

THE TOASTMASTER

DECEMBER 1992

Looking for a **M**entor?

Club Growth:

Do or Die?

Margaret Thatcher:

The Iron Lady



viewpoint

VISION OF POSSIBLE ACCOMPLISHMENT

"We fall short of the ideal of perfection, but we know that the individual member or individual club has been helped, in proportion as the vision of possible accomplishments has been made clear, provided that the strong purpose has been present, either in the member or the club"

RALPH SMEDLEY

When my children were very young, I told them the story of "The Little Engine Who Could." The tale was about a little train engine being encouraged to go over a mountain. "You can do it... You can do it," he was told. But the little engine had doubts. Yet, in trying to overcome its fear of climbing the mountain, the little engine invoked its own mantra - "I think I can...I think I can." And so it went, faster and faster, until the engine reached the top and went over the mountain. Then the engine began a new chant - "I can do it...I can do it... I can! I can!"

As leaders and members, we must be committed to helping our new members visualize that mountaintop: all

the benefits and accomplishments that can come from club membership. We need to show these new members the outstanding resources available for developing communication and leadership skills through the use of our basic and advanced manuals, the Success Leadership Modules and the upcoming new program on leadership. By actively participating in the meeting program and accepting club leadership roles, members can develop practical leadership skills. However, while our primary focus is on communication and leadership skills, we must remember that many people join Toastmasters for other reasons: namely, to overcome the fear of public speaking, to develop self-esteem and to fulfill social needs.

Each member must be encouraged to change fears into greater self-confidence - from "I think I can" to "I know I can." When new members join, they need our immediate attention. We may assume they will automatically assimilate into our club environment without too much help from us. But this assumption may be wrong - the club learning process might initially seem rather formidable. So the main factor in significantly increasing new members' satisfaction is to provide a nurturing club environment.

First, club officers should initiate, if they haven't already, an aggressive mentor program for new members. This good beginning serves two purposes: new members benefit from discussion and interaction with knowledgeable coach mentors - who, in turn, derive satisfaction from sharing their experiences with new members.

You and I ought to encourage other Toastmasters to change their attitude from "I think I can" to "I know I can." This gives us a lot of power - power that should be nurtured and handled wisely. Not only can we change our own lives by taking advantage of the Toastmasters program, we can show others how the program can help change their lives as well. I can think of no greater satisfaction than helping an individual to become a more successful and confident human being.

BENNIE E. BOUGH, DTM
International President

THE TOASTMASTER

PUBLISHER Terrence McCann
EDITOR Suzanne Frey
ASSOCIATE EDITOR Janet Whitcomb
ART DIRECTION Paul Haven Design
TYPOGRAPHER Susan Campbell

TI OFFICERS AND DIRECTORS

Founder Dr. Ralph C. Smedley,
(1878-1965)

OFFICERS

President Bennie E. Bough, DTM
4607 Ordinary Court
Annandale VA 22003

Senior Vice President Neil R. Wilkinson, DTM
10711 Bears paw Drive E.
Edmonton Alberta
Canada T6J 5E1

Second Vice President Pauline Shirley, DTM
501 Woodshire Lane
Herndon VA 22070

Third Vice President Ian B. Edwards, DTM
4017 Stonebridge Road
West Des Moines, IA 50265

Immediate Past President Jack Gillespie, DTM
P.O. Box 1497
Winnipeg Manitoba
Canada R3C 2Z4

Executive Director Terrence J. McCann
Toastmasters International
P.O. Box 9052
Mission Viejo CA 92690

Secretary-Treasurer Frank Chess
Toastmasters International
P.O. Box 9052
Mission Viejo CA 92690

DIRECTORS

Lee M. Beattie, DTM 3733 Manly Farm Road
Wake Forest, NC 27587
Jo Anna McWilliams, DTM
17610 Midway #134-349
Dallas, TX 75287

Evelyn-Jane Burgay, DTM 2335 Alpine Avenue
Sarasota FL 34239
Jenny K. Pagano, DTM
6757 West 100 North
Greenfield, IN 46140

Doug Couto, DTM 5470 Military Drive West, #1210
San Antonio, TX 78242-1253
Richard L. Peterson, DTM
1549 Arona Street
St. Paul, MN 55108

Terry R. Daily, DTM 16 Foxcroft Crescent
London, Ontario
Canada N6K 3A4
Denny C. Saunders, DTM
2517 S. Columbia Avenue
Tulsa, OK 74114

Dick W. Fath, DTM 9100 Ashmeade Drive
Fairfax VA 22032
Howard Steinberg, DTM
P.O. Box 2741
Rivonia, 2128
South Africa

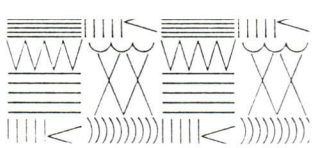
Lloyd A. Gavin, DTM 1213 Cedarbrook Way
Sacramento CA 95831-4405
Kathy A. Todd, DTM
107 Marin Street, #1
San Rafael, CA 94901

Jon R. Greiner, DTM 821 Kleemann Drive
Clinton IL 61727
Harold L. Usher, DTM
718 Chiddingington Avenue
London, Ontario, Canada
N6C 2W8

Joe Jarzombek, DTM 15083 Lindenberry Lane
Montclair, VA 22026
Alan M. Whyte, DTM
41429 Paseo Padre Parkway
Fremont, CA 94539

Tim R. Keck, DTM 2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

To Place Advertising P.O. Box 9052
Contact: Mission Viejo CA 92690 USA
Toastmasters International (714) 858-8255
Publications Department FAX: (714) 858-1207



contents

DECEMBER
1 9 9 2
VOLUME 58, NO. 12



THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Second-class postage paid at Mission Viejo, CA, and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, an organization dedicated to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a nonprofit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930, and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content should be addressed to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Phone (714) 858-8255. Members' subscriptions are included in international dues. Non-member price: \$12.00 per year.

FEATURES:

6 ENRICHMENT THROUGH LITERATURE
Consider Mark Twain's words: "The man who does not read good books has no advantage over the man who can't read them."
By Peter Koh Soon Kwang and Lily Chang Chee Yu

8 LOOKING FOR A MENTOR?
When seeking success, consider the advantages of connecting with a seasoned professional.
By Lin Gensing

11 CLUB MENTORING 101
Quality teaching helps new members make the grade.
By Ben H. Dorsey III, CTM



12 MAKE YOUR MARK AS MENTOR
Your influence can make a new member soar.
By Robert Alan Black, ATM-S

16 CLUB GROWTH: DO OR DIE
With a little effort, your club will not only survive but thrive.
By D. Bennett Rice, CTM

20 SPEAKING FROM EXPERIENCE
You don't write a speech, you live it.
By Roy Saunderson, CTM

24 MARGARET THATCHER: THE IRON LADY
How the world's most powerful woman reached the top.
By Thomas Montalbo, DTM



DEPARTMENTS:

2 VIEWPOINT: Vision of Possible Accomplishment
By President Bennie E. Bough, DTM

4 LETTERS

5 MY TURN: Everyone's A Winner At Club Contests
By Ted Wood, DTM

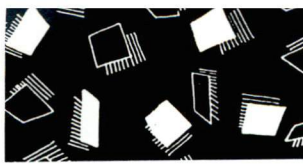
14 HOW TO: Speaking to a Foreign Audience
By Frankie Fook-Lun Leung

日松時謹祈今
月竹入賀本築

22 INTERNATIONAL SPEECH CONTEST RULES

28 HALL OF FAME

30 1992 ARTICLE INDEX



Letters

SOME COMMENTS ABOUT THOSE WORDS

I found Mr. Jones' article on prayer (September) to be both amusing and appalling. I don't know how his club is run, but in mine we are adult and tolerant enough to allow people to choose whatever kind of content they want for the invocation. Some do choose a religious message, but others read poems, give inspirational talks or ask for a moment of silence. So far nobody has been lynched or asked to leave.

I suggest creating a climate of tolerance in one's club so people listen respectfully to any invocation given, without necessarily agreeing with the message. Those who are really offended can always leave.

DAWN HODSON
SANDPIPERS CLUB 1224-33
VENTURA, CALIFORNIA

Thank you for including the article, "And Now, Some Words about Prayer," in the September issue. Before I joined Toastmasters, I attended several meetings as a guest. When one of the clubs opened with a prayer, I decided immediately not to join it.

As a person without religious beliefs, I resent being asked to participate in prayer. Although I agree with the author that religious-oriented clubs may continue opening with prayer, secular clubs show insensitivity to the wide range of beliefs and non-beliefs by including them - no matter how

predominant a sect may seem.

If you've ever wondered why some guests don't join your club, it could be that, like myself, they didn't feel fully welcome and included in your entire meeting. While admittedly the invocation is a small portion of the meeting, every member should be able to fully participate in every aspect of the club. Those who don't want to listen to or deliver an invocation cannot.

LINDA PESCATORE
PACIFIC BEACH CLUB 54-5
SAN DIEGO, CALIFORNIA

When I sponsored the Asian American Toastmasters Club (5846-16) two years ago at Tinker Air Force Base in Oklahoma, its Vietnamese members were Catholic, Baptist, Methodist, Buddhist or Confucianist.

The club was formed to help the Vietnamese reduce their accents, and we never had any problem about praying. Each member prayed as he chose: sometimes members would read poetry, ask for silence or recite the Lord's Prayer. The choice was made by the individual doing the invocation. When I first joined Toastmasters in 1975, I was taught that I had the freedom of speech (without vulgarity) and that I would be evaluated on delivery, not content. I was of a different religion than many of the club members I later sponsored, but I was more concerned about their inability to communicate and gain

promotions than I was about our difference in religion.

BARBARA DILLON
DISTRICT 16 GOVERNOR
LOOK WHO'S TALKING CLUB 5846-16
NORMAN, OKLAHOMA

I read with interest Mr. Jones' article. Many years ago I was at a regional Toastmasters function when the speaker ended the invocation with the phrase, "In Jesus' name we pray." To my immediate right, a very feminine but confident and indignant voice responded, "In Jesus' name **you** pray."

I quickly realized the young lady was just one of more than half the world's population who do not pray to Jesus.

As a professional speaker, I have been asked many times to give the invocation at speaking engagements. To be prepared for those occasions, I developed a "generic" invocation. I have stopped being surprised by the notes and appreciatory comments I have gotten for giving an invocation that includes all the audience.

RICK PHILLIPS, DTM
METRO LEADERS CLUB 8287-68
NEW ORLEANS, LOUISIANA

Editor's Note: *We have received a number of responses regarding the September 1992 "My Turn: Some Words About Prayer." Space permitting, we will publish additional letters in our January issue.*

RE: DUAL MEMBERSHIP

I read Adolph Kaestner's comments (September 1992)

concerning dual membership, and while I see the benefits of an accurate membership count, I have several problems with his proposal.

First and foremost, I'd like people to ask themselves why they become dual members. Do they join other clubs to allow themselves more opportunities to speak and improve, while adding to the club's educational program? Or are they joining a second and third club just to boost those clubs' membership count? If someone joins a second club to be an active participant, shouldn't that person be counted twice when counting total members?

From my perspective, the only benefit to issuing identification numbers is to give an accurate membership count. However, most members don't even know their own club or district numbers, so how can we ask them to remember another number?

I'd rather see my dues dollars spent on training and educational material than on the administrative costs needed to coordinate a member identification program.

JOHN A. FEUDO, DTM
TUFTS TOASTMASTERS CLUB 4934-31
WAKEFIELD, MASSACHUSETTS

Publisher's Note: *If you chose not to renew your membership in October, this may be your last issue of The Toastmaster. Please reconsider your decision; contact your club president for information on renewing your membership.*



my turn

WIN OR LOSE, THE REAL

TROPHY IS EXPERIENCE.

Everyone's A Winner At Club Contests

by Ted Wood, DTM

■ If I had to name one thing that has helped me the most in becoming a better speaker, it would be speech contests.

Competing in club contests is one of the most effective ways to measure one's progress. Contests also inspire us to give our personal best. For these reasons, I believe that the benefits of speech competition should be given greater emphasis in our clubs.

My advice to Toastmasters everywhere would be, "Begin at the club level...volunteer to be a contestant!" Most clubs have at least one contest per year. While we all like to win the first place trophy, the purpose of a Toastmasters speech contest is not so much to challenge other club members, but to challenge our own limitations. So by entering a contest and putting forth our best effort, we enhance the Toastmasters learning process and become winners.

How? By gaining speaking experience under pressure. Certainly, there will be pressure because anxiety, apprehension – whatever you want to call it – is always associated with competition. But don't let this pressure deter you – a Toastmasters club is probably the friendliest forum available for honing your competitive edge and the experience gained from having participated in a club contest is well worth the journey.

As a contestant, even though I was being judged by contest criteria, I always had a club member prepare a written evaluation of my speech. Whenever possible, my contest speeches were also speech projects. In these instances, I would advise my Vice President Education and ask that a member be assigned to prepare a written evaluation for the project. I also asked other members who were not official judges to rate my performance, using the actual judging forms.

All of this feedback for one speech was made possible because I elected to participate in my club's speech contest. The helpful evaluations I received were bonuses beyond what

would otherwise be possible through the club's regular program.

If you win your club's contest, you increase your learning experience at the next higher level. I was fortunate enough to win speech contests at several levels. I also lost more contests than I ever won. However, I never felt I really lost anything by losing a contest. Rather, I always profited from watching my fellow competitors perform, as well as from having ventured beyond my comfort level by performing under pressure.

It's important to note that the value of entering a contest does not necessarily involve making it to the World Championship of Public Speaking or even winning at any level beyond the club. It is about doing your personal best. It is about giving it all you've got and getting a lot in return. The old axiom, "The more you do something, the better you get at it," continues to hold true and is vital to improving as a public speaker.

My original goal in joining Toastmasters was to become a better speaker; this remains a goal to this day. But now that I am no longer a District or International officer and the policies that disallow officers to compete no longer affect me, I'm once again eager for the opportunity to compete.

I encourage each of you to take advantage of the wonderful built-in opportunity found in club speech contests. Without doubt, the speech contest is an excellent tool for every Toastmaster wanting to become the best speaker possible. **T**

Ted Wood, DTM, was Toastmasters International President in 1986-87. Now retired from his career with the U.S. Department of Defense, he lives with his wife, Inez, in Adelphi, Maryland.

"Books are not lumps of lifeless paper but minds alive on the shelves. From each of them goes out its own voice...and just as the touch of a button on your stereo set will fill the room with music, so by taking down one of these volumes, and opening it, one can call into range the voice of a man far distant in time and space, and hear him speaking to us mind to mind, heart to heart."

– GILBERT HIGHNET

Enrichment Through **LITERATURE**

by Peter Koh Soon
Kwang and Lily Chang
Chee Yu

**Consider the words of Mark Twain:
"The man who does not read good
books has no advantage over the
man who can't read them."**

■ WHAT OFFERS US THE OPPORTUNITY TO sit in our own rooms while reaching out to the world...to travel through time and become acquainted with life in all its various forms and situations? What allows us to penetrate the psychological depths of being, explore human feelings, and understand and benefit from the complexities of human relationships?

The answer is that superb category of writing known as literature.

Literature is distinguished from all other kinds of writing because of its qualities and artistic forms. It consists mainly of poetry, fiction and drama, although it may also be in ballad, autobiographical or travelogue forms.

The essence of literature embodies human messages and moral truths. Literature gives us a multidimensional and cross-sectional portrait of life. As an art form, its ultimate aim is the enrichment and expansion of our mind and senses. By delving into different literary works, we are able to immerse ourselves in the cultural, social, histori-

cal and geographic atmospheres of any era or event, thereby attaining an understanding beyond our own life and times.

Charles Dickens' books, for example, offer readers a view of the nominally polite Victorian society held captive by the grimy behemoth of industrialization. One century and half a world away, James Clavell's *Shogun* slides the opaque screen away from the obscure and ritualized culture of shogunate Japan. Through the talent and imagination of authors such as Dickens and Clavell, what were once mere words become conduits for conveying information into the minds and hearts of 20th century time travelers.

When taking on the challenge of reading good books, we open ourselves to unlimited adventure. After all, literature is but a reflection of external and internal quests as lived by men and women from a variety of backgrounds.

TIMELESS APPLICATION

This can be seen in the works of all great writers. Shakespeare, for example, is considered the greatest writer and dramatist of all time because his works bear universal application as genuine portraits of human character and emotion. His plays show that while man is an intelligent being with noble passions and high ideals, he is still liable to

make mistakes and harbor destructive instincts and passions.

D. H. Lawrence said that "A novel is one bright book of life." By reading, we encounter, empathize with and benefit from the experiences of others. We observe their reactions and the consequences of those reactions; in this way we become better equipped to cope with similar situations should they ever happen to us. Listen to the words of educator S. I. Hayakawa: "In a very real sense, people who have read good literature have lived more than people who cannot or will not read. It is not true that we have only one life to live; if we read, we can live as many more lives and as many kinds as we wish."

Great writers are our best moral teachers, because unlike dogmatic philosophers and theologians, they speak to us through the immediacy of human experience. Truth, insight into human character and exposure to various philosophies of life are the immediate benefits we gain from literature.

*"Time present and time past
Are both perhaps present in time future
And time future contained in time past."*

How T. S. Eliot can manipulate simple words to give us profound insight into life! These lines have opened the mind of many a reader to the immensity of life and the totality of being.

The perception and wisdom of great writers enlightens our moral judgment and guides us in directing our own lives.

EMOTIONAL EXPERIENCES


The ability of literature to enrich us spiritually was understood by the famous contemporary Chinese writer Lu-Hsun. After giving up his medical studies, Lu-Hsun became a writer because he wanted to save the souls of his countrymen and enlighten their minds through popular literature. His novels and essays were written in common language and turned large numbers of people away from superstition toward enlightened patterns of thought.

Literature enhances our ability to experience and understand a spectrum of emotions. The best literary experiences call upon both our sentiment and our intellect to work in tandem, as they do in William Blake's stanza:

*"In this a holy thing to see
In a rich and fruitful land,
Babes reduced to misery,
Fed with cold and usurious hands..."*

The more we read, the more our taste in literature is refined and our linguistic abilities improve. We find that writers articulate our thoughts and express feelings and ideas we have but cannot find words to express. As the English poet Alexander Pope once said, in good poetry we should find "what often was thought but never so well expressed."

To encourage the pursuit of literature is by no means to ignore the importance of science and technology. However, science and technology alone cannot and will not make human life meaningful. Literature tells us the humanitarian objectives of scientific progress and provides a perspective by which to measure it.

Remember Mark Twain's observation: "The man who does not read good books has no advantage over the man who can't read them." It is here that we recognize the immense treasury of knowledge and enrichment that literature affords. 

Peter Koh Soon Kwang and **Lily Chang Chee Yu** are former members of the Toastmasters Club of Singapore 357-U in Singapore. This article is adapted from an article previously published in *The Toastmaster*.

*"Every man who
knows how to read
has it in his power to
magnify himself, to
multiply the ways in
which he exists, to
make his life full,
significant and
interesting."*

— ALDOUS HUXLEY

Speakers
USA 

WE NEED

- Seminar/Workshop Leaders
- Speakers, Trainers and Consultants
- Aspiring Speakers and Trainers
- People who speak for public relations
- People who speak for prospecting
- People who speak for fun
- People with a message to share

If the above describes you and you want to get paid for speaking, call or write and ask for our brochure.

Name _____
Address _____
City _____
State _____ Zip _____
Phone _____ / _____

SPEAKERS USA, INC.

P O Box 1460 • Pigeon Forge, TN 37868
615-428-7080



by Lin Gensing

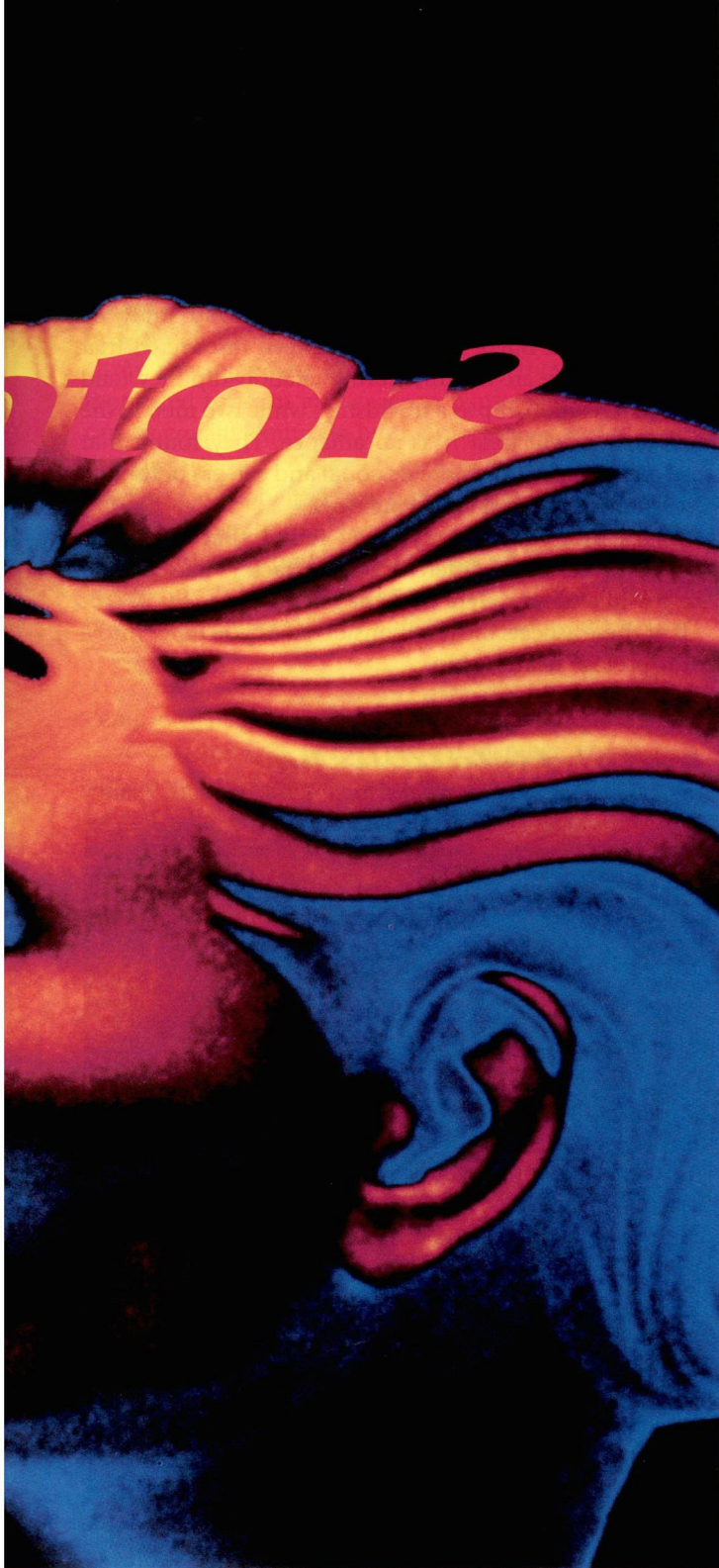
Looking for a Mentor

When
seeking
success,
consider
the
advantages
of connecting
with a
seasoned
professional.

In Greek legend, Mentor was Odysseus's wise and trusted counselor. During the Middle Ages, mentors were an important resource for trade guilds, allowing apprentices to learn from their experienced "masters." Today, mentors are personal consultants, professional critics and friendly advisors. While many people in business have never had a mentor, most of those who have found the relationship to be rewarding in many ways.

A mentor is someone who can provide you with valuable insights into the subtle workings of your company and your profession; someone who can help you avoid the pitfalls and roadblocks that might otherwise trip you up; someone who can teach you the practical aspects of succeeding in business. In other words, a mentor is source for information you won't learn in a textbook or classroom.

A mentor teaches by example. In fact, the reason you chose this person as a mentor is probably because you admired the way she or he functions in your work environment.



The Importance of a Mentor

Many executives who have made it to the top credit a mentor for helping them get there. Perhaps the most important thing a mentor can do is provide you with a boost up the corporate ladder. Because mentors typically hold influential positions within a company, they are in a perfect position to:

- speak well of you to your superiors
- give you exposure throughout the organization
- help you formulate career plans and goals
- assist in giving you extra challenges
- boost your self-confidence by believing in you.

Another important benefit of the mentor relationship is the advice and counsel your mentor can give you. Worried about how to negotiate with a co-worker? Your mentor can give you tips. Confused about corporate politics in a new organization? Your mentor will show you the ropes. Unsure whether you were an “ace” or a “bomb” at your recent presentation? Your mentor will let you know – and offer you ideas on how to do better next time.

A mentor also can provide valuable “inside” information that otherwise would not be available to you. You’ll learn about some of the hidden agendas that operate in your company, about major decisions and about what makes your co-workers and competitors “tick.”

The Problems

With all of these advantages, what could possibly be negative about the mentor/protégé relationship?

Plenty. Finding a mentor in the first place can be tough. Sometimes the ranks are closed (particularly for women and minorities). Sometimes, especially in new companies, there just aren’t any “old pros” or, if there are, they’re already “spoken for.” And often, just as you’ve found someone you feel will be perfect as a mentor, that person moves to a different company, position or profession.

Another major problem concerns the way your coworkers may perceive your relationship. Avoiding gossip and charges of favoritism that often go hand in hand with this type of relationship can be a challenge – particularly if the persons involved are a male and a female. Rumors may abound about even the most platonic relationship. In fact, men may hesitate to take on female protégés because of the sexual innuendoes that often come with the territory – and, vice versa, women may hesitate to accept a male mentor.

Lack of informal contact with mentors can also be a hindrance. Getting to know each other on a personal level is important in building the trust necessary for sustaining a constructive mentoring relationship. And, inevitably, the relationship will end. In fact, a study conducted by the National Science Foundation determined that of 3000 mentor/protégé pairs, only 34 lasted three years or more before the relationship ended. This break-up can have all of the emotional underpinnings of a divorce.

You observed your mentor working with people, negotiating, asserting authority, trouble-shooting and just generally interacting. Now, as your mentor, this person will continue to teach you by setting examples you can use when you encounter similar situations.

As your career progresses, you may find a number of people suited to become your mentor. This is a natural progression. As your responsibilities change, so will your needs. Consequently, you will need to search for different people to help you meet your changing goals.

Still, with all of these problems, thousands of people have found their careers boosted because of a positive relationship with a helpful mentor.

Finding a Mentor

Obviously, you can't just go up to someone and ask, "Will you be my mentor?" In fact, it's quite possible that neither you nor the person in the mentor role will ever use this term to define your relationship.

While some firms actually assign mentors to new employees as a means of on-the-job training, and some professions – such as the building and printing trades – still make use of apprenticeships, in most cases you'll be "on your own" when it comes to selecting your mentor.

Where to begin? Your mentor most likely will be a colleague who initiates an interest in you and "shows you the ropes." Mentors are acquired through networking, just as we acquire many other important contacts in our professional

“Perhaps the most important thing a mentor can do is provide you with a boost up the corporate ladder.”

lives. Your mentor should be someone whom, through repeated contact, you've found to be knowledgeable, successful or influential. Someone you'd like to emulate. Someone you'd like to learn from – and who appears willing to teach you.

Consider the people you work with. Who seem to have the characteristics you'd like to incorporate into your professional repertoire? The skills and expertise that you'd like to acquire? The time and inclination to take you under their wing? Here are some additional tips for finding a mentor:

Consider your goals and interests. Do you want to be a better negotiator? Look for someone with strong negotiating skills. Would you like to develop a broader range of contacts in your profession? Choose a mentor who is widely known and active in your field.

Aim for someone at least one rung above you on the corporate ladder. While colleagues can serve as mentors, the most helpful mentor will be one who has a superior position to yours, because of the person's additional experience and power.

Be alert to power relationships. If you can't have the CEO as a mentor, try to align yourself with someone who has direct access to the CEO.

Don't choose your own boss. One of the benefits of having a mentor is being able to discuss your boss. You can't do that if the mentor *is* your boss.

Your relationship with your mentor will vary depending on whether that person is male or female. A 1990 study by professors Ronald Burke and Carol McKeen discovered that when two women are in a mentoring relationship they tend to treat that relationship as a friendship, while two men in the same situation will treat it as an alliance. They found that female mentors provide more personal and career counseling to their protégés than do male mentors.

Perhaps most importantly, they found that when the parties involved are of different gender, factors like sex and office gossip often interfere with the relationship.

All of these aspects must be considered as you enter into a mentor/protégé relationship.

How Not to Act in a Mentor Relationship

In the book *Professional Women and Their Mentors*, Nancy Collins warns against expecting a mentor to be:

- **A pal.** Since the mentor relationship is a professional relationship, don't expect social invitations to be a part of the "package." Likewise, don't unload personal problems and concerns on your mentor. Keep in mind this is a business alliance, not a friendship.
- **"On call."** Don't assume you can call your mentor for assistance every time you have a grievance or feel frustrated. An important element of making the mentor/protégé relationship work centers on having realistic expectations. If you expect too much, you may very well be disappointed – and/or "dumped."
- **Exclusively yours.** You may not be the only person (past, present or future) your mentor has helped along the road to success. After all, if your mentor is a valuable one, it stands to reason that she or he would have been chosen by other bright, upwardly mobile people like yourself.

Above all, never take the relationship for granted. Like any other bond between two people, this relationship thrives on giving as well as receiving. In exchange for the advice and support your mentor will offer, you, in turn, can reciprocate by providing support, assistance on projects, perhaps even friendship.

While having a mentor isn't a prerequisite for succeeding in business, a positive relationship with a mentor *can* give your career a boost. By being aware of the potential pitfalls, selecting a mentor wisely and understanding that the relationship will eventually come to an end, you can avoid the problems and reap the benefits of this ancient tradition. T

Lin Gensing is a writer living in Chippewa Falls, Wisconsin.

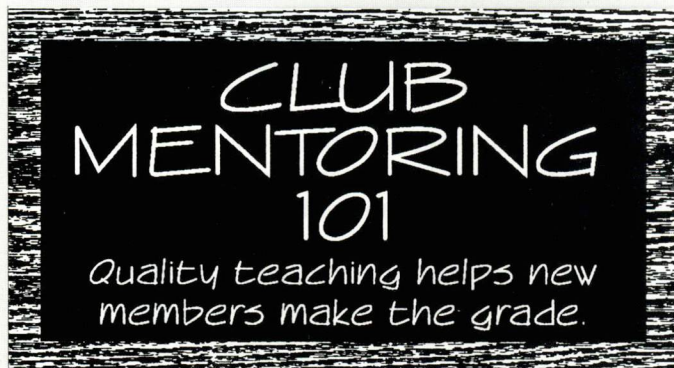
One of the primary obligations we assume as Toastmasters is helping other club members develop their potential. Your responsibilities become all the more important when you are entrusted with the "care and feeding" of new members through the mentor program.

As new members enter your club, they may be highly motivated to learn and eager to participate. However, they can be equally confused by the procedures and assignments of club meetings. Your job as a mentor is to be a trusted teacher – someone the new member can rely on for information and suggestions.

As a teacher, you are familiar with grades. The best grade is always an "A." Be aware of these three "A's" as you instruct a new club member: accommodate, acclimate and advise.

ACCOMMODATE

Being available should be a primary goal. A new member will have questions. As an experienced member, you should not only have the answers, but take the time to answer those



questions. Give the new member your phone number. Meet with the new member (at lunch, for example) to discuss any concerns or questions. Make periodic appointments to discuss progress.

ACCLIMATE

Club officers assume some responsibility for the new member. For example, the Vice President Membership immediately sends the Application for Membership to World Headquarters so the new member will receive the Communication and Leadership Program manuals. And the Vice President Education helps the new member set and accomplish goals.

Remember, however, that the new member is not aware of available resources. Your job is to raise awareness. Tell the new Toastmaster how your club works, how meetings are organized and why, and what the duties of club officers are. Follow up to see that club officers have attended to the needs of the newcomer.

Many concerns of the new member revolve around meeting assignments. The new member may experience a great deal of anxiety when scheduled for an unfamiliar task. So review all meeting duties with the new member. When you look at the upcoming meeting schedule, note not only your

assignment, but the assignment of the new member as well. Anticipate the new person's concerns and arrive early at the meeting to inspire confidence.

ADVISE

This may be your most challenging "A." But remember that mentors should be wise teachers. As a mentor, you are a personal evaluator of the new member.

Be aware of what the new member wants to accomplish through membership in Toastmasters. Then use this information as you work with the member. Have the new member practice early speeches for you and offer suggestions during the speech development process. Review the goals of each speech before and after it's given.

Always give the new member feedback – not just on speeches, but on all meeting assignments. Be supportive and sensitive. Help the new member to appreciate the value of the evaluation process.

A FINAL TIP

A new member can provide a fresh and valuable perspective, seeing or feeling things you no longer consider. Tap into a new member's insight. Ask for input about meetings and club leadership. Then relay this important information (anonymously if necessary) to club leaders.

MENTOR CHECKLIST

Review this list occasionally to see that you have met the new member's needs:

- See that the new member receives a Toastmasters and You starter kit and a Communication and Leadership Program Kit.
- Make sure that the new member is formally inducted into the club.
- Give the new member your phone number.
- Review the goals of the new member.
- See that the Vice President Education is aware of the new member's goals.
- Tell the new member how your club and Toastmasters International are organized and why.
- Explain the duties of each meeting assignment.
- Review the duties of each club officer.
- Have the new member rehearse early speeches for you.
- Provide sensitive, supportive and valuable feedback on all of the new member's performances.
- Be a personal evaluator to the new member for all speeches.
- Offset any overly critical evaluations of the new member's performance by others.
- Teach the value of the evaluation process.
- Encourage the new member to eventually participate in club competitions and leadership. Set a good example. ①

Ben Dorsey III, CTM, is the Vice President Public Relations of Crowning Achievers Club 1122-11 in Elkhart, Indiana.

Make Your mark as mentor

Your influence can make a new member soar.

by Robert Alan Black, ATM-S

"What do you think, Kathy? Should I use visual aids?"

"Sounds like a great idea, Mike! They'll help the audience understand and remember what you said. Be sure to refer to them throughout the body of the speech and at the end as well."

Every week, Toastmasters club meetings throughout the world provide opportunities for similar exchanges between experienced Toastmasters and new members. After all, that's what Toastmasters is all about: People helping people to develop speaking and leadership skills.

During my 12 years as a Toastmaster, I have worked under the tutelage of a variety of mentors. They have taken extra time to work with me and share their experience and knowledge. I am a professional speaker today because I had sensitive and caring mentors through the years.

MENTORS WHO MAKE MAGIC

What qualities do good mentors possess? Consider the following examples:

Example 1

"You've got some great material. Your opening is good, and with a little more punch it could be dynamic. When you list your main points, remember to emphasize the key words by raising your voice and looking someone straight in the eyes. Perhaps you could focus on a different person for each point. Your speech looks and sounds good now; with some more work, it could be great!"

Example 2

"You need more vocal variety. Your voice is too mundane. You'll put your audience to sleep. Get excited. Add zest. Move

up another octave! And don't be wimpy. The message is too important for you to deliver it as if you were reading from an encyclopedia. You're just not working hard enough."

In both examples, corrective criticism has been given. However, the first mentor is offering praise, support and encouragement while guiding the person toward improvement. The other is delivering a tactless diatribe, the purpose of which is to underscore the knowledge of "the expert."

Who wouldn't prefer the approach used in the first example? Mentors need to do more than simply evaluate what went wrong or call attention to their expertise. A mentor should also guide, coach, train, support, encourage, motivate and challenge. In addition to being a good speaker, a mentor must be committed to helping that new and uncertain member.

In my club's mentor program, experienced members either volunteer or are assigned to work with less experienced members. They meet and go over the new member's speech a few times, giving constructive feedback and suggestions. Sometimes the new member telephones the mentor to discuss ideas. The mentor spends additional time with the member, listening to ideas, watching the new member speak and perhaps demonstrating effective speaking techniques. Sometimes the mentor records the new member's speeches on audio or videotape, then reviews them with the member. Other times tapes of professional speakers are reviewed and then discussed.

Has this approach helped? Most definitely! The newer members have shown rapid improvement and club morale has increased, as has the size of our membership.

**“Every speaker develops a personal style.
A mentor encourages this and does not try to
force his own style on someone else.”**

A truly great mentor encourages, motivates, praises and perhaps even inspires the new member, often sending a brief note or postcard to show interest and support. A good mentor also makes a point of giving the new member recognition and supportive advice after a speech.


TIPS FOR SUCCESSFUL MENTORS

If you want to be a good mentor, follow these tips:

1. **Know when to let go.** Mentors are a lot like parents. A parent nurtures a child, helping the child grow and mature. But when the child reaches adulthood, the parent lets go. A mentor, too, must know when to let go. As the new member develops skills and increases confidence, the need for a mentor decreases. A good mentor recognizes this and reacts accordingly.
2. **Allow for style differences.** Every speaker develops a personal style. A mentor encourages this and does not try to

force his own style on someone else by saying, “Do it my way – after all, I know what I’m doing. I’ve been a Toastmaster for five years. And remember, I’m a CTM.”

3. **Allow for personality differences.** Sometimes personality, background, education and lifestyle differences can prevent a mentor and a new member from having a positive relationship. Find someone you can work with.

Serving as a mentor can be a rewarding experience, although it’s not unusual to have mixed feelings when it comes time to “let the new eagle fly.” But you’ll feel proud when you see that the once uncertain member has developed into a polished, effective and seasoned Toastmaster. 

Robert Alan Black, ATM-S, is a member of Athens Club 1779-14. As a professional speaker, he specializes in the area of leadership development.

MORE TIPS FOR THE MENTOR

by **Marty Morris, DTM**

1. Encourage the new Toastmaster to deliver concise speeches. Discuss time limits for each of the 10 basic speeches.
2. Make sure the new member has access to a dictionary, a thesaurus, a good English grammar book and a book on contemporary English usage.
3. Suggest recording the first few speeches to discover aspects of delivery that could be improved.
4. Encourage the new member to practice speeches in front of a full-length mirror. This allows the speaker to see mannerisms that may be distracting to others.
5. Arrange to listen to the first few speeches before they are delivered in front of the club. Your constructive feedback can add confidence and help fix any “glitches.”
6. Comment on and encourage the use of gestures. Point out any that are distracting and unnecessary; compliment the member on specific gestures and movements that add meaning to the speech.
7. Pay close attention to the new member’s vocal control. Show how pauses in a speech can improve the effectiveness and quality of delivery and how breathing exercises help control nervousness and anxiety.
8. Suggest that the new Toastmaster stand behind the lectern for the first few speeches to increase confidence. Make sure the lectern is used for notes, and not to lean against.
9. Once the Ice Breaker has been given, encourage speech notes to be written on 3" X 5" index cards.
10. Have the member use visual aids to add clarity, emphasis, meaning and vividness to the speech. If a member has never before used visual aids, demonstrate them yourself and have the member practice.

Marty Morris, DTM, is a member of Harry Jaffe Club 3512-48 in Birmingham, Alabama and is Public Relations Officer for District 48.



h o w t o

Speaking Effectively to a

FOREIGN AUDIENCE

**Don't use jokes,
but a friendly smile
is universally
appreciated.**

**by Frankie Fook-Lun
Leung**

■ IMAGINE THAT YOU'VE BEEN ASKED TO represent an American or Canadian corporation by speaking at a Chamber of Commerce breakfast meeting in Tokyo, Japan. How would you prepare for the speech? Some of the techniques you've acquired as an accomplished Toastmaster in North America may harm rather than help you when speaking overseas. Here are some helpful hints:

THINK TWICE BEFORE BEGINNING YOUR SPEECH WITH A JOKE.

If you must follow the American ritual of enlivening any occasion with a joke, be sure to first test its appropriateness on a native speaker. Jokes are culture-bound. It can be embarrassing to you as a speaker if the audience responds to your humor with stony silence. Worse, a joke may unintentionally humiliate your Japanese listeners, who are likely to expect a serious speaker and not a flippant comedian.

A LOW-KEY SELF-INTRODUCTION WILL ENDEAR THE SPEAKER TO THE AUDIENCE.

Americans generally are not shy about their achievements. In Asian countries such as Japan or Korea, however, a speaker customarily begins his message with a humble apology about not being an expert and a suggestion that perhaps audience members may be better qualified to address the topic at hand.

Nevertheless, the speaker says he feels honored to have been invited, and so forth. Then the speech takes its course. Americans may castigate such self-deprecation as false modesty. Be that as it may, but a low-key self-introduction will reduce the cultural distance between the communicator and the listeners.

REMINDE YOURSELF THAT YOUR AUDIENCE DOES NOT SHARE YOUR CULTURAL EXPERIENCES.

Avoid sports analogies or other typically American jargon. Most people outside the United States have never heard of Notre Dame. A grand slam doesn't mean a thing to a Korean engineer. Drinking is prohibited in Muslim countries. Sex is confined to your bedroom. Children are seen and not heard.

USE DIGNITY WHEN TRYING TO UTTER PHRASES OR IDIOMS IN THE AUDIENCE'S LANGUAGE.

If you have learned a few phrases in the audience's language and would like to display your linguistic prowess, by all means do so. But do not make fun of the language. As with jokes, you will endear yourself more to the audience if you show some knowledge about their culture. Get a "clean" story from the latest local newspaper and express an "agreeable" view.

IF COMPARING AMERICAN THINGS WITH THOSE OF THE HOST COUNTRY, DO NOT IMPLY WHICH ARE SUPERIOR.

Foreign politics is taboo. Religion is fatal. You do not know the natives' reaction to these subjects. If you must address these topics, ask a native speaker's honest opinion beforehand.

BRING NOTES – EVEN IF YOU NEVER USE THEM.

Toastmasters are warned against reading from notes. However, it is a dignified practice in Japan to take some papers from your pocket and place them on the lectern, even if you never refer to them.

A foreign audience will have more respect for an invited speaker who appears prepared.

Your notes tell them you are a serious-minded professional worth listening to. Moreover, the appearance of having prepared your speech shows respect to the audience.

DON'T LET AN INTERPRETER TRANSLATE EVERY SENTENCE YOU UTTER.

This takes at least twice as much time and your speech will become boring. Moreover, the constant interruptions will distract you and make your message less powerful. If possible, have simultaneous translation. Otherwise have your speech, or at least a summary of it, translated in writing into the audience's language. Distribute the translated speech and your speech in English before your delivery. Deliver your speech as if the audience could understand English – this will maintain your own enthusiasm and spontaneity. Ask the interpreter to translate a summary afterwards.

BE PREPARED FOR THE Q AND A SESSION.

The most difficult part of addressing a foreign audience is handling the question and answer session usually following a speech. First, you may discover that nobody asks questions. Don't be embarrassed if that happens. In some Asian cultures, the audience is not supposed to ask questions. They think asking questions would either upstage the speaker or reveal the questioner's ignorance. If the person who asks

a question speaks English poorly, don't say that you don't understand. Instead, thank the person for asking and say: "If I understand your question correctly, my answer would be..."

Even if you completely misunderstand the question, nobody will be offended. The audience will respect your diplomacy. Before or after your speech, announce to the audience that if anyone has a question, feel free to come forward to ask in private so that an interpreter can assist both parties. You will be surprised that many will do just that.

Finally, dress professionally. Appear respectful and sincere. If you are a woman or a member of another ethnic group, don't be unduly troubled by any perceived prejudice of the hosts toward you. You are dignified as a speaker and a representative of your corporation. Just be yourself. A friendly smile always is universally appreciated.

Be alert! Adapt your speaking style to a different cultural milieu, and your listeners will respect your efforts and sincerity. They don't expect you to deliver a perfect message in their language, but they do expect you to have done your homework. ①

Frankie Fook-Lun Leung is an international lawyer and a member of Round Table Club 421-52 in Los Angeles, California.

"If you want to compare American things with those of the host country, do it without implying which are superior."

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational materials, such as the video-cassette "Meeting Excellence" and the Success/Leadership Series. Importantly, your entire contribution goes toward developing new educational materials for clubs and members. Not one penny is used for administrative costs! Contribute \$10 and receive a special Toastmasters International paperweight. A club donating \$50 or more will get a unique club banner ribbon. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. In addition,

every contributor will be recognized in The Toastmaster magazine.

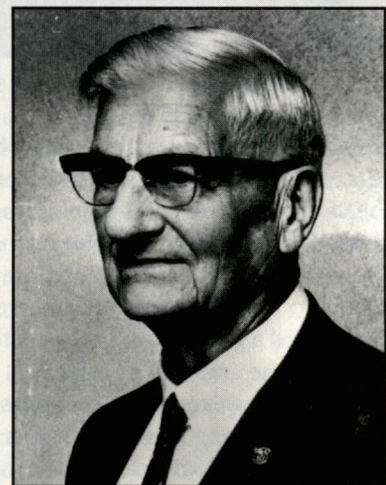
All contributions are tax deductible. The support of you or your club will result in people learning, growing and achieving through Toastmasters. Why not discuss this during your club's next business meeting? Contributions should be sent to:

The Ralph C. Smedley Memorial Fund

TOASTMASTERS INTERNATIONAL
P.O. Box 9052
Mission Viejo CA 92690, U.S.A.

If making an honorary or memorial contribution, please indicate the name and address of any person(s) to whom acknowledgement should be sent.

Keep the Legacy Alive!



Ralph C. Smedley



Club Growth: *Do or Die*

With a little effort your club will not only survive but thrive.

by D. Bennett Rice, CTM

Living things either adapt to their environment or die. Likewise, clubs and organizations either grow or end up dying. Without growth, it may be a while before the wake is held, but demise is no less uncertain. Believe me – I’m a funeral director, and I know about these things.

A few years ago my club, the Flathead Valley Toastmasters of Kalispell, Montana, relied on the same handful of members to attend meetings each week. Membership was declining and a good share of the roster was inactive. Some of us feared the end was in sight.

Last week, however, every chair was full and we may soon outgrow our meeting room. Kalispell’s club, in fact, is one of the largest in the district. Ice Breaker speeches are common, yet a strong core of experienced members provides continuity. Morale could scarcely climb higher.

These changes occurred gradually and entailed a great deal of work. There’s no magic formula, but there is one mandatory ingredient: attitude. Perseverance is essential for club growth: Our club simply refused to die. We took a collective peek into the abyss and said, “No way!” The Flathead Valley Toastmasters were determined to do whatever was necessary – within the boundaries of ethics – to survive.

Presuming a club is committed to survival and growth, certain actions need to be taken to accomplish these ends. Suggestions for club extension are sprinkled throughout the Communication and Leadership Program manual, officers’ handbooks, the Supply Catalog and past issues of *The Toastmaster* magazine. If officers faithfully carry out their job duties, a club can hardly avoid becoming exciting and vital. Toastmaster meetings constitute the product we sell

to newcomers – we should make sure they are marketed to the best of our ability!

The following 10 recommendations for club improvement may not be terribly original, but they work.

Have Interesting Meetings

What's this got to do with club growth? Well, if you want to impress visitors, insist on organized programs with well-prepared participants.

Each meeting's Toastmaster must accomplish the needed advance coordination. If meeting preparation is a problem, the Vice President Education, the Toastmaster and the club President all need to stay on top of assignments. There's simply no substitute for checking and double-checking at least two or three days before the meeting.

Our club had a problem with members not showing up when scheduled to give a speech. To be honest, this problem has not altogether disappeared. However, we've pursued a number of solutions. To begin with, we try to schedule programs well in advance to allow speakers ample time to prepare. Those who are consistent no-shows are reminded of their duties through friendly peer pressure. We also added a "Hot Seat" program, in which experienced members fill in for absentees. The Hot Seat candidate is responsible for taking over on a moment's notice as Toastmaster, Topicmaster, General Evaluator or Speaker.

Emphasize Fellowship

Suppose you are attending your first Toastmasters meeting. The tone is somber and businesslike; Roberts Rules of Order prevail over interruptions. Several excellent manual speeches

had just moved to your community and wanted to learn about Toastmasters, could they easily find your club?

Keep listings with the Chamber of Commerce and other local visitors' centers current. Likewise, if you belong to a campus-based club, make sure student government and appropriate faculty know where, when and why your club meets. Company-based clubs should clearly state when and where meetings are held and invite co-workers and executives to visit. If people understand the benefits and obligations of membership, they'll refer others to visit your club.

What about listing meeting information in local daily and weekly papers? Do your local radio or cable TV programs announce community events? Again, always ask yourself, How can newcomers find our club?

Work on Publicity

After I moved to Kalispell, I took more than six years to become a Toastmaster. Sometimes family matters interfered; sometimes my work schedule conflicted. But all the while, I noticed a steady stream of media reports on speech contests, elections, Speechcraft and other newsworthy items. So when I was ready, I knew where to go and whom to approach.

Believe it or not, your club is hosting interesting events all the time. You just need to communicate those activities to the outside world. If your club lacks someone experienced in writing press releases, you'll find guidelines in TI materials, local newspapers and the library. Don't count on the big daily paper for publicity – it probably has limited space for club news. Keep in mind that small weeklies are often hungry for local news releases and may give more priority to your story. And don't forget the electronic media.

"If you do nothing else, make sure your club meetings are interesting and inspire members to bring a steady stream of guests."

follow the entertaining Table Topics competition. Then come evaluations, during which evaluators gleefully pounce on even the smallest flaws and negative comments far outnumber any positive. Would this inspire a first-time visitor to return for a second visit?

Our club deliberately embraces cordiality. We want visitors to feel welcome – to sense they can make mistakes and not be humiliated. Evaluations are constructively critical, but not demeaning. Since we meet at lunch time, there is pressure to keep things moving but without parliamentary railroading. Humor is an important part of each meeting.

Make Sure You Can Be Found

Visitors used to have trouble locating our club because of outdated Chamber of Commerce information. If someone

Conduct a Speechcraft Series

There are no guarantees in life, but this comes close. Putting on these eight sessions will invigorate existing members while introducing the Toastmasters program to new people – people who already are interested in self-improvement and thus are likely candidates for membership in your club. Even the smallest club can conduct a Speechcraft series. Or you can skip it and become smaller yet.

Offer General Interest Programs

In any community, residents are virtually awash in a sea of civic and fraternal clubs, religious groups, schools, senior citizen centers and employee training programs. They all need interesting speeches and programs and probably would be pleased to have your club volunteer to provide them.

You'll fill that community need and promote your club at the same time.

So make your club available to local groups. Club members could demonstrate an actual Toastmasters meeting or present a selection of humorous, dramatic and inspirational speeches. After deciding what the club is interested in doing, make a mailing to your targeted groups. Even if they don't accept your offer, these groups will remember that Toastmasters provides opportunities in leadership and public speaking.

Conduct Mini Seminars

After a year of dropping hints, I was finally asked to put together a short seminar for United Way management employees involved in its annual fund-raising campaign. Condensing public speaking basics into a two-to-four-hour block became a challenging experience for our presenters and exposed a high-caliber audience to some valuable skills. Of course, seminar participants also learned about the leadership and speaking resources available through Toastmasters.

Leadership training may be conducted by your local United Way, Chamber of Commerce and even religious and political organizations. The attendees are likely to be influential community leaders. If they don't need Toastmasters skills, they certainly know people who do.

Consider Mailings

As Vice President Education, I drafted a letter that I mailed each week to personnel offices, small business owners, Lions

clubs, church groups, politicians and anyone else I could think of. The letter explained club goals – equally emphasizing communication and leadership training – and described where and when the Flathead Valley Toastmasters meet.

The postage, supplies and time involved were modest. In conjunction with an active publicity program, this is one more reminder to community leaders that the area has an active, involved Toastmasters presence.

Meet Consistently

When people come looking, make sure you're there. I'd suggest not taking breaks in your meeting schedule, except for holidays. My club used to "go dark" for the summer, but we found that each fall a few good members failed to return. When we first decided to meet year-round, some meetings were poorly attended. But the club stuck with it and now has good attendance all 12 months.

Face it, we are all slaves to our habits. The trick is to make regular Toastmasters attendance one of those habits. Try experimenting with different ways to make club meetings not only educational, but enjoyable.

In Kalispell, the Northwest Montana Fair is a major event every August. Almost everybody ends up at the fairgrounds, either volunteering at a booth, representing a business or watching family members compete in an event. Some club members suggested that we not meet during the week of the Fair. Instead, last summer we moved our meeting to the fairgrounds and invited the public to enjoy a

How You Can Tell Stories Like a Pro...

If you missed Grady Jim in Las Vegas...Here's your chance.

Professional speaker, Grady Jim Robinson delivered a sizzling kick-off speech at the *Toastmasters International Convention* in Las Vegas and now you can learn his storytelling secrets on audio cassette tape.

"Mind boggling, brilliant analysis of storytelling", Rosita Perez, Professional Speaker

"Now I know why it works!!", Liz Curtis-Higgins, Professional Speaker

- Video - \$29.95, *Quarterback, Skinny Legs & All*
- 90 Minute Teaching Tape - \$19.95
- *How You Can Tell Stories Like a Pro*
and FREE audio tape *Quarterback, Skinny Legs & All*
- Video/Audio Package - \$44.95

ORDER NOW
For FREE Tape

Name _____
Address _____
City/State _____ ZIP _____
MasterCard/Visa # _____
Exp Date _____
Signature (for Credit Card Purchase) _____

On this 90 minute teaching session, you will learn **how to:**

- Eliminate Stage Fright
- Avoid Ego Blocks
- Relate to the Audience Sub-conscious
- Speak from Your Authentic Self

Send order to:

Robinson & Robinson
206A North Clay
Kirkwood, MO 63122
Phone (314) 821-3938
FAX (314) 821-3907

"The Flathead Valley

**Toastmasters were determined
to do whatever was necessary –
within the bounds of ethics –
to survive."**

humorous speech contest. Not only was it a fun meeting, but our members practiced speaking in a different environment. And our meeting change became another opportunity for local media publicity.

Bring Guests

This is the big one. If you do nothing else, make sure your club meetings are interesting and inspire your members to bring a steady stream of guests. Invite your banker, attorney, Chamber of Commerce executive – even the guy who keeps trying to sell you soap and shoe polish by the case. They may not all join, but they'll appreciate what they see and hear and the Toastmasters message will go out in ever wider ripples.

You might start a friendly competition within your club, either formal or informal. Consider awarding a quarterly trophy to the member who brings the most guests or hands in the most membership applications. You could even give that member a dues refund or a donated gift certificate to a nice restaurant.

Don't humiliate members who haven't brought many guests, just encourage them to be unselfish. After all, haven't we all seen the tremendous personal growth that is possible through Toastmasters? And doesn't the club share a special fellowship? It would be selfish not to share those gifts with others. We're not that kind of people, are we? **T**

D. Bennett Rice, CTM, is a member of Flathead Valley Club 3147-17. He is a funeral director and freelance writer living in Kalispell, Montana.

MAKE AN IMPRESSION

Image-Making

- Large Membership Pin. (5753)
- Miniature Membership Pin. (5751)
- Pendant. Polished back for engraving. In lucite gift box. Can be suspended by chain or ribbon. (5703)
- Pierced Earrings. Gold-plated hypo-allergenic post. (5704)
- Scarf Pin. Gold-type stick with Toastmasters emblem. (5700)

Conversation-Starting

- Key Chain. (5761)
- Pocket Pointer. Extends to 25 1/2". (6603)
- Auto Shade. (6604)
- Garland Crown Pen. Blue with Toastmasters emblem. (6607)
- Bookmark. Steel gold-plated with Toastmasters emblem. (6611)

- Paperweight. 2" x 2" marble with Toastmasters emblem and small engraving plate. (6613)
- Mug. Blue with slogan "Learn, Grow, Achieve." (365)

Eye-Catching

- Cap. Blue mesh-backed. (7000)
- Light Blue T-shirt with "Speaking Power" slogan. (7001 A, B, C, D)
- White T-shirt with "Speaking Power" slogan. (7002 A, B, C, D)
- White sport shirt with embroidered emblem; hard collar. (7003 A, B, C, D)
- White sport shirt with embroidered emblem; soft collar. (7004 A, B, C, D)
- Sweatshirt with "Speaking Power" slogan in rainbow colors. (7005 A, B, C, D)

Clothing available in Small (A), Medium (B), Large (C) and X-Large (D).

Please send me:

- | | | |
|--|---|---------------------------|
| ___ 5753 @ \$3.25 | ___ 7000 @ \$5.50 | ___ 7003-A (S) @ \$29.95 |
| ___ 5751 @ \$2.75 | ___ 6604 @ \$5.50 | ___ 7003-B (M) @ \$29.95 |
| ___ 5704 @ \$6.95 | Add \$1.75 shipping to each item above. | ___ 7003-C (L) @ \$29.95 |
| ___ 5700 @ \$4.95 | ___ 365 @ \$6.50 | ___ 7003-D (XL) @ \$29.95 |
| ___ 5761 @ \$4.50 | ___ 7001-A (S) @ \$12.00 | ___ 7004-A (S) @ \$29.95 |
| Add \$.75 shipping to each item above. | ___ 7001-B (M) @ \$12.00 | ___ 7004-B (M) @ \$29.95 |
| ___ 5703 @ \$15.00 | ___ 7001-C (L) @ \$12.00 | ___ 7004-C (L) @ \$29.95 |
| ___ 6603 @ \$7.00 | ___ 7001-D (XL) @ \$12.00 | ___ 7004-D (XL) @ \$29.95 |
| ___ 6607 @ \$9.95 | ___ 7002-A (S) @ \$12.00 | ___ 7005-A (S) @ \$29.95 |
| ___ 6608 @ \$4.50 | ___ 7002-B (M) @ \$12.00 | ___ 7005-B (M) @ \$29.95 |
| ___ 6611 @ \$5.25 | ___ 7002-C (L) @ \$12.00 | ___ 7005-C (L) @ \$29.95 |
| ___ 6613 @ \$2.95 | ___ 7002-D (XL) @ \$12.00 | ___ 7005-D (XL) @ \$29.95 |
| | Add \$3.00 shipping to each item above. | |

California residents add 7.75% sales tax. Where postage exceeds shipping, customer will be billed for the excess. Prices are subject to change. Coupon expires 12/93.

ORDER TODAY! Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 or call (714) 858-8255 or FAX to (714) 858-1207.

PAYMENT MUST ACCOMPANY ORDER

- Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
- Please charge my MasterCard / Visa (CIRCLE ONE)

Credit Card No. _____

Expiration Date _____ Signature _____

Name _____

Club No. _____ District No. _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

See the 1992 Toastmasters International Supply Catalog for complete descriptions of these items and information on other educational and promotional materials.

by Roy Saunderson, CTM

IMAGINE BEING AT YOUR FIRST SPEAKERS' showcase as a budding professional speaker and the joke you had planned to use in closing your speech is told by the speaker before you. What would you do? Could you use an experience from your own life to fill the void?

This incident happened to me and I had only a few anxiety-filled minutes to find a different ending for my speech. I learned a powerful lesson from that experience. In fact, I recognized a formula I had subconsciously followed on how to apply personal experiences to connect with an audience. Just like a fisherman uses bait to catch that prized fish, the WORM formula can help you hook your listeners.

WRITE

Each letter of the acronym WORM stands for a word that can jog your memory and enrich your speeches. The first step, W, stands for taking five minutes a day (to begin with) and writing down some of your daily experiences. After this has become a habit, you'll start recording the feelings that accompany the experiences. As you write, see if you can apply any of your documented experiences to an upcoming speech.

As a professional speaker, it's been a real joy to refer to 10 years worth of wonderful and sometimes sad memories saved in journals on my bookshelf. It's rewarding to realize that the content of my presentations now draws more from what I have lived than from what I have just written.

OBSERVE

The "O" of the WORM looks like a round eye; the eye with which you "observe" life. If you are to be a riveting speaker, you must keep both eyes wide open and focused on events constantly unraveling around you. Record these observations in your daily journal.

Here's an example from one of my journal entries: "I once had to use a ladder to clean a window on a very tall building. As I ascended the building wall, I planned how best to clean the windows. I began with soapy, sudsy water, then rinsed the windows and, finally, showed my mastery of the squeegee in removing the excess water. I felt very proud of myself. But as I climbed down the ladder, I noticed the sun shining on my magnificent windows, revealing ugly streaks."

This ordinary observation might have faded from my memory had it not been for my

Speaking from **E**xperience

**You don't
write a speech,
you live it.**

journal. So how could this experience be used in a speech? The point I made with this story was that when we are close to ourselves, like my cleaning the window, we tend to have a limited perspective and think quite highly of ourselves. Only when we step back and look from a different vantage point, as others might see us, can we acknowledge the streaks or imperfections in our lives.

Does this give you a better idea of how to draw on those day to day experiences in your own life?

RELATE

The goal of the "R" in WORM is to relate stories to our speech topics.

As you maintain a journal, it's helpful to number the pages for cross-referencing so you can create a separate subject index. Topic headings might include Communication, Love, Business or – as in my example above – Pride or Humility. By assigning page numbers (and eventually volume numbers), you'll soon have a personal speaker's reference tool.

MEMORIES


The last letter in the bait formula is "M" for memories. I suggest looking into the memories of your own family. I will never forget a story my uncle told me about my grandfather in London, England. In order to avoid the wrath of his landlord because he couldn't afford to pay the rent, my grandfather and his family left their home in the middle of the night, loading all their worldly possessions on a horse-drawn cart. When they were halfway across the famed London Bridge, the horse had a heart attack and died on the spot. Every

time I think of London Bridge I remember my poor grandfather.

This story aptly illustrates the need of being prepared for the unexpected, which brings me back to the need of preparing for the unexpected in a speaking engagement.

So how did I get out of my dilemma that eventful day? I told my audience I was going to make a prediction. I paused to gather my thoughts. Everyone was lingering on my next words. I said that when I got home that evening, I knew my 3-year-old daughter would come running to me with her arms wide open, shouting, "Daddy, daddy!" Then she would give me a big hug. Referring to the definition of communication used earlier in my talk, I told my audience, "My daughter communicates more than just words. She shares her feelings, concerns and emotions. She shares of herself totally." With a brief pause, I concluded, "Let us all communicate like a 3-year-old!"

That simple and identifiable real life experience struck a chord with many in the audience that day. Had I used the joke as planned, it would never have had the same effect. I'm glad I had recorded this special experience in one of my journals for my mind to draw upon.

You, too, can benefit from using this formula in creating your own speeches so that you will be able to WORM your way into the hearts of your audience. How do I know this? Because I speak from experience! 

Roy Saunderson, CTM, belongs to the London Western Club 4189-60 and is a Toastmaster, professional speaker and seminar leader living in London, Ontario, Canada.

"The content of my speeches now draws more from what I have lived than from what I have written."

**With our Laser Pointer,
Everyone Gets the Point**

RETAIL **\$72**
Silver Only

The most advanced pen sized

Laser Pointer
INFINITER™
for your presentations



**Incredible
Low Price**

\$6.00 S&H

Ideal For:

- **Speakers**
- **Professors**
- **Executives**
- **Teachers**
- **Trainers**
- **Doctors**

- Range to 55 yds.
- Batteries Included
- 5 1/2" long, 7/16" dia.

ALPEC
TEAM, INCORPORATED

55 Oak Court, Danville, CA 94526
Tel 510-820-1763 Fax 510-820-8738



OPEN 24 HOURS
800-854-6686



INTERNATIONAL SPEECH CONTEST R U L E S

When you enter the International Speech Contest, study the rules, especially those pertaining to eligibility, speech length, originality, timing and protests.

In addition to studying the rules, attend the pre-contest briefing for all contestants, held by the contest chairman. Your contest chairman will tell you when the briefing of rules and procedures will be held. During the briefing, contestants draw for speaking positions and become familiar with the speaking area. This is your opportunity to ask any questions you may have about the contest.

Familiarity with contest rules and procedures often makes the difference between winning and losing. Be a winner – know the rules and procedures.

1. PURPOSE

- A. To provide an opportunity for speakers to improve their speaking abilities and to recognize the best as encouragement to all.
- B. To provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.

2. APPLICABILITY

These rules, unless otherwise noted, apply to all Toastmasters speech contests which select contestants for the annual International Speech Contest, which is conducted in English only. These rules may not be supplanted or modified, and no exceptions may be made.

3. SELECTION SEQUENCE

- A. Club, Area, District. Each club in good standing may select a contestant to compete in the area contest. An alternate should also be selected. The area speech contest winner then proceeds to the division (if applicable) and district contests. Should an area contest winner or division contest winner be unable to participate in the next level contest, the second-place winner may compete. NOTE: The district contest chairman informs World Headquarters of the name and address of the winner and alternate in the district contest. Information concerning the

regional contest is then mailed to the winner and alternate.

- B. In those areas with three clubs or less, both the selected contestant and alternate may participate in the area contest. In those divisions with three areas or less, the first and second place winners from each area contest may compete. Similarly, in districts with three or fewer divisions, the first and second place winners from each division contest may participate in the district contest.
- C. Each region shall select a winner and an alternate. The contest chairman, usually the first-year International Director, informs World Headquarters of the name and address of the winner and alternate in the regional contest. Information concerning the International Speech Contest is then mailed to the winner and alternate. Eight speakers, one from each region, compete in the International Contest. A ninth speaker, selected in a special speech contest among districts outside of North America, also competes in the International Contest.

4. ELIGIBILITY

- A. To be eligible to compete at any level of the International Speech Contest, an individual must:
 - 1. Have been an active Toastmaster in good standing since the previous July 1 of a club in good standing.

- 2. Have completed at least six projects in the Communication and Leadership manual.

- B. Only one kind of exception may be made to the requirements listed above. A charter member of a club chartered since the previous July 1 is eligible to compete. (The club must be officially chartered prior to the area contest.)
- C. The following are ineligible for competition in any contest: incumbent international officers and directors; district officers (governor, any lieutenant governor, division governor, area governor, secretary, treasurer or public relations officer) whose terms expire June 30; international officer and director candidates; immediate past district governors; district officers or announced candidates for the term beginning the upcoming July 1.
- D. The winner of the contest finals held each August during the International Convention is not eligible to compete again at any level.
- E. A Toastmaster who is a member in more than one club and meets all other eligibility requirements may compete in each club contest in which he or she is a member in good standing. However, should he or she win more than one, he/she can represent only one of them at any level beyond the club. No Toast-

master can compete in more than one area contest—even if the two areas are in different divisions or different districts.

- F. A contestant must be a member in good standing of the club, area, division, district or region that he or she represents at the time he or she competes in a speech contest at the next higher level.

5. SPEECH SUBJECT AND PREPARATION

- A. Subject for the prepared speech shall be selected by the participant.
- B. Participants must prepare their own five-to-seven-minute speeches, which must be substantially original, and certified as such in writing to the chief judge by the contestants prior to the presentation of the speeches (on form #1183, Speaker's Certification of Speech Originality). Any quoted material must be so identified during the speech presentation.
- C. All contestants will speak from the same platform or area designated by the contest chairman with prior knowledge of all the judges and all the contestants. The contestants may speak from any position within the designated area and are not limited to standing at the lectern/podium.
 - 1. A lectern/podium will be available. However, the use of the lectern/podium is optional.
 - 2. If amplification is necessary, a lectern/podium fixed-mounted microphone and a portable microphone should be made available, if possible. It is suggested that the fixed-mounted microphone be nondirectional. The selection and use of a microphone is optional for each contestant.
 - 3. All equipment will be available for contestants to practice prior to the contest. Each contestant is responsible for arranging his or her preferred setup of the lectern/podium microphone and other equipment in a quiet manner before being introduced by the Toastmaster.
- D. Every participant must present an entirely new and different speech for the regional and for the international contest than he or she has given that same year. Up to and including the district contest, contestants may use the same speech, but are not required to do so.
- E. The successful contestant at each district shall present a detailed outline of his or her district winning talk to the chief judge of the regional con-

test. Successful contestants at the region will prepare and mail to World Headquarters an outline of their district and regional winning talks, which will be given to the chief judge at the international contest.

6. GENERAL PROCEDURE

- A. At the club or area level contests, a contest chairman, chief judge, at least five judges, three counters and two timers are appointed. These appointments will be as far as practical at the club level, but required for the area level.

At the division or district level contests, there should be at least seven judges or equal representation from the areas composing the division or district in addition to a contest chairman, chief judge, three counters and two timers.

At the regional or international contest, there should be at least nine judges or equal representation from the districts or regions respectively; no judge shall be a member of the club represented by a contestant. In addition to these judges, five qualifying judges, a contest chairman, chief judge, three counters and two timers are appointed.

- B. Before the contest, contestants are briefed on the rules by the contest chairman. Judges, counters and timers are briefed on their duties by the chief judge. Contestants will then draw for their speaking position with the contest chairman.
- C. If a contestant is absent from the briefing, the alternate speaker, if present, may be included in place of the primary contestant. During the meeting when the Presiding Officer introduces the Toastmaster for the contest to begin the contest, if the primary contestant has not arrived, he/she is disqualified and the alternate officially becomes the contestant. Where the primary contestant arrives and makes his/her presence known to the Toastmaster with all required paperwork in good order prior to the introduction, and missed the briefing, he/she shall not be disqualified and may speak in the order his/her name was drawn, but waives the opportunity for a briefing.
- D. There will be a one-minute interval between contestants during which the judges will mark their ballots.
- E. Contestants may remain in the same room throughout the duration of the contest.
- F. Announcement of contest winners is final.

7. TIMING OF THE SPEECHES

- A. Speeches will be five to seven minutes. A speaker will be disqualified from the contest if he or she speaks under four minutes, 30 seconds, or over seven minutes, 30 seconds.
- B. Upon being introduced, the contestant shall proceed immediately to the speaking position. Timing will begin with the contestant's first definite verbal or nonverbal communication with the audience. This will usually be the first word uttered by the contestant, but would include any other communication such as sound effects, a staged act by another person, etc.
- C. Timers shall provide warning signal lights to the contestants, which shall be clearly visible to the speakers but not obvious to the audience.
 - 1. A green light will be turned on at five minutes and remain on for one minute.
 - 2. An amber light will be turned on at six minutes and remain on for one minute.
 - 3. A red light will be turned on at seven minutes and remain on until the conclusion of the speech.
 - 4. No signal shall be given for the overtime period.
 - 5. Any sightless contestant may request and must be granted a form of warning signal of his or her own choosing, which may be an audible device. The contestant must provide any special device required for such signal.
 - 6. In the event of technical failure of the signal, a speaker is allowed 30 seconds extra overtime before being disqualified.

8. PROTESTS

- A. Protests will be limited to judges and contestants. Any protest will be lodged with the chief judge and/or contest chairman prior to the announcement of the winner and alternate(s). The contest chairman shall notify the contestant of a disqualification regarding originality or eligibility prior to that announcement before the meeting at which the contest took place is adjourned.
- B. Before a contestant can be disqualified on the basis of originality, a majority of the judges must concur in the decision. The contest chairman can disqualify a contestant on the basis of eligibility.
- C. All decisions of the judges are final.

While campaigning for the office of prime minister, Margaret Thatcher reminded voters that "The Russians said I'm an Iron Lady. They're right. Britain needs an Iron Lady." The nickname conveyed, of course, the image of a tough female. Was that the secret of her great success in the male-dominated world of politics?

Hardly. Thatcher had no illusion that being a woman was anything but a handicap. Speaking to a reporter in 1974 she said, "It will be years before a woman either leads the Conservative Party or becomes prime minister. I don't see it happening in my lifetime."

Grantham, England, Roberts had met and married a seamstress, and they eventually bought a small grocery store and lived in the flat above. As a small-town grocer and politician, Roberts earned the approval and admiration of the Grantham citizenry and was eventually elected mayor.

The Roberts's second daughter, Margaret, was born on October 13, 1925. In order to keep the grocery open six days a week, 10 to 12 hours a day, the entire family worked, with the girls pitching in after school and homework. Outside school and store, their family life centered on the church, where Margaret's father was a lay preacher, and other community activities.

Margaret Thatcher:

THE IRON LADY



How the world's most powerful woman reached the top.

Yet only a year later she became the first woman leader of the British Conservative Party. Four years after that she was elected the first woman prime minister of Britain. Rising from humble beginnings and against overwhelming odds, Thatcher became the most powerful woman in the world. How did she do it?

The answer may be found in advice from Winston Churchill, Thatcher's political idol. Long before Churchill became famous, he said, "Would you rise in the world? You must work while others amuse themselves." Thatcher's capacity for work has been her most awe-inspiring characteristic. Sustaining herself for prolonged periods on five hours' sleep a night, she spent most of her waking time on the job. "My life is my work," she once said. "Some people work to live. I live to work."

A dedication to work characterizes the careers of both Thatcher and her father and role model, Alfred Roberts. "I owe almost everything to my father," she said on the eve of her first election as prime minister in 1979. When she was asked what first entered her mind when thinking of her father, Thatcher replied: "His belief that life is ultimately about character, that character comes from what you make of yourself. You must work hard to earn money to support yourself, but hard work is even more important in the formation of character."

A "RATHER PURITAN" UPBRINGING

Tall and impressive, Thatcher's father was uneducated but self-taught. She once described him, in fact, as "the best-read man I ever knew." Through the Methodist Church in

Much of her father's values and political views – self-reliance, thrift, private enterprise, anti-socialism, and, above all, hard work – were absorbed by young Margaret. Later in life, she described her upbringing as "rather Puritan. There was not a lot of fun and sparkle in my life. Games were not allowed in the house and dancing was forbidden."

In school Margaret did what her father expected of her. At age nine she won first prize in a poetry-recital competition. She also participated in the school debating club. At 18, Margaret enrolled for a science degree at Somerville, a women's college at Oxford University. Carrying a full course load, she also waitressed and taught part-time. In addition, she threw herself into extracurricular activities such as Oxford's repertory company, choir, and the Oxford University Conservative Association (OUCA).

Membership in OUCA played a significant role in Margaret's life. She worked in political campaigns, distributing leaflets, canvassing voters and delivering her first political speeches. In 1946 the association became the largest club on campus with 1,750 members and elected Margaret as the second woman ever to serve as its president. She began to seriously consider a career in politics.

Although she graduated with a bachelor of science degree in chemistry, Margaret doubted that chemistry was a suitable field for a politician and decided to study law. While working as a research chemist for a plastics firm, she attended law school part time. She also joined the local Conservative Association.

Margaret's first opportunity in politics came in 1948 when she participated in the annual Conservative Party Conference. Also attending was Dartford's Conservative Party chairman, scouting for someone to run for the area's Parliament seat. An Oxford bookshop director sitting next to him said he knew just the right person. "What's his name?" asked the Dartford man. "It's not a him, it's a her," the bookshop director answered. Frowning, the Dartford man said, "That's most unsuitable." The bookshop director replied "Nonsense" and asked him to at least meet her. The Dartford man did. Impressed, he suggested she apply for the Dartford candidacy.

FINALLY, A POLITICAL APPOINTMENT

There were 26 other applicants, all men, ranging in age from 28 to 55. Margaret was 24. Discussing complicated matters clearly and concisely, she won the selection committee's approval and was later formally adopted. At the following

Denis Thatcher owned a prosperous paint and preservatives company, inherited from his father. This made it unnecessary for Margaret to work, but she wanted to continue with her career. So she kept studying law. When she had twins in 1953 – a boy and a girl – she hired a live-in nanny.

Four months after the children were born, she passed final Bar examinations and began to practice law, specializing in taxation because of her interest in the financial side of politics. When the twins were a year old, she again sought a seat in Parliament. Trying to find a constituency close to home and Parliament to minimize time away from her children, she applied in six areas. Although selection committees found her qualifications impressive, they told her a young wife with babies would perhaps be better off staying home. But the rejection just spurred her on. She continued her quest, insisting that women who choose to have careers even after marriage should have an equal chance with men.

"My life is my work. Some people work to live. I live to work."

ELECTED TO THE HOUSE OF COMMONS

When the highly desirable Finchley district – a safe Conservative seat close to home and Parliament – became available, Thatcher was one of 200 candidates. The experience gleaned from all her previous attempts served her well this time. Written tests reduced the number to four finalists, of which she was one. She then became the winning candidate. In 1959, at age 34, she was elected, the youngest of 25 women in the House of Commons.

It had taken Margaret Thatcher nine years to win her seat in Parliament. But once in office she advanced quickly. Totally devoted to her job, she huddled over books in the House of Commons library for hours. When her research material was organized, she wrote her speeches in longhand, then revised or rewrote them in note form on small cards; although she memorized all her speeches, the notecards acted as a safeguard.

Her work as a member of Parliament paid off. In less than two years Thatcher was appointed junior minister in the Pensions and National Insurance Department. Over the next few years she was appointed to junior minister jobs in other departments: Housing and Land, Treasury, Fuel and Power, Transport, Education and Science. In 1970 she became Secretary of State for Education and Science, the first and only Cabinet position she ever held.

THE FIRST WOMAN LEADER OF A WESTERN POLITICAL PARTY

Believing that the Conservative Party was shifting too much to the left, she was convinced that steps had to be taken to restore individual enterprise free from governmental intervention. With the help of a campaign manager and a television producer, Thatcher set up and carried out a plan to win the election for Party Leader. In the first balloting, she fell short of a majority. But in the second round she won decisively.

dinner party, she met Denis Thatcher and they began dating. Quitting her job, she moved to Dartford and found work in London as a research chemist for a food manufacturer.

Since the Dartford constituency was a Labor Party district, Margaret had virtually no chance of winning in the 1950 election. But she still campaigned enthusiastically and vigorously. She lost the next year as well, though the Conservative Party won the national election. At the party's victory celebration, her engagement to Denis was announced. They married in December 1951.



Thatcher's Keys to Effective Speaking

by Thomas Montalbo, DTM

■ While Margaret Thatcher does not possess the oratorical skills of legendary speakers such as Winston Churchill, her speeches have always made an impact. Four elements have made her speeches especially effective:

1. **A quick beginning, with little or no introductory build-up.** For example, in her first speech as a member of Parliament, she began, "I know the constituency of Finchley which I have the honor to represent would not wish me to do other than come straight to the point."
2. **An array of facts and figures supporting her message.** After stating her message, she built it up with compelling information and arguments, thanks to her thorough research. This tactic made opponents in Parliament reluctant to counterattack because they found themselves not as well-prepared.
3. **Use of rhetorical devices.** Among her frequently used devices are:
 - *Triad* (saying things in threes) – "There's no government anywhere that is tackling the problem with

more vigor, imagination and determination than this Conservative government."

- *Antithesis* (putting two contrasting statements side by side) – Responding to calls for a change in policy, Thatcher said, "You turn if you want to; the lady's not for turning." The second part of this contrast made the headlines in all the British national newspapers.

- *Rhetorical questions* (to which only one answer can be made) – "Which example is better, the renunciation of the means of national self defense or the swift and sure response of our young men in the South Atlantic?"

4. **Expert Enunciation.** Thatcher has excellent enunciation of the "Queen's English," despite her working class background. Since she studied in a secondary school that didn't teach elocution, Thatcher later took private lessons. Elocution training taught her not only how to coordinate lips, palate, cheek muscles, jaw and tongue in order to enunciate words clearly, distinctly and briskly, but also how to get rid of her hometown provincial accent.

Myth # 6: Nothing you say is worth remembering.

Wrong. Every speech you give is worth remembering. For your future reference, and for the enrichment of your audience.

Quotemaster Plus is the perfect place to store **your** perfect quotes (*up to 37 pages per quotation!*) We also give you 9000 other quotations worth remembering.

The base system (\$89) contains over 3000 quotations. We offer **four** additional quotebooks: Humor, Politics, Society, and Motivational each with 1600 quotes. Our Author Information package offers short biographies

It is dangerous for national candidates to say things that people might remember.

-Eugene McCarthy



of each author in the system. *You can even add your own quotations.* Everything Quotemaster has to offer is available in the Quotemaster Plus Professional System (\$270) for a total of over 9000 quotations.

Famous quotations on over 950 subjects by 1600 authors. All indexed and referenced at your fingertips.

Quotemaster Plus

PENNCOMP Software Development
OrderLine: 1-800-326-6145
Windows * DOS * Macintosh
P.O. BOX 271529 Houston, TX 77277

In 1975 Thatcher was elected Leader of the British Conservative Party and became the first woman to lead a Western political party. She was elected the first woman prime minister of Britain in 1979, then re-elected in 1983 and 1987, serving until November 1990, when she resigned amid party disputes. But by winning three consecutive elections as prime minister, she completed 11 1/2 years in that position – longer than any previous incumbent in this century.

For Margaret Thatcher, each step up the ladder of success was a struggle against the great odds she faced as a woman. When she was first elected to the House of Commons in 1959, only 25 of its 630 members were women. Opportunities for women hardly changed during her tenure as a member. Historically, candidates for Party Leader first served in one or more of the major Cabinet offices, but Thatcher had served in only a minor Cabinet position.

SPEAKING STYLE

A political job requires a lot of public speaking. Though Margaret Thatcher cannot be considered a great public speaker, she certainly is an effective one. She is particularly meticulous when it comes to researching material for speeches. For example, she once sat in the House of Commons library and read the budget speeches of every Chancellor of the Exchequer for the previous 20 years.

Throughout Thatcher's long political career she wrote most of her own speeches, often between 11 p.m. and 4:30 a.m. "That's when everybody has gone to bed and I can be quiet and the telephone isn't going. It's during those hours that the ideas which have been gradually forming in my mind suddenly begin to crystallize and the words flow." Later in her career she hired speechwriters, closely supervising their work.

Like many public speakers, Thatcher's speaking style developed gradually through several stages: memorizing; script reading; using a TelePrompTer. In each of these methods of delivery, she was self-confident, assertive and forceful.

Memorizing was done when she prepared all her speeches in longhand. By the time she finished writing and rewriting the speeches, she had learned them by heart.

In delivering speeches written by her speechwriters, Thatcher read them from a lectern, adhering closely to the text, and using limited body movement. She continually moved her head up and down from lectern to audience and back again, glancing to her left or right but seldom straight ahead. Such movements made her public speaking style monotonous and unremarkable. By using a TelePrompTer, Thatcher could read her scripts from transparent screens with the text visible to her but not the audience. This enabled her to use gestures and look more relaxed while looking at the script and audience at the same time.

As she moved up to higher positions in her political career, Thatcher hired a private tutor for voice training. Through this training she was able to lower the pitch level and bring her speed down to a steadier rate.

Lowering her pitch and speaking slower helped her to deal successfully with the Prime Minister's Question Time in the House of Commons where, in the absence of Robert's Rules of Order, she previously had to speak at her shrillest in order to be heard over the shouting. By holding her voice to a steady and even tone at Question Time, she drove through – not over or under – the noise.

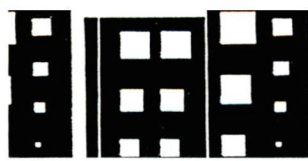
Margaret Thatcher's remarkable rise from a small-town grocer's daughter to the highest-ranking minister in Britain's government was not passively obtained. By passionately and persistently immersing herself in work all the way to the top – as well as taking on special challenges, such as the improvement of her speaking abilities and techniques – the earnest young school girl transformed herself into an "Iron Lady" and one of the most formidable leaders in the modern world. **1**

Thomas Montalbo, DTM, a member of Sparkling Toastmasters Club 3602-47 in St. Petersburg, Florida, is author of *The Power of Eloquence*, available from World Headquarters.

U.S. Postal Service STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION <small>Required by 39 U.S.C. 3685</small>		
1A. Title of Publication The Toastmaster	1B. PUBLICATION NO. 0 4 0 8 2 6 3	2. Date of Filing 10/1/92
3. Frequency of Issue Monthly	3A. No. of Issues Published Annually 12	3B. Annual Subscription Price \$12.00
4. Complete Mailing Address of Known Office of Publication (Street, City, County, State and ZIP + 4 Code) (Not printers) 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688		
5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher (Not printer) Same		
6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor (This item MUST NOT be blank)		
Publisher (Name and Complete Mailing Address) Toastmasters International - 23182 Arroyo Vista, Rancho Santa Margarita, CA		
Editor (Name and Complete Mailing Address) Suzanne Frey - Same as above		92688
Managing Editor (Name and Complete Mailing Address) Janet Whitcomb - Same as above		
7. Owners (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.) (Item must be completed)		
Full Name		Complete Mailing Address
Toastmasters International		23182 Arroyo Vista Rancho Santa Margarita, CA 92688
8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities (If there are none, so state)		
Full Name		Complete Mailing Address
None		N/A
9. For Completion by Nonprofit Organizations Authorized to Mail at Special Rates (DMM Section 421.12 only) The purpose, function, and nonprofit status of this organization and the exempt status for Federal income tax purposes (Check one)		
<input checked="" type="checkbox"/> (1) Has Not Changed During Preceding 12 Months <input type="checkbox"/> (2) Has Changed During Preceding 12 Months (If changed, publisher must submit explanation of change with this statement.)		
10. Extent and Nature of Circulation (See instructions on reverse side)		Average No. Copies Each Issue During Preceding 12 Months
A. Total No. Copies (Net Press Run)		168,129
B. Paid and/or Requested Circulation		171,026
1. Sales through dealers and carriers, street vendors and counter sales		None
2. Mail Subscription (Paid and/or requested)		165,629
C. Total Paid and/or Requested Circulation (Sum of 10B1 and 10B2)		165,629
D. Free Distribution by Mail, Carrier or Other Means Samples, Complimentary, and Other Free Copies		N/A
E. Total Distribution (Sum of C and D)		165,629
F. Copies Not Distributed		168,526
1. Office use, left over, unaccounted, spoiled after printing		2,500
2. Return from News Agents		N/A
G. TOTAL (Sum of E, F) and 2—should equal net press run shown in A)		168,129
11. I certify that the statements made by me above are correct and complete		Signature and Title of Editor, Publisher, Business Manager, or Owner <i>Suzanne Frey</i>

PS Form 3526, Feb. 1989

(See instructions on reverse)



hall of fame

DTM

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

Steven M. Collins, 499-3
James McClendon, 4282-4
William M. Sachs, 7129-5
William C. Keller, 4552-11
Laura Jo Moore, 1411-14
Shirley E. Thomas, 1520-14
Mary A. Turley, 5951-26
James W. Gray, 89-33
James C. Ronning, 6974-36
Richard F. Benson, 2172-43
Samuel P. Bain, 1095-47
Betty F. Yarbrough, 512-48
Marianne K. Clark, 2805-49
Trudy (Gertrude) Reeve, 8340-53
Judy I. Parrott, 1507-57
Steve C. Jarvis, 8542-58
Brenda N. Albright, 1673-63
Sue G. Harris, 3728-63
Fay Jensen, 2763-69
Alan Nathan, 5323-70
Janne Matthews, 7525-72
Ernesto D. Limkakeng, 2395-75

ATM Silver

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

Carol Dean Schreiner, 1615-16
John L. Sands, 1873-16
Colata "Jody" Harlan, 5467-16
Tom Lagana, 2297-18
Paul Hirmer, 1470-25
Terry G. Schutt, 4887-38
William H. Malmgren, 1196-54
Gordon E. Parsons, 3137-57
Jerry Wayne Davenport, 6048-63

ATM Bronze

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

Helen V. Bowdle, 2230-F
L. Christopher Delfosse, 5942-1
Norbert S. Trent, 126-5

Susan Hurlbut, 3697-F
Ruth E. Ray, 7004-13
Thomas Webb, 4101-16
William M. Cortese, 2297-18
Darrell Zoch, 5980-19
Daniel E. Reding, 1725-24
Larry Ball, 5856-26
Virginia Carper, 4566-27
George Manoogian, 2685-31
Anne C. Page, 6520-38
Marjorie L. Norris, 3930-63
Jane B. Lego, 6822-66
Janne Matthews, 7525-72
Desmond Lance Mortimer, 1050-73
Michael J. Mongan, 3952-73
Deborah Reynolds, 5389-73

ATM

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

Edward G. Harris, 417-F
Claude Pinto, 3033-F
Charles G. Newman, 7178-F
Allan Pressel, 2681-1
Marshall R. Pihl, 1137-2
Robert Allen, 3491-2
Samuel D. Young, 7906-2
Lora Blaser, 4634-3
Wayne C. Church, 5809-3
Marguerite A. Samples, 7490-3
Betty L. Patterson, 7658-3
Dorothy Thompson, 1401-4
Julia Olkin, 1435-4
Edward L. Dong, 2817-4
Daniel N. Robin, 3802-4
Nick P. Turner, 4200-4
Scott A. Sabul, 895-5
David E. Schmelzle, 4311-5
Mitch Glover, 1276-6
David Gade, 7805-6
Bill Konz, 678-7
Diane M. Peterson, 1492-7
Carmen Cecilia Large, 496-8
Christin A. West, 503-8
Jakki MacLean, 50-9
Mary Alice Ridgway, 154-9
Theresa Homolac, 440-9
Gary Soriano, 7564-9
Kathleen B. Maynard, 443-10
Elaine M. Minger, 590-10
Brent L. Julian, 4683-11
Walter F. Mowery, 6171-11
Deepak S. Ubhayakar, 110-12
Stephen E. Gabrielse, 225-13
Louie Stephen Williams, Jr., 4144-14
Sharon B. Dowdell, 5849-14
Sandra A. Garrett, 5997-14
John R. Turner, 2341-16

Michael D. Crooks, 2361-16
Betty L. Thomas, 3312-16
A. Thomas McKinney, 487-17
Janet L. Nordwick, 3777-17
John E. McWharf, 233-18
Elmer D. Packheiser, 1981-18
June Wishman, 2094-19
Robert R. Bruckman, 3154-19
Timothy A. Conrad, 3223-19
Russell Johnston, 5995-19
Rebecca Lee Rojak, 7515-19
Lois M. McLaren, 1929-21
Albert Bredenfeld, 4949-21
Peter R. Forster, 6265-21
Ronald H. Kuwahara, 6265-21
Aliena Sit, 6456-21
Graylyn Garr, 3985-22
Leonard "Len" Hall, 3109-23
Thelma J. Thiema, 4879-23
Clarence Dwayne Sykes, 5567-23
Patricia G. Belew, 6405-24
Jeri Bullock, 989-25
Susanna Li, 1415-25
John V. Olmstead, 2760-25
A. Patrick Higgins, 4096-25
Jay Abrams, 5297-25
Sherryl Alene Algaier, 5496-25
Kelly F. Horn, 5569-25
Janice Ralston Sons, 5686-25
Norman L. Williams, 5887-25
Marjrie (Jill) L. Adkins, 6190-25
Harry Charles Stenvall, 6212-25
Victoria C. Hookey, 6530-25
William Paul Kocher, 6530-25
Connie A. True, 7348-25
Ora Foster, 7882-25
Lawrence Roberts, 1120-26
Richard M. Buxton, 3218-26
Margaret Devere, 4750-26
Ben Mondragon, 6015-26
Bennett Rutledge, 1037-27
Wilma J. Watkins, 1380-28
Sheila B. Tkatch, 5905-28
Marietta R. Irby, 4965-29
Charles E. May, Sr, 432-30
Doris S. Ritter, 930-30
Patricia H. Dietze, 2683-30
William E. Barron, 4031-31
Vernon Valero, 7984-31
Jennifer J. Pratt, 3704-32
Dolores Mosley-Maples, 970-33
Marvin L. Holloway, 1553-33
Aftab Javed Ahmed, 3691-36
Michael Richard Brill, 6300-36
Mary Chevers, 4867-37
Patricia E. Holland, 3092-38
Judy M. Steele, 6520-38
Yoko T. Macahilas, 1481-39
Susan A. Stasiak, 524-40
E. Thomas Loughlin, 2949-40
Pamela J. Mapplebeck, 5374-42
Emma M. Cessna, 2052-43
Samuel J. Pellegrino, 6086-43
Deborah Roddy, 261-44
Michael Glenn Maness, 1327-44

R. M. "Mert" Keeney, 5691-44
Amos A. Britton, 344-46
Arthur Ziffer, 3156-46
Vincent J. Kane, 4229-46
Harry E. Voyles, III, 1667-47
Mary Ellen Gillan, 2284-47
Hang York Soohoo, 5568-47
Neil C. Chamelin, 5821-47
Samuel W. Ryan, 6861-47
Jerry W. Hadley, 7177-48
Doug Kelly, 3701-49
Donna E. Bandy, 3730-56
Daniel James Dodson, 4395-56
Margaret Kropf, 3541-60
Beth Stubbs, 802-63
Frances C. Barber, 1371-63
Gregory H. Vick, 1757-63
Fred Garrett, 8333-63
Paul W. Mellor, 1397-66
Steve Buser, 2484-68
Elwin E. Phillips, Jr., 6342-68
Wendy L. Stothers, 1865-70
Raymond Hart Austin, 3585-70
Christine McDiven, 6691-70
Dorothy Mason, 762-71
Robert G. Anderson, 2017-72
Judy Holder, 4518-72

ANNIVERSARIES

DECEMBER ANNIVERSARIES

60 years

Seattle International, 10-2

45 years

Tarsus, 532-8
Howard Rybolt, 28-47

40 years

Trinity Toastmasters, 1190-25
Waukesha, 1173-35
Main Line, 1198-38

35 years

Eyeopener, 2607-3
Jetstream, 2624-4

30 years

Minnehaha, 2563-6
Hattiesburg, 3553-29
North Shore, 3543-70
Miranda, 3554-70
Melbourne, 3362-73

25 years

Saddleback Valley, 2657-F
AT&T Forty Liners, 2419-4
Mt. Gambier, 1537-73

20 years

76 Speakers Forum, 3327-F
Mixedmasters, 3686-F
Paramount, 657-6
Downtowners, 2696-15
Leavenworth, 2301-22
Credit Union Center TM, 2023-35
Belaborers, 2221-36
Morning Knights, 2875-65
Sunnybank, 3110-69
Kapi-Mana Speakeasy, 1679-72

15 years

Executives, 1940-9
Mason-Dixon, 2384-18
Speakeazys, 3855-30
Speakez's, 1816-35
Crown of Laurel, 77-36
Hornet's Nest, 1811-37
Bibliophiles, 2149-44
Shell, 2556-56
Metro, 3644-58
Manukau Toastmasters, 3461-72

10 years

Ceci, 5013-U
Chirp 'N' Choke, 5027-3
Applied Materials, 5015-4
Heads-Up, 5021-4
Bon Mots, 5022-9
Med Ctr Speak Easies, 5016-11
Chief Joseph, 1177-17
Peak Trailblazers, 2191-26
Apple Polishers TM's, 5018-26
Triad, 5020-30
Early Risers, 5014-39
University, 5024-42
Lubbock Professional, 5011-44
Treasure Coast, 3466-47
Successmasters, 3352-52
Ct Ntrl Gas House Gang, 5023-53
Newark, 1118-57
Sumter, 518-58
Over the Hump Bunch, 3271-68
TM Club of Metro Davao, 4403-75

NEW CLUBS

Magno, 8945-U
 Guadalajara, Jalisco, Mexico
Juvenil Monterrey, 8948-U
 Monterrey, Nuevo Leon, Mexico
Shape International, 8953-U
 Mons, Belgium
Jalisco, 8964-U
 Guadalajara, Jalisco, Mexico
Tierra Blanca, 8965-U
 Tierra Blanca, Veracruz, Mexico
Maduro & Curiel's Bank N.V., 8970-U
 Curacao, Netherlands Antilles
SIM Mandarin, 8975-U
 Singapore
MIM, 9004-U
 Petaling Jaya, Malaysia
Pacific Sunset, 9009-U
 Seoul, Korea
Watermeisters, 8951-F
 Fountain Valley, California
Speechmakers, 8966-1
 Los Angeles, California

Daniel Freeman Memorial Hospital, 8981-1
 Inglewood, California
Good Neighbor, 9006-3
 Tempe, Arizona
Antelope Valley, 9007-3
 Prescott Valley, Arizona
HUD Toasters, 8961-8
 St. Louis, Missouri
BAMSL, 8963-8
 St. Louis, Missouri
PRC Toasters, 8997-8
 St. Louis, Missouri
Redlands Community, 8950-12
 Redlands, California
Lockheed-Georgia Management Assoc.,
 8971-14
 Marietta, Georgia
World Class Communicators, 8998-14
 Austell, Georgia
State Farm Insurance - Wilmington,
 8955-18
 Wilmington, Delaware
BAC Talk, 8986-18
 Jessup, Missouri
Central Exchange, 8949-22
 Kansas City, Missouri
Sprint Q Masters, 8957-22
 Kansas City, Missouri
Speakeasy, 8977-22
 Overland Park, Kansas
Early Birds, 8954-25
 Irving, Texas
Financial Express, 8983-25
 Plano, Texas
GTE Toastmeisters, 9001-25
 Dallas/Ft. Worth Airport, Texas
Skyview, 9008-25
 Dallas, Texas
Cordova, 9000-29
 Pensacola, Florida
Associated Bag Co., 8978-35
 Milwaukee, Wisconsin
Town and Country, 8979-35
 Madison, Wisconsin
OFIS, 8984-36
 Washington, D.C.
Pioneer Speakers On The Edge, 8987-36
 Gaithersburg, Maryland
Power Talk, 8947-37
 Charlotte, North Carolina
Sampson County, 8980-37
 Clinton, North Carolina
HSG Express, 8993-37
 Charlotte, North Carolina
First Union Noontime, 9003-37
 Charlotte, North Carolina
Night Owl, 9005-37
 Southport, North Carolina
Natomas Nooners, 9002-39
 Sacramento, California
Capitol Toasters, 9010-39
 Sacramento, California
Health Department, 8958-40
 Columbus, Ohio
Platte Sunrisers, 9012-41
 Platte, South Dakota
Old North West, 8990-42
 Saskatoon, Saskatchewan, Canada
Ethicon-Noon Timers, 8995-44
 San Angelo, Texas
Woofers & Tweepers, 9011-44
 Abilene, Texas
Johnson & Johnson Corporate, 8988-46
 New Brunswick, New Jersey

Downtown Fort Myers, 8956-47
 Fort Myers, Florida
Bechtel, 8985-48
 Athens, Georgia
Texas Commerce Bankers, 8960-56
 Houston, Texas
CRSS, 8973-56
 Houston, Texas
TW Services, 8991-58
 Spartanburg, South Carolina
Capital, 8994-60
 Richmond Hill, Ontario, Canada
Computing Devices Canada, 8999-61
 Nepean, Ontario, Canada
St. Joseph's Health Centre, 8992-62
 Sarnia, Ontario, Canada
Wednesday Winds, 8952-63
 Kingsport, Tennessee
Southern Speakers, 8989-63
 Columbia, Tennessee
Talk-of-the-Town, 8976-66
 Salem, Virginia
Tidewater Oral Express, 8982-66
 Virginia Beach, Virginia
Toowoomba City, 8967-69
 Toowoomba, Queensland, Australia
Woolworths, 8968-69
 Brisbane, Queensland, Australia
Rainbow, 8969-68
 Oakdale, Louisiana
Bromley, 8959-71
 Kent, England
Transperth, 8974-73
 Perth, New South Wales, Australia

Desert Bankers, 8946-74
 Windhoek, Namibia
Cape Town, 8962-74
 Cape Town, South Africa
Bohol, 8972-75
 Tagbilaran City, Bohol, Philippines
Exporters, 8996-75
 Pasay City, Metro Manila, Philippines

**RALPH C. SMEDLEY
 MEMORIAL FUND**

Contributor

Mary E. Hose, ATM, in memory of Kelly Weber, DTM
Bennie E. Bough, DTM, and **Kathi Bough** in memory of Kelly Weber, DTM
David Feldman, CTM
Phyllis A. Lackey in memory of Kelly Weber, DTM
Terrence J. Good in memory of Kelly Weber, DTM
Jeffrey Ginsburg & Associates, Training & Development
Annette Heller & John Kepler, in memory of Kelly Weber, DTM
Ed Baum, in honor of Past International Director Gilbert W. Smith, DTM

Associate

The Toastmasters of District One in loving memory of Nelle Wilder

MOVING?

Please give us your old address as well as your new one by attaching an address label from *The Toastmaster*.

Name CTM ATM ATM-B ATM-S DTM

Club No _____ District No. _____ Check One _____

Complete Title (club, division or district office) _____

Would you like a list of clubs in your area? YES NO

Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690

OLD ADDRESS

NEW ADDRESS

Article INDEX 1992

B OARD OF DIRECTORS **ISSUE/PG**

TI Board Report	May/22
Election of International Directors	
John A. Fauvel, DTM	June/5
Your 1992-93 Officer Candidates	June/28
Your 1992-93 District Governors	Aug/19
District Governor Directory	Aug/31
Meet Bennie Bough, DTM	Sept/24
1991-92 TI Board Report	Nov/22

C LUB MEETINGS **ISSUE/PG**

The 1% Solution	
Nancy Jackson, Ph.D., CTM	Jan/14
Planning Your CTM	
J. Richard Reed, CTM	Jan/20
Toastmaster Correctness	
Raul E. Munoz, ATM	Feb/5
Take A Few Minutes	
Don Ollie	Feb/6
Taking the Terror Out of Table Topics	
Robert Keeler	Feb/8
The Value of Table Topics	
Michael Fitzgerald	Feb/11
Set Your Meeting On Fire!	
Steven Hopster	Feb/12
What About Bob?	
Frank Jongema, CTM	April/6
The One-Minute Toastmaster	
Richard Seaman	April/12
When Disaster Strikes	
Sandra Hendrickson, CTM	May/24
Looking At the Big Picture	
Robert L. Knotts, DTM	June/6
The Friendly Evaluation	
Michael E. Sands, ATM	June/8
Do Your Evaluations Measure Up?	
John Candelaria, ATM	June/12
The Purpose Is Growth	
Bob E. Couch, Ph.D, CTM	June/14
Brightening Up the IceBreaker	
Tamra Orr	Aug/6

The Case of the Murder Mystery Mash	
Jennifer LaFleur, CTM	Aug/22
Publicity: Vital to Your Club's Health	
Wayne Frantzen, CTM	Sept/16
Advertise Your Club For Free!	
Liska A. Wetherington, ATM	Sept/19
PR in A Company Club	
Douglas R. Strock, ATM	Sept/20
Put More Punch in Your PR!	
Valerie Orleans	Sept/22
Organizing A Speakers Bureau	
Penelope Pietras	Sept/27
Looking For A Mentor?	
Lin Gensing	Dec/8
Club Mentoring 101	
Ben H. Dorsey, III, CTM	Dec/11
Make Your Mark As A Mentor	
Robert Alan Black, ATM-S	Dec/12
Club Growth: Do or Die	
D. Bennett Rice, CTM	Dec/16

C OMMUNICATION **ISSUE/PG**

Good Fences Make Good Genders	
Carol Richardson	March/11
What's Your C.Q.?	
Lin Gensing	March/12
When Adults Can't Read	
Julie Bawden Davis	March/16
Mind Your Business Manners	
Ann Marie Sabath	March/20
Who Says Communication Is Like the Weather?	
Dominick Martia	May/6
Seminars: Big Business, Your Business?	
Dorrine Turecamo	June/24
Better Thinking - If You Think About It!	
John F. Diaz, DTM	July/5
What Do You Think?	
James G. Patterson	July/8
Thinking Critically In Critical Times	
Jan Rainbird	July/16
The Delicate Art of Problem Solving	
Robert P. Savoy, ATM	July/24

Exercise Your Point of View	
Gordon G. Leggat, ATM-S	Aug/5
Talk Is Cheap	
Charles Spence	Aug/16
Some Words About Prayer	
Charles A. Jones, CTM	Sept/5
Winning At Meetings	
Don Farrant	Nov/27

F AMOUS SPEAKERS **ISSUE/PG**

Women Take A Stand	
Thomas Montalbo, DTM	April/8
Oratory: How It All Began	
Thomas Montalbo, DTM	May/16
Demosthenes: An Enemy of His Audience	
Tom Laichas	May/20
Meet the Five Outstanding Speakers of 1992	
Suzanne Frey	Aug/8
Mary Elizabeth Lease: Voice of the New West	
Tom Laichas	Aug/24
Musings From A Modern Day Orator	
Michael Winerip	Oct/6
Why Teddy Roosevelt Was Bullish	
Charles Francis	Oct/15
Henry Clay: Politically Incorrect - but Oratorically, The Right Clay	
Tom Laichas	Oct/20
Frederick Douglass: The Unwelcome Voice	
Tom Laichas	Nov/16
Margaret Thatcher: The Iron Lady	
Thomas Montalbo, DTM	Dec/24

H UMORE **ISSUE/PG**

Humor Belongs In the Workplace	
Gene Perret	April/22
Jest for the Health of It!	
Leslie Gibson, R.N., B.S.	June/16
Taking Humor Seriously	
Victor Raskin, Ph.D.	June/20

Humor Is More Than Mere Joke Telling
 Carol Richardson June/23
 Taking the Lead With Laughter
 Gene Perret Nov/15

LANGUAGE AND
 SPEECHWRITING

ISSUE/PG

Who Put the "Ick" In Rhetoric?
 Carol Richardson Feb/14
 Eschew Podium Odium
 Marcia Yudkin Feb/16
 Mindmapping: A Noteworthy Discovery
 Judith E. Pearson, Ph.D., DTM Feb/19
 Make Your Speeches Listenable
 Thomas Montalbo, DTM March/6
 From Good Speaking to Better Writing
 James G. Patterson April/16
 Building A Better Speech
 Charles M. Segaloff, CTM April/19
 Effective Letter Writing
 Harold Taylor April/21
 Six Tips for Eloquent Elocution
 Carol Driscoll May/5
 The Voter's Guide to Political Rhetoric
 John Cadley May/8
 Plan It, Or They'll Pan It!
 Vince Reardon May/12
 Missing Links: It's A Jumble Out There
 Carol Richardson July/19
 The Invocation: One Of Many Ways
 to Start A Meeting
 Michael Horton, CTM Sept/8
 Words of Inspiration Without
 the Perspiration
 Susan Jane White, ATM-S Sept/12
 Here's To The Ear!
 Patrick Mott Oct/22
 Eggheads in the Midst
 Carol Richardson Oct/19

LEADERSHIP

ISSUE/PG

Want To Be the One In Charge?
 James M. Jenks March/24
 Politics? In Toastmasters?
 Daniel Saxton, DTM April/5
 When Political Patois Goes
 Conventional
 Mary Sue Penn Oct/24
 Countdown to Quality Training
 John Feudo, DTM Nov/6
 To Manage Or To Lead? That Is
 the Question
 James G. Patterson Nov/8

Leadership From A Through Z
 Richard G. Ensman, Jr. Nov/13
 Leading By Example
 James M. Kouzes and
 Barry Z. Posner Nov/20

PERSONAL GROWTH

ISSUE/PG

Consider the "It" Factor
 Doc Blakely, Ph.D. Jan/5
 It's Worth the Risk
 Sandra Musclow, CTM Jan/6
 The Courage to Compete
 Judith E. Pearson, Ph.D., DTM Jan/8
 Enlarge Your Comfort Zone
 Connie Mauldin, ATM Jan/11
 Turning Annual Goals Into Daily Tasks
 Lauren R. Januz and
 Kim M. Magon Jan/12
 Ostrich Thinking
 Bennett Sawey, Ph.D. Jan/16
 The Winning Edge
 Victor Parachin Jan/24
 Just Say Yes!
 Don Johnson, DTM Feb/22
 Let's Hear It For Volunteers!
 Charles Dickson, Ph.D. March/5
 The Power of Habits
 Jon Corley, DTM March/8
 Ten Steps to Overcome Illiteracy
 Julie Bawden Davis March/19
 What's Your Mental Diet?
 Cavett Robert July/6
 Choose Your Feelings
 Charles Dickson July/20
 Walking Tall In Toastmasters
 Rex R. Moore, Jr., ATM July/22
 The Virtue of Making A Fool
 of Yourself
 Tom McDonough Sept/6
 Courage Is A Valuable Commodity
 Fred Pryor Nov/5
 Enrichment Through Literature
 Peter Koh Soon Kwang and
 Lily Chang Chee Yu Dec/6

SPEAKING TECHNIQUES

ISSUE/PG

Preparing To Wing It
 Leo M. Schwartzberg, CTM Feb/15
 Extend the Life of Your Talk
 Dr. Milt Grassell Feb/24
 Elements of an Effective Speech
 Gale R. Dunlap Feb/26

Speaking to Children
 Richard Clements, ATM-B March/14
 Beware of Brain Drain and Recycling
 Judith E. Sulik, CTM July/13
 The ABC's of Handling the Q & A
 Marjorie Brody Aug/12
 Restyling Political Speechmaking
 Thomas M. Marchant, DTM Oct/16
 Tread Carefully Through the
 Sensitivity Mine Field
 Bill Jacobsen Nov/24
 Become A Speech Contestant
 Ted Wood, DTM Dec/5
 Speaking To A Foreign Audience
 Frankie Fook-Lun Leung Dec/16
 Speaking From Experience
 Roy Saunderson, CTM Dec/20

MISCELLANEOUS

ISSUE/PG

Forest of the Future
 Kay Presto, CTM Jan/27
 Beauty and Brains: Miss North
 Dakota, CTM Jan/28
 McCann Inducted Into Sports
 Hall of Fame Jan/28
 Nautical but Nice
 Richard Schachter, CTM Feb/28
 The Toastmasters Magazines:
 A Treasure Chest of Training
 Material
 Pam Price, CTM March/27
 Toastmasters Put Me In
 JEOPARDY!
 Alan Badger, CTM June/15
 Toastmaster Triumphs At Pearl
 Harbor Ceremonies
 Mary Porter, DTM July/29
 American and Russian Toastmasters
 Tanya Roganova, CTM Oct/5
 The Toastmasters Way to Play?
 You Bet!
 1992 Convention Highlights Oct/8
 International Hall of Fame Oct/27
 WHQ Honors Longtime
 Employees Oct/30
 International Speech Contest
 Rules Dec/22

SPECIAL ISSUES

MONTH

Communication March
 Thinking July
 Leadership November

Club Essentials



These essential tools help your Club easily present professional, efficient meetings, making your meeting more enjoyable and informative for your entire membership.

Lectern, Wood.....#379.....\$ 55.00	Club Letterhead Stationery (set of 100).....#351.....\$ 5.00
Lectern Banner.....#235.....\$ 3.25	Envelopes (set of 100).....#350.....\$ 5.00
Gavel.....#375.....\$ 9.95	Note Cards & Envelopes (set of 25).....#352.....\$ 5.00
Meeting Excellence Video Cassette.....#216-V, #216-P.....\$ 14.95	Invitation to Membership (set of 25).....#348.....\$ 5.00
Club Officer Handbooks (set of 7).....#1310-H.....\$ 8.00	Charter Program Cover.....#97.....\$.12
Master Your Meetings.....#1312.....\$ 3.00	Place Mats (set of 25).....#90.....\$ 3.00
Table Topics Game, Stand Up & Speak.....#1316.....\$ 6.50	Place Cards.....#96.....\$.05
Table Topics Game, Stand Up & Speak II.....#1317.....\$ 6.50	Large Place Cards.....#91.....\$.12

ORDER TODAY

Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA or call (714) 858-8255 or FAX to (714) 858-1207.

PAYMENT MUST ACCOMPANY ORDER

Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)

Please charge my MasterCard / Visa (CIRCLE ONE)

Card No. _____

Exp. Date _____

Signature _____

Name _____

Club No. _____ District No. _____

Address _____

City _____ State/Province _____

Country _____ Zip _____

See the 1992 Toastmasters International Supply Catalog for complete descriptions of these items and information on other educational and promotional supplies. California residents add 7.75% sales tax. For orders outside the continental United States add 20% for postage (minimum \$1.50).

_____ 379 @ \$55.00	_____ 1312 @ \$3.00	_____ 348 @ \$5.00
_____ 235 @ \$3.25	_____ 1316 @ \$6.50	_____ 97 @ \$1.12
_____ 375 @ \$9.95	_____ 1317 @ \$6.50	_____ 90 @ \$3.00
_____ 216-V @ \$14.95	_____ 351 @ \$5.00	_____ 96 @ \$0.05
_____ 216-P @ \$14.95	_____ 350 @ \$5.00	_____ 91 @ \$1.12
_____ 1310-H @ \$8.00	_____ 352 @ \$5.00	

Domestic Shipping Prices

Order Total	Shipping Charges	Order Total	Shipping Charges
\$0.00 to \$2.50	\$1.00	\$5.01 to \$10.00	\$1.00
2.51 to 5.00	1.95	10.01 to 20.00	1.50
5.01 to 10.00	2.50	20.01 to 35.00	2.00
10.01 to 20.00	3.50	35.01 to 50.00	2.50
20.01 to 35.00	4.80	50.01 to 100.00	3.00
		100.01 to 150.00	3.50
		150.01 to —	Actual