditation, the speaker asks the audience to become aware of certain personal images, stories or experiences that have significant meaning to us and can offer strength for the day.

*"...the audience might be guided to think of ocean waves — the symbol of power and consistency."*

Meditation can also refer to the external. For example, the audience might be guided to think of ocean waves — the symbol of power and consistency. Similarly, an allusion to a gull or eagle might suggest that we should allow our spirits to soar with love, generosity and confidence.

## Exhortation

Exhortation has to do with encouragement and motivation. Here the speaker **speaks personally to the group**. The emphasis is on behaviors, attitudes, feelings and perceptions related to success and achievement. The intention is to motivate.

Appealing to internal strength, exhortation calls for the listeners to be patient and



*“Rarely does anything sound more empty than an impersonal invocation.”*

disciplined. It recognizes the virtues of endurance and staying the course. If the speaker calls attention to times of uncertainty and struggle, then reminds listeners of their inner strength and wisdom, he or she is exhorting us to practice these qualities.

As an appeal to external strength, exhortation calls for us to take bold action and “Just do it!” Exhortation recognizes the virtue of initiative and risk taking in challenging listeners to climb higher and to be more productive than ever.

Invocation, meditation and exhortation. If you have attended more than five or six Toastmasters meetings, you have probably heard them all. Yet we tend to call them all an invocation. Their function needs to be clarified in terms of what is actually intended by the speaker. It would be useful to hear the

President of the club announce, “Toastmaster Mary Travis will now lead us in the invocation / meditation / exhortation.” As an inspirational way to start meetings, this structure would point to specific speaking forms requiring different preparation and presentation skills. Finally, this framework provides appropriate alternatives for what has been traditionally considered a religiously oriented speaking assignment.

The invocation. Is it any way to start a meeting? Most assuredly. But it isn't the only way! **T**

**Michael Horton, CTM**, President of Michael Horton & Associates, is a professional speaker, consultant and trainer. He is a member of Camarillo Club 917-33 and ProSpeakers Club 7256-33 in Ventura, California.

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See the 1991 Supply Catalog for complete descriptions and other identification and educational materials.

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# Speaker Sensibilities

Insensitivity is like bad grammar; it gets in the way of clear communication.

by Bill Jacobsen

**A**s a speaker you want your message to get across. That's why you eliminate those infernal uhs, facial tics and inept metaphors. I have one more item for you to eliminate: insensitivities.

Have you heard the one about how to save Ireland? *If all the Catholics and Protestants ever become atheists, they'll start acting more like Christians.* Before you use this joke in a speech, think of the many ways people could take offense:

- The Irish may feel that a complex social, political and economic problem has been trivialized. Further, why pick on these folks?
- Religious people may feel that this is a cheap shot at their personal belief system. Moreover, atheists are far from perfect!
- Those with a Jewish background may feel annoyed at the implication that peaceful behavior is a distinctively Christian trait.
- Atheists engaged in an act of generosity feel they are acting like...atheists.

Of course, a speaker using this joke can belittle such people as "folks without a sense of humor," "hypersensitive," or "stuck on political correctness". In specific cases that may even be true. Still, the speaker's task is to reach every person, even those with thin skin or infected with a little paranoia. In sales the customer is always right. In a speaking situation the listener is judge, jury, umpire, king. Therefore, the speaker must speak to the condition of people in the audience as they actually are. Given this fact, perhaps Toastmasters International should consider instituting an insensitivity counter...?

Why an insensitivity counter? First, Toastmasters is a worldwide organization. And American and Canadian speakers as well as business professionals who deal with people from overseas must be sensitive. Second, the two nations have diverse populations – a rich racial, ethnic and religious mix. The challenge is to turn that fact into an asset. Enter sensitivity. Third, a social revolution has occurred...

with every minority group coming out of the closet of self-doubt or acquiescence to proclaim pride in a fundamental identity. "I am Woman, I am powerful." "I am Black, I am beautiful." "I am gay, I am O.K." "I am differently abled – you are *temporarily* able-bodied, a TAB." While not everyone is fully attuned to every aspect or nuance in this consciousness-change, many listeners fall into one of these minority groups or care deeply about someone who does.

Someone may say, "I refuse to be subjected to the thought police and will resist all efforts to brainwash me into a radical agenda. I have a right to express my opinion. Nor will I cater to the simpering, whining resentments of groups only too ready to blame their problems on others." Fine.

*"In a speaking situation the listener is judge, jury, umpire, king."*

But please don't miss my point. Express your convictions with vigor ... *and* with good will, grace and respect. Suppose you want to discuss U. S. trade problems with Japan — you had better be sure that you don't come across like a Japan basher. Gain a sensitivity point to offset any possible insensitivity by acknowledging U. S. policy defects.

Likewise, if you wish to question the fairness or effectiveness of affirmative action, indicate your support of programs to assist those harmed by past discriminatory patterns and current racist or sexist attitudes; and get across your abhorrence of institutional racism. In other words, insensitivity is like bad grammar; it gets in the way of effective communication. **T**

**Bill Jacobsen** is Executive Director of the Humanist Community, and a member of the Stanford University Associated Ministries.



# Words of *Inspiration* Without the Perspiration

Those thought-provoking motivational gems aren't as elusive as you might think.

Have you ever been asked to give "some words of inspiration" before a meeting, luncheon or special Toastmasters event? Did you draw a blank on what to say, or even where to find those words of encouragement? Generally, your inspirational message should last no longer than two minutes. Yet most accomplished Toastmasters will tell you that it is more difficult to get an inspirational message across in a few minutes than it is to give a manual speech of five to ten minutes. The brevity of such a presentation means that each word must be carefully chosen to accurately convey your message.

As the former chaplain for District 36, I have investigated a number of resources from which to prepare words of inspiration; however, many of the following could be applied to any type of speech:

- Build your inspirational message around the theme for the particular meeting. If the theme is "success," focus on that word. What is its etymology? Are there any quotations that include this word? What are some synonyms for the word "success"?
- Where can one find quotations with key words? I've spent many hours in the local library poring over quotation books. Some I recommend are *Familiar Quotations* by

by Susan Jane White, ATM-S



ILLUSTRATION BY KHOI VINH

John Bartlett and *The Oxford Dictionary of Quotations*, printed by Oxford University Press. Still other lesser known references can be found in bookstores or even flea markets.

- Repeating the same word frequently, unless used for emphasis, can become tedious. A thesaurus gives different synonyms for key words. Using a thesaurus in conjunction with quotation books gives you a good start in preparing words of inspiration.
- Keep a subject index file of headings appropriate for Toastmasters.
- Advertising slogans can be an excellent source. While waiting in line in the post office, I saw a military poster that read "Be All That You Can Be." I later used this slogan in a speech about working toward goals in Toastmasters. Commercials on radio and television can also be a valuable source of ideas.
- Children and teenagers sometimes come up with catchy expressions. I've heard some gems from my teenager, such as "It's totally awesome, cool and bad." (Of course, he had to tell me the meaning of the phrase, which roughly translates to "It's wonderful.")
- Be alert to your surroundings; they can provide wonderful material for your next



speech. For example, an old-fashioned carousel recently provided me with words of inspiration by comparing the act of going after the brass ring to achieving higher goals in Toastmasters.

- Even chores can provide inspirational material. While pruning roses one day I began to compare and contrast gardening tasks to the work we do in Toastmasters. If you trim away negative thoughts and nurture your speaking skills, your growth as a Toastmaster will continue – just as roses flourish in a well-tended garden.
- Analogies are fun to work with. Terminology from a sport, profession or hobby combined with Toastmasters messages can provide some very interesting speeches. For example, baseball terminology lends itself readily to Toastmasters: “We’ve had our share of most valuable players at each game. Each of us could win the pennant, and many of us go on to the World Series.” Consider the possibilities: terms from movie production, politics or music can be worked into a speech as well.
- Consult your calendar! Seasons of year and holidays can be used as themes.
- If you belong to other organizations, attend their meetings and conferences and listen for phrases or quotes that can be used at a Toastmasters meeting. Thoughts about leadership and speaking skills can apply to any group of people. Listen to other speakers at Toastmasters club meetings for material and add it to your index file. Be sure to ask

the speaker for permission to use their words, although I don’t know of anyone who has refused – in fact, most are delighted! And by all means, keep copies of your own speeches. You never know when you’ll be able to use parts of past speeches.

Now that you’ve come up with a number of sources from which to develop your inspirational message, remember the following:

**1** Words of inspiration should have the same structure as a speech – opening, body, closing – except that each part is shorter.

**2** Be creative! Words of inspiration can be prepared as a poem. I used this technique for the invocation at an 8 a.m. conference breakfast when everyone was a bit sleepy. The novelty of a rhymed inspiration helped to motivate Toastmasters for the rest of the conference.

**3** Always relate your message to the needs of your club members. Remind your fellow Toastmasters that their hard work gives them growth and confidence. It was Ralph Waldo Emerson who once said, “The reward of a thing well done is to have done it.”

The next time you are asked to give the words of inspiration at a Toastmasters meeting, say “Yes!” After all, what can be more inspirational than the opportunity to inspire others? **T**

*Susan Jane White, ATM-S* is a computer programmer analyst with the Internal Revenue Service and is a member of the Washington D.C. Revenooers Club, 3653-36.

*“Chores can provide inspirational material. While pruning roses one day I began to compare and contrast gardening tasks to the work we do in Toastmasters.”*

## Are you **GOOD ENOUGH** to be a **PRO?**

*Toastmasters’ Accredited Speaker Program  
is now accepting applications for 1993.*



**T**he 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 Toastmasters International. 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 1993 Accredited Speaker Program is November 1, 1992.





## news to use

### *Who Will be the Five Best Speakers of 1993?*

#### **Exercise Your Right to Vote!**

We'd like your vote on whom you consider to be the five best public speakers in the world today. This year, Toastmasters selected **General Norman Schwartzkopf**, the **Reverend Robert Schuller**, motivational speaker **Les Brown**, radio personality **Paul Harvey** and former head of Chrysler Corporation **Lee Iacocca** as outstanding speakers in the respective areas of government, inspirational and motivational, educational and social, mass media, and commerce and industry.

Now it's time to select the best speakers for 1993. Check the next page for voting criteria and ballot information; then take a few minutes to cast *your* vote! Remember that this year's five chosen speakers are ineligible. Toastmasters are ineligible as well.



### **Delegates Approve Dues Increase**

At the August 20, 1992, Annual Business Meeting in Las Vegas, the delegates approved an increase in membership dues and fees. Effective October 1, 1992, semiannual dues for districted clubs will increase from \$12 to \$18. Semiannual dues for undistricted clubs will increase from \$9.00 to \$13.50. The new member fee will increase from \$12 to \$16.

Clubs must submit their Semiannual Reports under the new dues structure in order to fulfill their semiannual requirements.

### **New Pin!**

Have you seen the new Toastmasters membership building recognition pin? This pin, a golden logo on a blue flag, is the first in a series of pins. Each year, with the introduction of the new membership program, a new pin will be designed. During that year, anyone sponsoring five new members will receive the new pin.

For more information about Toastmasters International's membership building campaigns please contact World Headquarters.



### **IN SEARCH OF FAMOUS TOASTMASTERS**

In an effort to provide an updated list of famous Toastmasters to the media and public, the Publications Department at World Headquarters is collecting information on current or former members who have achieved remarkable success or public acclaim.

Please contact us if you know of renowned people such as politicians, athletes, professional speakers or trainers, media celebrities or corporate chief executives who credit their Toastmasters membership for contributing to their success.

Send any information to: Publications Department, Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

### **"SOMETHING PERSONALLY TERRIFIC"**

Club President Adrian Mallin, CTM, of Club 4349-14 in Dunwoody, Georgia, reports that a new addition to her club's meetings has been a hit with members.

The new program segment is called "Something Personally Terrific." During this portion of the meeting, each member and guest stands and tells the others something positive about himself or herself. These statements could be about personal accomplishments, good deeds or personal qualities. Mallin adds that members' statements have been at times

eloquent and poignant, and that sometimes members are challenged to think of something good about themselves.

This portion of the meeting "sets a feeling of accomplishment and confidence throughout the remainder of the meeting," she says. "I truly believe that as we reveal our own worthwhile accomplishments, we enter and participate in our own individual healing and thereby can help to transform and heal the world around us."

Why not try a similar activity in your club?



# Vote for your Favorite Speaker

■ Toastmasters International wants your opinion on who you consider to be the best public speakers in the world today. We want to select and publicly honor Five Outstanding Speakers; one each from five specific categories: Commerce or Industry; Government; Inspirational or Motivational; Educational or Social; and Mass Media or Arts. By recognizing individuals for their communication skills, we hope to create greater public interest in, and understanding of, the art of speechmaking.

You are invited to fill in the nomination form below and send it, or a copy of it, to World Headquarters. The Board of Directors will review the nominations and select the Five Outstanding Speakers. The final list of names will be published in this magazine and distributed via press releases to the media.

### CRITERIA GOVERNING NOMINATION

Nominees will be selected based on their achievements or contributions in the following areas:

1. Degree to which a person's success in any given field can be attributed to his or her communication skills.

2. Amount of influence on public opinion.
3. Demonstration of leadership in any given field.
4. Service to the community, state or nation.
5. Commitment to a cause, product, idea or business.
6. Ability to affect change.
7. Dedication to improving the lives of others.

### JUDGING CRITERIA

The nominees' abilities as "outstanding speakers" will be evaluated in terms of message and delivery. A great speaker has "something to say," so factors such as *importance*, *timeliness* and *relevance* of the message to the audience will be considered.

### Please Note:

- This year's Top 5 Speakers and members or employees of Toastmasters International are not eligible for nomination.
- All ballots must be postmarked before **December 31, 1992**

## Outstanding Speakers Ballot

You may nominate only one person per category. Feel free to use extra paper if you run out of space. **PLEASE TYPE OR PRINT CLEARLY:**

### 1. Commerce or Industry

Nominee's name and title \_\_\_\_\_

Where and how to contact this person \_\_\_\_\_

I think this person is an Outstanding Speaker because \_\_\_\_\_

### 2. Government

Nominee's name and title \_\_\_\_\_

Where and how to contact this person \_\_\_\_\_

I think this person is an Outstanding Speaker because \_\_\_\_\_

### 3. Inspirational or Motivational

Nominee's name and title \_\_\_\_\_

Where and how to contact this person \_\_\_\_\_

I think this person is an Outstanding Speaker because \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### 4. Educational or Social

Nominee's name and title \_\_\_\_\_

Where and how to contact this person \_\_\_\_\_

I think this person is an Outstanding Speaker because \_\_\_\_\_

### 5. Mass Media or Arts

Nominee's name and title \_\_\_\_\_

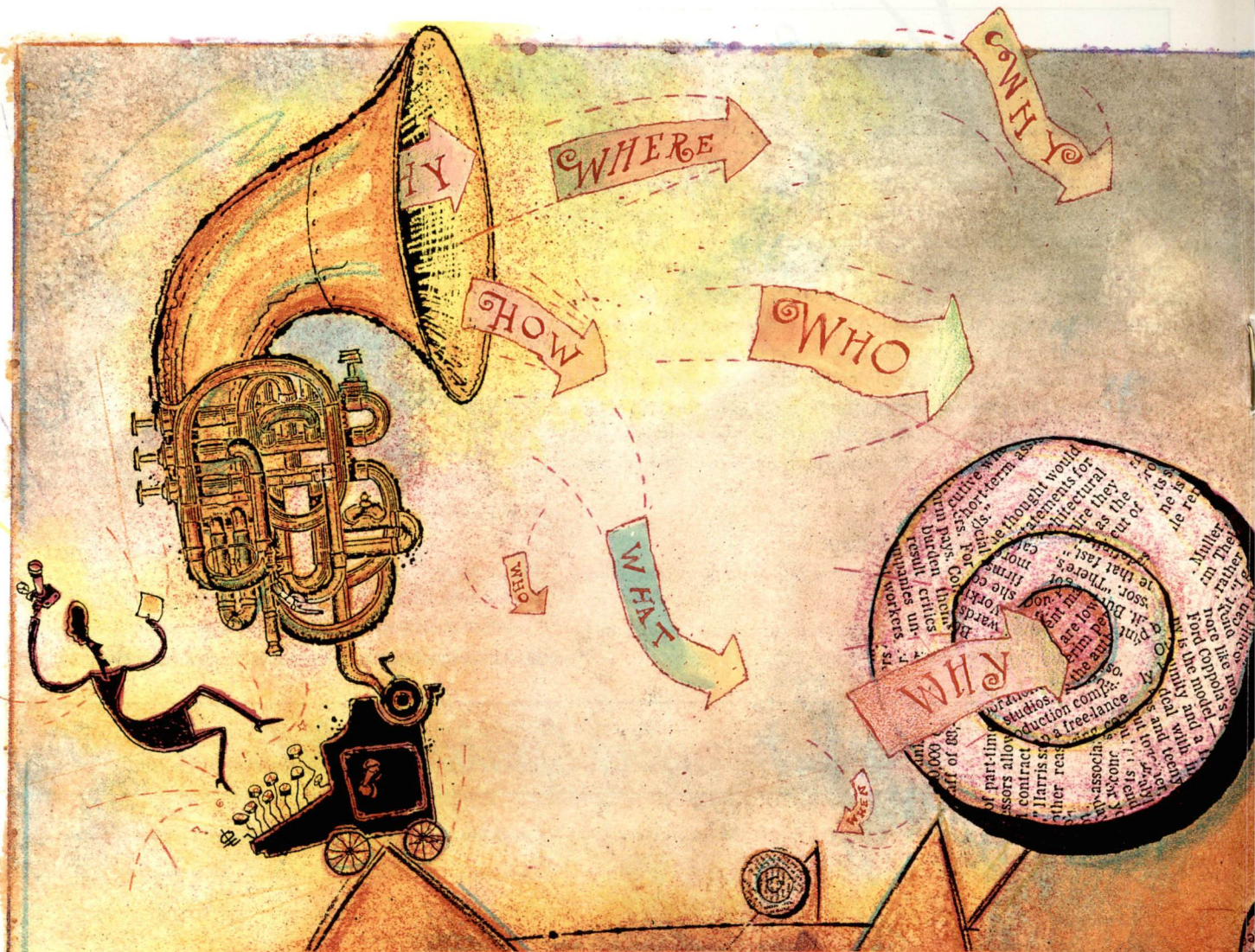
Where and how to contact this person \_\_\_\_\_

I think this person is an Outstanding Speakers because \_\_\_\_\_

Submitted by: \_\_\_\_\_

Please mail this form by **December 31, 1992** to:  
 Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690





# PUBLICITY:

## VITAL TO YOUR CLUB'S HEALTH

by Wayne Frantzen, CTM

**P**ublicizing club activities is a crucial element in maintaining your club's health and vitality. A well-orchestrated publicity program, conducted regularly within your community or company, brings recognition to your club and trumpets the Toastmasters program to those seeking help and support in the arena of public speaking.

First, let's define what publicity is and is not. Publicity is generally considered "free" media exposure for promotional purposes – either in print or public broadcast. But publicity should not be confused with advertising, the outright purchasing of either print space or air time for commercial purposes.

Publicity is the more subtle form of communicating your message to the public.

The goal of your publicity program should be: 1) to let people in your community or company know about your club's existence, 2) to briefly outline how the Toastmasters program works to help people become better speakers, and 3) to point out the benefits a Toastmaster club provides to the community or company.

The most effective method of garnering publicity is to have news, special events and feature stories published in company publications or local newspapers. In general, newspapers tend to be more receptive to the type of "soft news"





ILLUSTRATION BY DAVID POVILAITIS

generated from local clubs and organizations than most radio or television stations. While these broadcast news outlets should not be ignored, it is important to recognize that they do require a slightly different approach in terms of submitting material. In this article, I'll focus on getting publicity through the print media.

To gain the attention and support of a newspaper editor, you will need to write a press release. Press releases serve one of two purposes. First, they can be announcements or reminders about club-related news or events you wish to share with the public. In that case, the release is best published in your company publication or in the "Community Events" section of the local newspaper.

Second, press releases also serve to tip off editors to potential feature story ideas. If an editor's curiosity is sufficiently provoked by a well-written press release telling an unusual or interesting story, chances are the editor will assign a reporter to write a story. The reporter will then contact your club's or

district's Public Relations Officer to gather additional information and, if needed, arrange for interviews with other club members. Upon completion of the story, the editor will decide when or if the story will be printed.

Whether the press release is meant to inspire a feature story or simply to post necessary club meeting information, it should contain what journalists refer to as the five W's and H: the who, what, when, where, why and how of the news story.

Getting your club events published in a newspaper requires much planning even before you write the press release. Since your press release will need to catch the eye and interest of the editor, your lead sentence or paragraph will need to be creative and informative. You may want to first write the body of your press release, then return to write the lead sentence or paragraph.

---

*“Although you may feel that your club’s event is of world importance, editors must make the final call based on their professional judgment.”*

---

Preferably, the information contained in your press release will also need to include what is referred to in journalism circles as a “slant” or unusual angle. This slant may take the form of a tie-in between a club event and a local or national event, an unusual aspect of a club member (such as a particular hobby or interest), success stories of how members have overcome great fear of public speaking and used Toastmasters to advance their careers, or how your Toastmasters club has a speakers bureau that provides speakers free of charge for community events.

Working with a newspaper’s editorial staff for the purpose of gaining publicity for your club requires following the same rules of professional prose and etiquette observed by journalists and public relations professionals. The Public Relations Society of America sponsored a recent workshop titled “Dealing With the Media” in which four Chicago-area media representatives gave public relations professionals the following advice on how to best work with editors and reporters:

- Do your homework. Know the publication and its focus. Then make sure your press releases meet the style and needs of that publication. Keep in mind that the paper’s function is to meet the needs and interests of its readers, not to promote local organizations. If your material seems self-serving, it will not be published.
- Find out which editor, reporter or columnist is best suited to receive your press release. Information about Toastmas-



ters events is rarely "hard news," so someone in charge of areas such as features, education or business would be more interested in your release than, say, the city or news editor. Nothing is more irritating to an editor than to be sent information that is irrelevant to her or his area of coverage. If your release is sent to the wrong person, chances are it will end up in the waste basket, or at the very least you'll lose valuable time as it makes the rounds before reaching the appropriate individual.

- Make a quick call to each publication on your mailing list and ask for the name of the editor handling local club announcements. Then briefly introduce yourself to this editor and inquire about any special requirements you will need to follow when preparing press releases. Also find out the deadline for submitting material for each issue. Following your calls, make a "media list" of the names of the journalists you'll be dealing with, then update this list once or twice a year.
- Your opening sentence and first paragraph is the most important section of the release as it must catch the interest of the editor. Spend some time thinking about the best way to present your club's information from a unique perspective.
- Make sure your announcement is well written, conforms to proper grammar and style, and is informative – including the who, what, where, when, why and how. Moreover, the most important information should appear first, with subsequent information appearing in descending order of importance.
- Be accurate. Double and triple check all addresses, dates and names. And always include the name and phone number of a contact person whom an editor can call for further information.

- Keep it short: no longer than two double-spaced typed pages.
- FAX lines are overused nowadays. Unless requested to do otherwise, mail press releases to editors at least two weeks before an event.
- Never call an editor to inquire if or when an announcement or story will run. Also, do not expect an editor to print every announcement or story idea received. Although you may feel your club's event or story idea is of world importance, editors must make the final call based on their professional judgment.
- If you have photographs, all the better. An interesting photo or two will help to visually sell your story to editors and cut through the stacks of information they receive daily. Photos should be 35 mm, black and white or color prints.

**A**nd finally, if your press release doesn't get published, don't despair. Simply review your content, writing style and method of preparation and delivery. Then try again the next time your club has news of community or company interest. Keep in mind that even the best public relations professionals do not get to see everything they submit in print. However, I guarantee that if you get to know the needs of local editors and writers, and your press releases are professional in appearance and you are patient, you'll make a favorable impression on behalf of Toastmasters International. Maybe the next time the newspaper is running a story related to communication or public speaking, the editor will be the one calling *you* for information about your club. **T**

**Wayne Frantzen, CTM**, is a member of Naperville Club 2051-30 in Naperville, Illinois.

## Myth # 4: Pillows are mandatory at corporate meetings.

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*What orators lack in depth they give you in length.*

*- Baron Charles L. Montesquieu*



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h o w t o

# ADVERTISE YOUR CLUB FOR FREE

by **Liska A. Wetherington, ATM**

In addition, we send in a brief announcement of our club's meeting places and times. Our special events, such as socials or speech contests, are listed in the Sunday edition's calendar of events. We use Toastmasters International's News Release Stationary (code 1142) for all these announcements. We even save the cost of postage since the newspaper office is located close to our club and we hand deliver all mail.

Another valuable advertising tool is our local weekly shopping guide mailer, which offers free classified ads and has a circulation of 23,000. Sample ad copy for the shopping guide are:

- "Wanted: People who want to improve their speaking skills. Join Valdosta Toastmasters. Meets Tuesday mornings 6:45 a.m. at Holiday Inn."
- "Want to be part of a fun group and improve your speaking skills also? Join..."
- "Do your speaking and listening skills need polishing? Join..."
- "Do your knees tremble when you speak before a group? Toastmasters can help you!" [Contact information].

Except for the small amount we spend on postage, all of this highly visible publicity is gratis.

Like many communities these days, we have a local cable television channel offering times, temperatures and news bulletins via a moving ticker tape across the bottom of the screen. So once a month we submit a brief typed message which appears on the screen, along with other community service announcements. Many people have mentioned seeing our cable TV messages. Examples of the messages we've used include:

- "Want to improve your speaking skills? Join Valdosta Toastmasters on Tuesday mornings at 6:45 a.m. at the Holiday Inn."
- "Improve your communication skills. Join Valdosta Toastmasters. Meets..." etc.
- Be a better speaker and listener. Join Valdosta Toastmasters [Contact information]."

We've found that for the minimal effort of

dropping off these messages monthly at the cable television office, we get to present a simple message to a large audience – and it's free!

At the beginning of each month, we also send a public service announcement (PSA) to five of our local radio stations. Examples of our radio spots are as follows:

- "Would you like to learn to speak before a group in an accepting, fun-loving atmosphere? Join a Toastmasters Club. Meeting are held at ..."
- "Visit Valdosta Toastmasters, Tuesday mornings 6:45 a.m. at Holiday Inn."
- "Do you have difficulty getting up before a group to speak? Do you find yourself nervous and uncomfortable? Would you like to overcome this and have fun in the process? Join a Toastmasters club! Meetings are held..."
- "Wish you were a more effective speaker? Want to learn to communicate your thoughts better? Find out how by visiting a Toastmasters club. For more information, please call..."

These different spots are broadcast at different times and give us excellent publicity.

All of these publicity tools – the local daily newspaper, a shopping guide, a cable television channel with a ticker tape message and public service announcements on local radio stations– have brought our message to a wide audience in our community at very little investment of time and expense.

Publicizing your Toastmasters club can seem like a challenge at first, but it doesn't have to be difficult or expensive. Look carefully at the resources in your community. You may be surprised at how much is available to you and how easy it is to attract a steady stream of visitors and potential members. **T**

**Liska Ahrano Wetherington, ATM**, is a former president of Valdosta Club 2906-14 in Valdosta, Georgia, and a former director of special education for Valdosta City Schools.

**O**ur club decided to take on the challenge of promoting Toastmasters to the maximum – but at minimum expense. Once we began looking into the possibilities, we were surprised to find just how many opportunities for publicity were available through various forms of media.

For example, once a club member brought an editor from our local newspaper to our club meeting. This gave the editor a better understanding of our club's purpose and procedures, resulting in good publicity for our club and a working relationship with the editor. From there, we submitted a weekly news release announcing the speakers at our weekly meetings. Although brief, this column is noticed by the public and keeps us in people's minds and on their lips.



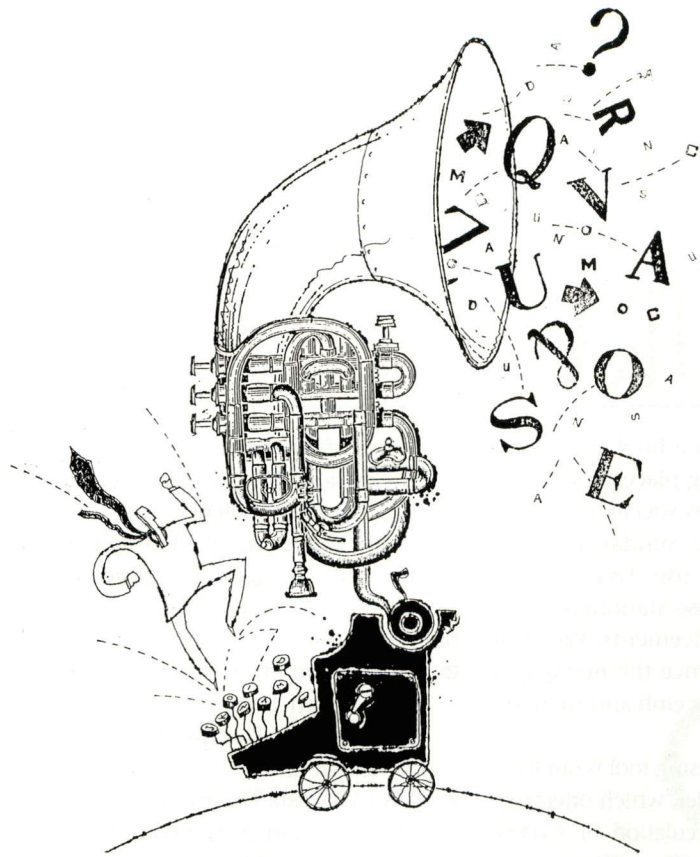


ILLUSTRATION BY DAVID POVILAITIS

# PUBLIC RELATIONS IN A COMPANY CLUB

Even if your club is closed to the public, it still needs visibility, new members and management support.

by Douglas R. Strock, ATM

**C**ongratulations! You have just been elected Vice President Public Relations of your Toastmasters club, which happens to be a company club closed to non-employees. What, you're worried you won't have a job to do? You think public relations is just for clubs that are open to the public? Sorry, but that couldn't be further from the truth. Because with a little ingenuity and work, good public relations can spur company-wide interest in your club, entice guests to visit, and attract new members.

My club, Cross Talk Toastmasters, is open only to employees of Arkansas Blue Cross and Blue Shield. However, just as any "outside" club, we need to tell other employees about

the benefits of Toastmasters membership and recruit new members. Here are some examples of specific things I've done as Vice President Public Relations to publicize our club within the company:

**1** I asked the editor of our company newspaper, *ExPressions*, if she would print advertisements for our club. Once she agreed, I took pictures of each club member and had him or her answer the following questions in 25 words or less: (a) What has Toastmasters done for me? (b) Why do I stay in Toastmasters? and (c) What do I get out of Toastmasters? I then sent a memo to the editor explaining my concept for the layout, along with the ad copy and pictures of members. The finished ad shows a picture of a club member, with his or her best reason for being a Toastmaster, an invitation to attend a meeting as a guest of the featured member, and that member's phone number and office location. So far, several such ads have appeared in *ExPressions*, drawing many visitors to our club.

**2** We invited company executives to speak to our club, and everyone we asked accepted. A month before each executive was scheduled to speak, we issued a press release to *ExPressions* and gave the Personnel Department a set of fliers to post on all company bulletin boards. At the meeting, we took pictures of the speaker being presented with a Toastmasters coffee mug as a thank-you gift. Importantly, we made sure to follow up with a press release to *ExPressions* that reported the speech in a lively, journalistic style. We also sent thank-you notes to each speaker.

So far, *ExPressions* has printed our stories and pictures, and the response from other employees has been favorable. But that's not all – other benefits of our executive speaking program include:

- Company executives get to see first hand that our meetings are professionally conducted and that members are poised, competent speakers. Their observations and favorable impressions help us build and maintain management support.
- Executive speakers invariably draw guests.
- Our guest speakers keep our members on their toes, provide meeting variety, and



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***"Toastmasters is not for everyone. Aim your publicity efforts at employees whose careers would be enhanced by what Toastmasters has to offer."***

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create additional excitement. (Let's face it, hearing only the speeches of fellow club members can sometimes get a little stale!)

So put your Toastmasters training into practice by acting as your club's press agent to the "outside world": take pictures, write press releases, and invite guest speakers. Here are further ideas for publicity-generating activities:

**Approach your company personnel office and offer to act as master of ceremonies at company functions.** I was asked to emcee a health care forum sponsored by our company's political action committee largely because I am known as an active Toastmaster. The forum generated good publicity for Toastmasters and for me personally; our executives could see the skills I use as a Toastmaster.

**Participate in company-sponsored events** – the company picnic, for example. Wear your Toastmaster T-shirts, take pictures, and send a press release to your company paper.

**Obtain a list of those people recently promoted as supervisor in your company.** Send them a congratulatory memo. Gently remind them that they are now part of "management" and will benefit from low cost Toastmasters training, which offers speech and leadership opportunities. Invite them to a meeting and follow up with a phone call. Offer to walk with them to your club meeting.

**Develop a Toastmasters information sheet** to be included in the orientation packet for new employees. If possible, ask to have a few


minutes during the orientation to speak to each group of new employees about the value of Toastmasters.

Toastmasters International's Speechcraft program is yet another way to increase your company club's visibility and to attract new members.

Speechcraft is an eight-session program to develop participants' speaking abilities. Your club's members present the fundamentals of public speaking to other non-member employees. Some clubs have presented Speechcraft through their company's Human Resources Department. Employees benefit because they learn public speaking and other communication skills that they can use in their work. Your club benefits, too, through the goodwill it builds within the company. Also, Speechcraft exposes participants to the Toastmasters program. Many participants enjoy it so much that they join the club!

Remember that your publicity should target a particular segment of people. Toastmasters is not for everyone. Aim your publicity at employees whose careers would be enhanced by the skills Toastmasters training offers, i.e. public speaking and leadership. Identify fellow employees who are ambitious, politically active or serve as officers in trade associations or religious institutions. In general, your future members will consist of people who see themselves as upwardly mobile and are interested in making a difference.

In summary, never hesitate to toot your own horn loudly and often – no one else will! Get a camera that develops pictures instantly and have it loaded and ready for club-related "photo opportunities." Make friends with the editor of your company publication. Remember that your editor has to fill space and may find your stories a godsend. Learn how to write press releases, and write lots of them. Seek out opportunities for publicity, and if necessary, even dream some up yourself.

Last but not least, be sure to read your manual for the Vice President Public Relations. You will find many ideas and suggestions, including techniques for writing press releases. Good Luck! 

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**Douglas R. Strock, ATM**, is a member of Cross Talk Club 5666-43 in Little Rock, Arkansas.



## **Activities to Avoid**

**Toastmasters International Clubs, Districts and members cannot create or engage in any activity in the name of Toastmasters International that is not directly related to its educational purpose.**

**Unauthorized activities typically include fundraising drives in cooperation with other organizations, the creation or establishment of scholarships or foundations, public service activities and political causes.**

**If you have any questions about such activities, please contact the Policy Administration Department at World Headquarters.**





People aren't interested in your grass seed.  
They're interested in their lawns.

**I**magine planning a party. You've hired caterers, beautifully decorated a hall and provided seating for a large crowd. A well-known singer has been invited to entertain the crowd. But have you done everything to ensure that your event will be a smashing success? For starters, how about the invitations? Does anyone even know this event is taking place?

Unfortunately, many organizations do just that – they spend a lot of time and money on events, only to forget about letting people know what's going on. It doesn't matter how wonderful the singer is if nobody is there to listen. It doesn't matter if the food is terrific if people don't know where to get it.

Public relations is a way of "getting the word out" about your program or what you have to offer – whether it's an event, a product or a regular club meeting. Time is in short supply these days, and your organization is competing with just about everything else for people's time and attention. PR can be a most valuable ally in letting the public know about your club's services.

For starters, let's define communications since that's essentially what promotion is all about. Communication should be viewed as an exchange between two parties. Your audience must correctly interpret your message or you haven't communicated effectively. In other words, it's not enough for you to get up on your soapbox and tell the folks how wonderful

your Toastmasters club is – you must make sure they perceive the message in the way you intended.

#### GET TO KNOW THEM

To communicate effectively, you must determine who your audience is. Keep in mind that there may be several audiences. For example, a Toastmasters audience may consist of business people, sales personnel, students, teachers and others who desire good speaking skills. Consider the geographical area as well. Are people willing to travel long distances to attend club meetings? How far? Are you in competition with another closer club? What is the average age of your club members? Are some businesses more likely to be interested in your programs than others? Why do most people initially contact you? What skills are they hoping to improve?

Keep all these questions in mind when determining audiences; you need to address your communications strategies from the *listeners'* frame of reference, not yours. Most people tend to consider their own projects all important. It helps to realize that the general public probably doesn't place as much significance on your club or event as you do. You need to make your message appealing by focusing on the benefit they can derive from your program. As one shrewd advertiser noted, "People aren't interested in your grass seed. They're interested in their lawns."

#### GOAL SETTING

When determining how to promote your club, begin by establishing some goals. First, what do you hope to accomplish? Try to be specific. Do you want to increase meeting attendance by 20 percent? Add two new members each month? Become a Top Ten club? Increase participation of current members? Stimulate more manual completions?

Also decide how much time you want to invest to meet these goals. What are you willing to sacrifice? Time you would otherwise spend with your family? If so, where does the time come from? Perhaps the cost is too great. If so, you may want to reconsider some of your initial goals. Enlist other members who can help you. Try to break up large jobs into smaller tasks.

Once you've established specific goals, analyze how you can best meet them. Too often people say, "I need a new brochure," without fully considering whether they really need it. Perhaps there is a more effective way of reaching your potential audience and accomplishing your objectives. What about more frequent, yet less expensive fliers? Or expanding an existing publication? Is it possible to run calendar items in your local newspaper? How much would it cost to advertise your programs? And in which publications?

Look at the methods that will cost the least amount of money. Is it possible to get a feature story about your club in the local newspaper? Could your notices be displayed at the library? City hall? Other places where people tend to congregate? Don't overlook the possibility of demonstrations; offer to speak to other local groups as a representative of Toastmasters.



## DEFINING YOUR AUDIENCE

Once you've set your goals, it's time to figure out how to achieve them and which specific promotional channels to use. Remember, however, that if your product or service isn't of good quality, the only thing a good promotional campaign will do is let more people figure out more quickly that your service isn't top notch. In other words, don't expect a public relations program to cure poor quality. Look at your problems first and develop ways to address them.

You may have heard such terms as "market segmenting" or "audience targeting." These terms simply mean defining your audiences (remember, you may have more than one). However, try to focus on your primary audience before branching out. Why define your audience? Because the way you communicate will change depending on their interests. Most likely, you'll speak or write in a different way if you're addressing a group of your peers (who understand your jargon) than if you're addressing a group of strangers or those who know little about your business. What works with some groups won't work with others. You may have to employ different methods of communication (brochures, speeches, publications) depending on the group you're targeting.

## PROMOTIONAL TECHNIQUES

Now we're at the heart of it. How can you promote your club? The possibilities are endless, but let's start with some of the basics:

- **Special Events:** Consider an informal "open house," where members are available to talk with anyone who's interested.

- **Fliers:** Post them everywhere, but focus on places where you'll find your target audience, whether it's on the City Hall bulletin board, the local college or library, or a business/conference center.

- **Shows:** Does your community have an annual fair? Or special gatherings during the year? If so, consider taking out a booth and be generous in passing out literature. Sometimes it may take several months for a prospective member to finally give you a call, so don't be too quick to judge whether or not an event was successful. Print up extra newsletters, fliers or other material and hand them out to people who may be interested in your program.

- **Organize a Speaker's Bureau:** Don't be afraid to speak out. Giving workshops or speaking before other groups is an excellent way to get your message across. Remember to stress how membership in Toastmasters or a better command of public speaking can benefit the audience. Make sure to have some application forms or information available so people can follow up if they're so inclined.

Visibility is the key. Letting people know of your work and what you can do to help them is essential. So the next time you're planning an event or a membership drive, make sure to send out the invitations! **T**

**Valerie Orleans** teaches a class on promoting small businesses. She is a freelance writer living in Anaheim Hills, California.

*For additional ideas on how to promote your club, you may consider buying the PR and Advertising Kit (code 1150) from World Headquarters.*

*"If your product or service isn't of good quality, the only thing a good promotional campaign will do is let more people figure out more quickly that your service isn't top notch."*

## ANCHORS UNLIMITED HEALTH EDUCATION CORP.

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**Quality Life Can  
Be Anchored By  
Good Health**





meet

# Bennie Bough DTM

An interview  
with  
Toastmasters'  
1992-93  
International  
President.

**T**o our newly elected International President, Bennie Bough, member satisfaction is of highest concern. "We know that people join Toastmasters for one reason and stay for another," he says. "It is our responsibility as leaders to find out what that reason is and assist the member in setting goals to meet that objective."

Mr. Bough joined Toastmasters 28 years ago to improve his speaking skills. After almost three decades of rigorous Toastmasters training, he has accomplished much more. Starting his Toastmasters leadership career as District 27 Governor, he has climbed the ranks to the organization's top position by serving as International Director and then as Third, Second and Senior Vice President. And as a member of three Toastmasters clubs, he stays in touch with members' needs and concerns.

Outside of Toastmasters, Mr. Bough is a member of the American Association for the Advancement of Slavic Studies, the American Management Association, the American Legion, and the Retired Officers Association. Employed by the Office of the Secretary of Defense in Washington D.C., he is a Senior Staff Officer in the Directorate of the Defense Security Assistance Agency. He holds a B.A. degree in foreign relations, and M.A. and Ph.D. degrees in international relations. Mr. Bough and his wife, Kathi, live in Annandale, Virginia. They have two children: Kristopher and Sara.

#### THE TOASTMASTER:

**How did you select your theme, "Dynamic Clubs Deliver," and what is its message to each member?**

#### MR. BOUGH:

I'll answer your question by first asking, Where is the action in our organization? It's at the club level. Each club is a delivery vehicle for our outstanding educational programs, and it's at the club level where prospective members make their first contact with the Toastmasters organization. A club that is dynamic will attract and hold members. A dynamic club will help us meet our mission of making oral communication a worldwide reality.

**What do you hope to accomplish during your term?**

A greater awareness by Toastmasters leaders in the concept of member satisfaction. I believe this is the key to our success. Our Founder, Dr. Smedley, said that member satisfaction is the key to retention. What is member satisfaction? We know individuals join Toastmasters for one reason and usually stay for another. It is our responsibility as leaders to find out what that reason is and assist the member in setting goals to meet that objective. These efforts must be developed within the club, for it is in the club that the member will achieve his or her goals.



**When did you join Toastmasters and what were your personal goals? Have you accomplished them?**

In 1953 I joined a club named Speech Improvement that was formed to develop into a Toastmasters club. In 1954, our club was chartered as the San Diego Naval Training Center Toastmasters Club #1963. My initial goal was to develop my communication skills and receive feedback from fellow members on my progress. Then I realized how important those skills would be outside of the Toastmasters club. Toastmasters offered so much more – opportunities and challenges that I never dreamed about in those days. Have I accomplished those goals? Definitely yes. Do I still have more goals to strive for? Again, definitely yes.

**Many members leave Toastmasters after a year or two. What has kept you active for the past 28 years?**

As a naval officer at sea, I found it difficult to attend Toastmasters meetings, so I dropped out for about ten years. Then I was assigned to Washington D.C., where a fellow officer coaxed me back into the Toastmasters program. In 1968, before I joined Springfield Club #1792, a club member jokingly said, “We don’t need you in this club. You have too many ah’s.” It was at that moment I realized that if I wanted to maintain my skills, I had to remain active in the club. Because my primary goal was to maintain my communication skills, I had no intention of progressing beyond the club level. Needless to say, I did eventually take the leadership route, but that’s another story.

**Which of the Toastmasters programs have you found especially helpful in your own personal or professional growth?**

No question about it, the Basic and Advanced Manuals are great. I also have found Speechcraft very helpful. Being a Speechcraft coordinator is one of the most exhilarating experiences a Toastmaster can have. Speechcraft is similar to a Toastmasters club played on a video in fast forward. Changes in people seem to occur so much more rapidly. Peter Drucker, sometimes called “The Father of Modern Management,” said of nonprofit organizations such as Toastmasters International: “Its product is a changed human being.” The end results of all Toastmasters programs are definitely changed human beings.

**Can you recall any one incident that stands out as your most enriching while serving as a club member, club or district leader or international officer?**

I’d like to tell you a story about a woman named Maria. She was in my Speechcraft class because she was asked to be the

president of a women’s organization and a friend suggested she take the Speechcraft class. But she was terrified to stand before the group. Maria didn’t show up at the meeting during which she was scheduled to give her Icebreaker. So when she showed up at the following meeting, I asked her to give her Icebreaker then. “Oh no,” she said, “that was *last* meeting!”

“No Maria, you have to give your speech.” “I can’t.” I walked back to her. “Maria, I’ll make a deal with you. Come with me to the front – just give your name and begin your Icebreaker – and if you feel you must, you can take your seat.” She did. And she gave a great Icebreaker. A changed human being? You bet!

**Specifically, how has serving as a club and district officer helped your career?**

I joined the Navy as an enlisted man and retired as a naval officer. I sensed that the Toastmasters program gave me an extra edge in the selection process. My Toastmasters experience also has helped me in my second career as a civil service worker.

**When did you decide you wanted to become International President?**

I never thought about it seriously until just before the International Convention in Reno, Nevada. At that time, I talked with many Toastmasters leaders about the possibility of serving as an officer of the organization. Because of their encouragement, I decided to run for Third Vice President.

**Why does Toastmasters International spend so much time emphasizing growth, new members and new clubs?**

If we truly believe in the importance of the Toastmasters program and what it can do for individuals, then we must be committed to our mission statement, which declares

**“If we have members who are proud of themselves and their clubs, we will meet our challenge of developing dynamic clubs.”**

that we will make oral communication a worldwide reality. This means we must make others aware of our great programs. New clubs must be formed to encourage individuals to join our organization. If we have a great product – and we do – then membership growth and new clubs is a logical outcome.

**What personal goals do you encourage new members to set?**

Goals are personal. My advice would be that whatever your goal, use the SMART system. That is, your goal should be



Specific, Measurable, Achievable, Realistic and Tangible. For example: Say that I've set a goal of obtaining my CTM award by a particular date. I have requested the club Vice President Education to schedule me for four of those speeches at our club and four speeches at other area clubs. Based upon my work, family and social commitments, I believe the goal is realistic and achievable. It is a tangible goal and my receipt of the CTM award and badge will serve as tangible evidence of my success in accomplishing my goal.

### **What makes a dynamic club?**

Dr. Smedley said it best: "Let's keep it simple. Toastmasters is a 'do-it-yourself' activity; Toastmasters is based on the belief in the individual; and we learn in moments of enjoyment." To expand on Dr. Smedley's principles, we need to emphasize what I consider the "vital five" of member satisfaction:

First, the club officers are trained in their responsibilities. Second, the club meeting is well planned, dynamic and fun. Third, each club provides a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth. Fourth, every member's speech is a manual speech from his or her CTM or ATM program. And finally, the club is actively recruiting new members. This helps us extend the benefits of the Toastmasters program to every individual who wants to become more successful through better oral communication. If we have members who are proud of themselves and their clubs, we will meet our challenge of developing dynamic clubs.

### **Each Toastmasters club has a responsibility to help its members develop communication and leadership skills. In turn, don't members have a responsibility to their clubs? If so, what are these responsibilities?**

"The Toastmaster's Promise," printed in front of all officer manuals, contains an excellent listing of members' responsibilities. As an example, here are the first three: "To attend club meetings regularly; to prepare all my speeches to the best of my ability; to willingly prepare for and fulfill meeting assignments." The other responsibilities listed are important, too, and I hope that each new member, when inducted into the club, will be asked to consider these responsibilities.

### **How do you feel about members presenting non-manual speeches at club meetings?**

To develop effective communication skills, Toastmasters must use their manuals. Manual help us focus on specific objectives. I have heard Toastmasters say, "I have already been through my manual, and I don't need to go through it again." My

response would be, what are your objectives when you give a "wing it" speech? If you want to improve, every speech must have a purpose. So don't take advantage of a listener's time unless you have a message to share.

### **Constructive evaluations are essential to a club program. How are they achieved?**

When the evaluator focuses on positive reinforcements. I believe that an evaluator should focus only on one, no more than two, areas for improvement. In my opinion, continual focus on negative behaviors only reinforces those negative behaviors.

### **How do you build club membership?**

Speechcraft is an excellent method. It is an outstanding program. Graduates of the Speechcraft program understand the importance of communication skills, they control their fear of public speaking and recognize that, like any skill, they must continually practice or lose it.

### **Half of all new Toastmasters clubs are in corporations. Why is this?**

Communication skills are absolutely essential in the workplace. This includes every individual in the corporate structure. Corporations have limited training budgets, and they are recognizing that the best return on their training dollar is through the Toastmasters program. Whenever I visit corporate leaders, I hear this answer all the time.

### **How can involvement in Toastmasters benefit a person's career?**

A Toastmasters club is a laboratory in which members develop their communication and leadership skills through the process of feedback. We carry these polished skills into the workplace. But the feedback process in the workplace can be a devastating experience. It is a pocketbook issue – we are not as free to experiment and develop skills in our workplace as we are in the "safe" Toastmasters environment.

### **If you had a single message to impart to every Toastmaster in the world, what would that message be?**

Each of us must be committed to making our clubs dynamic. Because dynamic clubs offer us the opportunity to develop our communication skills for the good of all in the building of a better world. Without question, dynamic clubs deliver changed human beings.

I challenge each member to make a one-year commitment toward making his or her club a dynamic club, because Dynamic Clubs Deliver anything you want to them to ... **T**



**C**ould your club benefit from increased public awareness of its goals and activities? Do you want to show local citizens that your organization is a good neighbor? Do your fellow Toastmasters yearn for an opportunity to give speeches outside of the club? A speakers bureau can fulfill all these needs.

Such a bureau provides speakers free of charge to schools, churches, civic and professional groups. Organizing a speakers bureau can be an effective way to build community awareness and support. Moreover, it will help your members develop valuable public relations skills and give them experience in addressing a variety of audiences.

Since the number of scheduling mistakes and broken slide projectors are directly proportional to the number of people "in charge," only one coordinator should take responsibility for the bureau. The following guidelines can help that person organize a program that will benefit both your club and community.

#### **FINDING SPEAKERS**

As a Toastmaster you already have a head start on two crucial components of a good speakers bureau: You probably know several enthusiastic, effective speakers within your own or other Toastmasters clubs, and you have speaker training resources such as Speechcraft at your fingertips.

But don't assume that your roster of goodwill ambassadors should be made up of veteran Toastmasters with expertise in certain topics. While speeches by recognized authorities are sometimes required, celebrated speakers may be too busy to regularly participate in your program. Less experienced Toastmasters, however, may welcome the opportunity to represent their club and polish their public speaking skills. In fact, they bring their own brand of credibility, since they are apt to come across as "the guy next door" to a local audience.

To solicit speakers for your program, announce the formation of your bureau in a letter to each local Toastmasters club or in the club or district newsletter. Include a questionnaire that asks volunteers what topics they feel they can present effectively. Also ask interested participants to rate themselves as speakers, (for example, experienced and generally proficient; experienced but out of practice; inexperienced but willing to be trained, etc.).

Make sure your volunteers are willing to spend the necessary time and effort to meet

# O r g a n i z i n g a **Speakers Bureau**

their speaking obligations. It's also wise to determine in advance how far members are willing to travel for speaking assignments, then limit your service to groups within, say, an hour's drive from most members' homes.

People with outgoing personalities, enthusiasm for certain subjects and, of course, a positive attitude toward your club, will enhance the effectiveness of your program.

#### **TRAINING**

Your speakers should meet at least six times to practice rudiments of public speaking before their first assignment. Even speakers who rate themselves as "experienced and proficient" can benefit from additional training – they also make excellent coaches for beginners.

At one of your training sessions, include a review of pertinent facts about Toastmasters International. Even if your spokesperson talks to a Sunday brunch club about saving elm trees, you can bet she or he will be asked, "What exactly is a Toastmasters club, anyway?"

It is not unheard of for a speakers bureau coordinator to discover, with much chagrin, that an unprepared or uninformed speaker was not adding to the organization's good reputation. If you anticipate that your speakers might occasionally face a hostile audience, conduct a role-playing session where group members take turns asking and answering difficult questions. Or try a Table Topics-type exercise to help speakers develop their ability to "think on their feet" in awkward situations. A final rehearsal can help reduce butterflies before that

**YOU DON'T NEED  
EXPERT SPEAKERS  
AND PR  
PROFESSIONALS –  
JUST AN  
AMBITIOUS  
COORDINATOR  
AND A FEW  
ENTHUSIASTIC  
TOASTMASTERS.**

**by Penelope Pietras**



## **"AVOID FALLING**

## **INTO THE TRAP**

## **OF MAKING YOUR**

## **PRESENTATIONS**

## **TOO SELF-**

## **PROMOTING."**

first presentation and could also save you and your club from embarrassment.

### **MY KINGDOM FOR A SUBJECT**

What should your speakers talk about? The answer generally is: anything that's appropriate for their audiences. If the speakers bureau's purpose is solely to promote Toastmasters in the community, you can offer programs that relate to your club either directly or indirectly, such as Youth Leadership or Speechcraft courses. If the bureau's role is to address one issue in particular, you should tailor that topic to fit various audiences.

Finally, avoid falling into the trap of making your presentations too self-promoting. Audiences are quick to recognize ulterior motives, and you may not be invited to speak a second time.

### **PROMOTION AND PUBLIC RELATIONS**

Since community meetings are often plagued with uninteresting, untrained speak-

ers, you might assume that your new bureau will be inundated with requests. Not necessarily! Unfortunately, untrained speakers from other organizations haven't helped your cause. Consequently, selling your free service may be a formidable task.

Probably the best way to reach potential audiences is to send a personal letter and/or brochure to all local community groups. Keep in mind that most office workers have "in baskets" overflowing with promotional mail. So what will make a meeting manager pick up the phone and call you rather than trash your letter?

While a slick, four-color brochure with photographs of your speakers would be nice, it's not necessary. It is necessary, however, that you present all of the pertinent information in an organized, concise format. Your targeted audiences will want to know the times and dates your speakers are available, how much advance notice is required, typical speech length and subject matter.

Create a list of topics with a few descriptive comments about each speech to entice potential listeners. And if some of your speakers are well known in the community, by all means include their names in the letter/brochure.

Follow up your initial mailing with a phone call. It's almost as important as your letter or brochure. If you are friendly, informative and brief on the phone, the listener will assume the same of your speakers and will be more likely to want your bureau's services.

Along with your mail and phone campaign, send press releases to business and community editors of local newspapers. Each press release should be no longer than one page, typed and double spaced. Make certain the most important information (who, what, when, where, why and how) is placed in the beginning paragraph. Issue an initial press release to introduce your speakers bureau, or wait until you have confirmed an engagement with a well-known organization and then announce the meeting and the guest speaker. This will help boost meeting attendance as well as promote your bureau.

### **LITTLE THINGS MEAN A LOT**

Once you have agreed on a speaker, topic, time, date and place with a program chairperson, confirm the arrangements in writing. Be sure to send the scheduled speaker a copy of the confirmation letter as well.

Form letters and printed check lists can save a lot of time and confusion in finalizing arrangements. Does your speaker need a slide projector, blackboard or easel? Who is expected to provide this equipment? Does the sponsoring organization want a black-and-white photo of the speaker for publicity? At the very least, you will want to provide them with a brief biography (approved by the speaker) so the speaker can be properly introduced.

Keep a log of all speaking engagements. Make sure that both the speaker and the host group know the name and phone number of a contact person in case of last-minute changes. On the day of the event, make a quick phone call to both the program chairperson and your speaker for final confirmation.

To determine if the speakers bureau is accomplishing its goals, it's a good idea to keep accurate records and gather feedback from clients. Request that your speakers submit a brief report following each presentation, perhaps by completing a short questionnaire. Ask them to report how many attended the presentation and their impressions of the audience's reaction. Also solicit evaluations from the audience and/or the sponsoring organization's program chairperson. Such feedback will help you improve and will provide ideas for new topics.

### **REAPING THE BENEFITS**

As with many public relations functions, the benefits of a speakers bureau are somewhat intangible. Determining how the speakers bureau affects the public's perception of your club may only be possible through a costly public opinion survey. Whatever the collective benefits to your club, however, individual speakers will benefit by polishing their presentation skills, increasing self confidence and refining personal and professional images.

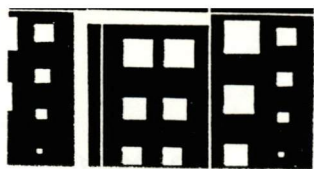
The human link created between your organization and the community through a speakers bureau is a valuable asset. In our increasingly sophisticated information age, you will undoubtedly find that a speakers bureau's face-to-face, handshake-to-handshake approach is a great way to communicate. T

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**Penelope Pietras** is a former corporate communications editor with a large electronics firm in Torrance, California.

This article is adapted from an article previously published in *The Toastmaster*.





## hall of fame

### DTM

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

Pat Alcorn, 200-F  
Gertrude E. Windsor, 114-1  
Robert M. Ingram, 5825-4  
Shari J. Wilson, 1409-6  
Robert B. Hunt, 7487-7  
Cathy A. Campbell, 1127-11  
Marilyn Mitchell, 4062-12  
Violet Gillen, 4062-12  
Joyce A. Mossinger, 4465-14  
Jacqueline L. Johanson, 597-19  
Cathy Loveday, 4013-23  
Edward E. Smith, 651-27  
Roy S. Jones, 2758-28  
Frank J. Guyer, 1743-30  
Sylvia Doane-LaVigne, 3993-31  
Terence W. Linkletter, 3986-32  
Virginia L. Ozman, 736-33  
Paulette A. Claiborne, 5198-36  
Arne Sampe, 2629-39  
Lester C. Johnson, 3359-39  
Missy Cook, 1875-44  
Rose Martino-Gerhard, 1964-46  
Shirley Houle, 1980-47  
Annette Love Hatton, 3466-47  
Nancy Vis, 5702-60  
John V. Stucko, 2836-62  
Lynda H. McLaren, 4703-63  
Albert A. McGuire, 3732-69  
Barrie Nicholas B. Fuller, 6063-69  
Peter Parsons, 880-70  
Joan Hook, 7686-72  
Antony John Steven, 6247-73  
Herbert Munks, 8347-73  
Trevor Shaw, 1960-74

### ATM Silver

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

Alberto Guerrero Barba, 5638-U  
Frances Jamieson, 8121-4  
Joe Naiman, 4152-5  
Merna Pease, 4591-6  
William C. Keller, 4001-11  
Lewis H. von Herrmann, 833-14  
James E. Mc Coy, 5849-14  
Janet E. Schultz, 4943-20  
Scott W. Williams, 8432-20  
J.P. O'Sullivan, 3767-21

Georges G. Bouche, 305-25  
Adrien R. Burnett, 2231-25  
Janice Timmons, 2231-25  
Stephen E. Grice, 7388-25  
Robert F. Happel, 1743-30  
Marc Nagele, 4789-30  
Dick Hawley, 4596-35  
Gloria D. Kemp, 1066-47  
Vishnu R. Khade, 919-53  
Sharon M. Sharp, 8586-56  
Satya Sarkar, 5067-57  
Pauline Marie Duncan, 2729-60  
Eileen Ball, 3319-61  
Velma Latmore, 5458-61  
Murry Groseclose, 3004-63  
James E. Erwin, 3264-63  
Kathleen A. Nash, 1681-66  
Erica Enraght-Moony, 2097-69  
James Enraght-Moony, 2097-69  
Joanne Gilchrist, 5323-70

### ATM Bronze

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

Alberto Guerrero Barba, 5638-U  
Shirley A. Burns, 4404-1  
Sue Dynneson-Bynum, 2828-2  
Bob Erickson, 2607-3  
Sharon Stranahan, 2373-4  
Owen L. Nelson, 208-6  
Andrew W. Schmidt, 388-6  
Keith A. Hardy, 2342-6  
Leanne McCurley, 1215-7  
Harold T. Smith, 2944-11  
Barbara A. Resnover, 6821-11  
Mary Hostetler, 833-14  
Glenda Kilmer, 1627-16  
Carolyn S. Ballard, 3786-20  
Teresa Sonsthagen, 3786-20  
Shirley Lewis Smith, 3532-21  
T. K. O'Geary, 5545-23  
Constance L. Pullen, 6757-24  
Mary Lynne Alberty, 6757-24  
Gary J. Smith, 1415-25  
Deborah Jean Everitt, 1721-25  
Thomas M. Hartman, 5569-25  
Mike Lara, 6190-25  
Leonard Story, 7349-25  
Jeffrey Michael West, 651-27  
David Orlin Johnson, 732-27  
Lorraine A. McCall, 3349-27  
Carolyn Strano, 4379-27  
George Scott Jr., 4612-27  
Richard E. "Dick" Stallings, 4862-27  
Paul E. Sonnier, Jr., 226-29  
Bethy Hehn Massey, 673-29  
Frank J. Guyer, 1743-30

Robert F. Happel, 1743-30  
Marc Nagele, 4789-30  
Philip W. Moul, 4604-31  
Richard Hully, 7677-31  
Berl Colley, 4681-32  
Lykele Miedema, 5353-33]  
Angela M. Roberts, 5377-36  
Willie Mae Magwood, 5898-36  
Dennis E. Vickland, 3023-37  
Patrick Trotta, 6070-38  
Barbara Kempker, 1528-39  
Fred J. Daniels, Jr., 2299-39  
James B. Ford, 1619-40  
Susan Iwanski, 3188-46  
Robert M. Bieber, 4764-46  
Robbie L. Young, 2582-47  
H. Dale Nute, 5821-47  
Linda M. Cota, 29-52  
Raymond M. Johnson, 803-53  
Thomas A. Potter, 1196-54  
Jane F. Gregory, 366-56  
W. E. Crouch, 2208-56  
Karen A. Mayfield, 2995-56  
Consuelo L. Samarripa, 3407-56  
Boyce Gahagan, 5831-56  
Robert D. Crosby, Sr., 2091-58  
Stephen W. J. Holloway, 2729-60  
Martha Clark, 4376-63  
Sharon Dunand, 313-64  
Gloria M. Langston, 3259-65  
Steven A. Vetter, 2541-66  
Frank C. Brown, 5168-66  
Brian Kevin Duckworth, 1921-70  
Philip Hugh Ian West, 2254-70  
Brian A. Keane, 4821-70  
Peter Graves, 6406-70  
Christine Twaddle, 3353-72  
John Stephen Veitch, 7835-72  
Carl Albrecht, 5650-74

### ATM

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

Alan J. Anderson, 1687-U  
Adrian Ogle, 2787-U  
Eduardo Gonzalez Ochoa, 4329-U  
Francisco C. J. Villasenor, 4329-U  
Alberto Guerrero Barba, 5638-U  
Paul G. Paquin, 6823-U  
Joycelyn L. Spencer-Hilaire, 7366-U  
Elliott E. Murphy, 115-F  
Greg Mc Mahon, 416-F  
Charles Edward Hawley, 3280-F  
Judy Merry, 3364-F  
Kelly Teenor, 3425-F  
Ede Ferrari-D'Angelo, 3836-F  
Larry R. Harlan, 3836-F  
Joan H. Nehls, 5398-F

William C. Johnson, 5972-F  
Sash Lulla, 6366-F  
Margy L. Dunlay, 7016-F  
Terry Weiss, 7493-F  
Barry William Segal, 298-1  
Vena A. Quilan, 990-1  
Kenneth C. Chotiner, 4490-1  
Mike Kelly, 117-2  
Michael M. Sweeney, 4801-2  
Dennis J. Soltis, 5030-2  
Brenda Frost, 7149-2  
Edwin A. Haberstick, 801-3  
Francine Sample, 801-3  
Marcia Golombik, 1772-3  
Marlene Northup, 1839-3  
Richard J. Skoff, 2083-3  
James D. Hathaway, 2607-3  
Suzanne E. Delap, 2607-3  
Arthur D. Johnson, 4517-3  
Arvid J. "Art" Miller, 934-4  
Reema Y. Mahamood, 1435-4  
Frank M. Amdur, 5038-4  
Marcia A. Smith, 4802-4  
David N. Benjamin, 7850-4  
Lark Stoltze, 1394-5  
Marie C. Ogilvie, 1885-5  
Debra J. Niemeier, 2542-5  
Wendelin J. Miller, 2955-5  
Suzanne Boehm, 4356-5  
Cynthia Ann Battin, 5555-5  
Jim F. Salopek, 6398-5  
Johnny Daniel, 430-6  
Shirley Daniel, 430-6  
Marcia A. Schardin, 2401-6  
Janice Bauer, 4619-6  
Rene Elvin, 138-7  
Ron George, 138-7  
Anne Ellett, 997-7  
Leo R. Kimm, 2319-7  
Jean Sandwick, 4428-7  
John J. Skain, 503-8  
Maxim Franklin Boyko, 1267-8  
Chrysselda T. Glaser, 4129-8  
Sharon Mannine Lovelock, 4558-8  
Donald W. Fountain, 95-9  
Terri M. Zajac, 7319-9  
Tom Mroczka, 1902-10  
Ray McIntosh, 2115-10  
Victor Y. Matthews, 2115-10  
Roger A. Williams, 3315-10  
Earl Smith, 7045-10  
Loretta I. Cleary, 17-11  
Roger Meachem, 1122-11  
George Mc Kee, 1521-11  
Theresa M. Bareither, 1863-11  
Curtis W. Hunter, 2182-11  
Jane Neeley Snow, 2333-11  
Will J. Chappell, 2944-11  
Dolores Jeanette Kossman, 290-12  
Gloria Fiori, 290-12  
Helen M. Brown, 1506-12  
Sharon M. Mc Carthy, 1506-12  
George Mitchell, 4062-12  
Violet Gillen, 4062-12  
Cecil L. Moore, 4397-12



Kathryn E. Starr, 5247-12  
 Robin J. Larson, 833-14  
 Edmond Burch Roberts, 1411-14  
 Gary Vause II, 1520-14  
 Joann P. Jones, 2896-14  
 Shirley J. Mullins, 3379-14  
 Felecia Mathews, 3871-14  
 Nickie Whitehead, 4048-14  
 Lee Hollingsworth, 4941-14  
 Eleonore A. Walters, 5834-14  
 Laura F. Fincher, 5834-14  
 Beverly M. Maxwell, 6159-14  
 Alvaro H. Munoz, 7384-14  
 Arthur H. Haase, II, 7384-14  
 Bert Adams, 7780-14  
 Steven A. Sheick, 7780-14  
 Lillian H. Hill, 7876-14  
 Nancy L. Morris, 2439-15  
 Joel R. Hatch, 4846-15  
 Beth Denner, 6470-15  
 Patricia Sue Koehler, 454-16  
 Shelley Dobson, 1032-16  
 Louella Hefley, 3139-16  
 John W. Clark, 3383-16  
 Roger Rainey, 4101-16  
 Cari Yturri, 291-17  
 Tanya Brasko Rodich, 1345-18  
 Fred Wright, 1833-18  
 Selwyn M. Julien, 2240-18  
 Richard J. Voelkel, 2605-18  
 Michael D. Boyd, 7174-18  
 Susan R. Rogers, 8423-18  
 Joan Johanson, 597-19  
 Mary Ellen Dyché Lind, 3135-19  
 Thomas F. Stockebrand, Jr., 3135-19  
 Karen Blue, 4996-19  
 Sister Angela Marie, 6443-19  
 Bonnie L. Gould, 7515-19  
 Roger W. Peters, 717-20  
 Dean William Bennett, 4166-20  
 Peggy Pepper, 38-21  
 Anne Ferguson, 1591-21  
 Geoffrey Alexander Cribb, 1591-21  
 Donna Brundige, 2171-21  
 Evelyn Tyler, 2577-21  
 Robert B. Campbell, 99-22  
 Joanna Werner, 3990-22  
 Edgar Neufeld, 4679-22  
 Kenneth E. Kemp, 5105-22  
 Joey Wayne Miracle, 122-23  
 James W. Lyon, 2282-23  
 Andrew Bruce Caird, 8326-23  
 Kent J. Beckman, 2102-24  
 Ronald D. Snyder, 2742-24  
 Jean Durgin-Clinchard, 2788-24  
 Shirley A. Christiansen, 5779-24  
 Mark Darby, 6757-24  
 Welton R. Baxter, 305-25  
 Sean Windsor, 544-25  
 Betty D'Arcy, 1190-25  
 Ira Nevelow, 4108-25  
 E. C. Mc Laughlin, Jr., 4231-25  
 Simpson B. Garrison, 6130-25  
 Allen Stephens, 6579-25  
 Cynthia J. Stewart, 7348-25  
 Douglas B. Tambor, 7789-25  
 Chuck Reynolds, 4553-26  
 David S. Gibson, 5316-26  
 Raphael W. H. Wong, 1378-27  
 C. Frederick Friedmann, III, 1748-27  
 Carla S. Sylvester, 2184-27  
 Leonard M. Bechtel, 2775-27  
 Thomas W. Reilly, 2775-27  
 Glenda B. Davis, 3356-27  
 Theresa Kostka, 3550-27  
 Lucy N. P. Birch, 4817-27  
 Jacqueline Kennedy, 4862-27  
 Benjamin R. Bostic, 5154-27  
 Ramon R. Magbanua, 5443-27  
 Remo de la Pena, 5443-27  
 Donna Blake Bolton, 6585-27  
 Evans A. Bissonette, 3079-28  
 Harriet Edith Kaplan, 5905-28  
 Connie Chapman, 6416-28  
 Mary S. Cowper, 6803-28  
 Mary S. Levitt, 728-29  
 Dallee I. Warren-Reed, 432-30  
 Jeffrey C. Socher, 1087-30  
 Frank J. Guyer, 1743-30  
 Robert F. Happel, 1745-30  
 Belinda W. Ronth, 2051-30  
 Louis R. Kennedy, 4789-30  
 Marc Nagele, 4789-30  
 Lawrence Bergnach, 5532-30  
 Philip R. Scott, Jr., 2992-31  
 Antoinette Turcotte, 3136-31  
 Franklin R. Hawke, 5350-31  
 Barbara Louise Harvey, 1123-32  
 Laurel A. Lemke, 1594-32  
 Vanessa G. Anderson, 1594-32  
 Debra Kimzey, 146-33  
 Manuel G. Lerma, 1493-33  
 Ralph Gordon, 3332-33  
 Robert Ashton, 6409-33  
 Thomas Schuld, 6409-33  
 Dario O. Beniquez, 8487-33  
 Dianne M. Kurtz, 1559-35  
 Frank W. Ingles, 3490-35  
 Dottie Reeder, 3675-35  
 Emma V. Ravelo, 4955-35  
 Alan Deiler, 6111-35  
 Donna Breslin, 7751-35  
 Nancy L. Mueller, 7751-35  
 Robert E. White, 2157-36  
 Mary S. Tobin, 3323-36  
 William E. Pullen, 5491-36  
 Jane Burch-Pesses, 6124-36  
 Mike Burch-Pesses, 6124-36  
 Ernest J. Wendell, 1203-37  
 Lee Langston, 1626-37  
 Katherine Ann Pierce, 2055-37  
 Alvin J. Black, 3971-37  
 Gail E. Magee, 4139-38  
 Anola Vance, 7237-38  
 Joan M. Stevenson, 8388-38  
 John Dierking, 64-39  
 Wyatt C. Sawyer, 197-39  
 Victoria Morse, 2349-39  
 Joyce Klusnick, 3359-39  
 K. Paul Laudenschlager, 3359-39  
 La Wanna G. Parker, 5218-39  
 Kathleen Moffett, 7489-39  
 Victor C. Halpin, 870-40  
 John D. Bauer, 3456-40  
 Leland H. Short, 3456-40  
 Dave Cartledge, 2511-42  
 Lily Mc Cool, 4753-42  
 Suzanne Tully, 5330-42  
 Rafique Khan, 6110-42  
 Arlene A. Jorgenson, 6883-42  
 Fern Hardie, 6901-42  
 Martin Cross, 7316-42  
 Sharon Murphy, 243-43  
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 Thurston Thompson, 7630-43  
 Don B. Cooper, 7643-43  
 George Buchanan, 261-44  
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 Todd Van Dell, 1562-45  
 Angella Bascom, 6954-45  
 Peter C. Oickle, 7669-45  
 Josephine M. Giaimo, 1552-46  
 Bonnie Sussman, 1781-46  
 Alice A. Eib, 3817-46  
 Ming Lau, 4764-46  
 Anne C. DeHart, 546-47  
 Kenneth L. Mullens, 952-47  
 Dolores E. Brown, 1841-47  
 Alice Gills, 2002-47  
 Rusty A. Best, 2155-47  
 Karen A. DeMario, 2284-47  
 Robbie L. Young, 2582-47  
 Irving Tepper, 2903-47  
 Michelle J. Maynard, 3695-47  
 Bonnie Libhart, 1932-48  
 Daniel E. Belcore, 1987-48  
 Kay Gray, 3963-48  
 Dennis D. Lang, 6157-48  
 Priscilla B. Minton, 6201-48  
 Judy K. Young, 6221-48  
 Simone C. Sanidad, 1668-49  
 Lettie Snider, 48-52  
 Steven L. Reyes, 172-52  
 Susan Myers, 988-52  
 Yvette Richardson, 1476-52  
 Elizabeth Thompson, 3622-52  
 Marilyn W. Saunders, 7488-52  
 Jana Bickel, 8231-52  
 Lucy M. McCue, 921-53  
 Sandra Gordon, 3610-53  
 Charles H. Perry, 4719-53  
 Brian N. Naber, 850-54  
 Janet K. Hartford, 1196-54  
 Linda Willing, 8577-54  
 Vivian Walker-Gandjoulov, 267-56  
 Carol Marie Cespedes, 966-56  
 Surinder K. Dhamija, 2972-56  
 Frances Merritt, 3116-56  
 Dennis F. Ripple, 4973-56  
 Dianne L. Mc Coy, 5047-56  
 Mary Horan, 5564-56  
 Jessie Johnson, 5811-56  
 R. L. Ross, 5811-56  
 James L. Lindenfeld, 5831-56  
 Rodney L. Robb, 6701-56  
 Shirley Fontes, 6701-56  
 William F. Whisenant, 7629-56  
 Ralph E. Mathews, 8011-56  
 Richard H. Robbins, 682-57  
 Norma Lent, 5500-57  
 Rosie Creelman, 7040-57  
 Helen H. Kelly, 964-58  
 M.B. (Bucky) Sutton, 1370-58  
 Carlos Masauding, 2091-58  
 C. A. Robertson III, 2174-58  
 Mark Anthony Lattanzio, 2174-58  
 Chris W. Mathewes, 6302-58  
 Sandra W. Harrison, 7031-58  
 Michael MacLean, 312-60  
 James R. Poling, 1289-60  
 George Pay, 2245-60  
 Kathleen Murphy, 2729-60  
 Margo Jamieson, 2729-60  
 Roland Lange, 3568-60  
 Ernest C. Taylor, 4778-60  
 Gordon Wray, 5702-60  
 Jean Thomas, 2501-61  
 Anis Ashraf, 3279-61  
 Borgny Pearson, 3279-61  
 Christie Richards, 3279-61  
 Douglas R. Shear, 5924-61  
 Jack Gammon, 7782-61  
 John A. Fenstermaker, 477-62  
 Jay Larson, 5419-62  
 Patricia A. Walthorn, 6937-62  
 Linda Cox Allen, 3376-63  
 Sue G. Harris, 3728-63  
 Glenda J. Pickens, 4843-63  
 Henry Carl Hobbs, 2065-64  
 Edward C. Burgener, 2150-64  
 Evelyn F. Anderson, 2513-64  
 Shelley Morris, 2638-64  
 Camilla Galovics, 4851-64  
 Frank Sylvester, 1143-65  
 Carol Ann Stafford, 3685-65  
 Robert S. Turner, 1469-66  
 Patrick D. Cupp, 3821-66  
 David B. Vogel, 1225-68  
 Nancy A. Manley, 2832-68  
 Jannette Amelia Bell, 1444-69  
 Helen Squelch, 2987-69  
 Geoffrey William Newman, 3750-69  
 Errol Burnage, 3769-69  
 James Ivan Gall, 3796-69  
 Mark Christopher Jones, 3796-69  
 John William Zeller, 3899-69  
 Debra Howard, 5513-69  
 Davina Elsa Daniel, 5836-69  
 Frank Lavis, 6006-69  
 Margaret Smith, 6164-69  
 Roberta O'Keefe, 6934-69  
 Thomas Anderson, 7377-69  
 Stella Etherington, 7418-69  
 Cyril Houseman, 880-70  
 Sebastian Sabater, 880-70  
 John Dwyer, 1117-70  
 Richard M. Stacey, 1921-70  
 Peter Kluegel, 2107-70  
 Norman Thomas Hanscombe, 3186-70  
 John Hynes, 3289-70  
 Narendra Mahant, 3554-70  
 Marcia Jeanette Boyd, 5069-70  
 Victoria Lelarge, 5335-70  
 Malcolm F. Hall, 5593-70  
 Alan Mavrick Gill, 6204-70  
 Patti Bertram, 6691-70  
 Joan Victory, 6865-70  
 Rosemary Allison, 7522-70  
 Marion Judith Schauer, 7851-70  
 Robert James Allan, 7852-70  
 Julian B. Hammond, 6844-71  
 Mary C. Cooper, 1076-72  
 Joan Watherston, 1821-72  
 Jeanette Ngairé Purchase, 3089-72  
 Julie Young, 3511-72  
 Colin A. Turner, 3837-72  
 Karen Ann Watkins, 4338-72  
 Lyn Charlton, 4660-72  
 David Alexander Holm, 4748-72  
 Catherine Harris, 6018-72  
 Ann Mayer, 7821-72  
 Bridget Ballard, 920-74  
 Leslie Bignaut, 920-74  
 Johnny Ivor Lee, 2305-74  
 Barbara Ann Day, 2636-74  
 Don Mc Donough, 2636-74  
 Howard John Skeeles Parker, 3038-74  
 Andre Steynfaardt, 3642-74  
 H. H. A. Potgieter, 3775-74  
 Edward Foster, 5031-74  
 Carl Albrecht, 5650-74  
 Frik Van Eeden, 5650-74  
 Barbara Watkins, 3732-74  
 Carlo Konrad Fourie, 7609-74  
 Sergio L. Infantado, 5121-75  
 Earl W. Armstrong, 7502-75



## ANNIVERSARIES

60 years

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45 years

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Lancaster, 526-40

40 years

Anthony Wayne, 521-11  
Lancaster, 526-40

40 years

Kay Cee, 638-1  
Newberg, 588-7  
Lake Oswego, 605-7  
Barstow, 1180-12  
Washington Crossing, 1100-38

35 years

Beverly Hills, 2576-1  
Scottish Rite, 2289-11  
Elkhart County, 2549-11  
Union Camp, 2587-14  
Manhattan, 2570-22  
Kearney, 1799-24  
Nor Easters, 2494-38  
TM Club Essex County, 2567-46  
Helmsmen, 2522-57

30 years

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Alamo City, 1855-56  
Blueridge, 1514-66  
Bankstown Sports, 1519-70

25 years

Racine Y M C A, 2027-35  
Bathurst, 2381-45

20 years

Mun-E-Men, 2732-2  
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Downtowners, 2944-11  
TNT, 1831-65  
Pukekura, 2176-72  
Hastings, 3473-72

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Sweetwater Valley, 3225-5  
Moonlighters, 431-9  
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Rise & Shine Toasters, 3150-25  
Simi Valley, 3533-33  
Woodland, 2777-39  
Benoni Toastmasters, 1315-74

10 years

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Scripps Teasers, 1442-5  
Solana Beach, 1532-5  
Twin Rivers, 1426-9  
Farmers Insurance Opro, 2266-22  
Nacogdoches, 1726-25  
Monday Niters, 736-33  
Daybreakers, 1388-33  
Los Amigos, 2224-33  
Singles, 3968-33  
Belle City, 1477-35

Hi-Noon, 3963-48  
El Cerrito, 1507-57  
Grand Postprandial, 3664-65  
Dixie Doubletalkers, 1067-68  
Shell, 2617-68  
Stafford Heights, 2589-69  
National Mutual TM, 1570-70  
MBA, 4970-75

## NEW CLUBS

Tozai, 8827-U  
Tokyo, Japan  
NUS, 8833-U  
Singapore  
Holmes & Narver, 8860-F  
Orange, California  
Countrywide Associates (CATS), 8865-F  
Pasadena, California  
City Speakers, 8842-1  
Santa Monica, California  
Desert Heat, 8822-3  
Phoenix, Arizona  
East Wind, 8848-7  
Gresham, Oregon  
General American-NHQ, 8869-8  
St. Louis, Missouri  
Associated Speech Masters, 8880-11  
Indianapolis, Indiana  
AJAC's, 8841-14  
Norcross, Georgia  
Ashwood Speakers, 8849-14  
Atlanta, Georgia  
Taxmasters, 8852-18  
Baltimore, Maryland  
Prairie Winds, 8862-20  
Grand Forks, North Dakota  
D-Ones, 8844-21  
Vancouver, British Columbia, Canada  
Richmond Achievers, 8878-21  
Richmond, British Columbia, Canada  
Talking Circle, 8884-21  
Prince George, British Columbia, Canada  
Electric Toasters, 8832-26  
Brighton, Colorado  
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