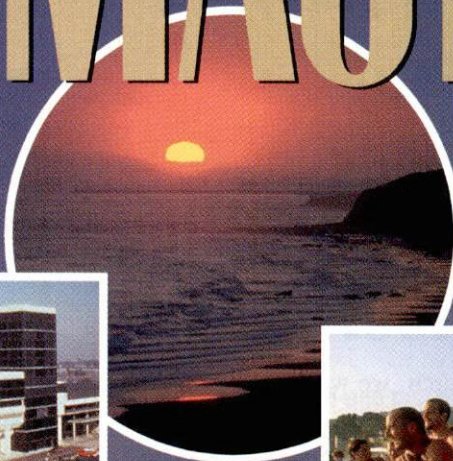
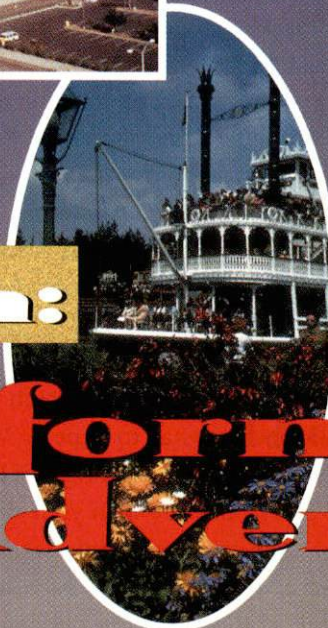


The TOASTMASTER®

APRIL 2001



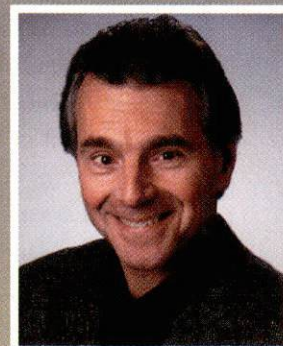
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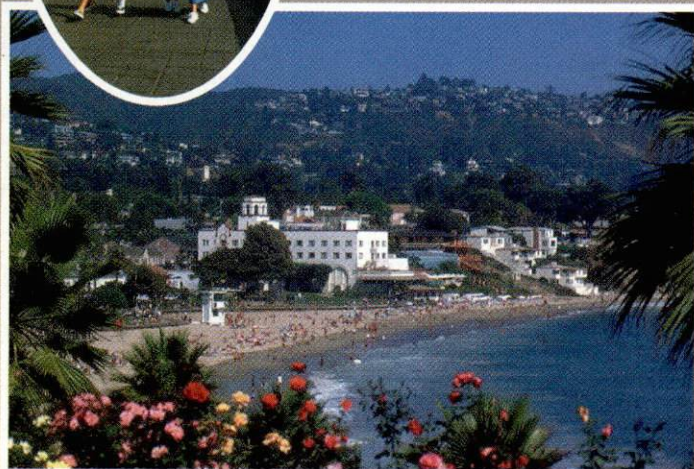
A California Adventure!



Don't miss Toastmasters' 70th Annual International Convention, August 22-25, 2001, at the Hilton Anaheim in Anaheim, California.



2001 Golden Gavel Speaker
Jim Cathcart



ALSO INSIDE:

The Winning RATIO: Rx for great evaluations.

Toastmasters to the Rescue!

How to excel in any social situation.



VIEWPOINT

Make Every Meeting a Sales Tool

When we go to church, we wear our "Sunday best." If company is coming over for dinner, we clean and vacuum and make sure our home looks fantastic. And Mom always insisted that we wear clean underwear "just in case you get in an accident." For the same reasons, we must always be in top form during every Toastmasters meeting.

Your club meeting is the best sales tool for recruiting new members. A fun, exciting and educational meeting will turn guests into members. A dull, lifeless meeting may drive them away from your club – and from Toastmasters!

Think back to your last club meeting. Was it a good meeting? How would a visitor see your club? Is your club providing a supportive and positive learning environment? Are you having fun? Would you feel comfortable bringing your boss to the meeting?

I've always had this secret standard for judging club meetings: If I were to invite my boss to a meeting, would I feel confident that my club would be at its best or would I feel nervous, not knowing what to expect? Would I feel proud of my club or embarrassed about the way the meeting was held?

If you've never done a "Proud and Sorry" exercise with your club, it might be a good idea to conduct one at your next meeting. It only takes a few minutes and you might be surprised at what you learn. Give each member two sheets of paper. Have them write "Proud" at the top of one page and "Sorry" at the top of the other. Then have them list what they are proud of and what they are sorry or embarrassed about. (Keeping this process anonymous will enhance the likelihood of complete and honest answers.) What you learn might be a real eye-opener and just the remedy your club needs to get back on track. All clubs need a little reevaluation from time to time. We all have a tendency to become complacent.

Great meetings are fun *and* educational! Your existing members – as well as your guests – deserve nothing less. If you're not proud of your meetings, make a change for the better. By insisting on quality meetings, you are exhibiting the "Friends Helping Friends Succeed" attitude.

JoAnna McWilliams
JoAnna McWilliams, DTM
International President

The TOASTMASTER

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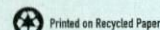
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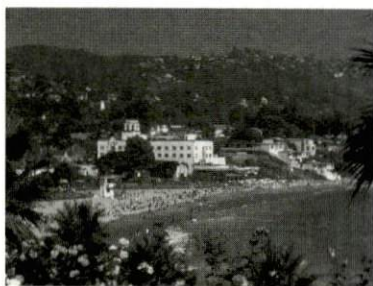
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The Toastmasters Vision:

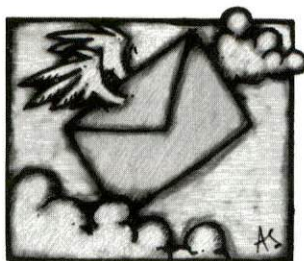
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

The Toastmasters Mission:

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

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

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



LETTERS

TOASTMASTERS HONOR DIVERSITY

A spellbound observer at last year's International Convention in Miami Beach told a Toastmaster, "Everyone talks about diversity and respecting all people, but you Toastmasters practice it." He explained: "I saw a black person talking to a white person, an able-bodied woman talking with a man in a wheelchair and a blind woman giving advice to a sighted woman. Men and women exchanged ideas as equals. There was constant conversation between the teacher and the student, between the seasoned Toastmaster and the first-timer. Strangers instantly became friends."

I thought about my friend's comment as I, a Toastmaster from Indiana, sat at a table with people from England, Japan, Mexico and Australia. At the President's Dinner Dance, the band played songs from various countries in which Toastmasters clubs are represented, while members from those countries cheered, waved and proudly celebrated their diversity and national pride.

Diversity is evident throughout Toastmasters. My club at Purdue University has Asian, African, Indian, Turkish and American members. They are doctors and lawyers, parents and children, students and teachers, beauty pageant contestants and swimming champions. Toastmasters share ideas with great respect. Friendships grow in spite of differences. The desire for self-improvement brings a diverse group of people together in a journey toward success.

Carole Cassady, ATM-S • Irvington Club 199-11 • West Lafayette, Indiana

FINDING THEIR VOICE

Paul Nelson's article "Toastmasters Is for All Ages" (November) could never ring so true as it does here in Jordan. Our country's first Toastmasters club boasts 35 young-at-heart, energetic mothers, grandmothers, civic volunteers and community leaders. The average age in our club is 45. Adept in their native Arabic language, our women members have displayed persistence in mastering the English language.

Toastmasters means so much to us here in the Middle East, where women are gradually being given a voice. In less than a year, our International Club of Jordan made its mark in Toastmasters, not because of its youth and inexperience, but through fortitude, steely resolve and the dedicated enthusiasm of its youthful members who have shown they've got what it takes to excel as Toastmasters.

Elizabeth Segura-Krueger, CTM • International Club 9342-U • Amman, Jordan

CONVERSATIONS ARE DISTRACTING

Dee Dees makes some excellent points in her article "Minding Our Toastmasters" (January). However, I

strongly disagree that someone should sit next to a guest to explain what's happening during the meeting. The last thing a club needs during a meeting is side conversations. I find it annoying when I'm asked about the agenda or the proceedings after the meeting has started. I try to discourage it. Guests should observe a well-run, orderly meeting. Any explanations should take place before the meeting starts, during the break and after the closing.

Bob Armstrong, DTM • Garden City Club 1102-60 • St. Catharines, Ontario, Canada

SPEAKING OF MANNERS

While many of the ideas found in "Presenting by Gender" were helpful, I take exception to Judith Tingley's suggestion that a woman speaker should be introduced by a man to establish credibility. Even if I were to ignore the inherent sexism in this notion, on a practical level, how does Ms. Tingley suggest that I explain to an organization, which has invited me to speak, that I want a man to introduce me instead of its woman president or program director?

I also enjoyed reading "Minding Our Manners," but am concerned about the author's statement that people who don't wish to pray at a Toastmasters meeting are somehow not respecting the rights of those who wish to do so. Would Dee Dees admonish club members for lacking respect if a club chose to begin meetings with a reading from *The Communist Manifesto*, the Democratic platform, or the assorted readings of L. Ron Hubbard?

Unless a club was founded in connection with a particular religious or political organization, I can't think of a better way to alienate prospective or existing members than by regularly including group prayer or political commentary in the club's agenda. Ms. Dees, feel free to share your philosophy in a club speech, but please don't denounce people like me for lacking respect because we don't think that group prayer is appropriate for Toastmasters. I joined my club to improve my speaking skills, not my soul.

Monica S. Staaf • Achievers Club 1625-31 • Foxboro, Massachusetts

NO LIMIT ON GROWTH

It was great to see President McWilliams encourage low-member clubs to hold a membership-building campaign. But why limit it to low-member clubs? Our club has 37 members and we are hosting a membership drive to get 10 more members so that we can split the club and have two separate meetings. That way more people will be able to participate in and benefit from our program.

Ray Wolken, DTM • Spinnaker Speakeasy Club 7868-72 • Porirua, New Zealand

By Barbara Marquand



A spoonful of sugar helps the medicine go down.

Laughter in the Workplace

THINK OF THE LAST TIME YOU LAUGHED YOURSELF TO SLEEP. Can't remember it ever happening? That's not surprising, and research on laughter shows why. Besides lifting your spirits, a good belly laugh pumps hormones into your system that make you alert. That's why you never nod off

during a humorous speech. Alertness is just one of many proven benefits of laughter.

Most everyone has heard that "Laughter is the best medicine," and we know its power to heal physical ailments. But we rarely consider the benefits of laughter in the workplace, where it can promote healing and productivity as well.

Laughter makes us feel good. It cheers the soul. But it also can make us more productive and creative. Research shows that besides pumping hormones to aid alertness, laughter increases blood circulation to the organs and the brain and releases chemicals in the body called endorphins, which relieve stress and provide a sense of well-being. They are the same chemicals that give athletes the "runner's high."

Because laughter increases blood circulation, more oxygen flows to the brain, thereby opening the pathways between its two hemispheres. This helps the hemispheres to communicate with each other, which is a key component of creativity, says Diane Bush of Bush and Associates, a management consulting firm based in Placerville, California.

Bush, a former nurse who has researched the connection between creativity and humor, says humor builds teamwork, releases tension and improves decision-making, negotiating, data organization, word association, self-confidence and communication. It also helps us let go of unrealistic expectations by allowing us to laugh at ourselves and our mistakes.

If yours is a tension-filled office, you might not associate humor with work, but smiling and laughing are basic to human nature. Toddlers, for example, smile approximately every four minutes. But adults often equate pro-

fessionalism with seriousness. Problems develop when we take ourselves too seriously. We close doors to new ideas and develop pessimistic attitudes. Humor, on the other hand, opens doors by helping us relax enough to look for creative solutions. "When we don't have humor in our

lives, it's like a wagon without springs," Bush says. "We feel every bump. Humor smoothes out the road."

To be effective, humor must be appropriate, tasteful and timely. Humor designed to hurt others, in the form of ethnic or sexist jokes, is destructive and has no place in the office – or in a Toastmasters club.

So how do you instill humor into your professional life? First, you don't have to be a comedian or a good joke teller to find humor. Start with yourself. Don't worry about changing the no-nonsense boss who's better at cracking the whip than a smile. Bring to the office some physical reminders of things that make you laugh. They can be comic strips from the newspaper, funny sayings, or photos of friends and family that remind you of fun times. On your way to work, try listening to a humorous tape in the car – it will make the morning traffic more bearable.

In her office, Bush keeps a book of Gary Larson's *Far Side* cartoons by the telephone. Whenever she's on hold or waiting for an e-mail to download, she flips through the book to get a smile or two.

When you inject humor into your life, others will notice. Laughter is contagious. Ever walk into a room while someone is laughing and start to laugh, even though you have no idea what's so funny?

On hectic days, when nothing seems funny, try smiling. The simple act of turning up the corners of your mouth releases endorphins – in the same way that laughter does. Even if you're unhappy at that moment, the simple act of smiling can lighten your spirits. Try it. Besides, it takes more muscles to frown than to smile. **T**

"When we don't have humor in our lives, it's like a wagon without springs. We feel every bump. Humor smoothes out the road."

Barbara Marquand is a freelance writer living in Grass Valley, California.



MEMBERSHIP BUILDING

By Larry Welch, DTM

Success 101

What do Ford, Walt Disney, McDonald's, Xerox, Sony, John Deere and Mattel have in common? They are all part of a large family of multinational corporations that set the pace in the international business community.

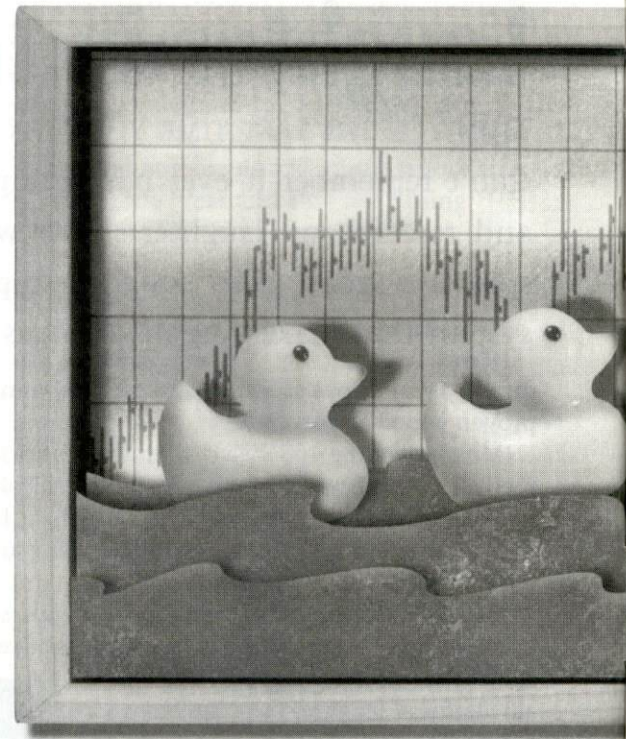
In Toastmasters International, we face a challenge similar to that of other large international organizations. Marketing is its name, and although it is inherent in our club culture, relatively few of our members understand the simple principles that bring prosperity to international firms. Marketing is a chronic challenge in Toastmasters because the average member stays only two years. This creates club environments always in need of fresh new personalities.

Understanding why some techniques attract members and others do not can be a trying experience. Classic marketing models incorporate such activities as environmental analysis and marketing research, consumer analysis, product planning, promotion planning, price planning and marketing management. Pretty fancy terms, and there are hundreds of other nuances to complicate the picture.

As difficult as marketing can be, if Toastmasters understand a few simple concepts they can dramatically increase their abilities to build clubs and recruit members. The basic concepts revolve around the marketing mix, sometimes called the four Ps: *Product, Promotion, Price and Place* where the product is offered. When these four factors are brought into an appropriate mix, we have membership-building and pizzazz!

■ **PRODUCT:** Toastmasters International's product is an educational structure to improve speaking, listening, critical thinking and leadership. Our product is a service with benefits that can't be seen or touched: personal improve-

The Toastmasters marketing mix.

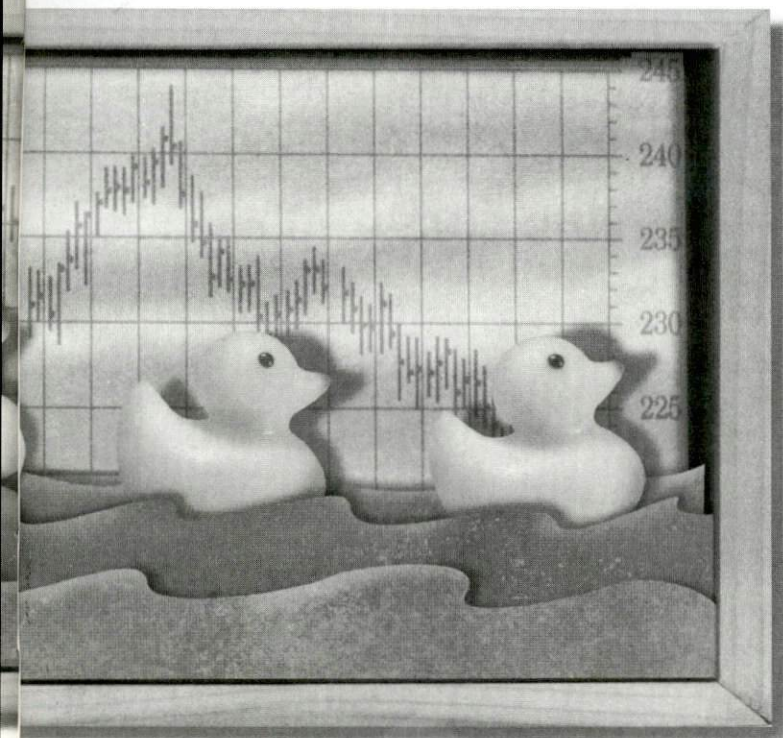


ment. We feature manuals, mentoring and a nurturing environment and our clubs adjust the product to suit their members' needs. Some clubs emphasize mentoring, others require all new members to attend Speechcraft programs, and still others focus on advanced speeches. Just like people, no two clubs are alike, and they can and do change – sometimes for the better, sometimes not. In Toastmasters marketing, our customers are our members or potential members, and we want our product to match their requirements.

■ **PROMOTION:** The second "P" – promotion – highlights the various components that a club uses to create awareness, persuade, or remind people about Toastmasters' educational services. These include fliers, posters or information describing club culture, features, benefits, meeting times and location, and points of contact. Some other equally important promotional tools are signs placed outside meeting locations, newspaper articles, local cable television station announcements and demonstration meetings. The list of promotional activities is limited only by club members' imagination and good taste.

Promotions need not be elaborate. One of the most successful membership drives in Washington D.C. cen-

"Toastmasters brings out the best in us all – even when we don't know it is there."



tered on placing an A-frame sign in front of the building where Toastmasters met. The sign simply stated, "Toastmasters Meets Here Tonight at 7:00 p.m." That effort brought the club 25 new members in one year.

Another club uses Speechcraft as the door-opener to interest people in Toastmasters. This group promotes Speechcraft and club membership as a package for one price. The result was 57 new members in seven months.

Personal selling is a form of promotion and is best described as conversation with prospective members for the purpose of helping them toward Toastmasters membership. Zig Ziglar, America's great motivational speaker, and Toastmasters' Golden Gavel recipient in 1999, succinctly expresses the benefits of good salesmanship: "You can get everything you want in life if you just help enough other people get what they want."

Success in personal selling requires conviction and an understanding that people respond to benefits. Benefits are all those good things that happen as a result of membership. Such intangibles as being a better speaker and listener may seem obvious to Toastmasters, but prospective members need to be told *why* it is important to improve communication skills. We also can count such benefits as enhanced self-confidence and self-esteem, which may be

of greater value to most people than being a better speaker. If prospective members aren't told about the things Toastmasters may take for granted, they may never realize what they are missing. Another good rule of thumb is to talk about ideas, feelings, happiness and other things prospective members are interested in.

As an illustration of benefits, a club in Washington asked its members to participate in a survey to determine what they liked best about Toastmasters. One young woman responded, "I joined Toastmasters over three years ago to become a better speaker. But today I have learned how to be a better listener, friend and person. Toastmasters brings out the best in us all – even when we don't know it is there." Now there is a great set of benefits!

■ **PRICE:** The third "P" component – price – is the cost of our educational service. Price is determined by more than money. Time is also a form of cost and investment in our product. Although many prospective members find the monetary cost of joining Toastmasters reasonable, the time required to prepare training assignments and attend meetings may appear too expensive. That is why it is important to use care in detailing benefits. When benefits are properly shown, prospective members more easily realize the importance of investing their valuable time and money in our product. It can be a good exercise to ask your prospective members the price they place on self-esteem. The values can be astronomical!

■ **PLACE:** The convenience of meeting times and locations is the final "P" in the marketing mix. Clubs that have problems retaining members or finding new prospects would do well to examine the location and timing of their meetings. For example, clubs that meet in busy restaurants may have crowded and noisy meetings, leading to guests finding the atmosphere more social than educational. Consequently, these clubs struggle to attract and retain members who desire a genuine educational experience.

Timing can also be critical. Several popular weekend clubs have been chartered in Washington, D.C. and Virginia. Members find weekend sessions convenient because of work weeks filled with commuting, career responsibilities and family events. Many of these members would not affiliate with Toastmasters clubs that meet at any other time.

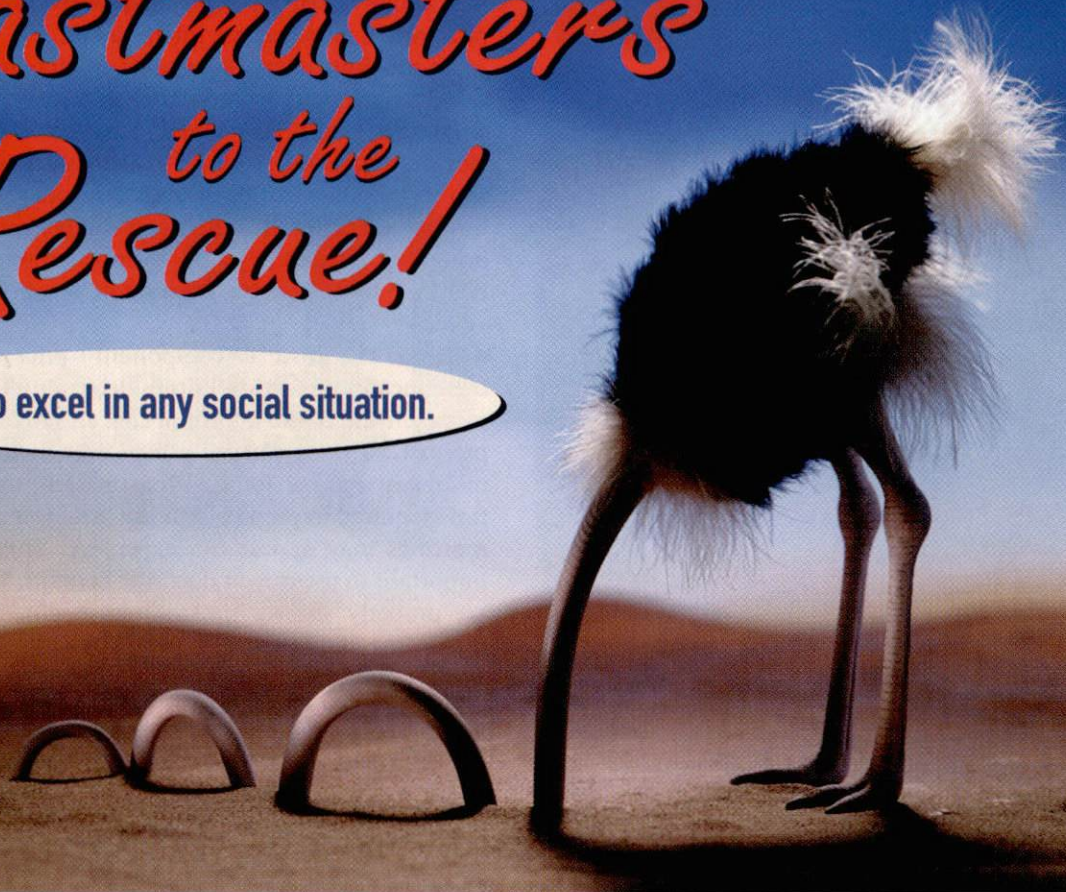
Although Toastmasters clubs are no marketing match for Ford, Disney and McDonald's, we can, by properly adjusting our product, promotion, price and meeting place to local conditions, realize greater success in finding all those great new members we need to make our programs more rewarding and fun. **T**

Larry Welch, DTM. of Vienna, Virginia, is a member of three clubs in District 27.

Don't be socially challenged.

Toastmasters to the Rescue!

How to excel in any social situation.



BY LINDA MEEHAN, CTM ■ PHOTOGRAPHY BY MARKKU LAHDESMAKI

As a small girl growing up in the High Plains region of the United States, my training in social etiquette consisted of suffering through afternoon tea with my mother and grandmother and their friends and watching movies of actress Loretta Young sweeping elegantly into the room in prime-time black and white. And though I lacked

even a smidgen of sophistication, I did make note that there was a distinct difference between the way Loretta floated across the floor, her brilliant smile preceding her every step, and the way Phoebe Wagner waddled from card table to card table to hear – or spread – the latest farm community gossip. I admit that I was much more

at home in blue jeans astride my dearest palomino than I ever thought I could be in any social setting, and I certainly never pictured myself *enjoying* mingling with suited, burnished and coiffed businessmen and women!

But following college, several years spent living outside the United States, and now firmly ensconced in a financial institution as its marketing director, I find myself coming face-to-face with the demands of social conduct on a daily and routine basis. Either I am meeting the press or the bank's customers, or I am negotiating a keynoter's speaking fee, or I am working out the details of our next marketing campaign with my ad agency rep, or making a presentation before the board. I have become very active in my trade association on a national level, and I credit the ability to mingle comfortably with that success.

But this wasn't always the case! Nothing in my childhood prepared me for the practice of confident, positive social interaction, and boy, did I pay the price for spending most of my youth in the company of horses! I've stam-

mered, red-faced and clueless, in many a business mixer. I've hugged the potted palms in countless ballrooms, dodged the attractive male (or female) walking in my direction for lack of conversational skills, and I've chided myself mightily for my inability to find comfort in virtually any social setting until sleep finally settled over my tired, disappointed, miserable brain long after the event ended.

If this description of my angst sounds familiar, you have my sympathy! But social interaction doesn't have to remain a mystery or a chore. Begin today by making use of the supportive environment of your Toastmasters club to remedy any social shortcomings. Declare yourself a confident person, ready for any social event, big or small. Prepare to meet the world head-on with courage and hopefulness. Start by telling yourself that you are in control and that no one can make you feel bad unless you give them the power to do so.

"But hang on," you say. "It just isn't that easy. I've been socially challenged all of my adult life because I'm timid, or I'm overweight, or I'm not attractive, or I'm in the wrong job, or I'm just not a good conversationalist, or I hate small talk, or I have the wrong wardrobe or the wrong address or the wrong car."

Think you're doomed, do you? Think that because your mouth goes dry and your heart pounds and your palms sweat, or your hand is too cold to greet a stranger, or you just don't know how to respond to witty repartée, you will always seek out the leafiest potted palms in the ballroom? Only if you let it be so. Only if you choose to continue to think of yourself as a bull in the social china shop. Only if you continue to accept that *the way you were yesterday is the way you must continue to be tomorrow* will you always suffer social anxiety. Remember the old saw: "If you always do what you've always done, you'll always get what you've always got." If you don't particularly like what you've always got, now is the time to do something about it. It's easier than you think. Here are six steps that will help you overcome this very real and very intimidating obstacle to a more effective presence in the business world:

1 Make your Toastmasters club meetings a high priority, and participate in every way you can. If you're asked to serve as an officer, take it as a vote of confidence and serve proudly and well. Do your homework and be ready with your speeches at the designated time. We all lead busy, overflowing lives, but that's no excuse for not preparing your next speech. You're on a mission to improve your public image, remember? Practice, practice, practice. Accept constructive criticism with grace and a positive attitude. Your fellow club members are there to help each other, you included. If week after week, you win the prize for the most "ahs" in a meeting, make yourself more aware of your speech mannerisms and work to correct them. You'll never find a more enthusiastic, supportive audience than your club members. Ask for their help. They won't let you down!

2 Prepare for your entrance. Now, that doesn't mean that you have to sweep into a room in a taffeta ball gown, but it does mean spending some time in front of the mirror before you leave home. Check the details: Shirt ironed? Shoes shined? Hair combed? Face fresh? Nails spotless? Clothing appropriate? Take a good look at your mirror's image and picture yourself as others will see you from a distance. What is your overall impression? Are you standing up straight, hands relaxed, or are you fidgeting with rings, keys or a pen? Are you neat and professional or rumpled and harried? This doesn't mean you have to look just like everyone else.

One of the most elegant women I've ever known wore traditional African style clothing, carried herself with confidence and grace, and was a tremendous hit in every social environment because she was so fully at home in her own body. Are you? Take a deep breath and relax your shoulders as you let it out. Smile. Nothing warms up one's features like a friendly smile, and nothing shouts "Toxic Zone" like a sourpuss. Look at your smile. How do you feel when you smile? Take a mental snapshot of how relaxed you look in front of your own mirror and paste it firmly on your mind's mirror. Remember that you will look exactly as warm and friendly in that conference room as you do this moment.

3 Be informed. Know what's going on in your community or industry. People are most keenly interested in what's happening in their backyards, and current local events are a ready-made line of conversation. Read your newspaper to get a clear view of an election, proposed highway, manufacturing plant or hospital expansion. If you are the next Table Topics Master, bring questions you've gleaned from your local sources and involve your club members in the discussions.

Never be afraid to ask questions, particularly if you are new to a community. Get background information this way. Ask why there is a special election of the mayor or alderman from your district. But remember that the information you gather in this way may or may not be the truth. If you choose to use this information in a social setting, preface your remarks with, "I'm new to the community, but I've heard it said that the mayor is under some suspicion. Is that how you feel?" Then be ready to hear what may be an opposing view.

4 Seek out another individual you would like to meet. Do not look around the room frantically and make a beeline for the first familiar face in the crowd. That will only prolong your agony and increase your tension as you become aware of people talking in twos and threes. When you enter the room, take a moment a few feet inside for a visual survey of the activity. Also use this time to take a few long, deep breaths that will relax you as you take note of who's in the room and what's happening. (Remember to smile – even a little.)

At first, this might feel awkward, but remember that mental picture you have.

Also remember that you have a Toastmasters background to rely on. If you're new to your Toastmasters club, introduce yourself to at least one person at each meeting. This is great practice, and has the added benefit of helping you get to know your own club members quickly. Most people are terrified of speaking publicly, so you are in a rather brave minority. That thought should bolster your confidence! By seeking out a stranger either at your Toastmasters meeting or in a business setting, you take a major step on the road to social self-confidence. The first time may not be easy, but you'll be pleasantly surprised once you've done it. Trust me!

5 Listen proactively to the person with whom you are conversing. In his marvelous bestseller, *The Seven Habits of Highly Effective People*, Dr. Stephen Covey says there are many levels of listening, ranging from pretend listening to empathic listening. The biggest mistake an individual makes in a conversation is formulating a response when he or she should be listening to what the other person is saying. We all want to be heard, but not everyone is willing to listen. Be a *great* listener! Listen for nuances of tone and watch for body language clues as to how the speaker truly feels. Don't let your eyes or your mind wander. Focus intently on what is being said. Take a moment to consider your response before you simply fill dead air. If you were asked to accurately rephrase what was just said, could you do it or were you thinking about your own next line?

Good listening is also a great value to you and to your Toastmasters club. As an evaluator, you'll need to

listen intently to give positive, constructive feedback to the speaker. Practice the art of listening even if you are not evaluating. Pretend you will be asked to stand up and rephrase what you've just heard. You'll find your listening skills heightened dramatically this way.

6 Ask relevant questions and you'll be a memorable conversation partner. The people with whom I've felt the most comfortable have a gift for drawing others into the limelight. They listen attentively, and then they ask questions, as if I am the most interesting person in the room. With a little practice, you can gain enough confidence to ask pertinent, interested questions and shine the spotlight on the other person.

Most people love to talk about themselves and their ideas, so here is an opportunity to be recognized as a warm, interested person who has a sincere desire to understand more about others. Ask your partner in the conversation for his opinions on community issues. Ask for her thoughts on the success of the conference you're both attending, or on the current hot topic or trade buzzword. Then remember to listen attentively, ask questions and respond thoughtfully.

You will be well past the main obstacle to success the very first time you make a conscious effort to excel in a social environment. You'll find that your Toastmasters experience, even if you've only attended for a few months, will already begin to serve you well as you aspire to greater confidence and self-esteem. **T**

Linda Meehan, CTM, is a member of Tri-Lakes Club 2199-22 in Branson, Missouri.



Hall of Fame

Club Anniversaries

March

65 years

McBrian Lincoln-Douglas 51-8

60 years

Bartlesville 186-16

55 years

Communicators 356-F
Lincoln 370-20

45 years

Sales and Marketing
Executives 2019-6

Marion 2020-10
Noblesville 1251-11
Janesville 1983-35
Napa 3034-57

40 years

Encore 1339-19
Collins Avionics 3250-19
Cowichan 950-21
TM of Westfield 3187-46
Oxford Speakers Club 3297-71

35 years

Moline 2790-19
Northshore 3908-31
Milwaukee Public Works 1003-35
Louis Riel 3207-64
Karingal 1665-70

30 years

Chilliwack 3486-21

Agrator 1889-27
Boston 1074-31
High Desert 3647-33
Norbeck 367-36
H E Dobson 2005-40
Foresters 2511-42
Logistics Center 2050-62
Thompson 2411-64

25 years

Speak 4 Yourself 318-4
Livewires 3534-7
Salem 2430-8
Lower Valley 76-9
Toast of the Southwest 2047-25
Minutemen 2288-31
Evergreen 2897-42
Richmond County 3817-46
Donelson Early Birds 1298-63
Ennis 3360-71
First Communicators 844-74

20 years

Civil Speakers 4438-F
Sundogs 4476-U
Bellingham Evening 4470-2
Sunrisers 4456-3

Toastmasters of Sedona 4459-3
Daybreakers 4517-3
AMYAC 4460-4
Lunch Bunch 3640-9
Desert Empire 4440-12
Polk Street Speakers 4449-14
Carpet Capital 4464-14
Horizon 4465-14
Collins Communicators 3154-19
Ankeny 4477-19
The Communicators 4483-21
Hallmark 4467-22
Technically Speaking 2231-25
Sunshine Valley 4469-26
Advanced Speakers 2603-31
Port of Tacoma TM's 4522-32
Empire 4461-37
Toms River 4471-38
Hi-Liners 4457-39
Wild Oats 2849-42
Harris Semicons 2002-47
Richardson Icebreakers 4446-50
Advanced Communicators
4472-58
Goodyear 4447-60
Gateway 3138-69
Bray Toastmasters 4488-71
Nelson 3758-72

By Jo Ann Kirby



Develop the “you” you want others to see.

Your Presentation Personality

ONE OF THE WAYS TO PUT YOURSELF AT EASE IN PUBLIC SPEAKING situations is to develop a “presentation personality.” This personality is the extension of yourself that you present to the world. It’s easy to develop your unique personality. This public persona becomes the “you” you want others to see.

You can begin to develop your presentation personality in various ways.

Start with “you.” We all have friends and family members who already like us for who we are. Give your audience a chance and they will too. Think of the facets of your personality that you are most comfortable showing to others. When writing your speeches, choose topics that will complement this personality. When you speak, allow that side to come through.

Many novice speakers make the mistake of trying to imitate someone else’s speaking style. Don’t. Find your own voice. No matter where you are speaking, people want to like you. They are interested in what you have to say. Toastmasters are tremendously supportive of everyone who speaks. Remember, they’re on your side!

Next, make sure you are prepared. Being prepared to speak helps you focus on how to deliver your speech, as opposed to how to write it. You can even prepare for Table Topics and 30-second “go rounds” by becoming an infomaniac. Read newspapers and magazines to keep up-to-date on current events. If you’re pressed for time, listen to the news when driving. The more you use your mind, the more agile it becomes. This will give you increased confidence.

Your public persona is made up of these parts: your voice and how you use it, your words and your physical presence. The following exercises can help you. Before your next speech, prepare a list of what you want to accomplish and how you want to sound to the audience. Now, tape-record yourself. Then listen objectively. Pretend someone you don’t know is speaking. What did you like about that person and their presentation? Not like? Make notes.

Don’t worry if you initially don’t like the sound of your voice. Most people don’t. We can’t hear how we sound to

others. So it’s very important to listen objectively. No matter how nice your voice sounds to others, you are unfamiliar with your own vocal pitch and intonation. After you’ve listened to yourself frequently, your voice will become as familiar to you as your appearance.

Continue to tape and listen. Do this exercise until you are comfortable that “you” are shining through your words and vocal nuances. Finally, watch yourself in the mirror. Do your gestures and facial expressions convey what you want them to? If you have the time and equipment, videotape yourself. Use the video in the same manner you used the tape recorder. This will increase your comfort level.

If you don’t have time to memorize your speech, don’t be afraid to use notes. If you want to work without notes, choose subjects you are very familiar with. That way you can concentrate on how to express your message rather than on what to say.

What if you want to try something completely different? Use the support, the “tender loving care” of Toastmasters to try new ideas. If you usually are reticent in front of others, but feel deep down that there is a flamboyant personality wanting to get out, let it! Give it a try. If you are known for being serious, try a subject with a comic twist. On the other hand, you may want to come across as serious if you are known for joking around. Let your audio or video recorder and mirror be the audience as you rehearse your presentation. Practice does make perfect. Are you happy with the persona you are projecting?

Developing your presentation personality won’t happen overnight. You will come to it through trial and error. In the end, you can be confident that your unique voice and style will shine through. **T**

Jo Ann Kirby is a member of Wayne Club 2099-46 in Wayne, New Jersey.



Three questions guaranteed to keep your presentations focused.

A Lesson From Lawyers

In *King Henry VI, Part II*, William Shakespeare wrote, "The first thing we do, let's kill all the lawyers." This, of course, never came to fruition. The truth is that rather than distrusting and despising lawyers, speakers can learn communication skills by studying the practices of trial lawyers.

Excellent presentations require disciplined thinking. Speakers must devote thoughtful analysis to their ideas and thoughts. Ralph C. Smedley, the founder of Toastmasters International, wrote, "*Thinking is hard work. Real thinking is a rare thing, because it is hard. The real thinker becomes the master of those who merely think they think. A vast amount of mind-wandering and daydreaming is mistaken for thinking by people who do not think.*"

Lawyers have the advantage of disciplined thinking. At law schools, lawyers learn to think critically, to break down ideas and thoughts to their simplest elements. Then they can convey the basic elements of their argument to the jurors. By narrowing down their presentations to essentials, lawyers keep their arguments understandable and focused.

Speakers can borrow this method of disciplined thinking from lawyers by asking the following questions when preparing a presentation:

1. What is the goal of my presentation?
2. What are the strengths and weaknesses in my content?
3. What are my three most compelling points?

WHAT IS THE GOAL OF MY PRESENTATION?

Whenever lawyers go to trial, a person's liberty or pocket-book is on the line. Prior to trial, the lawyers must know what they are going to ask the jurors to do, and they must



present only evidence that support that request. They need to have a goal in mind of what they want to show the jury.

A speaker's goal may be to motivate the audience to action, or to convey important information. Whatever the goal is, you need to firmly establish it for yourself. Once you establish your goal, you can then make sure you present only facts and arguments that support your position.

WHAT ARE THE STRENGTHS AND WEAKNESSES IN MY CONTENT?

Most speakers try to stay focused on the strong parts of their content, but they wind up off track when dealing with the weaknesses. This is because they try to ignore the weaknesses and act as if they don't exist. Then when they are in the middle of their presentation and forced to acknowledge their weak points, they are not prepared to deal with them. As a result, they lose credibility with the audience.

James W. McElhane of Case Western Reserve University School of Law writes, "There is a natural burden of proof for virtually every set of circumstances you can imagine. People, hearing the story of any case, automatically test it against their attitudes, their beliefs and their life experiences. And if the facts of a case don't mesh with people's inner scripts, they either figure there is more to the story, or it didn't happen the way you say it did. And

once they think they understand what did and didn't happen, it's difficult to get them to change their minds."

By recognizing the weaknesses of your speech beforehand, you can prepare how to handle them. The greatest trial lawyers know that the best method for handling weak points is to come right out and tell the jurors. The trick is to downplay the weaknesses and bury them in the middle of the presentation so they receive little or no attention.

Attorney Philip Corboy represented a 15-year-old boy who suffered brain damage and was physically and mentally crippled. The boy was thrown from his bike when he rode over a bumpy railroad crossing and the bike's front wheel came off. Corboy did not glorify the boy in an attempt to recover a larger amount of damages. Rather, he provided an accurate picture of the boy before the accident. "Don't hide the warts," Corboy says. "If there is anything in the background the jury would like to know, you have to tell them, particularly if it's contrary to your case."

WHAT ARE MY THREE MOST COMPELLING POINTS?

Some speakers try to give their audiences as much information as possible, afraid they will fail to cover something important. They hope that by using this "shotgun" method, everyone will walk away with at least some valu-

able information. What happens, however, is that audience members become overwhelmed by the large amount of information. They then tune out and walk away from the presentation with nothing at all.

As an example, a prominent medical malpractice attorney preparing for a case became an expert on dentistry. However, he lost the case because he failed in his presentation to help the jurors sort out the important points, so they gave up trying.

Attorney Fred H. Bartlit Jr. says, "The secret is to get two or three issues that complement each other and keep supporting those issues" so the result is not "a morass of separate, isolated points." The mind of the judge or jury, he says, "is like an empty cup that you're filling with coffee. New issues may

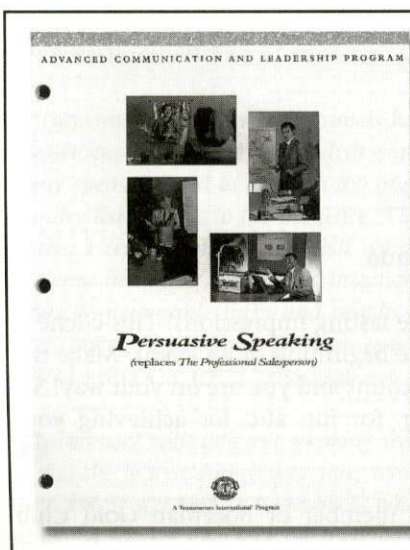
flow over the side and you may tip the cup over and lose everything."

By critically analyzing your presentation beforehand, you will offer your audience a sharper and clearer presentation so that your message will not be lost. **T**

"Thinking is hard work. Real thinking is a rare thing, because it is hard. The real thinker becomes the master of those who merely think they think. A vast amount of mind-wandering and daydreaming is mistaken for thinking by people who do not think."

— RALPH SMEDLEY

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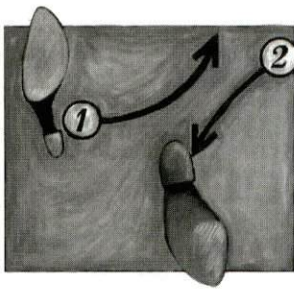


Persuade with TT's New Advanced Manual

Would you like to convince your boss to accept your ideas? Persuade your spouse to take an exotic vacation? Motivate an audience to support your favorite charity? Toastmasters International's new Advanced Communication and Leadership Program manual, *Persuasive Speaking* (Catalog No. 226-1), will give you the skills to persuade others to buy your product, service or idea. The five-project manual, which replaces *The Professional Salesperson*, is available for just \$3 (U.S.) plus postage. Contact the Orders Department at WHQ to purchase your manual today.

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HOW TO

By Beverly Barnhart

Make the room feel right.

Creating the Right Meeting Climate

One of the most important but generally overlooked aspects of successful meetings is “setting the climate” for the event. Setting the appropriate climate is an important step in reaching the goals of your event or meeting. Think of the room

and the entrance as the beginning of the learning process. Set the stage for participants to know what will be expected of them and what they can expect from the meeting.

The place where the participants first enter should reflect the organization. The gatherers should feel welcome. They should also immediately receive a sense of why they are there and who is in charge. It should feel good to be there. Never underestimate the first 30 seconds of a conference or business meeting.

■ **Is “feeling good” a measure of a successful meeting?** A meeting’s climate is all about feelings. Everyone responds to the way they “feel” about a room, a person or a setting.

■ **What organization is this?** Arrive at the meeting early enough to organize the room. This can be accomplished with posters, signs, decorations and educational materials. If a blackboard is available, write a big WELCOME on it, and add your group’s name. Tables displayed with information and pictures convey a sense of the organization and the goals of this particular meeting. Since everyone arrives at different times, this gives attendees something to look at and to read. Arrange the chairs, tables and speaker’s place. Test the public address system so you’ll know how to use the microphone.

■ **Do you need to beat the greeting table blues?** The first thing participants will notice about your meeting is the table at the entrance. Does it welcome them? Does it tell them why they are there? Or does it create a bottleneck as they try to see who else is there (a very important part for all attendees)? Make the table inviting. Let it set the stage for the content of the meeting. Put a bowl of candy on the table.

If you must have a list of participants, consider these alternatives to signing in at the greeting table:

■ Pass around a sign-in sheet during the meeting. This works well, because participants can read the names of

the others in attendance. Sometimes they may recognize a face, but the list often serves as a way to put a name with that face.

■ Have the sign-in sheets at another table in the room. Equip the table with name tags and pens. For large meetings, consider several sign-up sheets. A volunteer may staff this table to answer questions.

Don’t make the mistake of having a person behind the table. This becomes a barrier and doesn’t appear friendly. If you are the organizer of this meeting, you should be the one standing at the entrance. Welcome each person as they enter with a cheerful “Welcome” or “Thanks for being here!” Do not turn this important job over to anyone else.

■ **Where shall I hold my meeting?** There are times when the location of the event is out of your control because it is where all meetings are held for your organization. Whether or not you get to choose the site, make sure the room is accessible and suitable for the people for whom the meeting is planned. Ensure that there is adequate parking and that it “feels right” to you. Walk in and ask yourself if this is a place where you would like to attend a meeting.

Your climate-setting checklist:

- Posters, educational materials, display units
- Bowl of candy
- Nametags
- Sign up sheets
- Pens, pencils
- Decorations
- Flowers or a plant
- A welcoming attitude

First impressions are lasting impressions! This cliché is never truer than at the beginning of an event. Make the first five - 15 minutes count and you are on your way! Set the stage for learning, for fun and for achieving your meeting goals. **T**

Beverly Barnhart was a member of Bozeman Gold Club 6619-17 in Bozeman, Montana.



By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

Don't Just Think About It – Do It

Everyone likes to read *Topical Tips* submitted by others, but to contribute requires effort. Still, if you and each of the more than 175,000 Toastmasters throughout the world provide even one tip, think of the knowledge we would all gain!

should some listeners look as if they're nodding off. We often spend more time on wording than on the delivery style. The club environment is the ideal atmosphere to experiment and try out new speaking styles.

SUE WILLIAMS • LAWTON, OKLAHOMA

With minds of many people worldwide still on the recent installation of a new United States president, I am going to ask you to take your own "inaugural" oath: "I (insert your name) promise I will take the time and make the effort to submit at least one item to the Topical Tips column this year."

Here's what other Toastmasters have found beneficial and want to share with you:

■ After completing my CTM, I immediately went through my *Advanced Communication and Leadership Programs*, jotting down topics on which I would like to speak. I found it paid to do that without delay so I wouldn't forget ideas that came to mind as I was reading when it came time to prepare speeches.
MARK SCHLINK, CTM • SYDNEY, AUSTRALIA

■ I begin speeches intending to give the entire talk without using notes. But I, like parachutists, carry an emergency reserve "chute." I keep notes nearby, and if I lose my train of thought, I pause briefly and reach for the notes. The audience seems to accept the few moments I spend reading the notes as a natural regrouping effort that many speakers employ. No one needs to know that I had intended to present the entire talk without notes.
SANDY FREEMAN • HOUSTON, TEXAS

■ "How much horsepower do camels have?" Go ahead and put thought-provoking and outlandish statements into your talk. Many speakers tend to research too much and merely present a laundry list of facts to the audience. Their talks are quickly forgotten. I try to paint outlandish word pictures and to tweak audience members' brain cells into new thought patterns. The result is memorable talks and people who approach me years later, saying "I remember the time you gave a talk on...."
TOM ROBERTS • ST. LOUIS, MISSOURI

■ Experiment with different speaking styles. If you typically stand behind the lectern during your talk, try walking among audience members. If you tend to be reserved, put extra emphasis on vocal variety. A speaker should be prepared to recapture audience interest

■ Psst – here is a secret for you: Our speeches' impressions on people typically don't produce nearly the impact we tend to think they do. That is not a derogatory comment; it's a fact. You may feel uncomfortable thinking your newfound vocal variety or animated gestures are coming on too strongly. The truth is, they're not. Your feedback from the audience probably will be something like "In the past something seemed to be missing from your talks, but I couldn't put my finger on what it was. Keep doing what you did today – from now on."

TOM ADAMS • BENTON HARBOR, MICHIGAN

■ I've been able to approach Table Topics assigned to me by carrying a few props to meetings – small items such as a deck of cards, ping pong ball, a tiny stuffed animal or other items that can fit unobtrusively in my purse. Many times one of the props can be worked into the Table Topics theme. I pull out the item, "show-and-tell style," diverting audience attention to the item instead of completely at me.

JANICE CONNOR • FLAGSTAFF, ARIZONA

■ We sometimes need to reward ourselves. I often have difficulty overcoming the inertia of getting started toward a goal, such as preparing and presenting a lengthy, challenging speech. So I identify a gift I'd like for myself, such as a fancy ballpoint pen. I fold and place dollar bills in my car's ash tray (since I don't smoke), so that seeing the money will constantly remind me that once I complete my speech assignment, I will have earned the right to buy that gift.

BEN JACKSON • BUFFALO, NEW YORK

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

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or e-mail: majcher@spacey.net

Evaluations are
the ultimate
Table Topic.



The Winning R.A.T.I.O.

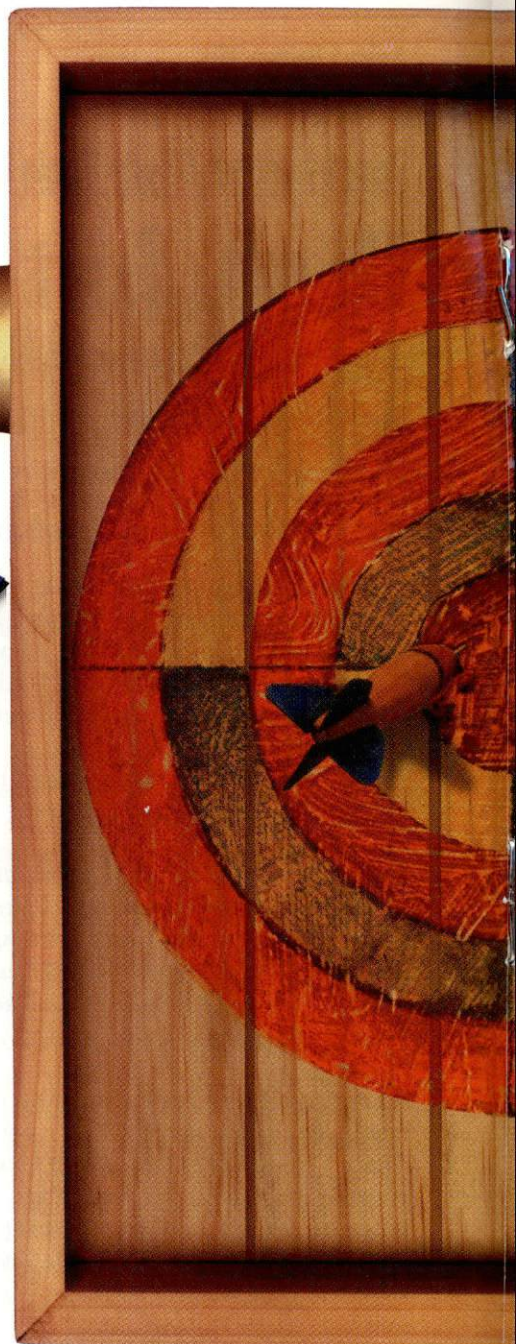
The speech is completed; the speaker expectantly waits. A hush falls over the attentive audience. The designated evaluator steps to the lectern. A bright smile, a wink to the speaker and then, "Perfect! Flawless! Extraordinary! Wow! I mean, really, wow! That was the best speech I have ever heard! An impeccable masterpiece of linguistic magnificence! All hail the quintessential Toastmaster! We are but humble servants in your spoken presence." The evaluation produces raised eyebrows and a murmur rippling through the experienced members in the crowd, "Whitewash."

A few speeches later, another evaluator takes the stage, this one aimed at a new member who just delivered an Icebreaker. The chosen evaluator narrows a critical eye, takes a breath and begins, "You call that a speech? I thank my lucky stars I'm not your mentor. Good grief, I've seen more riveting presentations at management policy seminars. And, what was with your eye contact? Did I miss something important up there on the ceiling? Are we in the Sistine Chapel, or were you just looking for your main points? Did you even read your manual?" This time, a corporate gasp erupts, and senior members grimly acknowledge the diatribe in quiet, grave tones. "The atom bomb," one whispers to another.

While these examples are obviously exaggerated, too many Toastmasters evaluations drift dangerously close to either extreme: adoration or devastation. How can we arrive at the heart and soul of membership growth – the ideal evaluation?

The evaluation process distinguishes Toastmasters as a place for self-betterment. Instead of focusing only on the *finished product*, Toastmasters concentrates on the *finishing process*. In a world fraught with sharp-edged competition, Toastmasters creates a haven for mutual success, where we profit from each other's strengths rather than take advantage of each other's weaknesses.

So, how do we find the "sweet spot" in evaluations, where we can avoid creating either too much or too little





*“Our
task as
evaluators
is to lend
a hand,
not apply
a boot.”*

confidence and truly help the speaker improve? We can begin by applying some tools of the trade, basic equipment that all evaluators should have on hand:

- **Manual and Objectives:** Clarify which manual is being used, what project is being completed, and what specific goals the speaker is striving to achieve. If you, the evaluator, know what the target is, you can comment much more effectively on how close to the target the speaker came with his or her presentation.
- **Pen and Paper:** While some Toastmasters feel evaluation notations are distracting, I find they keep me on track. By making some notes before the speech begins, you'll know exactly what you are looking for. By jotting

down thoughts during the speech, you'll know what you saw and heard. The speaker benefits from a more focused, refined assessment; the evaluator gains by never being at a loss for words.

- **Your Eyes and Ears:** It's essential to remember that the speaker's growth has been entrusted to you as an evaluator. This means seeing and hearing past the speech and examining the mechanics of the presentation, which will require your complete, undivided attention from opening to closing.

With these tools on board, you're ready to evaluate. While no secret formula exists to ensure evaluation excellence, an acronym I like to remember is, "The Winning R.A.T.I.O."

While the word "ratio" sounds like a fancy mathematical term, it really just means a relationship. A proper ratio can be thought of as a balance between two or more states of being. It's a common concept used in more ways than we might think.

My favorite example is cooking. Anyone who has ever tasted or produced a great chocolate chip cookie knows just how handy the winning ratio can be. When it comes to the relationship between the amount of chocolate chips and the amount of cookie dough, the balance is critical. Too heavy one way or another, and discerning taste buds are not satisfied. Get it just right, like my mom always does, and chocolate-chip-cookie-heaven is the outcome.

Do ratios exist in Toastmasters? Yes, particularly around the evaluating process. Consider three very important ratios, or relationships, that are involved in every evaluation:

1 Speaker and Evaluator:

Total objectivity must be the goal, whether the speaker is

your best friend or someone who grates on your nerves. Stand back from personal feelings and deliver a professional assessment of the skills that were displayed. The proper balance

is to focus on the speech and not the speaker.

2 Speaker and Audience:

Keep in mind that the speaker receives the evaluation in front of his or her fellow Toastmasters and club visitors. Sugarcoated comments can leave the speaker feeling awkward or embarrassed, particularly if everyone, including the speaker, knows it was not an award-winning performance. Unduly harsh dialogue can similarly embarrass a person.

When member satisfaction seems to drift or when members make excuses or shy away from speaking commitments, a series of poor evaluations may be the culprit.

The correct blend of words should uplift and challenge the speaker while motivating and teaching the audience.

3 Speaker and Self: Self-development is the main product of Toastmasters training. Here, both sympathy and insult are equally dangerous.

So, just what is "The Winning R.A.T.I.O." and how can it help with all aspects of the evaluation process?

R is for "Raising up, not tearing down." Our task as evaluators is to lend a hand, not apply a boot. Even if the performance was mediocre, the member will make much larger strides with self-confidence than with self-doubt. While this is no excuse for an obvious "white-wash," the overall tone of an evaluation should be uplifting. Better to err on the soft side publicly – and take up other issues privately – than risk losing a member, or potential members, in the process.

A is for "Assistance, not embarrassment." No matter how tempting, avoid using speaker error as the basis for generating humor. Evaluations are not the platform for stand-up comedy. While some members think a joke will relax the speaker, the fact is that no one likes to be laughed at, even if it is "all in good fun." Rather than chip away at the member's self-esteem, you can rebuild that member's inner empowerment with a few minutes of support.

T is for "Technique, not content." I recall one member verbally attacking another in an evaluation because the speaker had talked about the fur industry and the evaluator was an animal rights activist. While we may not agree with a member's personal beliefs, the evaluator's task is not to examine what the speaker said, but how the speaker said it. Each speech project outlines specific techniques to master – those, and those alone, should be the focus of the evaluation.

I is for "'I' – not 'you' – statements." One of the easiest ways to protect the speaker's esteem, while still giving effective suggestions, is to substitute the word "you" with the word "I." For example, instead of "You could have used more eye contact in your closing," try "I believe that more eye contact could have added impact to your closing." A subtle difference? For the evaluator, perhaps, but not for the speaker. It's enough of a challenge to sweat through a presentation – no one wants to be pelted with a barrage of accusations. Replace the accusatory tone of "you" with the gentler tone of "I."

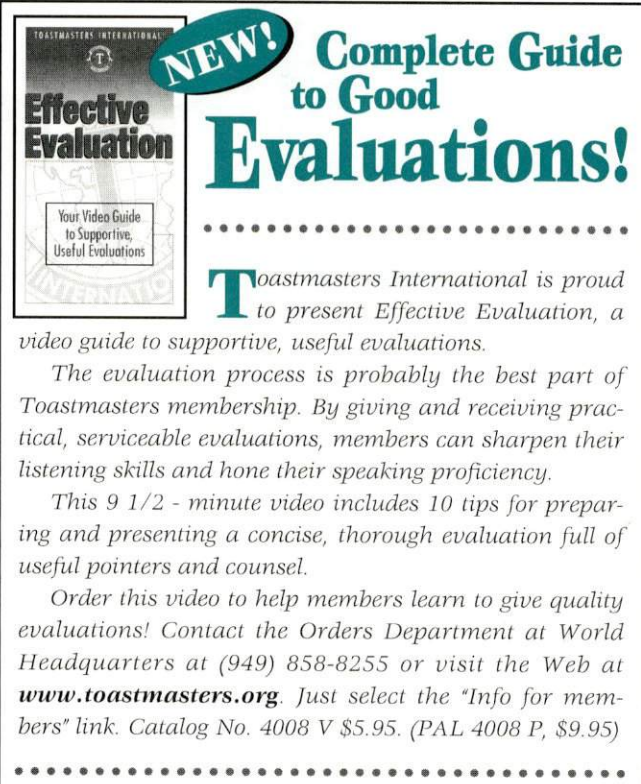
O is for "Objectives, not opinion." If there is any doubt about what to say, guidelines are provided in

all Toastmasters manuals. Every manual speech has objectives to be met. That's not to say that the oral evaluation should simply be a reiteration of the written points; however, if the manual calls for the speaker to "Show What You Mean," and the evaluator focuses only on vocal variety, neglecting to comment on the use of body movement, the point has been missed. The speaker has practiced to meet certain objectives, and that should be the subject of the reported feedback.

In finding the right balance between evaluation extremes, we can discover evaluation success – success that translates into speaker success. Properly crafted and delivered, evaluations become a living lineage, a history of self-improvement, handed down from one generation of clubs to the next, being passed from evaluator to speaker. For me, I've found that "The Winning R.A.T.I.O." can be a great help in that endeavor.

So, that's it. Pretty simple, right? By no means! Evaluations are as much an art as a science. Proper evaluations are hard work. They require quick and careful thought, and sometimes on-the-spot adjustment. I like to call them the ultimate Table Topic. Toastmasters offers many tips for evaluators, and all are worthy of careful study. However, in the end, when standing in front of the lectern, facing the club, and that all important speaker is relying on your evaluation, it's all up to you. **T**

Michael Drake, DTM, is a member of Joint Venture Club 7137-2 in Monroe, Washington.



NEW! Complete Guide to Good Evaluations!

Your Video Guide to Supportive, Useful Evaluations

.....

Toastmasters International is proud to present *Effective Evaluation*, a video guide to supportive, useful evaluations.

The evaluation process is probably the best part of Toastmasters membership. By giving and receiving practical, serviceable evaluations, members can sharpen their listening skills and hone their speaking proficiency.

This 9 1/2 - minute video includes 10 tips for preparing and presenting a concise, thorough evaluation full of useful pointers and counsel.

Order this video to help members learn to give quality evaluations! Contact the Orders Department at World Headquarters at (949) 858-8255 or visit the Web at www.toastmasters.org. Just select the "Info for members" link. Catalog No. 4008 V \$5.95. (PAL 4008 P, \$9.95)

.....

By Arlo W. Ranniger, ATM

Use a camcorder to see
yourself as others see you.

Your Best Evaluator— YOU!

“Owad some Pow’r the giftie gie us. To see ourselfs as others see us.” These words were written by Scottish poet Robert Burns in the 18th century. Now, thanks to the home video camera, we have the power to see ourselves as others see us. We can evaluate our own performance.

Today’s video camcorder is the ideal medium for evaluating your speaking performance as well as practicing your speech. It has replaced the audiotape recorder for determining how you sound. It has replaced the mirror for observing your gestures, body language and speaking mannerisms. It allows you to compare your own evaluation of your speaking style with the evaluator’s assessment of your performance. Have your evaluators failed to mention some of your obvious weaknesses? The camcorder gives you the ability to add your own perspective and interpretation of your performance.

■ **Make the camcorder your audience.** If you are recording your speech in the privacy of your home, you will have to visualize a live audience to judge your eye contact. Whether you use the small 8 mm, the VHC or the larger VHS camcorder, place it on a tripod so you can see yourself as the audience sees you. Then play back the results and evaluate your performance as many times as you want. You can also hook up the camcorder to a TV or other monitor to watch yourself as you record your presentation.



■ **Record your body language.** How is your posture? Does it add or distract from what you are saying? Evaluate your body movements and eye contact. Look for nervous or distracting mannerisms. Do you gesture emphatically, or do you use a more subtle form of body language? Are your gestures natural and appropriate? It is important that gestures reinforce (and not distract from) your message. Evaluate how you look when you are talking.

■ **How do you sound to your audience?** Videotaping not only allows you to see yourself as others see you, but also to hear yourself as others hear you. Does your voice carry so the audience can easily understand you? Does it lack vitality and energy? Your camcorder will reveal if you need to work on vocal projection. Projecting does not mean shouting. It means speaking from your diaphragm, which supports your breathing. You can put your heart, mind and soul into a speech, but unless you put your diaphragm into it, your speech may not live up to its potential. It is said that the lower range of our voices is the most pleasant for listeners. You might consider videotaping yourself reciting Shakespeare, The Gettysburg Address or other dramatic readings to help improve your tonal inflection and volume. Use the recording to evaluate how deep breathing affects tonal quality.

What does the camera tell you about your intonation and articulation? Do you use your lips to project your voice or do you mumble and run words together? Lack of

voice modulation results in a monotone voice, which is the death knell for any speech.

■ **Do you know how to come across to an audience?** Do you look at ease or do you have nervous mannerisms (twitches, gestures, etc.) that distract from what you are saying? Some speakers overuse verbal crutches such as “you know” or “I believe,” along with the usual “ahs” and “ums.” Look for habitual words, phrases and clichés that add nothing to your speech. Is your speaking style enthusiastic? Is your spoken communication persuasive? Let the camcorder explore all areas for possible improvement.

■ **Check for one of the most important forms of non-verbal communication – smiling.** Most presentations can be improved with a pleasant expression. And, if you can work humor into your speech, it will help you relax and come across as friendly and easy-going.

■ **Evaluate your performance at a club meeting.** Nervous mannerisms may not be revealed in the comfort of your own home. You are better able to judge your eye contact, body language, etc. by adding your camcorder to your live audience. Keep it running while your speech is being evaluated. Then compare this evaluation with your own after reviewing the playback at home. Watch for those little distracting mannerisms that you may be unaware of, mannerisms that may not have shown up in your home-taped video presentations. Compare your presentations taped at home with those recorded in front of an audience. Do you shuffle, rock back

and forth, or hang onto the lectern? You can play back the tape to concentrate on specific weaknesses.

■ **Review your performance during Table Topics.** These sessions are seldom evaluated in club meetings, so this gives you the opportunity to evaluate your impromptu speaking skills. This is when most nervous mannerisms and other weaknesses come to the forefront. Although you can’t practice for a specific topic, you can look for weak areas in delivery so that you can work on improving them.

■ **The camcorder is an impartial audience.** You need to remain impartial in evaluating how you look and sound – and come across to your audience. Be honest with yourself. Do you come across as confident, credible and sincere? Look for areas that need improvement, but try to identify strong areas as well. Capitalize on your strong traits and practice on improving the weak ones. This will boost your self-confidence. Confidence comes from knowing how others see you. By using a camcorder as your audience, you can truly see yourself as others see you – and be your own evaluator.

■ **Record your progress.** Keep the tapes of your self-evaluated efforts so that you can compare them with future self-evaluations. Your camcorder can objectively record your overall progress. **T**

Arlo W. Ranniger, ATM, is a member of Greater Des Moines Club 3049-19 in Des Moines, Iowa.

Evaluation is the Key

Receiving an effective evaluation is key to the success of all Toastmasters. These materials can help your members learn to give and receive effective evaluations.

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Check or money order enclosed: \$ _____ (U.S. FUNDS)

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QUANTITY

- _____ **BALLOTS AND BRIEF EVALUATIONS** **\$10.95**
Perforated form with ballots for best speaker, evaluator, and Table Topics speaker, with a space for each member to make brief comments. Set of 500. Catalog No. 163
- _____ **INDIVIDUAL WRITTEN SPEECH EVALUATION FORM** **\$3.50**
One-page form for a detailed written evaluation of the speaker. Set of 100. Catalog No. 165
- _____ **EVALUATION KIT** **\$4.25**
Materials for adding variety to the evaluation portion of your meetings. The kit contains 25 each of Panel Discussion (160), Speaker's Profile (161), Individual Written Speech Evaluation Form (165), Evaluation of the Evaluator (1323). Catalog No. 167
- _____ **EFFECTIVE SPEECH EVALUATION** **\$2.25**
This booklet contains an explanation of the Toastmasters evaluation program with tips for speakers and evaluators and imaginative evaluation programs. Included in New Member Kit. Catalog No. 202
- _____ **EVALUATE TO MOTIVATE** **\$3.50**
This 5-10 minute presentation from The Successful Club Series defines how to give evaluations that benefit the speaker and the audience. Script and three overhead transparencies. Catalog No. 292



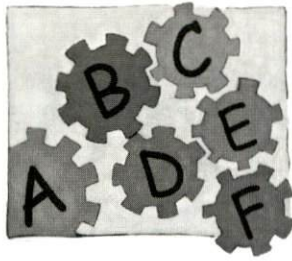
General Evaluation

By John Gupta, DTM

CHECKLIST

Sergeant at Arms	President	Toastmaster	Table Topics Master	Secretary
<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Room Set-up <input type="checkbox"/> Welcome <ul style="list-style-type: none"> • Visitors • Members <input type="checkbox"/> Introduce President <input type="checkbox"/> Ballot Counting <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Enthusiasm 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Opening Remarks <ul style="list-style-type: none"> • Welcome Visitors • History • Agenda <input type="checkbox"/> Business Session <ul style="list-style-type: none"> • Establish Quorum • Minutes <ul style="list-style-type: none"> – Omissions/Errors – Move to Adopt/Amend – Secunder – Vote • Unfinished Business • Committee Reports • Officers' Reports • Correspondence <input type="checkbox"/> Introduce Toastmaster <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dynamic <input type="checkbox"/> Organization 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Opening Remarks <input type="checkbox"/> Introductions <ul style="list-style-type: none"> • Timer, Grammarian, Ah Counter, General Evaluator • Table Topics Master • Speakers <ul style="list-style-type: none"> – Tell Project Objectives – Tell Time Requirements – Introduce Speaker – Give Speech Title <input type="checkbox"/> Ask for General Evaluator Report <input type="checkbox"/> Voting <input type="checkbox"/> Present Awards <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Enthusiasm <input type="checkbox"/> Organization <input type="checkbox"/> Knowledgeable <input type="checkbox"/> Well-researched 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Purpose <input type="checkbox"/> Theme <input type="checkbox"/> Call for Timing <input type="checkbox"/> Ballots <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Engaging <input type="checkbox"/> Interactive 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Minutes <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clarity <input type="checkbox"/> Eye Contact
Timer	Evaluators	Grammarian	Ah Counter	Overall
<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Timing Procedures <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Clarity 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Evaluation respected speech objectives <p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Compassionate <input type="checkbox"/> Constructive 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Grammar 	<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ums and ahs 	<p>QUALITIES:</p> <ul style="list-style-type: none"> <input type="checkbox"/> On Schedule <input type="checkbox"/> Atmosphere

John Gupta, DTM, is a member of Mount Royal Club 2827-61 in Montreal, Canada, and served as District 61 Governor in 1999-2000.



The Case for Short Words

When you speak and write, there is no law that says you have to use big words. Short words are as good as long ones, and short, old words – like *sun* and *grass* and *home* – are best of all. A lot of small words, more than you might think, can meet your needs with a strength, grace and charm that large words do not have.

Big words can make the way dark for those who read what you write and hear what you say. Small words cast their clear light on big things – night and day, love and hate, war and peace, and life and death. Big words, at times, seem strange to the eye, the ear, the mind and the heart. Small words are the ones we seem to have known from the time we were born, like the hearth fire that warms the home.

Short words are bright like sparks that glow in the night, prompt like the dawn that greets the day, sharp like the blade of a knife, hot like tears that scald the cheek, quick like moths that flit from flame to flame, and terse like the dart and sting of a bee.

Here is a sound rule: Use small, old words where you can. If a long word says just what you want to say, do not be afraid to use it. But know that our tongue is rich in crisp, brisk, swift, short words. Make them the spine and the heart of what you speak and write. Short words are like fast friends. They will not let you down.

The title of this essay and the four paragraphs that you have just read are wrought entirely of one-syllable words. In setting myself this task, I did not feel especially cabined, cribbed or confined. In fact, the structure helped me focus on the power of the message I was trying to put across.

One study shows that 20 words account for 25 percent of all spoken English words, and all 20 are monosyllabic. In order of frequency they are: *I, you, the, a, to, is, it, that, of, and, in, what, he, this, have, do, she, not, on, and they.*



Other studies indicate that the 50 most common words in written English consist of a single syllable.

For centuries our finest poets and orators have recognized and employed the power of small words to make a straight point between two minds. A great many of our proverbs punch home their points with pithy monosyllables: "Where there's a will, there's a way"; "A stitch in time saves nine"; "Spare the rod and spoil the child"; "A bird in the hand is worth two in the bush."

Nobody used the short word more skillfully than William Shakespeare, whose dying King Lear lamented:

*And my poor fool is hang'd! No, no, no life!
Why should a dog, a horse, a rat have life,
And thou no breath at all?...
Do you see this? Look on her, look, her lips.
Look there, look there!*

Shakespeare's contemporaries made the King James Bible a centerpiece of short words: "And God said, Let there be light: and there was light. And God saw the light, that it was good..." The descendants of such mighty lines live on in the 20th century. When asked to explain his policy to parliament, Winston Churchill responded with these ringing monosyllables: "I will say: It is to wage war, by sea, land and air, with all our might and with all the strength that God can give us." In *Death of the Hired Man*, Robert Frost observed that "Home is the place where, when you have to go there,/They have to take you in." And William H. Johnson used 10 two-letter words to explain his secret of success: "If it is to be,/It is up to me."

You don't have to be a great author, statesman or philosopher to tap the energy and eloquence of small words. When I taught English, I traditionally asked my ninth-graders to write an essay composed entirely of one-syllable words. My students greeted my request with obligatory moans and groans, but when they returned to class with their essays, most felt that, with the pressure to produce high-sounding polysyllables relieved, they had created some of their most powerful and luminous prose. Here is a submission from one of my ninth graders:

What can you say to a boy who has left home? You can say that he has done wrong, but he does not care. He has left home so that he will not have to deal with what you say. He wants to go as far as he can. He will do what he wants to do.

This boy does not want to be forced to go to church, to comb his hair, or to be on time. A good time for this boy does not lie in your reach, for what you have he does not want. He dreams of ripped jeans, shirts with no starch, and old socks.

So now this boy is on a bus to a place he dreams of, a place with no rules. This boy now walks a strange street, his long hair blown back by the wind. He wears no coat or tie, just jeans and an old shirt. He hates your world, and he has left it.

– Charles Shaffer

You too can tap into the vitality and vigor of compact expression. Take a suggestion from the highway department. At the boundaries of your speech and prose place a sign that reads: "Caution: Small Words at Work." **T**

Richard Lederer, Ph.D. is the author of books and articles about language and humor, including his best-selling *Crazy English* and his current book, *The Bride of Anguished English*, a Book-of-the-Month Club selection. Dr. Lederer's syndicated column, "Looking at Language," appears in newspapers and magazines throughout the United States.

Dr. Lederer will speak at Toastmasters International Convention on Friday, August 24 at 4 p.m. Don't miss the chance to hear this "International Punster of the Year" and usage editor of *The Random House Webster's Unabridged Dictionary of the English Language, Third Edition*.

CONFERENCE/CONVENTION CALENDAR

2001 REGIONAL CONFERENCES

REGION I/JUNE 22-23

Hilton Oakland Airport
Oakland, California
Contact: Judy Parrott, DTM
2816 Delmore Rd.
San Pablo, CA 94806

REGION II/JUNE 15-16

The Westin San Francisco Airport
San Francisco, California
Contact: Dan Winterburn, DTM
1336 Los Arboles Avenue
Sunnyvale, CA 94807

REGION III/JUNE 22-23

Doubletree Hotel Denver Southeast
Denver, Colorado
Contact: Beth Boaz, DTM
5025 E. 127th Way
Thornton, CO 80241

REGION IV/JUNE 8-9

Sheraton Billings Hotel
Billings, Montana
Contact: Frosty & Suzanne Erben
331 Westgate Drive
Billings, MT 59102

REGION V/JUNE 1-2

Nashville Airport Marriott
Nashville, Tennessee
Contact: Irma Ortega
Perry, DTM
4109 Dorman Drive
Nashville, TN 37215

REGION VI/JUNE 15-16

Hilton Cleveland East
Beachwood, Ohio
Contact: Matt Surak, DTM
10009 South Bexley Circle
Strongsville, OH 44136

REGION VII/JUNE 8-9

Hartford Marriott
Hotel/Farmington
Farmington, Connecticut
Contact: Arnold S. Grot, DTM
87 Chapman Drive
Glastonbury, CT 06033

REGION VIII/JUNE 1-2

Ramada Inn Conference Center
Williamsburg, Virginia
Contact: Grace Brown, DTM
1752 Mill Wood Way
Suffolk, VA 23434-3987

TOASTMASTERS INTERNATIONAL CONVENTIONS

2001 INTERNATIONAL CONVENTION

Hilton Anaheim
August 22-25, Anaheim, California

2002 INTERNATIONAL CONVENTION

San Antonio Marriott Rivercenter
August 21-24, San Antonio, Texas

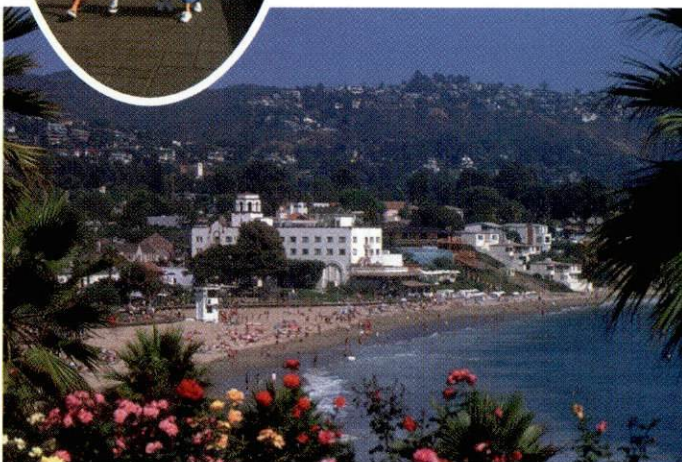
2003 INTERNATIONAL CONVENTION

Atlanta Marriott Marquis
August 20-23, Atlanta, Georgia

ANAHEIM

A California

Don't miss Toastmasters' 70th Annual International Convention, August 22-25, 2001, at the Hilton Anaheim in Anaheim, California.



Let great speakers inspire you, fun events entertain you. Join your friends in a week filled with learning, achievement and fun!

CONVENTION SCHEDULE

The convention begins on Wednesday, August 22, and ends Saturday evening, August 25. Take advantage of an educational program that lets you choose from five tracks: Speaking, Personal Growth, Motivation and Leadership, Club and District Success, and Professional Speaking.

INTERDISTRICT SPEECH CONTEST – 6:30 P.M.

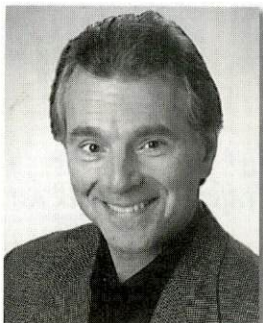
On Tuesday, August 21, at 6:30 p.m. be sure to attend the Interdistrict Speech Contest and watch as speakers from districts outside the United States and Canada compete for a final spot in Saturday's World Championship of Public Speaking.

Wednesday, August 22

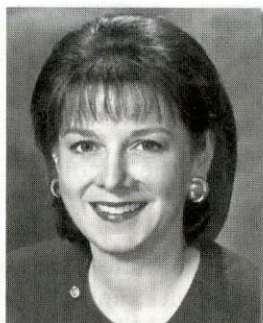
If you're preregistered, you may pick up your ticket packet beginning at 10 a.m. If you haven't requested pre-selected seating, you may select your seats for great events such as the Golden Gavel Luncheon, "Bowzer's Rock 'n' Roll Party," the World Championship of Public Speaking and the President's Dinner Dance. You can purchase remaining event tickets at noon, but these are subject to availability. So preregister and buy your tickets early.

Visit the Founder's District Information Desk. Our hosts will introduce you to Anaheim's popular attractions. The Candidates' Corner and Credentials Desk open in the afternoon.

ia Adventure!



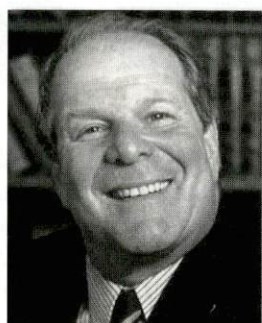
Jim Cathcart



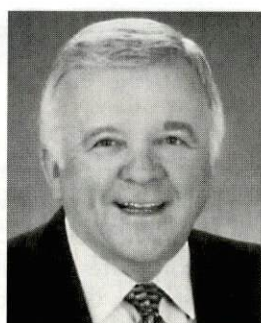
Jo Anna McWilliams



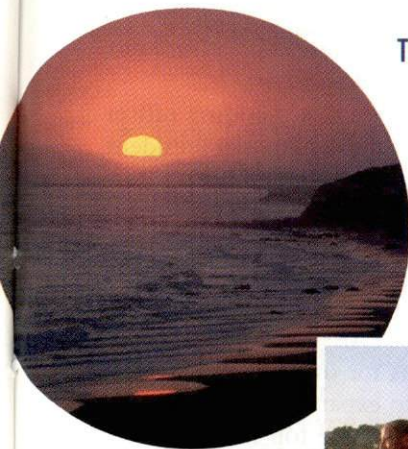
Patricia Fripp



Richard Lederer



Danny Cox



TI BOOKSTORE

Visit the TI Bookstore beginning at 1 p.m. It's stocked with great items you can take back to your club. Browsers are welcome!

BOARD OF DIRECTORS BRIEFING – 1:00 P.M.

Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International. Hear Executive Director Terry McCann's last report on the organization's progress. He retires this month, after 26 years of service to Toastmasters International.

FIRST-TIMERS RECEPTION – 4:00 P.M.

International President Jo Anna McWilliams, DTM, personally welcomes you to your first International Convention. Meet other first-timers and make new friends at this informal reception.

OPENING CEREMONIES – 7:00 P.M.

Featuring Patricia Fripp, CPAE

The traditional Parade of Flags kicks off this thrilling event at 7 p.m. Hear the report of International President Jo Anna McWilliams, DTM. Let keynote speaker Patricia Fripp inspire you with her message, "Million Dollar Words: Speaking for Results."

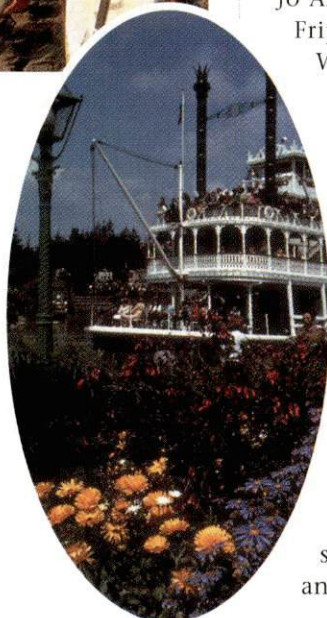
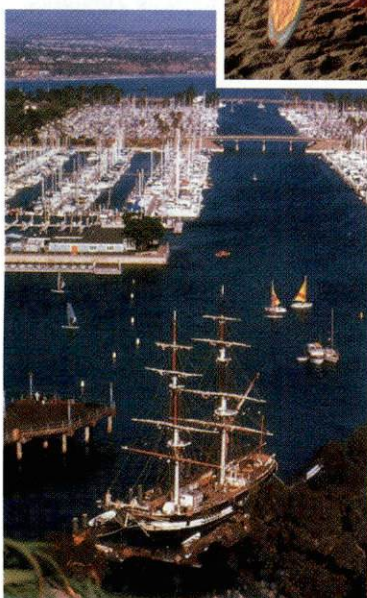
CANDIDATES' RECEPTION

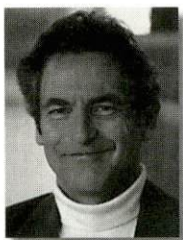
Meet this year's International Officer and Director candidates at an informal reception immediately following the Opening Ceremonies.

Thursday, August 23

EDUCATION IN THE MORNING – 8:30 A.M.

Begin your day with a lineup of seasoned speakers. Choose from five tracks: Speaking (Track #1), Personal Growth (Track #2), Motivation and Leadership (Track #3), Club and District Success (Track #4), and Professional Speaking (Track #5).

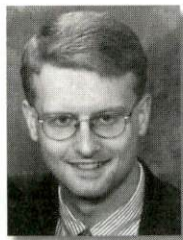




Gary Michael



Patricia Burns



Robbie Romeiser



Clare Murphy



Jeff Young



John Noonan

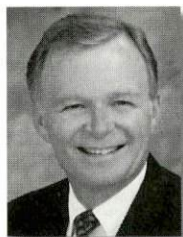
- ▶ **“Jangle Their Juices: The Gentle Art of Audience Involvement”** (Track #1)
Gary Michael, Ph.D.
Incorporate audience involvement at your next presentation. Gary teaches creative methods to keep your audiences alert and involved.
- ▶ **“Dress for Success”** (Track #2)
Patricia Burns, DTM
Get ready to shine! Cultivate a professional image that will help you feel comfortable and in control. Project confidence and style in the office, at the lectern or in the boardroom.
- ▶ **“How to Motivate Others on Their Terms, Not Yours”** (Track #3)
Robbie Romeiser, ATM-B
Robbie shows you how to create environments at work, at home or in your club that motivate people to achievement.
- ▶ **“Evaluation Made Easy”** (Track #4)
Clare Murphy, DTM
Deliver your next evaluation with greater impact and meaning. Provide fellow club members with honest, analytical, sensitive, and encouraging feedback.

EDUCATION CONTINUES IN THE MORNING – 10:00 A.M.

- ▶ **“Humor is No Laughing Matter”** (Track #1)
Ross Mackay, DTM
Learn how to effectively weave humor into your next presentation. Ross shares theoretical models and practical examples of how humor can enhance your message.



Ross Mackay



Terry Paulson



Jo Condrill

- ▶ **“Drop Me on the Mountain and Other Ideas for Getting to the Top”** (Track #3)
Jeff Young
Jeff will demonstrate how hard work, time, diligence and perseverance can reap great dividends. Break free from your comfort zone and challenge yourself to take risks and achieve success.
- ▶ **“Presiding with Precision and Poise!”** (Track #4)
John Noonan, DTM, Accredited Speaker
Approach your next assignment as a presiding officer with increased confidence. Past International President John Noonan shows you the steps for organizing, participating in, and effectively leading a meeting.
- ▶ **“What I’ve Learned the Hard Way as a Professional Speaker”** (Track #5)
Terry Paulson, Ph.D., CSP, CPAE
Terry Paulson shares 10 tips for thriving as a professional speaker. Learn how to expand your business as a speaker or trainer. Discover the top five mistakes even the best speakers make.

GOLDEN GAVEL LUNCHEON – NOON

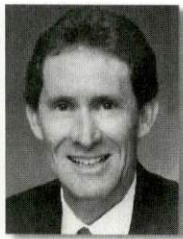
Toastmasters International proudly presents Jim Cathcart, CSP, CPAE, with The Golden Gavel, Toastmasters’ highest honor for communication excellence. Ranked among the top in the field of human development, Cathcart knows the value and importance of being committed to goals. His audience extends beyond the platform. His books and audio and video tapes have been translated into many languages, and his latest book, *The Acorn Principle, Know Yourself – Grow Yourself*, outlines concepts on personal growth: “The seed of your future successes already lives within and around you. The seed’s only job is to grow; to live fully. The oak sleeps within you. Growing season is here.” Please join your fellow Toastmasters in honoring Jim Cathcart.

AFTERNOON SESSIONS – 2:45 P.M.

- ▶ **“Speak from the Heart with Passion”** (Track #1)
Tevis Thompson Jr., DTM
Overcome any resistance you might have to speaking about personal topics. Tevis teaches techniques for



Tevis T. Thompson Jr.



Joe Sweeney



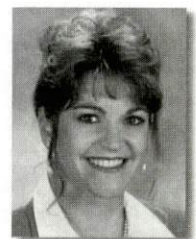
Ed Tate



Sandra Weaver



Bennie Bough



Marilyn Sherman

grabbing your audience's attention and opening their minds. Learn to prepare a speech that can be heard, seen and felt.

► **"How to Fit a Healthy Life Into a Busy Life"** (Track #2)

Joe Sweeney, ATM

Discover how small changes in your habits can help you cope with stress, enhance your productivity and make you a better Toastmaster.

► **"You Too Can Be a World Champion"** (Track #3)

Ed Tate, CL

Last year's World Champion of Public Speaking shares three secrets of a winning speech. Let Ed inspire, educate and entertain you as he reveals his proven formula for success on the platform.

► **"Design Your Destiny"** (Track #5)

Sandra Weaver

Sandra shows you how to fuel your desires with passion, determine your readiness to make a commitment, and remain committed to your dream. Learn how to identify and overcome obstacles and create your future.

CANDIDATE SHOWCASES – 5:00 P.M.

Meet your International Officer and Director candidates as they address convention delegates.

OPEN EVENING

Experience the nightlife with an evening on the town. Stop by the Host District Information Desk for some great dining and entertainment ideas.

Friday, August 24

ANNUAL BUSINESS MEETING – 8:00 A.M.

Jo Anna McWilliams, DTM, Chairman
Herb Nowlin, DTM, Parliamentarian

Delegates gather to elect International Officers and Directors.

CLUB LEADERSHIP LUNCHEON – 11:30 A.M.

Past International President Bennie Bough, DTM, delivers the keynote address, "Dynamic Leaders Deliver: How to Create a Dynamic Club That Delivers Member Satisfaction" at this special luncheon for DTMs, 2000-2001 club officers, and 2001-2002 club officers. This event celebrates the success of Toastmasters International's 2000-2001 Distinguished clubs.

TOASTMASTERS AND GUESTS LUNCHEON – 11:30 A.M.

This popular event is open to everyone, so be sure to buy your tickets in advance. Join Marilyn Sherman as she speaks about, "How to Avoid Conflict-Avoidance and Communicate with Results." Be prepared to laugh, learn, and walk away with specific tools you can put to use immediately!

HALL OF FAME – 1:30 P.M.

Toastmasters International's top performers are recognized for outstanding accomplishments for 2000-2001. Bring your camera!

GENERAL SESSION – 4:00 P.M.

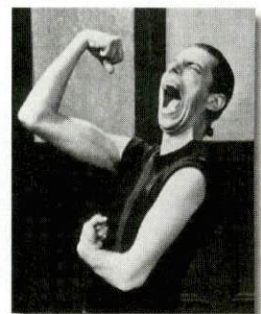
► **"An Afternoon of Language and Laughter"**

Richard Lederer, Ph.D.

Join Dr. Lederer, author of the bestselling book *Anguished English*, for what he calls "a joyride through that glorious uproarious, stupendous, tremendous, end-over-end-ous adventure we call English, a language in which you drive on a parkway and park in a driveway and your nose can run and your feet can smell." Along the way you'll learn more about where English comes from and what makes it such a challenging tongue to master.

"BOWZER'S ROCK 'N' ROLL PARTY" – 7:00 P.M.

Enjoy dinner and a show featuring Bowzer, former star of nostalgia rock group Sha Na Na. Hear him perform his trademark hits: "Goodnight Sweetheart, Goodnight," "Papa Oom Mow Mow," "Bumble Boogie," "Shout!" and many more. Expect an evening of entertainment, dancing and fun!





Terry R. Daily



Olivette Aviso



Thomas Bach



Carla Ranger



Charles Smith III



Jan Samuels

Saturday, August 25

“THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING SPONSORED BY MBNA” – INTERNATIONAL SPEECH CONTEST – 9:00 A.M.

Witness the best in public speaking as nine finalists compete for the title, “World Champion of Public Speaking.” Experience the thrill and suspense when you hear the words, “and the winner is...” This is a popular event, so order your tickets now!

GENERAL SESSION – 1:30 P.M.

- ▶ “There Are No Limits: Break Through the Barriers of High Performance”

Danny Cox

Who better to ask about high performance than human dynamo Danny Cox? Learn to abandon self-imposed barriers. This former U.S. Air Force test pilot will reveal his step-by-step plan for becoming a highly motivated and consistent performer.

EDUCATION CONTINUES IN THE AFTERNOON – 3:30 P.M.

- ▶ “Magic Moments from the International Speech Contests, 1990-2001” *(Track #1)*

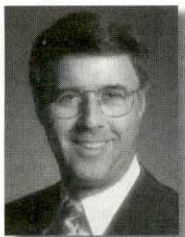
David Brooks, DTM

1990 World Champion of Public Speaking David Brooks, DTM, will show and discuss video clips of outstanding individual performances from the last decade of Toastmasters International Speech Contest Finals.

- ▶ “Ready or Not, Here Comes Life” *(Track #2)*

Suellen Miller, DTM

Suellen will teach you skills for dealing with changes, challenges and choices. Learn to adjust your attitude and transform your life.



David Brooks



Suellen Miller

- ▶ “Take Control of Your Destiny: Achieve Distinguished District, Division and Area Goals” *(Track #4)*

Terry R. Daily, DTM

Olivette Aviso, ATM-S

Thomas Bach, DTM

Carla Ranger, DTM

Jan Samuels, DTM

Charles Smith III, ATM

Past International President Terry Daily, DTM, moderates a “distinguished” panel of experts who served as governors of President’s, Select and Distinguished Districts. Learn from these Toastmasters as they share valuable information about what it takes to achieve area, division and district success.

- ▶ “Successfully Speaking” *(Track #5)*

Jo Condrill, DTM

Ross Mackay, DTM

Robbie Romeiser, ATM-B

Ed Tate, CL

Sandra Weaver

Past International Director Jo Condrill, DTM, moderates a panel of platform professionals who have launched successful speaking careers. Participate in this Q&A session and find out what it takes to jump-start your own speaking career.

PRESIDENT’S DINNER DANCE – 7:30 P.M.

Dine and dance in elegance at this extravagant closing event. Past International President Tim Keck, DTM, is the Toastmaster for the evening and will preside over the installation of newly-elected officers and directors.

Visit World Headquarters

World Headquarters will be open during the week of the International Convention. If you’d like a tour of World Headquarters, stop by during business hours, 8:00 a.m. - 5:00 p.m., Monday through Friday. To get a map and driving directions, go to the TI Web site at www.toastmasters.org and click on “Contact Toastmasters.”

Guaranteed Lowest Airfares to Anaheim!

Get there for less! Uniglobe South Coast Travel in conjunction with American Airlines and Alamo Rent A Car will provide special services and benefits to Toastmasters and guests attending the 70th Annual International Convention in Anaheim, California, August 22-25, 2001.

- Save 5% to 15% off published airfares on American Airlines (some restrictions apply; advance purchase required). Discounts are for travel between August 15-28, 2001.
- Alamo Rent A Car is offering Toastmasters special rates on car rentals, starting as low as \$30/day (U.S.) with UNLIMITED MILEAGE.
- Lowest fares are guaranteed on any airline at time of booking through Uniglobe South Coast Travel. To make reservations, call Uniglobe South Coast Travel and receive:
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RESERVATION HOURS:
M-F 8:30 a.m. to 5:00 p.m., Pacific Time
or
visit their Web site to book direct at:
www.southcoasttravel.com

Getting to Anaheim

Getting to Anaheim is easy. The Hilton Anaheim is located 15 miles from John Wayne/Orange County Airport and about 30 miles from Los Angeles International Airport. Make your travel plans now and take advantage of travel discounts offered through Uniglobe South Coast Travel. Remember, the convention registration desk opens at 10 a.m. on Wednesday, August 22, 2001.

- **By Air** – John Wayne/Orange County Airport serves seven major airlines and five commuter airlines. SuperShuttle provides van service from the airport to the Hilton Anaheim and departs from the airport every 10 minutes. One-way shuttle service through SuperShuttle costs \$10 per person; \$20 round-trip. Reservations are required two days prior to your arrival and departure. SuperShuttle is conveniently located just outside the airport terminal area. A cab ride from John Wayne/Orange County Airport to the hotel takes approximately 25 minutes and costs between \$20 and \$25, depending on traffic.

Los Angeles International Airport (LAX) is the major international gateway into Southern California. It is located 30 miles and approximately 50 minutes from Anaheim. All major U.S. and international carriers fly into LAX. One-way shuttle service through SuperShuttle costs \$14 per person; \$28 round-trip. Reservations are required for a return to the airport. SuperShuttle is conveniently located just outside the airport terminal area. A cab ride from LAX to the hotel takes approximately 50 minutes and costs between \$45 and \$55, depending on traffic.

- **By Car** – I-5 serves as the main interstate highway to Anaheim:
 - *From the North* – Take I-5 and travel south. Exit Katella Ave. and turn right. Follow Katella Ave. to Harbor Blvd. and turn left. Follow Harbor Blvd. to Convention Way and turn right. The hotel is located at 777 Convention Way.
 - *From the South* – Take I-5 and travel north. Exit Katella Ave. and turn left. Follow Katella Ave. to Harbor Blvd. and turn left. Follow Harbor Blvd. to Convention Way and turn right. The hotel is located at 777 Convention Way.
- **Parking** – Valet parking is available on a first-come, first-served basis. Parking is available at \$9.00 per day.

Tax Deductible?

Did you know that U.S. Treasury regulations permit an income tax deduction for educational expense – when the education is undertaken to maintain or improve one's employment or other trade or business? Also, if you're a duly appointed, voting delegate representing your club at the convention, attend all the meetings as the delegate and report back to your club, many of the out-of-pocket expenses are deductible as charitable contributions if your club does not reimburse you and there is "no significant element of personal pleasure or recreation." Toastmasters International is recognized by the U.S. Internal Revenue Service as a tax-exempt, nonprofit educational organization. (Contributions may be deducted on U.S. Tax returns.)

PRESELECTION OF SEAT LOCATION

In an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the *Golden Gavel Luncheon*, *Bowzer's Rock 'n' Roll Party*, *International Speech Contest*, and *President's Dinner Dance*. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention

registration forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 22, at 10:00 a.m.

Seating Preselection Procedure

1. World Headquarters will assign seating locations in the order in which it receives convention registration forms.
2. Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
3. Assignment of preselected seat locations will be at the discretion of Toastmasters International.
4. All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
5. Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
6. World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
7. **Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



Hilton Anaheim Welcomes

TOASTMASTERS INTERNATIONAL®
2001 CONVENTION
AUGUST 22-25, 2001

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 777 Convention Way
 Anaheim, California 92802
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 Fax (714) 740-4737

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____
 Number of nights you will stay: _____
 Number of people in room: _____
 Approx. arrival time: _____
(CHECK-IN 3:00 P.M. - CHECK-OUT NOON)

Method of transportation: Car Air Other

Late departures will be charged a full night's rate plus taxes.

Please Note: Special conference rates are based on reservations received by July 20, 2001, and room block availability.

Special Conference Rates (circle rate desired)	
MAIN BUILDING	SUITES
\$125.00 single/double/	Phone hotel directly if suite is desired. Cost and availability varies.
\$30.00 extra per person	

Check here _____ if rollaway is needed. (no charge)

After July 20, all subsequent reservations will be subject to availability at the current hotel rack rates.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) _____ (first) _____ (initial) _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing room with: _____

Special Requests: Prefer non-smoking room Other (specify) _____

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 15% occupancy tax and 30 cent California resort tax per night. DO NOT SEND CASH. Make check or money order payable to the Hilton Anaheim.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE

DATE

DON'T BE A NO-SHOW

To cancel your reservation call (714) 750-4321 or (800) 222-9923. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number. Fax: (714) 740-4737

A room confirmation will be mailed to you as soon as possible.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

T O A S T M A S T E R S  **I N T E R N A T I O N A L**[®]
70TH ANNUAL CONVENTION
 AUGUST 22-25, 2001 ♦ HILTON ANAHEIM, ANAHEIM, CALIFORNIA, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 2001-2002.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 22.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. **Event tickets are not included and must be purchased separately.** (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$130.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$245.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$115.00 \$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- _____ Wednesday/Thursday (August 22 & 23) Convention Registration for Member/Spouse/Guest @ \$65.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 24) Convention Registration for Member/Spouse/Guest @ \$65.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Club Leadership Luncheon, and Bowzer's Rock 'n' Roll Party.) \$ _____
- _____ Saturday (August 25) Convention Registration for Member/Spouse/Guest @ \$65.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- _____ Tickets: **Interdistrict Speech Contest** (Tuesday, August 21) @ \$19.00 \$ _____
- _____ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 21) @ \$55.00 \$ _____
- _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 23) @ \$45.00 \$ _____
- _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 24) @ \$42.00 \$ _____
- _____ Tickets: **Club Leadership Luncheon** (Friday, August 24) (*Open only to DTMs, 2000-2001 and 2001-2002 Club Officers*) @ \$42.00 \$ _____
- _____ Tickets: **"Bowzer's Rock 'n' Roll Party" Dinner and Show** (Friday, August 24) @ \$61.00 \$ _____
- _____ Tickets: **International Speech Contest** (Saturday, August 25) @ \$24.00 \$ _____
- _____ Tickets: **President's Dinner Dance** (Saturday, August 25) @ \$61.00 \$ _____

Check here if you want World Headquarters to preselect your seats. If you do not check this box, you will select from remaining seats on site. (See page 30 for Seat Preselection Information.)

TOTAL \$ _____

WHQ Use Only
 T- _____ GG T- _____ SC
 T- _____ FN T- _____ DD

Check enclosed for \$ _____ (U.S. Dollars) payable to Toastmasters International. **Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. NO EXCEPTIONS!**

(PLEASE PRINT) Club No. _____ District _____
 Name _____
 Spouse/Guest Name _____
 Address _____ City _____
 State/Province _____ Country _____ Zip Code _____
 Daytime Telephone () _____ E-mail _____

PAYMENT METHOD (U.S. FUNDS):
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An array of books to help you become a better speaker, listener, thinker, and leader. Great for gifts, too!

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- ___ B917 Speaking for Profit and Pleasure
By William D. Thompson \$12.00
- ___ B918 Using Stories and Humor—Grab Your Audience
By Joanna Campbell Slan \$12.00
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By Perry E. Gresham \$ 5.95
- ___ B72 Wordpower: Vocabulary for Success
By Charles Ickowicz \$ 7.95
- ___ B97 The Toastmasters International's Guide to Powerful Audio/Visual Presentations
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10.01 to	20.00	4.75	150.01 to	200.00	14.50
20.01 to	35.00	6.50	200.01 to	—	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, surface mail at 25%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.5% sales tax. All prices subject to change without notice.