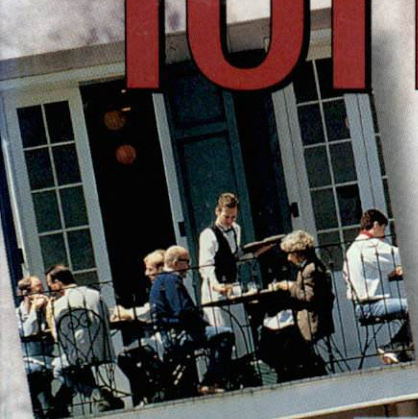


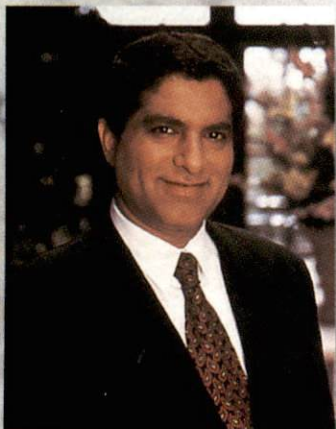
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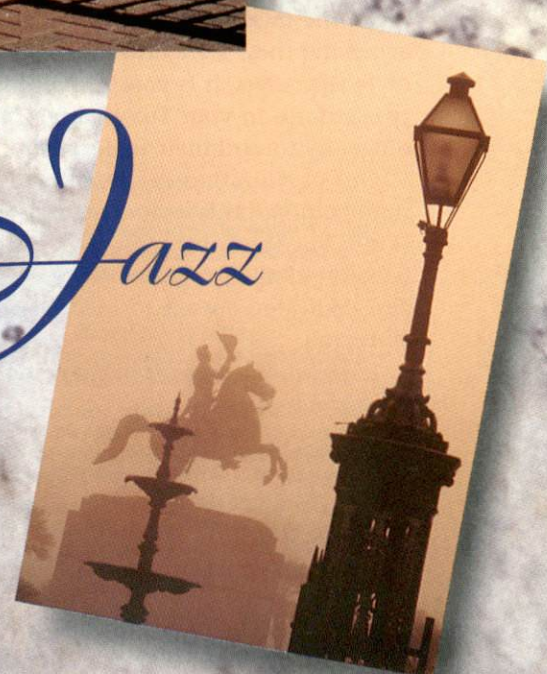
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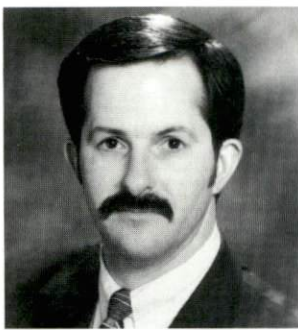


Toastmasters And All That Jazz



Golden Gavel Speaker
Dr. Deepak Chopra





VIEWPOINT

Whose Responsibility Is It, Anyway?

"I don't know. It's not my job!" Have you ever been greeted with this response when asking for help in a retail establishment? If you have, I'm sure it did not sit well. As the customer, you expect quality service from any employee, whatever their position. Businesses exist to provide goods and services when we need them; rationalizations for shoddy service undermine their very existence. The same holds true for Toastmasters. We exist to provide communication and leadership training. If a customer/member fails to receive quality service, exactly whose responsibility is it? Yours!

Unlike other businesses, members of Toastmasters receive the organization's product and benefits from other volunteer members. Unless your club and fellow members are focused on providing the highest level of service to each other, chances are you will not receive the full benefit of your membership. Of course you want to improve your communication and leadership skills. But without a group of dedicated volunteer members assisting you, you might not fully achieve your goals. Every member achievement is based on the efforts of other members.

Whether we like it or not, we, the members of Toastmasters International, are responsible for providing the service of our organization. If your club is not meeting your members' needs, it is your responsibility to remedy the situation and help them improve their leadership and communication skills. And whether your club reaches its 50th anniversary is totally dependent on the efforts of its current membership - this includes you!

Every successful business is mission-driven and has quality standards to make the mission a reality. The employees of those businesses work toward achieving these standards. It's the same with Toastmasters. As an "employee" of Toastmasters, it is your responsibility to reinforce the organization's quality standards in your Toastmasters club and see to it that club members work diligently toward their achievement.

Our organization is special because volunteers are willing to invest their time helping other volunteers improve their communication and leadership skills. But improvement does not happen without efforts on everyone's behalf. I challenge you and your club to put aside your current perceptions and dedicate yourself to incorporating Toastmasters' quality standards into your club.

In passionate pursuit of eloquence...

Robert E. Barnhill, DTM
International President

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The Toastmasters Vision:

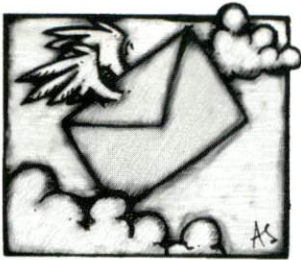
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

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

PREPARED FOR THE WORST

I want to thank my fellow Toastmaster Brett A. Cenkus for his article, "In Defense of Failure" (October, '96).

I have always prepared myself for the best and never the worst. But life is not perfect. Perfection and success are not instant – they are worth many humiliating and discouraging failures. By preparing for and accepting failure, we strengthen our resolve to go on. If we did not fail, how would we learn, how would we better ourselves and above all, how would we be humble?

Two days after having read Cenkus' article, I failed my driving test and had to summon great bravery to talk about it. It is difficult to accept failure openly and for that matter fearlessly. To me failure has always been confined to my secrets list and ignored totally. But, as I go for my next driving test, I will take the outcome humbly and consider failure as a temporary setback, just like a power surge. As Chinese philosopher Confucius once said, "Our greatest glory is not in never failing, but in rising every time we fall."

Busani Bafana, CTM
Flamboyant Club 5179-74
Bulawayo, Zimbabwe

WHAT IS A MEDIATOR?

I read with interest Luann Lee Brown's article "Coping With a Disliked Member" (January). I doubt we can avoid personality conflicts and "difficult people," so we might as well learn to deal with the conflict.

I agree we should remember that we are in Toastmasters to help each other. We don't do the "disliked member" a favor by harboring bad feelings and discussing them with

others without first tactfully approaching the person in question.

Luann Lee Brown mentions a mediator as a possible solution, but doesn't define the mediation process. While mediation comes in many variations, this is a basic definition: Parties to a conflict or controversy voluntarily agree to work with a third neutral party known as a mediator to discuss interests (not positions) of the parties and generate options and solutions. The mediator does not impose his or her judgment on the parties and must remain neutral.

Shaun G. Jamison, ATM
Happy Talkers Club 5172-6
Maple Grove, Minnesota

HELP WITH A TRICKY ISSUE

I was delighted with the January issue and found some benefit from all the major articles, but in particular, "Coping With a Disliked Member," "Top 10 Things I Learned While Serving as Club President" and "Serving as Club President – Is It Trying or Gratifying?"

These three articles appeared just in time to help me resolve a tricky issue. By using the excellent advice in the articles I was able to reassess my own performance as club President. Taking the time and effort to do things the right (Toastmasters) way has allowed all involved parties to come out winners. I now know that serving as club President is indeed gratifying, if one uses the trying times as an opportunity to grow as a leader and as a person.

The letter from Jon Murphy of the Blue Eagles Club 96 ("Inmates Help Each Other") was also espe-

cially inspiring and we, the members of Pietermaritzburg Club 1590-74 in South Africa, salute Jon and his fellow club members for their efforts and wish them the best.

Ruth Varrie, CTM
Pietermaritzburg Club 1590-74
Pietermaritzburg, South Africa

THE JOY OF MENTORING

I enjoyed the timely article about the "Art of Mentoring" (February). However, rather than viewing mentoring as a job, why not view it as a "joy"? I believe by adding three ingredients, we can do just that.

First, add a dash of fun to your mentoring. We learn better that way, so why not intentionally have fun as we empower people to achieve their full potential and realize their dreams.

Second, develop a learning partnership between the mentor and protégé. Mentors don't need to know all the answers before they start mentoring.

Third, learn about diversity. We can learn how to create and enhance a new relationship even though we have different career interests, economic status, religious or ethnic backgrounds. Our common ground is the communication and leadership program of Toastmasters. Our challenge is finding the effective ways to lead people of diverse interests and ages.

Richard E. Dawes, ATM-S
Cherry Creek Club 2977-26
Denver, Colorado

Editor's Note: For help on starting a mentoring program in your club, consider ordering the Club Mentor Program Kit from World Headquarters (No. 296, \$14.95)

By George Torok, CTM



The Six Blind Men and the Elephant

Saved By a Cartoon

PROPS PROVIDE A POWERFUL WAY OF ENHANCING PRESENTATIONS. Verbal arguments aren't enough to convince people of your message. Try using visuals such as charts or cartoons, or physical props such as products or tools. Verbal props come in several forms: quotations from famous people, anecdotes, plays, poems or even questions.

The following is a true story of how I used my new-found communication skills and a combination of props to get me out of hot water with my company's auditors.

The auditors had submitted a report suggesting that I, as the purchasing manager, had exceeded my approval authority. I strongly disagreed and tried explaining to them the difference between our use of approval authority and implementation authority within the computer system. They did not buy my explanation – that is, until I had a chance to meet with them.

The meeting seemed to take forever. Tension clouded the room, because the auditors intended to remain firm on their "observation" and everyone knew my position.

Finally, it was my turn. I started: "I offer the quotation from George Bernard Shaw who said, 'In the right key you can say anything, in the wrong key nothing.' So to help set the right key I ask you to look at this cartoon and parable that I am passing out."

There were some raised eyebrows at this point, but no one objected to my strange approach – yet. After everyone had a copy of the handout I continued:

"This cartoon shows the parable of the six blind men and the elephant. The six blind men went to see the elephant, but being blind they had to examine the elephant with their hands. Each touched a different part of the elephant and noted their observation. For example, the first

clutched the swaying trunk and said, 'The elephant must be a snake.' The next grabbed the tail and noted, 'The elephant is really like a rope.' Another fell against the side and exclaimed, 'Oh my, this elephant is like a wall.' Hugging the leg the next argued, 'The elephant is like a tree.' The fifth, while holding the tusk, stated, 'You

are all wrong, I know it is like a spear.' And finally, the sixth felt the flapping ear and noted, 'This elephant is surely like a fan.'"

The nervous laughter dissipated the tension and now the people were more relaxed. Then I explained how the computer system we were using was very big and complicated, like an elephant, and that we had poor documentation. Therefore, it was unreasonable for any visitor to fully understand the workings in a two-week period (this was the duration of the auditors' visit). The heads nodded in agreement at this point. Then I showed a flow chart of our approval process – emphasizing that the "approval" they were focusing on was only "an approval to print."

The bottom line is they understood my point, and the audit report was changed. It is important to know that the facts were unchanged from my earlier discussions with them, but this time I packaged my

sale and they bought it.

When was the last time you had a proposal or idea turned down? Could it have gone better if you had taken more care to sell it?

To deliver a powerful message, understand your audience, be clear on your purpose, plan your approach – and use props! **T**

George Torok, CTM, is a member of Skyway Club 3301-60 in Burlington, Ontario, Canada.

Don't learn the importance of
pre-speech research the hard way.

By Cindy Chambers. ATM

Toastmasters, Know Your Audience

It's one of those awful truisms: *In Toastmasters, as in life, we often gain the most from our losses. While that may not be much consolation when you've just given a great speech and watched the ribbon go to someone else, it really can make a positive difference somewhere down the road.*

I literally speak from experience. Recently I had the honor of addressing a local civic organization on a subject of my own choosing. Like the diligent Toastmaster I like to think I am, I mulled over appropriate topics for weeks.

Then, like the lazy person that I really am, I finally decided to just use one of my old speeches. After all, this "used" speech had proved popular with audiences before, netting me first prize in a recent District Humorous Speech Contest. Its title:

"Growing Up in the Sixties and Other Tales of Horror."

Well, the real "tale of horror" began when I walked into the banquet room and discovered to my dismay that the average age of the audience members was about 95 – or so it seemed in my panic. My speech was going to miss its mark by an entire generation!

Sure enough, it was a speaker's nightmare come true. I still shudder to recall the sea of uncomprehending faces staring at me as I tossed

my "winning" jokes their way. Punchline after punchline was met with stony silence. The only laugh came when I spotted a single Baby-boomer in the audience and suggested that he and I get together privately to "talk about old times."

Funny? No. Educational? You bet. The experience I gained from that one awful speech was more valuable than any good speech I ever gave.

Toastmasters, know your audience! Don't find out the importance of pre-speech research the hard way, like I did. And if you ever *do* discover yourself in front of a group of avid feminists with a speech titled, "Ladies, Loving Your Husband is a Full-Time Job!" do what the pros do: improvise, improvise, improvise.

In his book, *Yes, You Can!*, renowned public speaker Art Linkletter tells of being invited to address a group of Wisconsin students on the subject of drug abuse. Linkletter assumed the kids would be high-school age and figured he would be speaking in an auditorium. Instead, on speech day, he found himself facing several hundred second-graders sprawled across the floor of a gymnasium.

Due to a scheduling glitch, the children had been awaiting his arrival for two hours. They were wriggling and squirming, kicking and scratching. They looked, Linkletter thought ruefully, like a barrel full of bugs.

Facing his unfamiliar audience, Linkletter knew he would have to revise all his figures of speech, his jokes, even the way the speech was

organized. But, he recalls, "I knew that positive can always come from the negative if you're in the right frame of mind, with a sense of humor intact." And, as he stood laughing to himself over the absurdity of the situation, "a miraculous lightning bolt of inspiration struck."

The writhing children reminded him of bugs; the fact that they were on the ground brought a picnic to mind. Suddenly, Linkletter had his speech.

"Hello there, boys and girls," he said. "I've come all the way from Hollywood to tell you about the most exciting picnic you've ever been on in your life. How many of you have ever been on a picnic?" When several hundred little hands shot up, Linkletter knew he had their attention. Half the battle was already won.

Linkletter went on to talk about all the animals and scenery and strange-looking bugs they would encounter on their picnic. The picnic would be lots of fun, he said, but the children would have to be careful around the creek, watch out when using their imaginary pocket knives, and take care not to get burned as they lit their cook fires.

The children were swept away by his imagery. They barely noticed as he slid into the main point of his speech: that drugs, like so many things on a picnic, can be dangerous if misused.

But did he get his point across? Linkletter wasn't sure until he arrived home a week later and found a thick stack of fan mail from the youngsters in his audience. One little boy wrote: "Mr. Linklettuce, you are the best speaker I've ever heard. P.S. You're the only speaker I've ever heard." Another said, "Thank you for coming to our school and leading us into drug abuse." What a great – if misguided – payoff for his quick thinking!

Of course, not all of us can count on a "miraculous bolt of inspiration" to strike when we "strike out" at the lectern. Nor can we count on



an actual bolt of lightning to kill us instantly. Instead, we must prepare by knowing our listeners long before we get up to talk.

Toastmasters, know your audience! When you're invited to address a new group, don't be afraid to ask the person in charge the following questions:

- What is the purpose of the group? Who are the members? How old are they? How many will be in attendance?
- What would they like to hear about? What subjects are taboo?
- What are the physical conditions of the room? Is there a lectern? A microphone? How warm or cool is the room likely to be? How large or small? (If possible, check out the room at least one day before the speech. Stand where you'll be standing. Imagine the friendly, receptive audience you'll

be addressing. Then pat yourself on the back for being prepared.)

- How long should you speak? Will you be the only speaker, or will there be others? Will you talk before or after dinner?

Finally, ask the program coordinator if there's anything you've neglected to ask that might be of benefit to you or the audience. Prepare your speech accordingly, and then... relax. If any glitches come up (the mike fails; they forgot to tell you that your speech will be carried live on CNN; you discover you're following Dave Barry), take pride in the fact that you've done the best you can. Then roll with the punches.

When you truly know your audience, you're ready for anything. ①

.....
Cindy Chambers, ATM. is a member of Heartline Club 7409-63 in Clarksville, Tennessee.

24 Easy

Increase Club Membership

BY PATRICIA L. FRY, CTM

Without members, there is no club. Without an influx of new members, a club risks stagnation. Not only does increased membership add financial stability to an organization, but its members feel a greater sense of security and support when they have a larger pool of personalities to draw from. And the opportunity for personal growth is greatly expanded in a club where new members are regularly welcomed.

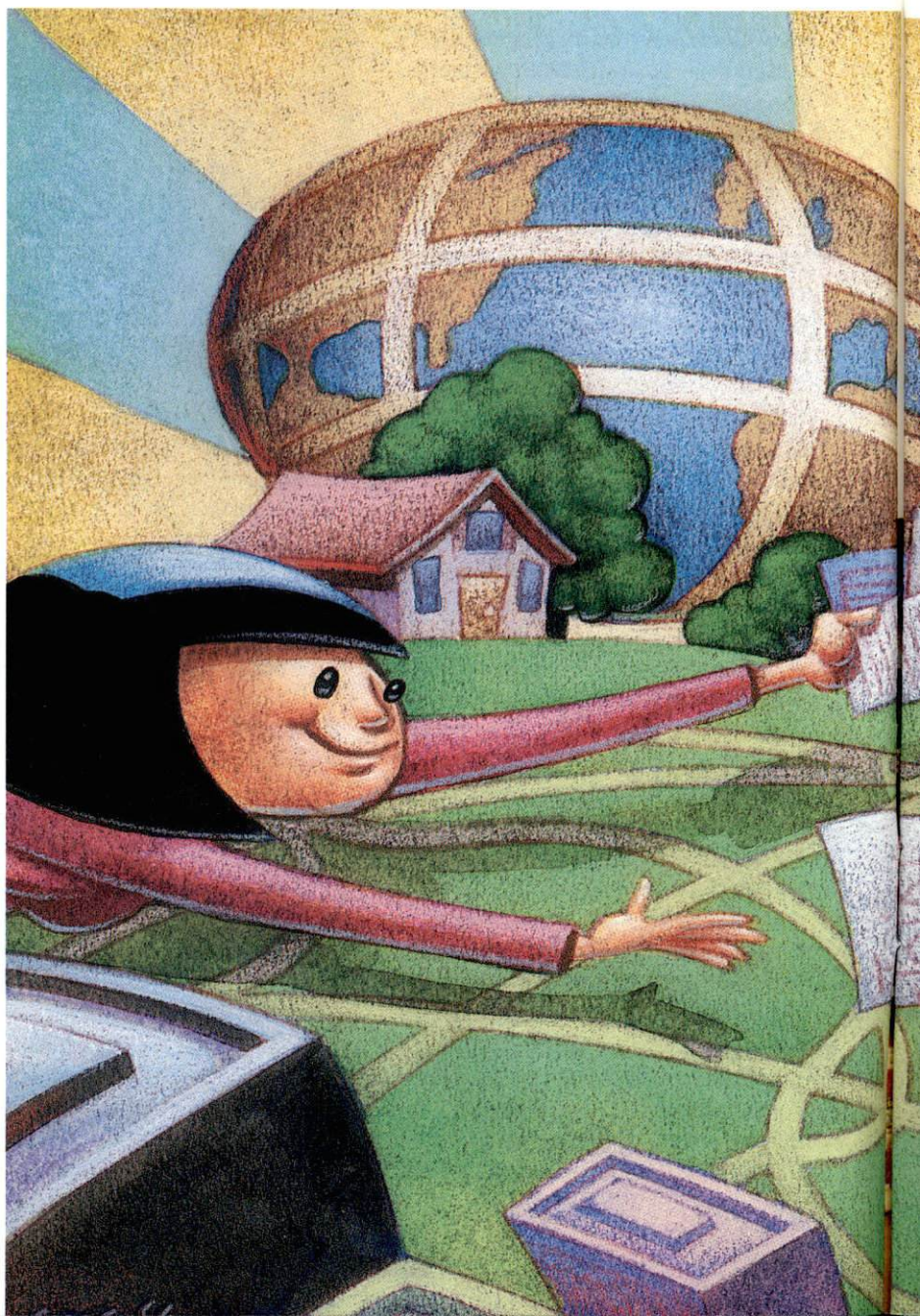
Think about it! Each new member brings with him or her different skills, talents, ideas and experiences. Each offers new perspectives and fresh information. A steady flow of new members generates a higher level of enthusiasm within your club.

For some, attracting new members is not an easy task. But there is hope. Following are two dozen tried and true methods for enticing new members:

INVOLVE MEMBERS

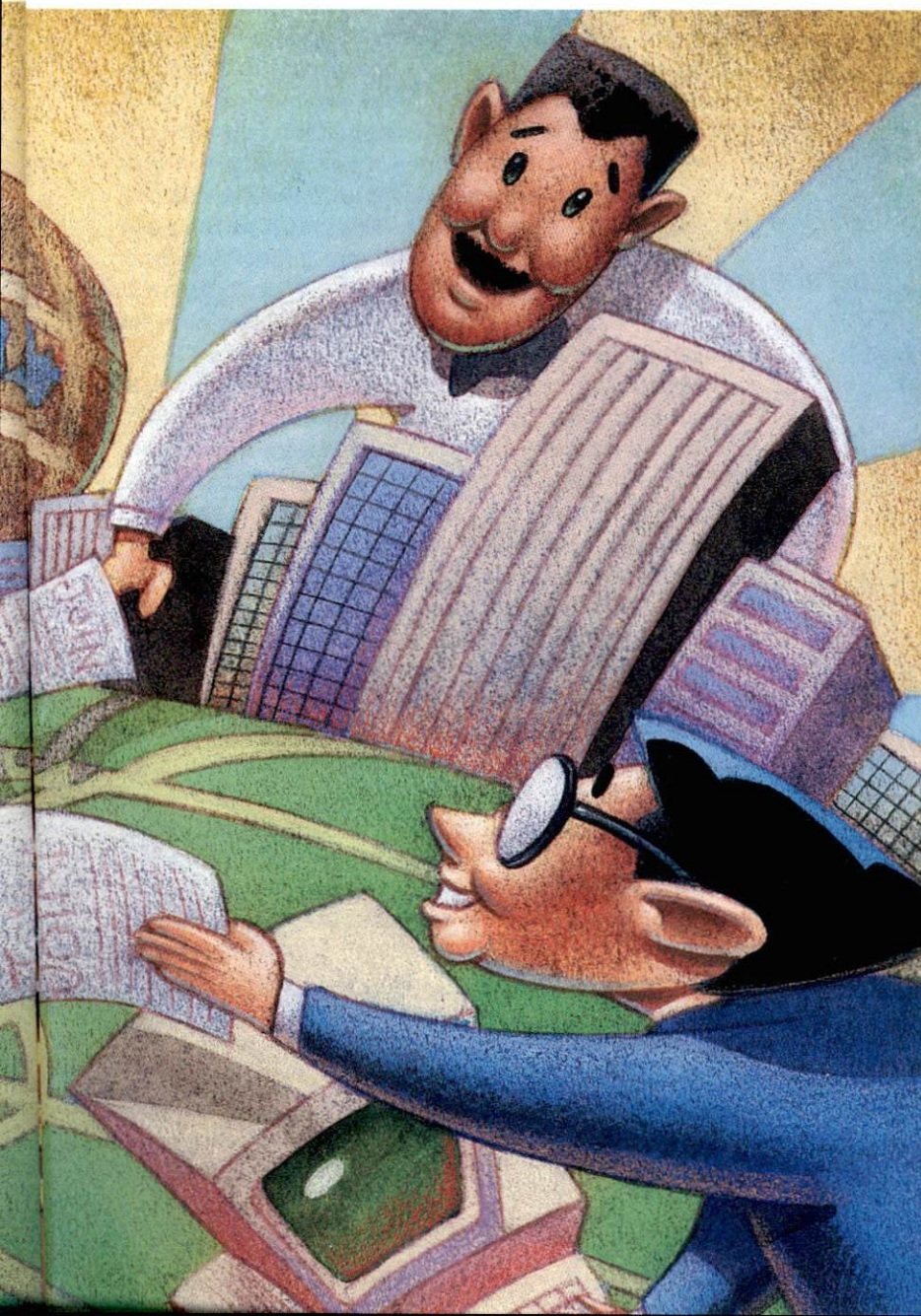
1 Reward current members when they bring in new ones. The Golden State Capitol Toastmasters Club in Sacramento, California, runs a membership drive during the months of September and October offering a donated weekend travel award to the top recruiter. The club's last drive resulted in seven new members.

In New Orleans, The Star Performers Toastmasters Club tried a "Cowboy Cattle Drive" theme to get its members excited about bringing in new members. From March through June points were issued to those bringing guests ("dogies") to meetings and for each new member "lassoed" and "hog-tied." Members were then positioned in the trail drive according to points earned. Members with no points had "Cow Chip" status. A step up was a "City



Ways To Increase Your Membership

ILLUSTRATION BY MIKE CRESSY



Slicker," then "Cow Poke" and "Bronco Buster." The goal was to reach "Trail Master" status, and the Trail Master with the most points at the end of the drive was awarded the top prize. Not only did this membership drive provide a lot of laughs for the club, but it corralled ten new members in the process.

2 Educate members. Provide educational sessions for members to give them the information they need to promote the Toastmasters program.

3 Encourage members to give presentations before other groups. They can talk about how they have benefited from their experiences in Toastmasters, or they can simply demonstrate their expertise by speaking on a topic of their choice. In closing, members can issue an invitation to club meetings and hand out information packets.

4 Have a contest. Challenge members to develop the best promotional speech to give outside your club. Award winners an item from the Toastmasters Supply Catalog.

5 Make before and after videos. Have members bring video tapes to meetings when they're speaking. They could tape at least their first speech and their 10th speech, and maybe a couple of manual speeches in between. Encourage members to use their video tapes for promotional purposes and as teaching tools.

GO OUTSIDE YOUR CLUB

6 Present Speechcraft programs. Speechcraft is, in essence, a sample Toastmasters club. Through Speechcraft, non-Toastmasters are invited to participate in an 8-session program where they will learn effective speaking techniques and have the opportunity to practice them. There is generally a \$20 charge for supplies, which is transferable should the individual join your club. Many Speechcraft participants recognize the benefits of Toastmasters membership and ultimately join.

7 Go public. Conduct an occasional meeting in public: at a park on a warm evening, in a bookstore, library or shopping mall. You will draw the curious and maybe even some potential members.

8 Network. Talk about Toastmasters everywhere you go. The opportunity is all around you: You see a co-worker shaking in his boots in fear of an upcoming presentation at work, you meet an elementary school teacher who admits she doesn't speak well in front of her peers, you run into a friend who has the jitters because he's been asked to give a eulogy at his uncle's funeral – the opportunities for promoting Toastmasters are endless.

Join networking groups such as the Chamber of Commerce, trade associations and civic groups.

9 Volunteer. Be a speech contest judge at a local high school. Sign up with your district's Speakers Bureau. Offer to teach other clubs or organizations some of the fine points of effective speaking.

10 Rent a booth at the local county fair or at popular community events where you can hand out materials, talk about Toastmasters and recruit.

11 Visit other Toastmaster clubs that have been successful in increasing their membership. Observe how they handle their meetings and the issue of membership. Attend area and district meetings and ask for a discussion on membership building and retention.

GET THE WORD OUT

12 Launch a newsletter. Include educational material regarding effective communication, information about your club and its activities, and recognize member achievements. Send the newsletter to club members, visitors to your club (for at least three months after their last visit) and any other prospective members.

13 Create a flier. Come up with a dynamite slogan and interest-grabbing design and develop a flier. Deliver or mail it to local colleges, schools, companies, libraries and the Chamber of Commerce office, for example. Be sure to list the benefits of joining Toastmasters.

An example of a good flier is one designed by a member of the State Capitol Toastmasters. It starts by

addressing something to which we can all relate: "Scared to death of speaking to a group?" Then it gives a solution: "Toastmasters can help." And lastly it lists the benefits of joining Toastmasters: "Speak effectively in group situations. Develop strong communication skills. Improve your listening skills. Think quickly and clearly on your feet. Receive supportive feedback as you learn."

Toastmasters International offers a wide variety of inexpensive fliers and brochures. The Membership Building Kit (Catalog No. 1160, \$5.00) contains membership applications, brochures, a copy of the Membership Growth manual, and other items that will help your club grow. Contact the Orders Department at Toastmasters Headquarters at (714) 858-8255 to order these items.

*"Toastmasters
Headquarters offers
a wide variety of
inexpensive fliers,
brochures and
public service
announcements."*

14 Send press releases to all local newspapers before each meeting. Check with each newspaper's editor to find out how far ahead of the meeting they need the copy and to whom it should be addressed. Study the newspaper to discover the best place for your message to appear. Most newspa-

pers provide a section listing local events and the meeting schedules of clubs and civic organizations.

Include in your press release the name of your club, your club's mission or a line that explains a major benefit of Toastmasters, such as "For better listening, thinking and speaking." Don't forget to mention the time and place of the meeting, the fact that visitors are welcome and the phone numbers of one or two contact people. Always check the published newspaper listing for accuracy.

15 Advertise. Many local radio and television stations offer community service spots for organizations such as Toastmasters. You can buy pre-recorded radio and TV PSAs from World Headquarters. Maybe a member writes a public newsletter or is affiliated with a local newspaper and could arrange for a free or inexpensive ad. Also be sure to ask if you qualify for a free listing in your local newspaper.

16 Publicize member accomplishments. When a member wins a speech contest, is elected club President or earns a job promotion, submit a press release to your local newspaper. Be sure to mention her affiliation with your Toastmasters club and get a quote from her about how her club experience was instrumental in this endeavor.

NURTURE VISITORS/NEW MEMBERS

17 Assign mentors to each guest and new member – someone to make them feel at ease, to answer questions and offer them encouragement and support. Use the Toastmasters International Club Mentor Program Kit (Catalog No. 1163, \$7.95)

18 Provide a Question and Answer Sheet. Answer the most often asked questions you receive about Toastmasters and slip this sheet into the visitor packet for guests or give them a copy of *All About Toastmasters* (Catalog No. 124).

19 Use the personal approach. Some people respond best when they're courted. Many clubs report that their greatest success in recruiting new members comes from their practice of staying in touch. Consider the example of The Dynamic Speakers Toastmasters Club in the West Indies: "After each meeting we call guests and send them thank you letters which include further information on Toastmasters," says Jennylyn Sammy, CTM. "We send them invitations to the following month's meeting and then we call to remind them."

20 Explain what's going on in your meetings. Guests will feel less threatened when visiting a club if they know a little about what's going on during the meeting. At Ocean View Toastmasters in Ventura, California, for example, the Toastmaster for the evening always asks those filling meeting roles to explain their jobs.

21 Involve guests in meetings. Invite guests to participate in some capacity in your meetings – Table Topics, open evaluation of speakers, voting for best speaker, etc. Always ask visitors to give a brief evaluation of the meeting before it is adjourned.

GO THE EXTRA MILE

22 Create personalized business cards with the Toastmasters emblem. Give these to members as a marketing tool.

23 Adopt a club slogan. The Success For Singles Club in Ontario, California, uses this slogan to make people think twice about their reasons for not joining their club: "If you are competent in speaking, then we need you. If you're not competent in speaking, then you need us."

24 Start a speakers bureau for members only. This will entice goal-oriented beginners to join as well as seasoned speakers who want exposure – just the mix you want.

If you've been avoiding the issue of membership because you didn't know how to reach and recruit potential members, tarry no more. Simply use this list as a guide to planning your membership strategy and expect the best club year yet. **T**

Patricia L. Fry, CTM, is a writer living in Ojai, California.

Membership Building Recognition!

■ Toastmasters International recognizes your club for every new member you add to your roster! How?

200 DCP POINTS!

Your Club receives 200 Distinguished Club Program (DCP) points for every new, dual, or reinstated member who joins your club. Add five or 10 new members and you're well on your way to becoming a Distinguished Club. The DCP year runs from July 1 - June 30, so now is the perfect time to build points!

BEAT THE CLOCK!

Earn a free educational module from The Better Speaker Series or The Successful Club Series (topics like "Introducing the Speaker," "Take the Terror out of Talk," etc.) just by adding five members during the months of May and June. You'll also receive the Distinguished Club Program points mentioned above.

A variety of other Toastmasters programs recognize your club for membership growth. For a description of all programs and their requirements, contact World Headquarters and request a copy of the Membership Programs Flier (Catalog No. 1620).



Bank of America Promotes Public Speaking

Banking On Toastmasters

BANK OF AMERICA EMPLOYEES KNOW THAT GOOD COMMUNICATION skills are the key to a successful career. And they have plenty of opportunities to develop and practice those skills. The company boasts 37 speaking clubs throughout the United

States, 28 of which are Toastmasters clubs. This number is expected to increase, as employees are eager to enroll.

"Public speaking is the most important employee development program in our company," says Liam McGee, a Bank of America Group Executive Vice President. "In this environment of change, we need leaders who can articulate their thoughts and feelings. Through their communication skills, they can help team members achieve what they never thought possible."

The company's emphasis on public speaking originates with its former CEO, Dick Rosenberg, a former Toastmaster. The bank's current chairman and CEO, David Coulter, has continued to encourage his employees to join one of the company's many speaking clubs. His support and interest was evident during the company's 39th Annual Bank-wide Speaking Competition held in Los Angeles last November.

"Public speaking is an incredibly valuable skill," Coulter said in his keynote speech, stressing "the side benefits" of organization and time management skills, enhanced self-confidence and improved interpersonal communications.

"The skill of public speaking is important for any business, but especially for Bank of America," he said. "The way to differentiate yourself in the marketplace is through people and customer service, and through

communication skills such as you saw here tonight."

Twenty-eight contestants, most of whom were Toastmasters, participated in the day-long event, which culminated with an evening banquet

during which the eight finalists vied for the title of Speaker of the Year. The top honor went to Toastmaster Robert Reed, a member of Southern Eloquence Club 6829-F, who had the audience in stitches with his hilarious show-and-tell speech, "Banking on Fitness."

At the awards presentation, McGee said, "The purpose of a speaking club is not to create great public speakers, but to teach people to express their thoughts and feelings in front of others. This leads to enhanced self-confidence. And with self-confidence, we can conquer anything the market can bring." **T**



Bank of America CEO David Coulter poses with Toastmaster and Bank of America Speaker of the Year Robert Reed and his wife.



By Joyce A. Powell, CTM

Share a Meal with the President

How to Start a Company Club

THE OCCASION WAS THE ANNUAL COMPANY HOLIDAY PARTY AND I had been asked to give the invocation. My three-year experience in Toastmasters had taught me not to take any speaking assignment lightly. Realizing my audience would

be very diverse, I thought long and hard over the right words to say that would fulfill the intended purpose, yet not offend anyone in attendance.

Following my moment in the spotlight, I was seated next to the CEO of our firm, and he remarked how well I spoke in front of the group. "Thank you," I replied. "Toastmasters taught me that." His eyebrows raised as he inquired, "What is that?" I proceeded to explain the organization in a nutshell (if indeed that can be done) and noticed how his interest increased. When he asked how I came to join such a group, I replied, "You put me there!"

WITH THAT, ANOTHER TOASTMASTERS CLUB WAS BORN

When our company needed someone to show employees how to use the new computer software, I was somehow drafted for the position. True, I had become quite proficient as an end user, but I had very little experience expressing that knowledge to others. (A survey of the students in my first class will attest to that!) Still, the company had enough confidence in my ability to use computers to believe that I would eventually overcome the trembling knees and quivering voice that accompanied me to each training session. Unfortunately, it was not happening fast enough.

Then someone told me about Toastmasters. The Portsmouth Club was holding a Speechcraft that spring and I decided to give it a try. A wise decision! I was so impressed with the group and amazed at what I had learned in such a short time that I did not hesitate to join the club. My experience in Toastmasters made quite a difference in my training presentations; so much so that a student attending a later session pulled me aside after class to ask what had happened.

"I was in an earlier class about a year ago," she explained, "and wondered how the company ever selected you as a trainer. You were a complete basket case! Now you're like a totally different person. What happened?" I

wasn't certain if I had been complimented or insulted but was appreciative of her comments. They proved that Toastmasters training works!

So even though the CEO did not directly "put me there," my desire to hold on to my job dictated that I needed additional help and Toastmasters easily (and economically) fulfilled that need. By the end of the evening the CEO was convinced that such an organization would be beneficial for our company. That next week I contacted a few employees who were current or former Toastmasters and relayed to them the dinnertime conversation. The interest was there to start a company club, but we had to act fast. If we delayed too long, the CEO's interest could be easily diverted.

We needed a heavy hitter – someone who could explain the benefits of Toastmasters, make the appeal and close the sale within a 45-minute time frame. An experienced member of a local club agreed to be our spokesperson. The meeting was scheduled, the pitch was made and the deal was closed in less than 30 minutes. A custom-designed brochure and employee interest survey were attached to each paycheck two weeks later and the CEO himself was among the first recruits.

The demonstration meeting was held last March and the club chartered two months later.

Want to start a demonstration club at your place of employment? It's important to get support and commitment from the top. Make sure you have a heavy hitter in the batter's box and interested players in the dugout, ready to go. Arrange to be seated near the president at the next company function – or, if that's not possible, why not invite the CEO to lunch! **T**

Joyce A. Powell, CTM, is a member of S.P.A.H. Club 4348-66 in Suffolk, Virginia.



By Marcel Strigberger

Memories of a
forgotten speech.

Sinking at the Bar Mitzvah

As my wife and I are completing the arrangements for our son's bar mitzvah celebrations, my thoughts turn to my own bar mitzvah some 30-plus years ago. And what aspect of the affair do you think sticks out foremost in my memory and still plagues me today? My speech of course.

A generation ago the bar mitzvah boy's speech was the apex of the celebration. It was definitely by the kid's speech that the whole affair was judged. If the chicken was dry or the miniature potato knishes were burnt, the man of the hour could still save the evening with an electrifying speech.

And in order to ensure the success of the event my parents made me deliver two speeches, the other one in Hebrew. I insisted to my mother that only about 10 percent of the guests, namely my Hebrew school classmates, spoke Hebrew.

My mom replied, "So why do I send you to a Hebrew school for seven years? It's such a beautiful

language. I wish I'd understand a single word."

My father, on the other hand, being the realist in the family, was prepared to hedge his bets and accordingly asked the caterer to keep her eyes on those potato knishes.

The formidable task of preparing the speech went to the synagogue cantor, Cantor Goldberger. The cantor was not what you might call adventurous. He whipped out what appeared to be a speech catalog which had an inventory of two speeches in each of English, French (I lived in Montreal at the time), Yiddish and Hebrew. As I thumbed through the laminated documents he said, "Pick speech A or B from each language you want."

It seemed my lifetime Ice Breaker speech was to be an off the rack deal.

The quality of the cantor's voice exceeded his humility. Each speech started with the words, "Honorable Cantor."

As far as selecting from the Hebrew menu, I chose speech A.

The words just flowed smoother, the text sounded crisper and, importantly, it was half a page shorter.

For the English speech, the nod went to speech B only because it contained a word I thought sounded cool, although I had never heard of and didn't have a clue what it meant. The word was "milestone."

Thinking back today I doubt that neither the cantor nor any of my other guests knew the meaning of the word. I imagine only the rabbi knew what "milestone" meant, although his favorite English word was "schlep." Perhaps I should use it at Toastmasters as my next word of the week.

The cantor taught me everything I needed to know about public speaking. He instructed me to memorize verbatim both speeches by repeating them in front of the washroom mirror 10 times a day. When I queried the merits of this technique, he told me Sir Winston Churchill used to learn his speeches this way. I imagined Mrs. Churchill



terrible happened – I forgot my lines. I did not have any cue cards or prompters. I looked up, but no Gabriel.

What seemed like the longest 40 seconds of my life elapsed, during which I saw my life pass before me – all 13 years of it.

If it wasn't bad enough that the Titanic was sinking, a storm erupted as well. Some members in the crowd got a bit impatient and suddenly I heard the word that still sends chills down my spine. Someone called out the Yiddish word "Nu?" (English translation: "Well, so, move it man.")

How is that for a word of the week?

Then I heard another "Nu." And a few more. The chanting of "Nus" increased, apparently being urged on by the cantor.

I knew I had to exit quickly. I took a deep breath, looked everyone in the collective eye and said, "Milestone." Then I sat down.

The band immediately went into a rendition of Hava Nagilla and the mob descended on their appetizers of grapefruit halves, mercilessly ripping off those little decorative umbrellas.

As for me, I wasn't really hungry. I just spent the rest of the evening shaking a few more hands with my now manly hand and listening to my guests congratulating me on my "good speech."

All in all, the affair must have been a success. I recall that nobody complained about the condition of those knishes. **T**

Marcel Strigberger, a member of Thornhill Toastmasters Club 8517-60 in Thornhill, Ontario, Canada, is a litigation lawyer and a freelance humorist. His book, *Birth, Death and Other Trivialities*, was recently published by Three Beans Press in San Ramon, California.

banging on the washroom door at 10 Downing Street wanting to use the facilities only to hear Winnie saying, "One minute dear... this is their finest hour."

The big day arrived. Although I repeated each speech hundreds of times according to the cantor's

"If the chicken was dry or the miniature potato knishes were burnt, the man of the hour could still save the evening with an electrifying speech."

instructions, I still felt uneasy, fearing that somehow I might forget my lines.

The standard Montreal-style ceremony preceded the dinner and the speech. Couples announced by the band leader walked down the aisle, the male holding an Israeli flag and the female holding a lit candle which she ultimately placed into a bar mitzvah cake.

After all the candles were lit, the band leader introduced me as "the reason you're all here tonight."

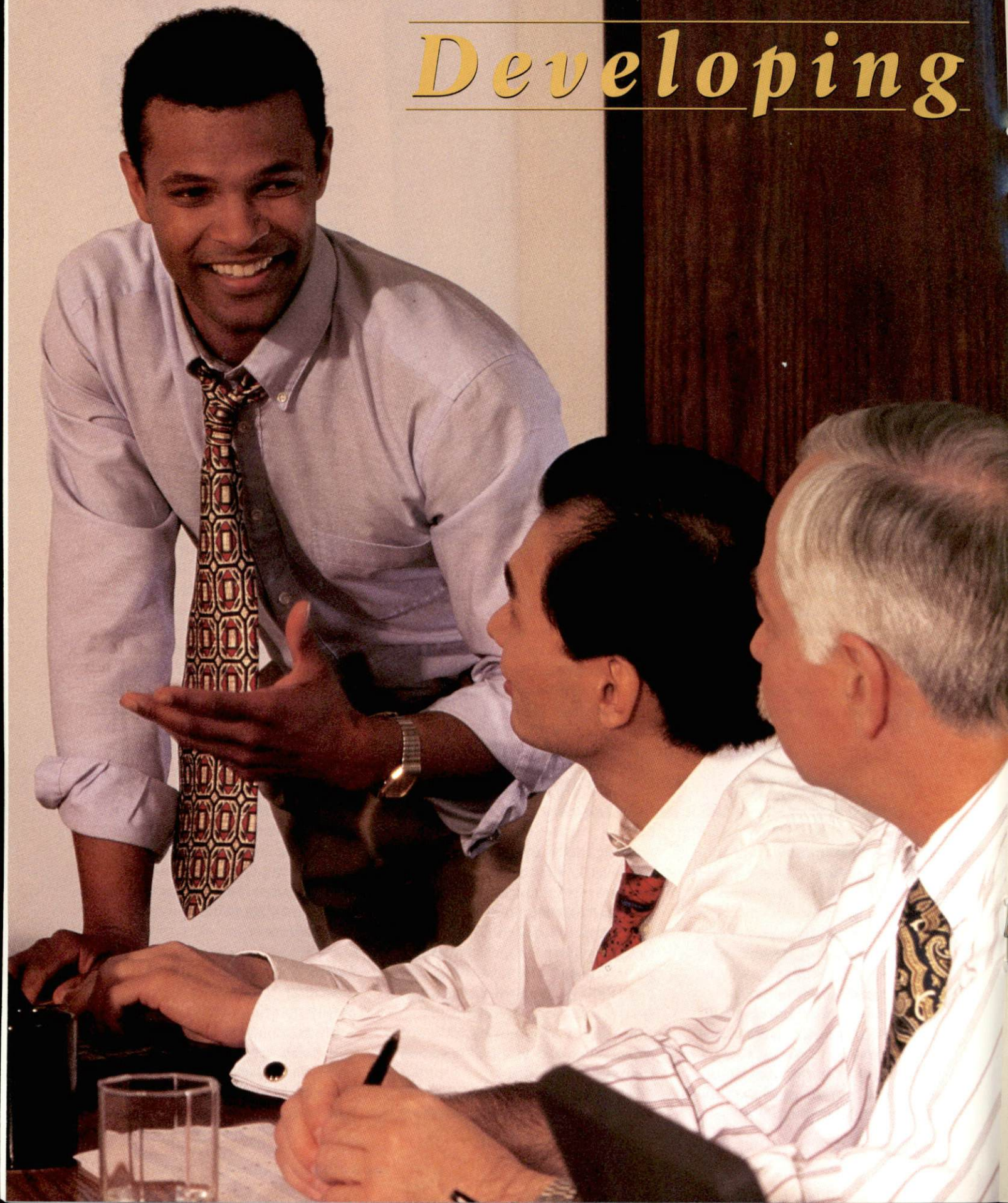
I really did not feel like making a speech in front of 150 people. I felt about as at ease as Isaac, of Old Testament fame, must have felt as he watched his dad Abraham sharpening his knife with no intervening angel in sight. In fact, this was far worse. At least Isaac wasn't going to

get slaughtered in front of a crowd. As well I knew, there would be no angel arriving to spare me my ordeal. I did not envision Gabriel being dispatched to the Beth David Congregation in Montreal, popping up in front of the head table and proclaiming, "Don't dare force this lad to make a speech tonight."

I opened in Hebrew. It went super; even the French Canadian waitresses applauded.

Then came phase two. Halfway into my English speech something

Developing



'The Gifts of the Moment'

Advice on impromptu speaking from Quintilian,
an ancient Roman speech teacher.

BY STEVEN L. REAGLES, ATM

Few people today know the name of Quintilian, but for almost 19 centuries his books on the art of public speaking profoundly influenced the teaching of public speech. Born about the year 35 A.D., Quintilian, a Roman lawyer and contemporary of Saint Paul, established himself as a famous speech teacher by

writing the most thorough text to come down from ancient times. Quintilian's 12-book textbook, *The Education of the Orator*, offers timeless instruction on many topics, but his advice on impromptu speaking in Book Ten is especially noteworthy and perpetually modern.

We all know that circumstances often propel us into situations when we must speak without a prepared speech. At such moments, Quintilian argues, "there is no greater folly than the rejection of the gifts of the moment." While his phrase "gifts of the moment" seems to imply that impromptu speaking is "inspired," given by a muse, Quintilian's instruction indicates otherwise.

Though there may be an element of inspirational mystery to any extemporaneous speech, the power to improvise a striking speech on a moment's notice may be cultivated by anyone through study. There are at least 10 tips in Quintilian's program of study that Toastmasters may want to consider.

TIP #1 Acquire a mental library of useful words and phrases. Quintilian believed that life itself should be viewed as preparation for becoming the "perfect orator." Being continually sensitive to the nuances and sounds of words, adding new words daily to our working vocabulary and cultivating a sense for figures of speech – such preoccupations keep our mind stocked for those moments when we need the right word. In addition, by

reading extensively and committing to memory meaningful quotes, we supply our minds with grist for improvisational moments. While most speakers have a *Bartlett's Quotations* or *Oxford Dictionary of Quotations* on their book shelf, a regular goal of memorizing select passages puts the book on the shelf of our mind. Author Jack London's home was wallpapered with bits of paper upon which were written new words he wanted to know. With self-adhesive note pads readily available, we can do the same.

Through the daily duty of stocking our mind with a munition of power words, phrases and quotes, we will have a portable reference library available whenever we need it.

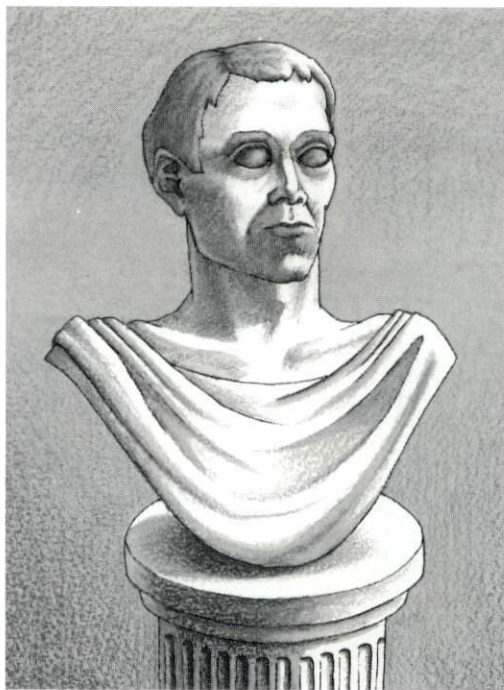
TIP #2 Practice writing and speaking whenever possible. This way, Quintilian maintained, when you are put on the spot to speak, words will flow as a result of habit. One way to practice writing is to keep a journal and write in it daily. For example, you might open the morning newspaper and react to any headline, advertisement or cartoon with a meaningful statement.

Quintilian also advised his readers to "speak daily before an audience" of mentors – and if none is available, to practice speaking alone. Of course, here is where a Toastmasters club fits right into Quintilian's plan. Table Topics offers a great opportunity to practice and develop skill in impromptu speaking, and fellow club members and mentors provide the quality feedback.

At home, in the car on the way to work or while jogging in the park, a speaker can take Quintilian's advice to practice out loud. Debate the radio disc jockey or argue any idea that pops into your head.

TIP #3 Cultivate a desire to be eloquent. Quintilian mentions the pleasure of being recognized by others as an incentive to hone one's speaking skills. Likewise, "Dread of the shame of failure also is a powerful stimulant to oratory." This advice is good psychology, since it shifts the emphasis away from fearing all public speaking to dreading poor speaking.

Such motivation is at the heart of the Toastmasters program with its system of rewards, incentives, ratings



and trophies. Each Toastmaster who wishes to improve impromptu speaking skills should begin by setting a goal of winning the Table Topics trophy and envisioning the pleasure of actually receiving it to the applause of fellow Toastmasters.

TIP #4 Find an emotional connection and get passionate. If one feels strongly about an issue, words flow. It is for this reason, writes Quintilian, "that even the uneducated have no difficulty in finding

words to express their meaning, if only they are stirred by some strong emotion."

When you are called on to speak "off the cuff," search for an appropriate emotional connection tied to the subject – joy, fear, surprise, boredom, hatred, love, excitement, gratitude – which can move you to a response.

TIP #5 If possible, take a moment to plan your speech. By definition, impromptu speeches don't allow much time for planning. Nevertheless, Quintilian cautions speakers against becoming over-confident so that they speak before thinking.

To avoid aimless pontification, Quintilian advises speakers to:

- spend a few minutes to consider what they will say.
- stick to one point
- establish boundaries by dividing the main point into a few subpoints.

While we may be tempted to rush in with a quick response, a momentary pause to plan out comments will cultivate a perception that we choose our words with care.

TIP #6 Use brief notes only when necessary. Speaking entirely "off the cuff," without the use of notes, may be difficult. The complexity of the subject may require notes to keep the details straight.

TIP #7 If planning is impossible, use a slower, deliberate delivery. Quin-

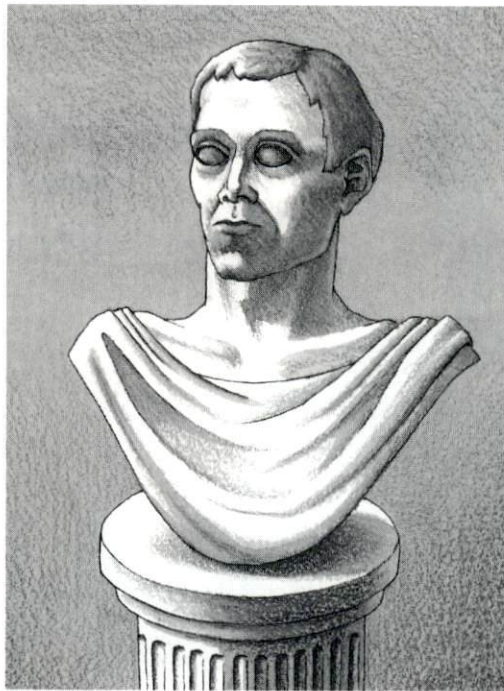
tilian concedes that speakers, on occasion, have to speak before they have fully gathered their thoughts.

Former District 6 Governor Bob Pierce, DTM, a master of impromptu, would on occasion begin some of his responses to Table Topics questions in the slow, deliberate style Quintilian speaks about, with stock openers like, "You know I'm glad you asked me about that..." (Long pause accompanied by a thoughtful look, perhaps a confident nod). That's an important question and I think you've asked the right person to respond." (Of course, all this time Bob would be biding time, waiting for the speech muse to fill his sail. Without fail, after these several lines, or stock beginnings like them, some significant idea would pop into his mind and he would be off).

Many inexperienced impromptu speakers, anxiously preoccupied with having to say something significant, often yield themselves to what Quintilian called "an empty torrent of words" so that "the storm may sweep us where it will." Quintilian advises speakers who are forced into unplanned speech to keep a cool, calm "presence of mind," speak slowly and allow this delaying tactic to generate the "gifts of the moment."

TIP #8 Always be careful about your use of language. For Quintilian, speaking and writing well was a lifestyle. Improving our speech begins by taking each writing and speaking situation seriously. Whether we are writing a letter to a friend, crafting a memo to our staff, speaking to our children, conversing with our spouse or partner, we should never be careless about our language. Speakers cannot expect to produce eloquent, precise speech in their professional life when they allow themselves unkempt speech in their private lives. "Whatever we say, under whatever circumstances, should be perfect in its way," Quintilian wrote. Toastmasters International models Quintilian's philosophy in its approach to formal meetings. Such speaker duties as Ah Counter, Grammarian and Evaluator keep Toastmasters sensitive to the need for precision in speech.

When these helpers report our shortcomings during meetings, they challenge us to eliminate them outside of the meeting as well. If every one of us imagined in our



daily conversations an invisible Ah Counter or Grammarian evaluating our speech, chances are that when impromptu speech opportunities arise, we also would be careful. Habit, as Quintilian reminds us, is the result of practice.

TIP #9 Progress with patience. No one becomes a spur of the moment speaking whiz overnight. As with everything else, learning to speak impromptu is mainly the result of habit and practice, Quintilian says.

In his book about high achievers, *The Achievement Factors*, Eugene Griessman reports that "a minimum of 10 years of diligent effort is required to become an expert in any difficult field." He points out that high achievers accept the fact that if they really want to become good at what they do, they must practice patiently and persistently. Many Toastmasters will attest that their impromptu speaking skills have improved through years of practicing Table Topics. In fact, the greatest argument for cultivating a long membership in Toastmasters is that it provides an enduring, regular opportunity to develop the habit of speaking "off the cuff."

TIP #10 Believe in the "gifts of the moment." One of the most important insights to come from the self-help literature of the last three decades is the concept that "receivers are first believers." Studies by popular figures such as Norman Vincent Peale and credentialed experts such as Dr. Charles Garfield (Ph.D. in sports psychology) suggest that those who succeed in achieving goals first believed that those goals could become reality.

It sounds contradictory that the power of speaking "off the cuff" comes through study, and yet that's what Quintilian believed. As the old saying goes, fortune favors the prepared mind. By following these tips derived from Quintilian, anybody can prepare themselves to enjoy the "gifts of the moment," the crowning ability to speak in unexpected situations. **1**

Steven L. Reagles, ATM, is a member of Mankato Club 175-6 in Mankato, Minnesota.



The Art of Contrived Improv

"The best and most telling speech is not the actual impromptu, but the counterfeit of it."

MARK TWAIN

Toastmasters have always recognized the importance of impromptu speaking skills. At a business meeting, we never know when we might be called on to give our opinion. Even prepared speeches usually have a question and answer session at the end, often full of little surprises that must be answered off the cuff.

The true impromptu speech can be the most effective of all speeches. What the speaker lacks in polish, he makes up for in directness, avoiding the fake quality of the over-rehearsed "canned" speech. An audience tends to believe an impromptu speaker. He seems to be talking straight from the heart instead of through a filter of many revisions. In fact it has been said that only during an extemporaneous presentation are the listeners in complete empathy with the speaker – sharing his struggles to formulate his thoughts into words and sharing

his triumph when he hits on the right turn of phrase.

So effective is the impromptu style that expert speakers sometimes use it in their prepared speeches. Like an actor rehearsing long hours to achieve the effect of casualness and spontaneity on stage, so a speaker may work equally hard to make a carefully crafted presentation seem extemporaneous.

Mark Twain was one of the masters of the planned impromptu speech. After perfecting this art "by long observation and slowly compacted experience" during the innumerable after dinner speeches he was called on to give, he actually described his method in 1884 (at an after dinner speech of course). Like a magician revealing his secrets, he told his audience that...

"...the best and most telling speech is not the actual impromptu one, but the counter-

feit of it: [All experts] know that the speech is most worth listening to which has been carefully prepared in private and tried out on a plaster cast or an empty chair, or any other appreciative object that will keep quiet until the speaker has gotten his matter and his delivery limbered up enough so that they will seem impromptu to an audience."

How does the speaker achieve this semblance of unpreparedness? Said Twain, "A touch of indifferent grammar flung in here and there has a good effect, often restoring the confidence of a suspicious audience. He arranges these errors in private, for a truly random error wouldn't do any good; it would be sure to fall in the wrong place."

However, the speech should not be set in concrete; a wise speaker "leaves blanks here and there – leaves them where genuine impromptu remarks can be dropped in... At the banquet he listens to other speakers, invents happy turns upon remarks of theirs, and sticks these happy turns into the blanks

Just as actors rehearse to appear spontaneous, skilled speakers work equally hard to make their speeches seem extemporaneous.



visitation

for impromptu use by and by when he shall be called up."

And so when our speaker finally rises to his feet, he soars along, "heaving in a little decayed grammar here, and a little wise tautology there and a little neatly counterfeited embarrassment yonder, and a little finely acted stumbling and stammering for a word, rejecting this word and that, and finally getting the right one... and every now and then he will sprinkle you with one of those happy turns on something that has previously been said."

Even after the speech is over and the speaker is about to sit down, he might continue the deception and "lean over the table and fire a parting rocket, in the way of an afterthought, which makes everybody stretch his mouth as it goes up, and dims the very stars in the heaven when it explodes. And yet that man has been practicing that afterthought and that attitude for about a week."

Many besides Mark Twain have appreciated the value of the

planned impromptu speech. In his addresses, Winston Churchill was famous for occasionally seeming to discard his prepared text and launching into an extemporaneous mode, sometimes groping for the right word to express himself. Yet if his listeners had examined the pages in front of him they would have seen notes in the margin such as "pause, look off in the distance, seem to grope for the right word." Everything Churchill said and did during the speech had been

"What the impromptu speaker lacks in polish, he makes up for in directness, avoiding the fake quality of the over-rehearsed "canned" speech."

planned and rehearsed days in advance, but so carefully choreographed was the performance that he seemed to be making it up as he went along.

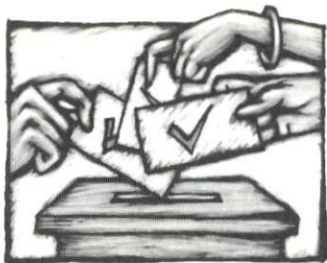
Across the Atlantic, Churchill's contemporary Franklin Roosevelt was equally adept at the seemingly impromptu speech. On several occasions during the crisis of the Great Depression, he broadcast his

thoughts to the country in a manner so informal that they were dubbed his "fireside chats." So effective were these sessions in restoring confidence in the government that an enthusiastic aide once urged the president to give one of them every week. Roosevelt is said to have replied, "I would be happy to do so, if someone else could be found to carry out all the other duties of the presidency." What the aide did not realize was that it took FDR an entire week to craft and

hone a seemingly extemporaneous monologue.

The art of contrived improvisation is as popular today as it ever was, particularly among politicians. During the 1984 Reagan-Mondale presidential debates, the 73-year-old Reagan was asked whether age should be an issue in the race. He smiled and replied that no, it should not be and that he would therefore refuse to make an issue of "my opponent's youth and inexperience." This seemingly spur of the moment remark raised the

Continued on page 23



Toastmasters Share Their Lessons Learned

Early Harvest

TOASTMASTERS ARE CONTINUALLY DISCOVERING seeds of growth in their clubs and benefiting from them in their professional and personal lives. Harvesting these seeds of learning can be done anytime throughout the year. Here is a sample of a recent harvest by Toastmasters readers:

■ *"I am never at a loss for Table Topics or manual speech topics. I clip articles out of magazines and newspapers and when I hear something interesting on television or radio, I write it down. I place these items in a file folder, and when it's my time to prepare a speech or be Table Topics Master, I check the folder. I never have to procrastinate because I have nothing to talk about."*

HAZEL COTTON – TEXARKANA, TEXAS

■ *"Be a cut-up! Did you see a good idea in The Toastmaster or another magazine? Cut it out and put it in a conspicuous place, like on the bathroom mirror, to remind yourself to use it. A good idea is only good if you remember to use it."*

LOIS HANSEN – NORTH AUGUSTA, SOUTH CAROLINA

■ *"Attend all district speech contests and, if you can, videotape them. Watch the contestants' techniques and see how they cover up mistakes. Even the experts make mistakes."*

MARSHALL C. LEWIS, DTM – WASHINGTON, D.C.

■ *"In my weekly 'working' binder, which I take to meetings, I have a pocketed section where I store and upgrade one standby presentation to fill various Toastmasters functions at the spur of the moment. It helps me feel organized and to freely partake at meetings. I place one prepared item in each of eight pockets labeled Grammarian, Inspiration, Toastmaster, etc."*

JEAN WETHERILL, ATM – VERNON, B.C., CANADA

■ *"I am from Nigeria, Africa, and have been a Toastmaster for almost three years. I used to be nervous and shy speaking in public, partially because of my accent and English being my second language. I had to repeat my sentences twice before I could get my message across. But at Toastmasters I found my accent an asset. I readily use my unique accent to get attention and raise audience interest. If you speak more than one language, Toastmasters is a place where you can use this to an advantage."*

BLESSING ADEOYE, ATM – CHAMPAIGN, ILLINOIS

■ *"To retain the interest of members who've just earned their CTM, your club needs to actively promote the Advanced Communication and Leadership Manuals. The advanced manuals can intimidate, but they offer 1) broader vistas and new places to explore; 2) a path of progression once the CTM is completed; 3) 14 different manuals covering every type of speaking situation imaginable; and 4) a chance to learn skill levels members might never have thought possible."*

BILL ROBERTS – DETROIT, MICHIGAN

■ *"When I did my CTM, I did all but one of the ten speeches as 'impromptu' speeches. Two days before the club meeting, I would work on a mental outline for the speech and put the outline on a 3 x 5 card. Then I worked on the opening, closing and parts of the body that had to be perfect. When I gave the speech at the club, it was the first time I gave the complete speech."*

JON GREENE, DTM – SPARKS, NEVADA

■ *"When asked to 'say a few words' without prior warning and preparation, use the few seconds it takes to get in front of your audience as preparation time. Approach it in the same manner you would Table Topics. Play on the theme or topic of the meeting and add a personal anecdote that relates to but does not infringe on the main speaker. Speak only for a minute or two, as you would in Table Topics."*

NORA CONDRA, CTM – DALLAS, TEXAS

■ "I love to use quotes in my speeches. When I watch a movie or TV show I listen for lines I can use. Star Trek is full of great analogies like, 'Beam me up, Scotty' and 'Make it so.'"

GEORGE TOROK – BURLINGTON, ONTARIO, CANADA

■ "Prior to your next speech, practice imagery. Before going to bed, picture yourself confidently giving your next speech, with your audience attentively focusing on you. This technique will increase your self-confidence."

DEWAYNE OWENS – PLANO, TEXAS

■ "Want a really honest evaluation of your speech? Have a kid do it! I brought an 11-year-old friend to listen to my Ice Breaker. After the meeting I asked what she thought. She said, 'That wasn't you up there. The Michele I know is very animated. She uses her hands and gets excited about what she's saying.' I value my fellow Toastmasters' evaluations, but there is something about the way a child sees things and expresses them that cuts right to the core!"

MICHELE RAPPOPORT – MOORESTOWN, NEW JERSEY

■ "My favorite time to practice my speeches is when I work out on the treadmill. I print the speech on red paper with very large letters which makes it easy to read while running in place! It reduces the boredom of the treadmill, but you have to learn to ignore the puzzled looks of your neighbor's faces when they see you mumbling to yourself!"

ALICE HECHT, CTM – NEW YORK, NEW YORK

■ "I record my speech as soon as it is ready. Then I play it in the car to help me edit and memorize it. No one else hears it and that's what I like about it!"

CAROL GRAYSON – SAN DIEGO, CALIFORNIA

■ "Use a note pad. I have note pages in my pocket calendars going back two years with 20 speech titles. My speech material comes from my daily experiences and observations. When I write them down, a speech begins to form in my mind immediately. If I don't use the note pad, a good idea gets lost in the hustle and bustle of daily life."

MARK L. BROWN, ATM – 1995 WORLD CHAMPION OF PUBLIC SPEAKING – MT. VERNON, NEW YORK

■ "I enjoy walking during my lunch hour or after work. For 30 minutes each day, I rehearse my Toastmasters speech and make sure transitions between each section are smooth. I practice each speech until I feel comfortable without any notes. I also use that time to get inspiration for my next speech."

JANE L. LIU – GREENBELT, MARYLAND

■ "Write the speech out so you get mentally familiar with the material. Next, pace the speech the way you want it by reading it out loud to yourself. Then practice in front of a friend who will honestly help you fine-tune your speech."

ALLEN BRIESCHKE, ATM – KAUKAUNA, WISCONSIN

We want to hear from you! Share with us that favorite tip, word of mouth strategy, or lesson learned by sending your Topical Tip via postcard, letter or electronic mail. Be sure to include your name and address. **T**

Send to: **Mark Majcher, ATM**
"Topical Tips"
1255 Walnut Court
Rockledge, Florida 32955
Or e-mail: mark.majcher@truemedia.com

The Art of Contrived Improvisation

Continued from page 21

biggest laugh of the debate and seemed to show the candidate at his witty best, far from being over the hill. A few viewers had their suspicions though. Later scuttlebutt confirmed their suspicion: Reagan and his aides had anticipated the age issue long in advance and had carefully constructed a joke about it in case the question arose.

Toastmasters also recognize the value of extemporaneous elements in speeches. I once saw a contestant at a regional humorous speech con-

test employ part of Mark Twain's formula to good effect. Although her delivery was obviously polished, every now and then she would drop a "happy turn" upon another contestant's speech into a blank she had left open for the occasion. Those impromptu "sprinklings" garnered some of the biggest laughs of her speech, the judges admired her originality, and she finished in the top three of the contest.

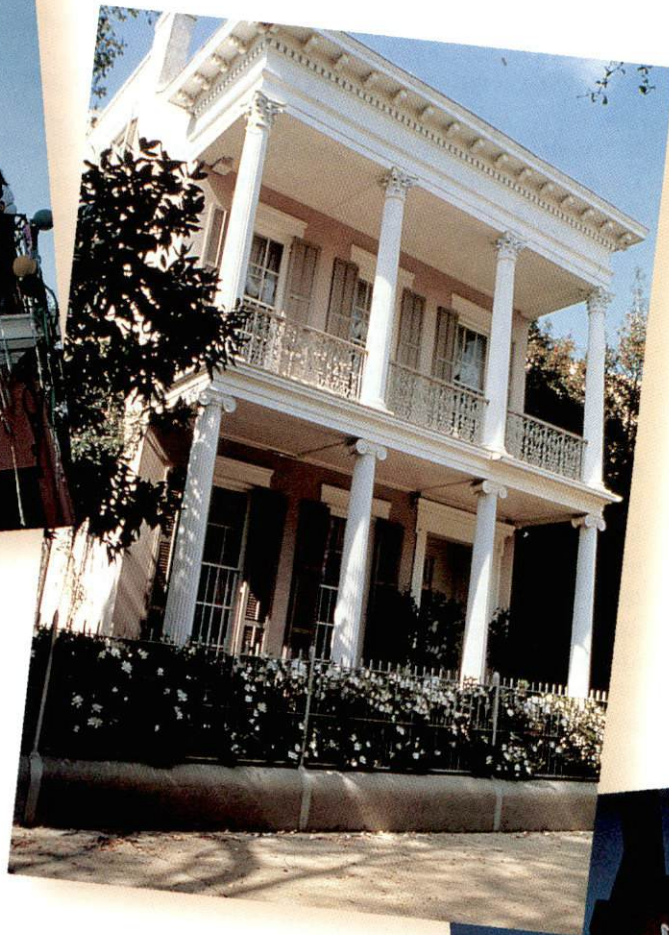
Speakers who use the planned impromptu style are not to be despised for deceiving their listeners – they are to be admired for their hard work in producing an effective

and memorable presentation. One should not overuse the style, however. Extemporaneous speeches are not appropriate for every occasion, and there is always the risk that the audience will eventually catch on to the speaker's ruse. Even a master such as Mark Twain did not advocate a fake impromptu style for every speech. As he once said of a scheme to simplify spelling, "It's all right enough, but like chastity, you can carry it too far." **T**

William H. Stevenson, III, ATM, is a lawyer and member of Toastmasters Singles 6201-48 in Huntsville, Alabama.

Toastmasters

And A



Enjoy a royal experience at the 66th Annual Toastmasters International Convention, August 20-23, 1997, at The Sheraton New Orleans Hotel, in New Orleans, Louisiana.

Join Toastmasters from around the world as they gather to experience a convention filled with entertainment, personal growth and inspiration. Join friends and meet people at the event of a lifetime!

CONVENTION SCHEDULE

The convention begins on Wednesday, August 20, and ends Saturday evening, August 23. Choose from four exciting educational tracks: Speaking, Personal Growth, Motivation and Leadership, and Club and District Success.

ARRIVING EARLY?

Witness the excitement at the Interdistrict Speech Contest on Tuesday, August 19, as speakers from dis-

tricts outside the United States and Canada compete for a final spot in Saturday's World Championship of Public Speaking. *Please note: This year's contest date is a change from previous years' convention schedules.*

Wednesday, August 20

If you're pre-registered, pick up your ticket packet at 10 a.m. and select your seats for great events, such as the Golden Gavel Luncheon, "Mardi Gras" Fun Night, the World Championship of Public Speaking, and the President's Dinner



All That Jazz



Deepak Chopra



Michael Aun



Patricia Ball



Robert Barnhill

Dance. Remaining event tickets can be purchased at noon, but these are subject to availability. So it's a good idea to buy your tickets ahead of time.

Visit the District 68 Information Desk. Our hosts will introduce you to the hottest attractions in the famed "Crescent City." The Candidates' Corner and Credentials Desk open Wednesday afternoon.

EDUCATION BOOKSTORE

The ever-popular Education Bookstore opens at 1 p.m. It's stocked with great items. Browsers are welcome!

FIRST-TIMERS RECEPTION

International President **Robert Barnhill**, DTM, personally welcomes you to your first International Convention. Meet other first-timers and make new friends at this casual reception.

BOARD OF DIRECTORS BRIEFING

See your elected representatives in action. Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International. Hear Executive Director Terry McCann report on the organization's progress.

OPENING CEREMONIES

Featuring **Michael Aun**, CSP

The spectacular Parade of Flags kicks off this thrilling event at 7 p.m. Hear the report of International President **Robert Barnhill**, DTM. See how former Speech

Contest Champion Michael Aun sets the stage as he opens the convention with his keynote address: "Have I Gotta Beg to Join?"

CANDIDATES' RECEPTION

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

Thursday, August 21

EDUCATION IN THE MORNING

Begin your day with an exciting line-up of seasoned speakers. Choose from four exciting tracks: Speaking (Track #1), Personal Growth (Track #2), Motivation and Leadership (Track #3), and Club and District Success (Track #4).

● "The Seven Habits of Highly Effective Speakers" (Track #1)

Al Wiseman, ATM-S

Discover seven habits that can make you an effective speaker. Attend a hands-on session that will change the way you approach, organize and deliver your presentations.



Mardi Gras Fun Night - "A Really Big Shew"





Margaret Hope



Kai Rambow



Jeff Slutsky



Shirley Church



Shelly Rapp



Paul Goldner

● **“Great Connections” (Track #2)**

Margaret Hope, DTM

Learn to communicate for personal and professional growth. Margaret shows you how to meet people and build relationships without coming across as phony or pushy.

● **“Leadership Can Be Learned” (Track #3)**

Kai Rambow, DTM

Effective leaders share common skills. Kai will identify these skills and teach you how to use them to your advantage.

● **“Street Fighting: Marketing Membership in Your Club” (Track #4)**

Jeff Slutsky, CSP

Jeff shares street-wise advice on attracting new members to your club effectively and efficiently. Become a better street fighter by developing a winning membership campaign.

● **“Proper Visuals: Design and Content” (Track #1)**

Shirley Church • Shelly Rapp

Find out how to get and keep your audience’s attention through the use of visual aids. Make your presentations visually correct.

● **“The Four Steps to Success” (Track #2)**

Paul S. Goldner

Understand the value of confidence and persistence in pursuing your dreams. Discover the power of goal setting and how it can unleash your potential to achieve success at your club, at work or in your personal life.

● **“Learning Through Leadership” (Track #3)**

Geoffrey A. Kirkwood, DTM

Geoff shows you how to step outside your comfort zone. Learn how to take on leadership roles that will challenge you and expand your personal and professional effectiveness.

● **“Diagnosing and Treating Weak Clubs” (Track #4)**

John Paul Haley, DTM • Carolyn Sanders, DTM

Find out what these District 68 experts do to diagnose and treat weak clubs. Get a prescription for success that will positively impact your club, area, division or district.

GOLDEN GAVEL LUNCHEON

Toastmasters International proudly presents Dr. Deepak Chopra with The Golden Gavel, Toastmasters’ highest honor for communication excellence. Dr. Chopra is one of today’s most popular leaders in the self-help, mind-body medicine movement. His poetic phrasing, engaging presence and message promising longevity and total health attract audiences worldwide. His books have sold millions of copies and been translated into 25 languages. Experience the magic and see for yourself why Dr. Chopra is among the best-known communicators in the world.

AFTERNOON GENERAL SESSION

● **“Straight Talk Is More Than Words”**

Patricia Ball, CSP

As the 1996-97 President of the National Speakers Association, Patricia Ball knows what it takes to achieve success on the platform. Learn valuable information that will help you become more persuasive and convincing, both verbally and nonverbally. Empower yourself, enhance your nonverbal behavior and present a professional image that will help you create winning presentations.

CANDIDATE SHOWCASES

Meet your International Officer and Director candidates as they address convention delegates in this NEW format.

OPEN EVENING

Experience the charm of New Orleans and enjoy an evening on the town. Stop by the Host District Information Desk for some great dining and entertainment ideas.



Al Wiseman



Geoff Kirkwood



John Paul Haley



Carolyn Sanders



Elbrist Mason



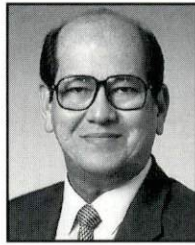
Lydia Boyd



LilyB Moskall



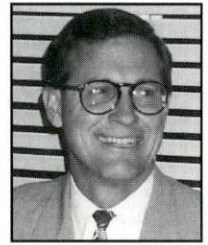
Gavin Jerome



Gerald Green



Michael Lewis



Bill Matyastik

Friday, August 22

ANNUAL BUSINESS MEETING

Robert Barnhill, DTM, Chairman

Herb Nowlin, DTM, Registered Parliamentarian

Delegates gather to elect International Officers and Directors and vote on important issues affecting the organization.

DTM LUNCHEON

Reach out for success at this special luncheon, as Past International Director **Lydia Boyd, DTM**, delivers the keynote address, "Reach!" If you're a DTM, don't miss this event.

TOASTMASTERS AND GUESTS LUNCHEON

This popular event is open to everyone, so be sure to buy your tickets in advance. Join **LilyB Moskall, CSP**, and hear her present "Ya Gotta Believe." Achieve your potential, develop self-esteem and self-confidence by learning to believe in yourself.

HALL OF FAME

See the shining stars of Toastmasters International as individuals are recognized for their outstanding accomplishments for 1996-97.

AFTERNOON SESSIONS

● "Comedy College" (Track #1)

Gavin Jerome

Heading off to Comedy College is both informative and fun. Discover the benefits of integrating humor effectively in your next presentation. Get the tools for using humor in your professional and personal life.

● "Change . . . To Grow!" (Track #2)

Gerald Green, DTM

Find out how to change "dead-end" habit patterns and experience greater levels of success. Understand the value

of turning risk into reward. Experience greater personal and professional fulfillment.

● "The MTVs of Leadership" (Track #3)

Michael Lewis, ATM-S

Michael shows you how to grab and keep your audiences' attention. Cultivate the art of becoming an effective leader. Learn a systematic approach to keeping followers following.

● "Achieving Distinguished District" (Track #4)

Richard Benson, DTM • William Cortus, DTM

Daniel Jones, DTM • Catherine Santana, DTM

Kathleen Steece, DTM

Join a distinguished panel of experts who served as governors of President's and Select Distinguished Districts. Listen to these Toastmasters as they share what it takes to achieve area, division, and district success.

MARDI GRAS FUN NIGHT

Get ready for an evening of hilarity at the Mardi Gras Fun Night. Masquerade in your favorite Mardi Gras or carnival costume, or just come casual. Enjoy "A Really Big Shew" with tributes to Ed Sullivan, Cher, Little Richard, Elvis and many other celebrities. Join us for an evening of entertainment, dancing and fun.

Saturday, August 23

"THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING" – INTERNATIONAL SPEECH CONTEST

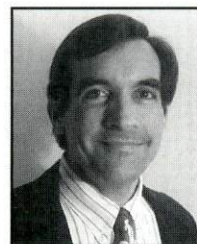
Witness the finest in public speaking as nine finalists compete for the title of World Champion of Public Speaking. Experience the thrill, excitement, and suspense of hearing the words, "and the winner is..." This is a popular event, so order your tickets now!



Richard Benson



William Cortus



Daniel Jones



Catherine Santana



Kathleen Steece



Maimunah Natasha



Betty Eisenzimmer



Darrell Grimes



Derek Johannson



Jo Condrill



Frank Hirt



John Latin

A SOUTHERN EXPERIENCE – IN THE AFTERNOON

● “Speakers Sampler” (Track #1)

Listen to and enjoy a cross-section of Toastmasters speakers.

Betty Eisenzimmer, DTM

Darrell Grimes, DTM

Elbrist Mason, DTM

Bill Matyastik, ATM-B

Maimunah Natasha, ATM

● “Stand Up and Be Counted” (Track #2)

Derek Johannson, DTM

Derek shares his secrets to personal success. Learn the steps necessary to develop an entrepreneurial spirit that will allow you to stand tall and be counted!

● “From Vision to Victory in Six Powerful Steps” (Track #3)

Jo Condrill, DTM

Discover how to turn your vision of success into reality. Learn to commit, enroll others, take action, assess activity and reward results.

● “Extend the Benefits: Building Strong Clubs” (Track #4)

Frank Hirt, DTM • John Latin, DTM

James Miller, DTM • Pauline Shirley, DTM

Find out from this distinguished panel of experts how to create involvement, excitement and commitment in your next club building venture.

● “How To Be Funny – Humor Skills You Can Use In Your Speeches” (Track #1)

David Naccari, DTM

Maximize your speaking potential with proven techniques from this professional humorist. David will knock your socks off with tools you can use in your next speech.



James Miller



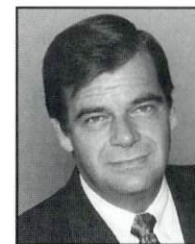
Pauline Shirley



David Naccari



Mike Marino



David Nottage



Scott Williams

● “Learn To Be a Better Listener” (Track #2)

Mike Marino Jr., DTM

Mike shows you how to enhance your communication skills by keeping your mouth closed and your ears open. Become a better listener and see how your communication and leadership skills will soar to greater heights.

● “Dare To Dream” (Track #3)

David Nottage

Join 1996 International Speech Contest Champion David Nottage and see how he achieves success on the platform. He'll inspire you to pursue your dreams.

● “The Adventures of Toastmasters and Used Cars: Selling Strategies For Tomorrow's Membership” (Track #4)

Scott Williams, DTM

Scott reveals techniques for achieving higher guest attendance at your next club meeting. Discover the “hot buttons” for turning guests into new members. Use timely and innovative selling techniques that will draw members to your club.

PRESIDENT'S DINNER DANCE

Dine and dance in elegance at this magnificent closing event. Past International President **Ian Edwards, DTM**, is the Toastmaster of the evening and will preside over the installation of the organization's newly elected Officers and Directors.





66TH ANNUAL CONVENTION

AUGUST 20-23, 1997 ♦ SHERATON NEW ORLEANS HOTEL, NEW ORLEANS, LOUISIANA, 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 1997-98.)

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 20.

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 must be purchased separately. (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$95.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$175.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$80.00 \$ _____

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 20 & 21) Convention Registration for Member/Spouse/Guest @ \$48.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 22) Convention Registration for Member/Spouse/Guest @ \$48.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, DTM Luncheon and Fun Night.) \$ _____
- _____ Saturday (August 23) Convention Registration for Member/Spouse/Guest @ \$48.00
(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 19) @ \$12.00 \$ _____
 - _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 21) @ \$30.00 \$ _____
 - _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 22) @ \$27.00 \$ _____
 - _____ Tickets: **DTM Luncheon** (Friday, August 22) (Note DTM # _____) @ \$27.00 \$ _____
 - _____ Tickets: **"Mardi Gras" Fun Night** (Friday, August 22) @ \$45.00 \$ _____
 - _____ Tickets: **International Speech Contest** (Saturday, August 23) @ \$16.00 \$ _____
 - _____ Tickets: **President's Dinner Dance** (Saturday, August 23) @ \$46.00 \$ _____
- TOTAL \$ _____

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

(PLEASE PRINT) Club No. _____ District _____
 Name _____
 Spouse/Guest Name _____
 Address _____ City _____
 State/Province _____ Country _____ Zip Code _____
 Daytime Telephone () _____ If you are an incoming Club or District officer, indicate office: _____
 I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.

B

Guaranteed Lowest Airfares to New Orleans!

Get there for less! Uniglobe South Coast Travel in conjunction with American Airlines, United Airlines, and Alamo Rent-A-Car have been selected to provide special services and benefits to Toastmasters and guests attending the 66th Annual International Convention in New Orleans, Louisiana, August 20-23, 1997.

- **Save 5% to 15% off published airfares on American Airlines and United Airlines (some restrictions apply; advance purchase required). Travel between August 13-30, 1997.**
- **Alamo Rent-A-Car** has been selected to provide ground transportation for Toastmasters International and is offering special rates on car rentals, starting as low as \$30/day (U.S.) or \$134/week (U.S.) with UNLIMITED MILEAGE.
- **Lowest fares are guaranteed** on any airline at time of booking through Uniglobe South Coast Travel. Make your reservations early... the lowest fares sell out first. **To make reservations, call Uniglobe and receive:**
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1-800-433-1790
REFER TO STAR FILE #NBR S3187MB

Alamo Rent-A-Car
1-800-732-3232
REFER TO GROUP #372943-GR

Getting to New Orleans

Getting to New Orleans is easy. The Sheraton New Orleans Hotel is located just minutes from New Orleans International Airport. Make your travel plans now and take advantage of travel discounts. Remember, the convention registration desk opens at 10 a.m. on Wednesday, August 20, 1997.

- **By Air** - New Orleans International Airport serves more than nine major airlines and five commuter airlines. Airport Shuttle provides transportation from the airport to the hotel and departs from the airport every 15 minutes. Round trip shuttle service costs \$20 or \$10 one-way. Reservations are required for a return to the airport. An Airport Shuttle courtesy desk is conveniently located in the baggage claim area of the airport. A cab ride between the airport and the hotel costs about \$21 to \$25.
- **By Bus** - Greyhound bus lines provides national service to New Orleans. A cab ride from the bus depot to the hotel costs about \$10 to \$15.
- **By Train** - Amtrak provides rail service from the north, south, east, and west to New Orleans. For reservations, please call 1-800-872-7245. A cab ride from the depot to the hotel costs about \$10 to \$15.
- **By Car** - I-10 serves the greater New Orleans area and converges on the downtown area.
 - Traveling on I-10 east, take the Canal Street exit. Follow Canal Street to the hotel.
 - Traveling on I-10 west, take the Poydras Street/Superdome exit to Camp Street and turn left. Follow Camp Street to Canal Street and turn right. Follow Canal Street to the hotel.
- **Parking** - Parking at the hotel is \$14 per day. The hotel provides valet parking only.
- **Downtown Parking** - Public parking lots are conveniently located within walking distance of the Sheraton New Orleans Hotel. All-Day parking rates range from \$4 to \$6 per day.

Tax Deductible?

Did you know that U.S. Treasury regulations permit an income tax deduction for educational expenses – registration fees and costs of travel, meals and lodging – 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.)

Conference/Convention Calendar

1997 REGIONAL CONFERENCES

REGION I/JUNE 27-28

The Eugene Hilton
Eugene, Oregon
Contact: Dorothy Cottingham, DTM
P.O. Box 1374
Portland, OR 97207-1374

REGION III/JUNE 27-28

Tulsa Marriott Southern Hills
Tulsa, Oklahoma
Contact: Ralph Joslin, DTM
7810 E. 77th Street
Tulsa, OK 74133

REGION V/JUNE 6-7

Arkansas' Excelsior Hotel
Little Rock, Arkansas
Contact: Barbara Rhinehart, DTM
3500 Cherry Street
Pine Bluff, AR 71603

REGION VII/JUNE 13-14

The Ramada Hotel Old Towne
Alexandria, Virginia
Contact: Richard Fath, DTM
9100 Ashmeade Drive
Fairfax, VA 22032

REGION II/JUNE 20-21

Red Lion Hotel Glendale
Glendale, California
Contact: Jim Green, DTM
25311 Via Calinda
Valencia, CA 91355

REGION IV/JUNE 6-7

Convention Inn
Edmonton, Alberta, Canada
Contact: Carol Blair, DTM
R.R. #2
Millet, Alberta
Canada T0C 1Z0

REGION VI/JUNE 20-21

Pittsburgh Airport Marriott
Pittsburgh, Pennsylvania
Contact: Ruth Ray, DTM
35 Sunset Drive
New Castle, PA 16105

REGION VIII/JUNE 13-14

Sheraton Perimeter Park South
Birmingham, Alabama
Contact: Ann E. Willard, ATM
1737 Ridgemont Drive
Tuscaloosa, AL 35404-4892

1997 INTERNATIONAL CONVENTION

The Sheraton New Orleans Hotel
August 20-23, New Orleans, Louisiana

1998 INTERNATIONAL CONVENTION

Marriott's Desert Springs Resort & Spa
August 19-22, Palm Desert, California

1999 INTERNATIONAL CONVENTION

The Chicago Sheraton Hotel & Towers
August 18 -21, Chicago, Illinois

*The Sheraton
New Orleans
Hotel Welcomes*

TOASTMASTERS INTERNATIONAL

1997 CONVENTION

AUGUST 20 - 23, 1997

Mail this form to:
Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130
(504) 525-2500

HOTEL REGISTRATION FORM

Arrival date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 3:00 P.M. - CHECK-OUT 12 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 25, 1997, and room block availability.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

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

Address _____ City _____ State _____ Zip _____

Phone () _____ 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 11% city room tax with deposit plus \$3.00 occupancy tax. DO NOT SEND CASH. Make check or money order payable to the Sheraton New Orleans Hotel.

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE

DATE

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

Special Conference Rates (circle rate desired)

	SINGLE BEDDED ROOM	TWO BEDDED ROOM	SUITES
Single (1 person)	\$99.00	\$99.00	Phone hotel directly if suite is desired.
Double (2 people)	\$99.00	\$99.00	
Triple (3 people)		\$120.00	

Check here _____ if rollaway is needed (\$15.00 ea.)

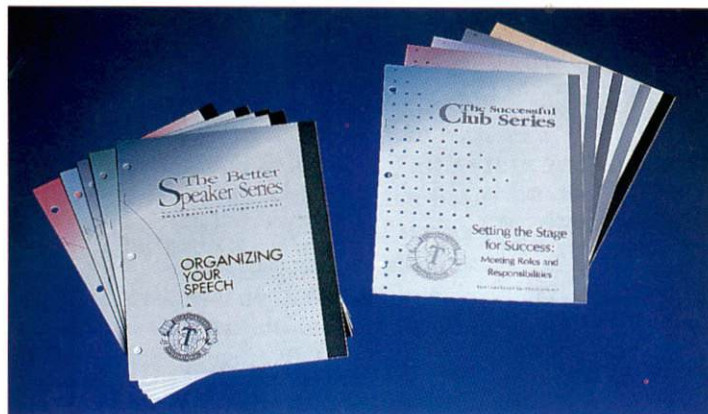
After July 25, all subsequent reservations will be subject to availability at the current hotel rack rates.

DON'T BE A NO-SHOW

To cancel your reservation call (504) 525-2500. Deposit refunded only if reservation is cancelled 72 hours prior to arrival and you have your cancellation number.

A room confirmation will be mailed to you within one week.

Better Speeches and Better Meetings



Looking for a way to add new life to your Club? Present one or two of these 10-15 minute modules in your Club each month and you'll be surprised how your meetings will improve, and how your Club's members will incorporate the tips into their speeches.

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