

TOASTMASTER

June 2007

Want to
Become a

*Wedding
Speechwriter?*

How to write
wedding speeches
and get paid for it.

Chartering a Corporate Club: a Survey

Tips for success from corporate
clubs around the world.

The Toast: That Other Proposal

Distinguished!

✦ This month, all our current-year recognition programs come to an end. How fares your club? Have you attained your personal goals? Remember that to be Simply Amazing is to be so remarkable as to elicit disbelief. This means we need to do such a remarkable job in working through our educational programs that change is evident and provokes astonishment. That's the mark of success. That's the key to being distinguished! That's being Simply Amazing!

I once visited a club where a member asked me, "Why do we have to chase after points and goals by getting members to finish their manuals? Why can't we just have fun at meetings, do what we want to do and not worry about giving speeches?"

I guess that person had a point – that is, if he belonged to a club whose sole purpose was to socialize with others. Toastmasters, while offering fun and fellowship during meetings, is an educational organization. We use fun and fellowship as a means to an end – as a way to learn communication and leadership skills as well as enhance members' confidence and self-esteem.

The bottom line in a Toastmasters club meeting is still the member delivering manual speeches or performing leadership projects and getting evaluated for them. Counting the number of Competent or Advanced Communicator awards and Competent or Advanced Leader awards – as well as counting the number of members – is the only way we can determine if clubs are meeting their mission of providing a positive learning environment for members.

If members are given every opportunity to deliver their speeches or perform leadership projects and are receiving positive evaluations for them, then they'll do more projects, and other members will be inspired to do the same. Club meetings will become interesting, educational and yes, fun. Members will feel good about themselves and about their clubs. When that happens, they will be more than happy to invite guests to their meetings. Guests who join the club continue the cycle by working through the program and bringing in other guests. The result? A Distinguished club!

That same person also said, "We have very high standards for speeches in our club, so it takes us months, even years, of preparation in order to meet those standards."

We are in Toastmasters to improve ourselves, not to be as good as – or better than – others. Most of us will never be World Champions of Public Speaking, and most of us will never attain the eloquence of a professional speaker. But guess what? Most of us don't want to. We are in Toastmasters to learn and to develop our own skills. It's not a question of me being better than anyone else. It is a matter of me being better than what I was yesterday!

Deliver your speech and leadership projects in your club, measure your progress and discover your talents and potential. If you do that, then you can consider yourself Distinguished! Even more, you'll be Simply Amazing!

Johnny Uy, DTM
International President




TOASTMASTER

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Communicating with Authenticity

Q & A with Barbara De Angelis, Ph.D., Toastmasters' 2007 Golden Gavel Recipient.

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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.

Special Humor Issue

My club is full of extremely enthusiastic new Toastmasters. And while we have a mentor program set up, many members still wonder, "How do you learn all this stuff? How about some training?"

We had some new Toastmasters asking just what is the right way to add humor to a speech and – poof! – there was the March "Special Humor Issue" of the *Toastmaster* magazine.

Let me suggest the next special issue topic: Speechwriting! How to turn any topic into a speech, and how to decide what really isn't necessary in a speech that is too long.

Jen Carr, ACS • Toast of Broadway Club • Cincinnati, Ohio

Save the Trees

Loved the article in the March 2007 issue "Life in a Grammar Slammer." If you think English is complicated, try German, French or Dutch. Growing up in The Netherlands, I had to master all four. Each of these languages also has 6534 exceptions to any rule. Maybe Spanish is better, I do not know. I don't speak that.

It is just great that the English language allows you to use the word *office* as a verb. English is so much more fun than boring old French or German. And it's so much shorter! Using nouns as verbs allows you to do fun things with your language, innovate and be very precise without having to use so many more words. I know people try this trick in Dutch and French, but it does not quite work as well in any other language. Think of all the trees saved if everybody would start to write in English...

Wim van Teeffelen • Utrecht Toastmasters Club • Netherlands

Teaching the Incarcerated

The article in the May issue about Speechcraft courses in correctional centers were both informative and

inspiring and underline the great work many Toastmasters are prepared to undertake.

They also reminded me of the great work done by Arthur Gorrie, DTM, for 20 years here in District 69. Arthur conducted dozens of Speechcraft courses in Brisbane jail and was ultimately honored by the State Government of Queensland, which named the Arthur Gorrie Correctional Centre after him.

Arthur was District 69's Toastmaster of the Year eight times and helped his club earn many awards until he passed away in 1992. His dedication to Toastmasters is still missed today.

John Scouller, DTM • Sandgate Toastmasters Club
Brisbane, Australia

What a fabulous article in the May 2007 issue! The Wine Country Toastmasters demonstrated that there is more richness in their community than is found in New York State's fine wines! What impressed

me most about the story is the simple fact that these Toastmasters gave a gift to perfect strangers – good men who made poor choices.

It is not simply the fact that these volunteer speakers invested their time, energy and talents. They showed these incarcerated individuals that they mattered! They imparted the skills so many of us have learned from Toastmasters – tools that lead to future success. The underlying story of acceptance is encapsulated in the statement at the end: John plans to join their club when he is released. Job well done!

Jim Simms • West Pasco Toastmasters Club
New Port Richey, Florida

Thank you for publishing the two heartwarming articles on how Toastmasters clubs help prison inmates improve their lives. They would have made the founder of Toastmasters International, Ralph Smedley, very proud!

Helen Cockrum, ATMB • Silvertongued Cats Toastmasters Club
Los Gatos, CA

You Talked – We Listened!

You asked for a new Web site and it's underway! To make sure your experience is stellar, the premiere of the new site has been delayed to

August 2007

Landing My Dream Job

✦ A year ago my father asked me to speak about my job as a U.S. Air Force pilot at his Rotary club. I accepted, and – because I wanted to do a good job for my dad – I joined Toastmasters.

That speech went very well, but little did I know that my first year with Toastmasters would also help me land my dream job. I'm retiring from a 20-year career with the Air Force this summer. For the first time in my adult life, I had to compete for a job in the civilian market. I researched a number of airlines and decided to apply for a pilot position with the Denver-based Frontier Airlines. The airline called me for an interview on March 5. It was an all-day affair, consisting of three parts: a traditional panel interview, a scenario-based interview assessing the candidate's leadership and decision-making skills, and a group interview where we had to give a five-to-seven minute speech.

My Toastmasters experience helped me in two ways during that challenge. First, we had a tremendous amount of time during the day to mingle. Even though we weren't always formally interviewed, people from Frontier were with us. Because the airline prides itself on its customer service and "going the extra mile" for its customers, I knew they wanted outgoing people who could comfortably interact with customers. In November of 2006, the *Toastmaster* magazine published a great article by Katherine Meeks on the art of mingling. When I first read

it, I thought, Wow, this is some good stuff! On my flight from Washington D.C. to Denver, I re-read the article and applied some of its suggestions. I really enjoyed mingling and getting to know my fellow job candidates and the interviewers, and I think that worked to my benefit.

The group interview is where my Toastmasters training really paid huge dividends! In the morning of the interview, we were given two questions to think about so that at the end of the day we could stand up in front of the all the interviewees and interviewers and answer them. The first was, "If you could have lunch with three people, living or dead, who would you choose and why?" The second was, "Why do you want to fly for Frontier?"

Before I joined Toastmasters, I would have dreaded this – public speaking with very little preparation in an already tense situation. However, this time I really looked forward to it! My Table Topics experience and newly earned Competent Communicator award prepared me. Combine that with the fact that I had taught history for three years at the Air Force Academy and had thoroughly researched Frontier Airlines. Answering their questions was easy!

When the group interview began, I enthusiastically volunteered to go first. In response to the first question, I picked George Washington, Margaret Thatcher and General Jimmy Doolittle. I made and held good eye contact throughout the



▲ The author, Timothy Matson.

room. I purposely injected dramatic pauses into my presentation. I used hand motions to emphasize my points. I was very conscious not to use filler words, thanks to all of the Ah counters at our meetings. I couldn't help but smile because I was having a great time! This was really my favorite part of the day; it was a great opportunity for me to wrap up what I thought had been a strong interview.

Two days after I returned to my home in Washington D.C., I received an e-mail from Frontier informing me of my selection. Needless to say, my family and I were thrilled! When I joined Toastmasters I never thought it would help me land a dream job, but I am convinced that what I have learned in the meetings played a large role in the success of my interview. Thank you, Toastmasters! **T**

Timothy J. Matson, is a member of SAMFOX Toastmasters Club at Andrews Air Force Base in Camp Springs, Maryland.

Floating hospital benefits from its crew's improved communication skills.

By Mike Osborne

Toastmasters Serve the Poor on Mercy Ship

The meeting room rocked gently back and forth as Toastmaster Winnie Dray stepped up to the podium. As she called the chapter to order, Dray had to speak up to be heard over the rumble of motors, generators and pumps. But no one thought the distractions all that unusual. This was the first at-sea meeting of the Mercy in Africa Toastmasters Club aboard the Mercy Ships floating hospital Anastasis.



"There've been Toastmasters serving onboard the *Anastasis* since the 1990s," says club Vice President for Education Andre Cronje. "But there were never enough of us onboard to form a club."

Never enough because Mercy Ships crewmembers are volunteers who come and go from all over the world. Some serve as long-term "career" volunteers, but many serve only short-term stints. With a large part of the crew turning over every few months, it proved difficult to form a club. This past fall, however, four veteran Toastmasters were serving onboard at the same time and decided to give it a try.



Toastmasters meet aboard the floating hospital *Anastasis*, where they practice skills to help them in their volunteer service for the poor.

"We were in Ghana and there's actually a Toastmasters club in [the capital city of] Accra," Cronje recalls. "So we went to visit their club a few times. Then we invited their club to the ship. They came and did a demonstration meeting and we invited all the crew. People started to sign up and in the end we had enough to charter a club."

Those crew members hail from more than 30 nations, making the *Anastasis* a sea-going global village. In addition to the medical staff, there are plumbers, bakers, engineers, janitors, welders, deck hands, dish washers, cooks, security officers, and even a hair-dresser.

"I think our club's multi-cultural makeup is unique," Cronje says. "Our Toastmasters club has people from all over: Canadian, American, South African, Jamaican, someone from Togo, the UK and Germany. We have quite a few nations represented."

"I also don't think there are other clubs where the members live where they meet. In most clubs people go to their homes. In our club we live together, we work together, we eat together. We do everything together and now we also do Toastmasters together," he says.

The *Anastasis* Toastmasters club met on the evening of February 26 as the ship sailed along the coast of West Africa headed for her next assignment; a nine-month field service to the war-torn nation of

About Mercy Ships

Founded in 1978 as a global charity, Mercy Ships alleviates human suffering by delivering world-class medical and development services directly to the poor. The Mercy Ships are crewed by volunteer professionals from around the world. Doctors, dentists, nurses, community developers, teachers, cooks, seamen, engineers and many others donate their time and skills to the effort. More than 2,000 career and short-term crew from 40 nations serve with the charity each year.

Mercy Ships has performed more than 1.5 million services, with a value of \$600 million and has directly impacted nearly two million people. Examples include treating more than 200,000 people in village medical clinics, performing more than 26,000 surgeries and 162,000 dental treatments, and completing more than 800 construction, agriculture and water development projects.

Liberia. Crewmember Nicole Austin got things started with a topic of interest to anyone spending time at sea: modern-day pirates.

“While we were in our last port in Ghana I actually had an opportunity to go patrolling for pirates,” Austin explained. “The port has boats that go out and patrol around the ships at anchor. Pirates will come along and blackmail the ships for fuel or money. In 2005, just in the first three months, there were actually 61 incidents of piracy reported worldwide.”

Crewmember Sherry Carpenito followed up with a speech on the psychology of communication, a subject of more than passing interest to people working daily in another culture.

Carpenito observed: Communication in this environment opens the doors for understanding, for breaking down barriers; personal barriers, cultural barriers and social barriers. We step beyond these barriers to form relationships.”


Mercy Ships veteran Keith Brinkman gave the third and final presentation. He urged his fellow crewmembers to take the time to learn at least a few words in the local language wherever the ship dropped anchor.

“We come into a country as guests,” Brinkman noted. “Most anyone will tell you that they appreciate

your being willing to learn at least some of their language. They appreciate that you’ve made the effort.”

Club VP Education Andre Cronje believes Toastmasters is instrumental in helping the crew of the *Anastasis* carry out their vital mission. “There are a number of people in the club who represent the ship at various events where they have to speak publicly. It improves their ability not only to speak in public but to put speech material together. In the end it boosts people’s confidence.”

Ultimately, however, Toastmasters’ most valuable contribution to Mercy Ships may be to help a multi-national crew – a crew living in tight quarters and facing a challenging assignment – work together in harmony.

Cronje says, “We really get to know people on a different level than we would normally. In their ice-breaker speech, [club members] have to introduce themselves, so that’s already interesting. They bring their personal interests to the club that we probably wouldn’t have known about otherwise. It’s quite a lot of fun.” 

Mike Osborne is a writer in the communications department onboard the *Anastasis*. Reach him at mike.osborne@mercyships.org.

Editor’s Note: To learn more about Mercy Ships, visit www.mercyships.org

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-Paula Schwartz
President, Santa Monica Toastmasters, Club 21

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Pamela Gilbreath Kelly is an internationally recognized expert who has trained and coached thousands of professionals to speak with passion and power.

Want to Become a Wedding Speechwriter?

I spent about a year writing wedding speeches for an instantweddingtoasts.com. At the height of my career, I was writing three or four speeches a week. I really enjoyed this work because the subject matter was so joyous. Everyone loves a wedding. Weddings bring people together – not only a husband and a wife, but family and friends. And what better topic to write about than love?

Being a wedding speechwriter is not hard if you have basic speechwriting skills and a good concept of true, eternal love, as it is displayed between a couple at their wedding and, most importantly, after the wedding.

Here are some more tips for becoming a wedding speechwriter:

Being Married Helps

It is useful to be married. This is because the speeches are about aspects of marriage. For instance, sometimes I included a section on marriage manners, such as the infamous “don’t go to bed angry” and “learn to say please and thank you at the dinner table.” Granted, this kind of information is common sense, but I think it comes more easily to someone who’s married.

It also helps to be married in the sense of knowing what it’s like to stand up in front of a crowd and say your vows and then go through a reception, where your friends and family are honoring you. As a married person, you know the kind of information you want to hear in a speech and the kind you don’t want to hear. No bride wants to hear about her groom’s ex-girlfriends, and no groom wants to hear how hard it was for the bride to decide to marry him.

Possess a Vivid Imagination

It also helps to be able to think out of the box. For instance, I wrote father-of-the-bride speeches. I had to put myself in the father’s shoes and imagine what he (a mature gentleman) would

How to write wedding speeches and get paid for it.

By Laura Yeager

want to say to his daughter on her wedding day. The same was true for best man speeches. Obviously, I’m a woman, so when I wrote for best man, I had to think like a man. This involved telling stories about the groom and the best man and explaining how their friendship was special. So getting beyond your own gender and age is necessary in writing wedding speeches. The speechwriter must be able to bridge gaps – be they gender, age, religion or culture.

Think Before You Act

A wedding speechwriter should have good judgment. This is because people who commission you often have questionable requests. For example, I had one best man ask me to try to demoralize the bride because he didn’t like her. Now, obviously, a wedding speechwriter should never demoralize the bride. The bride is the person who is being honored. It’s in instances like this that the writer needs to have good judgement. Pleasing the customer is not always the right thing to do, and you have to say no to unreasonable requests.

Have an Understanding of Religion

You also should be able to at least “do” religion. Most of the speeches I wrote were for Christian weddings. Although I had a few weddings in which the speakers, mostly fathers, didn’t want any mention of religion, almost all the wedding participants wanted religious refer-



ences in the speech text. If someone requests that a speech have a religious flavor, then the vocabulary of religion as well as specific prayers might be included. If you're an atheist or an agnostic and can't tolerate a religious ceremony, then wedding speechwriting probably isn't for you.

Invest in Good Tools

Buy or at least get your hands on the following: a book of love and marriage quotations by famous individuals, a book of love and marriage jokes, a dictionary, a thesaurus, and a good book on organizing and writing wedding speeches. Two books on wedding speeches are *Wedding Speeches & Toasts*, by Cassell Illustrated, 2006, and *Wedding Speeches and Toasts: Your Indispensable Guide to Writing and Giving the Perfect Wedding Speech*, by Angela Lansbury, reprint, 2002. And the most recent title I found was *Wedding Toasts & Speeches: Finding the Perfect Words*, by Jo Packham, 2nd edition, Feb. 2007. And there are many more. Take a look at the many Internet Web sites that sell books, along with Toastmasters' own store. You'll be amazed at how many resources you can find easily.

Be Flexible

You should be able to write or incorporate light comedy as well as deep sentiment because different people want different things. As the speechwriter, you should ask the customer what kind of tone he or she wants before writing the speech.

Use an Informational Questionnaire

Moreover, the speechwriter should create a questionnaire that the customer fills out before the speech is written. In addition to name, phone number and occupation, ask the customer to give you stories or memories about the bride or the groom. In this questionnaire, you're trying to find material the customer will enjoy in the speech. You need information about how the groom and bride met. Also ask the customer for any text he or she definitely wants included – a prayer, a quote, a joke or something the speaker wrote himself.

Pay attention to the customer's "voice" in the questionnaire. Does she use "big" words? Does he use slang? From analyzing the customer's word choices, you can create the appropriate voice for the speaker. In other words, avoid putting inappropriate words in the speaker's mouth. If the speaker doesn't write like he's a college professor, don't give him an academic voice.

Consult with the Client While Drafting Speech

Now, with this questionnaire and the customer's phone number handy, the speechwriter can draft the speech. You'll need the phone number because you'll probably have questions. You might want her to give you more details on a particular subject or to verify a name or locale.

Use Consistent Organization

The father-of-the-bride, the best man and the maid of honor speeches are the ones I wrote the most. These

Sample Speech – *Father of the Bride*

Good evening everyone. I want to welcome you all to the wedding reception of Lisa and John. Thank you so much for coming, and I want to say a big thank you to those of you who traveled down to South Carolina to be with us. (Look at crowd) I must say, you're a great looking group. I suggest that you sit back and have another glass of cheer. It's going to be a fun night. Welcome, all.

I can't express how thrilled I am that Lisa has finally found her prince. My new son-in-law, John, is a Lutheran minister. Lisa's mother and I are so happy that these two wonderful people found each other. We want to thank Lisa's cousin Mike O'Donnell for introducing them. What a great couple they are – smart, educated, healthy and beautiful. But most importantly, these are two very kind souls. John works with the homeless in his ministry, and Lisa treats and counsels battered women. More power to you both.

Lisa, you will always be my little sweetheart. I remember how lovely you were as a child, a little ballerina with a silver crown and a beautiful white tutu. You have always made me very proud. We were not surprised when you were admitted to medical school early. Then, your studies took you to Yale. After this, you traveled the world, going to China, the Netherlands and Australia, just to name a few places. I just want you to know that I love and admire you. You are my hero.

Honey, you've made a wonderful life for yourself in South Carolina. You have a booming gynecology practice. You have your own lovely home, and now you have someone to share it with. I have to say, you're two lucky people to have each other. Your grandparents on both sides would be so happy to see you tonight. I'm sure you have made them very proud.

Now, just a little advice for both of you before we drink a toast. Forever is a long time; don't panic. Take one day at a time. Everything you need to know will be revealed to you as you go along. Try to make the other happy. Remember the little things such as cleaning up after yourself. Tell each other "I love you" each and every day. There will be people along the way who will assist you in your journey. Don't forget to say thank you.

And so, without further ado, let us raise a glass and toast Lisa and John:

May your home be a happy and peaceful one.

May God bless you with children who love you.

May you delight in knowing that you're each other's favorite person.

May God make many miracles in your lives

and may you always be grateful for what Our Lord has given you.

To Lisa and John!



are the most typical. For these three speeches, the organization is pretty much the same:

First, the speaker introduces himself or herself and thanks everyone for coming. He or she may say a few general words about "this occasion of love." This beginning section is mainly to convey how happy the speaker is to be standing there and how wonderful the day is.

Next, add details about how the speaker knows the bride and groom, how the bride and groom met, how long they've been together. Then, perhaps add personal stories about the bride or the groom. These might be childhood stories or memories.

Finally, you might conclude with advice for the bride and groom or good wishes for their happiness. I always ended my speech with a little toast – something like this:

May you never grow tired of one another.

May your love deepen throughout the years.

*May God bring you brilliant and adoring children;
and may you always remember to be*

*thankful for the other's love
each and every day.*

(raise glass) To Bill and Cathy!

Keep Track of Speech Length

The speechwriter should, of course, keep track of how long a speech is. Most of my wedding speeches didn't exceed five minutes. And on the average, they were about 500-600 words in length.

Price the Speeches Fairly

How much should you charge? I would say that a fair price for a beginning wedding speechwriter would be around \$50 per speech.

Do Your Homework

Wedding speechwriters should never miss a wedding. Go to them all, and take notes on the speakers. Maybe you'll learn a new phrase, joke or love story to add to a speech.

Consider Coaching Your Clients

In my Internet position, I simply wrote the speeches. But as a Toastmaster, you might also offer to coach the speaker before the wedding. This isn't necessary, but it's a nice service to offer. Some of the concepts you can stress with the speaker are volume control, speed of speech, eye contact, nonverbal communication and general demeanor.


Use Impeccable Writing

Most importantly, the speeches you write are meant to be read aloud. Be sure to read the speeches to yourself after you compose them to see how they sound. Eliminate extra words and watch needless repetition. Try to eliminate slang and be sure the grammar is perfect. Watch subject/verb agreement and improper pronoun usage. If you don't know grammar well, you're going to have a hard time as a speechwriter.

Be Aware of the Gravity of Your Role

A wedding speechwriter also must have a deep belief in the convention of marriage. The speeches you create will be spiritual in nature, sacred. They'll be treasured for years to come. Writing wedding speeches is a real honor and a service. People are placing their complete trust in you to make them look and sound good. Like a marriage, this vocation is not to be entered into lightly. Remember, a speech can make or break a wedding!

Advertise

Now all the wedding speechwriter needs is some kind of advertisement. Place a classified ad in the newspaper; get a booth at a bridal show; put an ad in the church bulletin and your employee newsletter. Shout it from the rooftops! **You're a wedding speech writer!** 

Laura Yeager is a writer in Stow, Ohio. Reach her at lauied710@sbcglobal.net.



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A good wedding toast inspires laughter or tears, but a *great* toast evokes both.

The Toast: That Other Proposal

From the simple civil ceremony to the ultra-swank shindig, the toast is an ever-present wedding tradition. But contrary to tradition, toasts are not just for the best man. As weddings become increasingly tailored to personal tastes, more women in bridal parties are asked to say a few words and then raise a glass to the newlyweds. While these toasts bring depth and character to the reception, they can also induce jitters in someone who balks at public speaking, particularly while wearing a

strapless sateen dress and facing a hundred pairs of expectant eyes.

Not to worry! If you've been asked to make a toast at your friend's wedding, there are ways to move past the terror and treat this as a chance to honor someone who obviously values your friendship and your words.

When making a wedding toast, all but one rule can be broken: Shorter is sweeter. Unless you have an excellent reason to hold the floor for more than a few minutes, don't be greedy with the microphone.

Oh, wait! There is one other unbreakable rule: Speak up! No toast at all is preferable to one where people are leaning across their salads asking each other, *What did she say?* When you're wondering how loud to be, think of the bride's 90-year-old Aunt Sally as your target audience. If you're using a microphone, speak clearly and slowly in your normal voice. If you don't have a microphone, try to project your voice. If you feel like you're speaking a bit too loudly, you're probably just right.

When preparing your words, keep in mind that a good wedding toast inspires laughter or tears, but a great toast evokes both. So start by thinking of some stories about the couple that are tender and lovely, such as recounting the time the vegetarian groom made the bride a pot of homemade chicken soup when she had the flu or the way they volunteer together in a nursing home every Saturday. I recently attended a wedding in which the bride had just survived cancer. Of the several toasts, the most poignant described how the groom stayed by his beloved's side through the entire ordeal, insisting that she fight her disease in the name of love.

Next, think of funny stories about the couple. This isn't a time to humiliate the bride with tales of her first failed engagement to the ex-con or make dark confessions about what really went on at the bachelorette party. Rather, consider some funny moments related to their being together. For example, the time they tried camping and spent the night in a tree because



they thought they heard a bear prowling around the tent. Perhaps mention how after that, they knew they could survive anything together. At another wedding I attended, the maid of honor talked about the wedding couple's blind first date. She mentioned that the groom appeared at the meeting place on roller blades and literally fell head over heels across the sidewalk – and in love, upon catching sight of the bride.

Once you've narrowed down your stories to some concise anecdotes, think of how your own life is in some way richer because of your connection to the wedding couple. Maybe they helped you through a difficult time and you will be forever grateful for their support. Perhaps when they walk down the street with fingers entwined, they make you believe in true love. There must be something that links you to them

“When making a wedding toast, all but one rule can be broken: Shorter is sweeter.”

that the rest of the guests will nod at with appreciation and understanding.

This brief personal reflection is often a good way to conclude your speech before lifting a glass “to Jane and John” or “My sister and the only man we would want her to marry” or “My two luckiest friends in the world.” Again, don't stray from the personal. That's why you're speaking and the person next to you isn't.

Once you've written your toast, practice in front of a friend who can tell you what needs tweaking. The best writers will assure you there's a reason for the *rough* in rough draft and it can take several tries to get it right. When you're comfortable with your words, memorizing them might make you feel more confident in

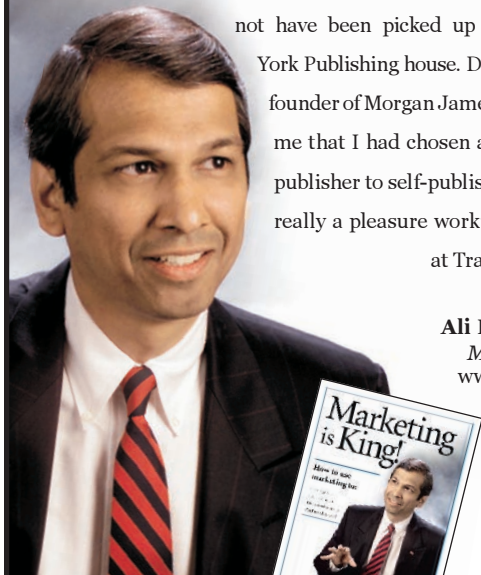
your delivery, but be sure to have discreet note cards as a back-up.

Finally, when your moment arrives, take a deep breath, stand up and try to speak slowly and honestly from that place of love you feel for your friend, who in getting married just did something more frightening than what you're doing. When it's over, graciously accept the compliments that a good toast inevitably receive. That's another reward; giving a toast makes it easy for people to approach you at the reception and gives you the opportunity to have far more fun than less visible guests. **T**

Sandra A. Miller is a freelance writer living in Arlington, Maryland.

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Out of the Past, Into the Future

The Board of Directors met in February at Toastmasters' World Headquarters and made the following decisions to ensure the continued progress and growth of the organization:

- Reviewed policies governing campaigns of international officer and director candidates and added to policy the date when Letters of Intent should be filed at World Headquarters (WHQ) (currently in the candidate booklet only); stipulated that photographs may depict only the candidate and no other individuals for use in campaign literature such as brochures, Web sites or posters. This is effective after the 2007 Annual Business Meeting.
- Changed the time of fax submissions on deadline dates from 5 p.m. to midnight, Pacific Time. This gives clubs and districts additional time to submit information to WHQ via fax.
- Strengthened the wording of the policy governing the assignment of clubs to areas. Areas *must* (instead of *should*) consist of four to six clubs, except where special circumstances exist. (This is not a change to policy but a clarification of the intent of the policy.)
- Recommended the Territorial Council of China be designated as a provisional district (#85) effective July 1, 2007, provided sufficient clubs have completed the chartering process and submitted resolutions agreeing to pay full international dues.
- Approved a request from a group of clubs in Alaska and the Yukon Territory to be recognized as a



▲ The 2006-2007 Board of Directors met at Toastmasters Headquarters in February.

Territorial Council. Effective July 1, 2007, the group will be known as the Yukon Alaska Council of Toastmasters.

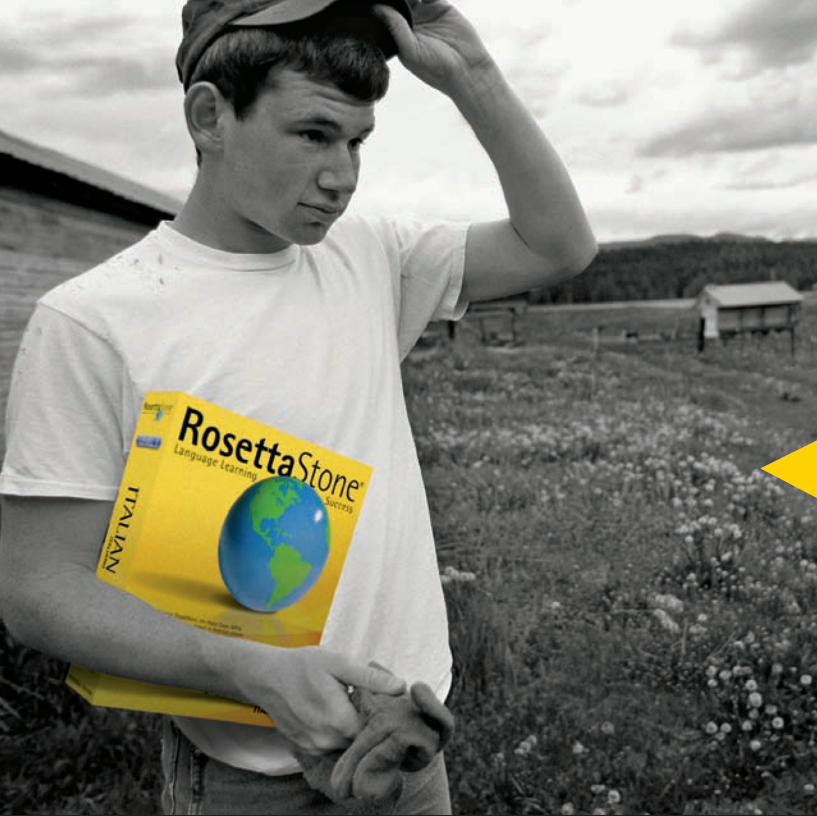
- Approved the sites of the International Conventions: for August 2010 the Sydney, Australia Convention Center; and for August, 2011, the Bally's Casino and Hotel in Las Vegas, Nevada.
- Initiated a project to examine and reshape Toastmasters International's governance system to ensure appropriate structure and processes are in place to support members and clubs throughout the world.
- Explored conducting area and division council and district executive committee meetings using video conferencing. Effective July 1, 2007, up to 50 percent of these meetings may be conducted via various technology options.
- Explored the use of e-mail voting to ratify business when a quorum is not met at a district council meeting. Effective immediately, ratification "in writing" is defined to include e-mail.

■ Approved eliminating the Top 5 District Newsletter Contest commencing with the 2007-2008 year.

■ Approved reformation of District 60 into Districts 60 and 86; District 46 into Districts 46 and 83; and District 47 into Districts 47 and 84. This is effective July 1, 2008. Effective July 1, 2007, reforming districts will elect two lt. governors education and training, two lt. governors marketing and one district governor. Each position will have equal status and responsibility and each will receive volunteer service credit.

■ Reviewed the use of the *Competent Leadership* manual by individuals and its integration into club meetings and discussed ways to encourage active involvement in the Competent Leadership program by new members and more experienced members. **T**

The Board will meet again in August, during the International Convention in Phoenix, Arizona.



He was a hardworking farm boy.

She was an Italian supermodel.





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Chartering the Corporate

By Shelia Spencer, DTM

Tips for success from corporate clubs around the world.

From its beginning in 1924, Toastmasters has sought to serve the business community. To find out if corporate clubs faced any unique challenges or had tips for success to share, I recently completed a survey of corporate-sponsored clubs around the world that chartered in 2005-2006. I asked them to describe how the Toastmasters program affects their work environment.

1 How did the club in your corporation get started? The most frequent response to my first survey question was that one or more current Toastmasters already worked at the company. They approached management for permission to organize a club on the premises.



Several respondents said their employers initiated a request for the clubs. Timely response from local Toastmasters district members enabled the company to charter the new club.

In January 2006, the first Toastmasters club was chartered in the country of Vietnam. Senior managers of TMA Solutions, a Vietnamese software outsourcing company, had attended a Toastmasters meeting during a working trip abroad. Quoc Lam, Charter President of TMA Toastmasters Club in Ho Chi Minh City, says, "This session made a deep impression to them that Toastmasters is a very useful tool for people to improve communication skills."

In 2005, National Transmission Corporation in Quezon City, the Philippines, arranged for a local training company to give a lecture on effective presentation techniques. The presenters suggested the company sponsor a Toastmasters chapter for employees, and management asked Erlinda de Guzman to research the steps necessary to form a club. One of the company executives became Charter President of the Transco Toastmasters Club; Erlinda has

World Headquarters. These queries were forwarded to local Toastmasters districts. Key to their success in chartering was the timely, effective response by the district marketing team and resulted in long-term support from the corporate sponsor. When responding to such a query, it is important to be attuned to the individual circumstances within each work location.

One building in San Antonio, Texas, provides workspace for both Kraft Foods and Pitney Bowes, a mail management company. Kraft employee Sheri Voss said that when Kraft piloted a new leadership program, the company decided to charter a Toastmasters club and invite Pitney Bowes to participate. This made all 320 workers in the building eligible for membership in the Kraft/Pitney Bowes club, which chartered in June 2006.

2 Did an employee initiate efforts to start a club?

Bibhu Mishra had been a member of Toastmasters in Bahrain (District 79) before relocating to work for Mozal Aluminum in Maputo, Mozambique. Meanwhile, another Toastmaster moved from Swaziland to the same location. When they discovered that there were no Toastmasters clubs in their new country, they contacted WHQ. Bibhu said "the support from District 74 was superb." Local Toastmaster Beth Thomas met with the company's general manager, and Bibhu became charter president of the Maputo Toastmasters Club.

With a pool of 160 employees at his job with Velan Inc. in Montreal, Quebec, Canada, Christian Schweiger, DTM, contacted the corporate president and provided a summary of the program and a list of corporate Toast-

Corporate Club: a Survey



earned her CTM and currently serves as Vice President, Public Relations.

Ronald Tay, the Learning and Development head for UBS Singapore Investment Bank, responded to management's need for increased communication competency by researching and contacting Toastmasters. The UBS Singapore Toastmasters club was chartered in January 2006 and currently has over 50 members. Ronald is looking forward to chartering a Mandarin-speaking club at the same location.

These, and many other successful corporate clubs, originated with a direct query made to Toastmasters'



◀ Erlinda Guzman (fourth from left) attends the induction ceremony for the Transco Toastmasters club in Quezon City, the Philippines.

▼ The TMA Toastmasters club in Ho Chi Minh City chartered in January 2006. It's the first Toastmasters club in Vietnam.



masters club sponsors (available on the TI website). “The president agreed and referred me to our Human Resources department for promoting this initiative,” Christian said. With corporate approval, he promoted and chartered the Velan Toastmasters club in less than two months.

Many of these Toastmasters club founders had started as members of community clubs. With assistance from

“Consistent promotion efforts and high meeting standards are necessary to sustain the attention of current and potential members.”

the local Toastmasters district, they were able to gain corporate support and establish a new club at their workplace. All these respondents emphasized their deep sense of satisfaction in knowing they had accomplished something that would bring long-term benefit to themselves, to their co-workers and to their employers.

Dr. Marc L. Breen, CL, ATMB, was serving as an area governor when he founded Spectrolab Toastmasters club at his worksite in Sylmar, California. He knew that sponsoring or mentoring a new club would not only help qualify him for the ALS (Advanced Leader Silver) award; but would also contribute to the annual club-building goals for his area, division and district. Marc says, “It was a great opportunity to help the professional growth of my fellow employees at Spectrolab while advancing my own personal leadership goals. That’s the great thing about the Distinguished and educational programs – everyone wins.”

3 How do you convince management to sponsor a Toastmasters club? Marc says of the club at Spectrolab: “First I pitched the idea to our company HR department and got their support. Next, I prepared a business plan and pitched it to executive management, who agreed to cover all charter fees, educational materials and 50 percent of employee dues for perpetuity.

Prior to the demo meeting, I went around to the bi-monthly supervisor meetings and pitched the same business plan to all the supervisors. This assured their support and encouragement in recruiting employees from their departments.” Marc’s strategy worked: Toastmasters is the only official extracurricular organization supported by Spectrolab.

Unitag House, in Manama, Bahrain, contains several businesses with a combined total of approximately 200 employees. Kothandath Mohandas, ATMG, created a 20-page proposal for his CEO at Unitag, as well as management from three other businesses in the building (World Travel Service, Sunshine Tours and Cathan Pacific Airways). Employees of all four companies were briefed about the program and the Unitag Toastmasters club was born. An atmosphere of “we are all one” was actively promoted and supported, so that “it was easier to visualize a scene where all of them could get together, share and learn in a friendly environment,” says Kothandath.

Even though you are familiar with the benefits of the Toastmasters program, your company decision makers may not be. Take time to gather information about the Toastmasters organization so that you can respond confidently to questions. Access the many helpful pointers available at www.toastmasters.org and request some of the literature that has been developed to

address the needs of corporate clubs. Review the list of current Toastmasters corporate sponsors to note whether your company (or one of its competitors) is currently supporting other clubs at other locations.

It is important for decision makers to know that Toastmasters is more than a public speaking program. Selling points for obtaining corporate buy-in for an in-house club include:

- Promotes better teamwork and leadership skills
- Teaches effective meeting facilitation
- Increases employee morale and loyalty
- Reduces turnover
- Improves productivity

Familiarity with the industry, the corporate culture and its recent initiatives can also help you identify specific benefits this company would gain by having a Toastmasters group onsite.

4 What does a corporate sponsor do? Anyone who has participated in chartering a Toastmasters club sees one big advantage in having corporate support: When a central decision maker says “yes,” there is an immediate opportunity to generate a check to cover the \$125 charter fee and the initial dues for all charter club members. This significantly reduces the time and effort for getting a Toastmasters club started, but money is not the only key to sponsorship.

According to Beverly Wallace, corporate relations coordinator for Toastmasters International, “Any way that demonstrates support for a Toastmasters group, not just financially, is considered corporate support or sponsorship.”

Here are some of the ways that corporations around the world support their Toastmasters clubs:

Queensland Rail has a Toastmasters club in Brisbane, Australia. As part of a leadership initiatives

program, Queensland Rail employee Stephanie Taylor received a donation of \$1,000 to cover the charter fee and dues for the first 22 members of the QR Toastmasters club. Says Stephanie, a QR senior records analyst: “Members can reclaim their semi-annual dues, providing leadership and/or communication skills were mentioned in their performance reviews as an area they needed to improve.”

Saudi Aramco sponsors several Toastmasters chapters. At the Ras Tanura Refinery in Saudi Arabia, meetings are scheduled mid-day, during working hours, and employees’ membership dues are reimbursed. Since its primary goal was to support improved communications, the company elected to institute an open membership policy, says Husam Dashash, President of the Ras Tanura Refinery club. “We encourage [non-employees] to join our meeting and provide special access for them to enter the facility.”

Robert Lapointe, Vice-President of Information Technology at Future Electronics in Pointe Clair, Canada, earned management buy-in by positioning the club as an autonomous, self-supporting entity. When chartering the Future First Toastmasters club, “all start-up expenses were covered by the membership. I believe that without skin in the game, people would not be as motivated.” Rather than financial support, Robert negotiated a weekly 90-minute lunchtime meeting slot, with employees given flexibility to make-up the extra 30 minutes over other days of the week.

Cisco Systems provides several educational and developmental resources for its employees, including the Cisco Black Employees Network (CBEN), an organization that promotes workplace diversity. In June 2006, this resource group decided to sponsor a Toastmasters

(Continued on page 29)



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Ernest Hemingway (here I'm using the technique of literary quotation myself) wrote:

The dignity of movement of an iceberg is due to only one-eighth of it being above water. A writer who omits things because he does not know them only makes hollow places in his writing.

Similarly, if we use a quotation without proper attribution to the author who originated it, our speech has a hollowness that some listeners will sense consciously or unconsciously. But giving the right source for your quotes will fill your speech with additional strength and resonance.

How do you find the right source of a quotation? Many will say the Internet is the place to turn, but this is far from the truth. The Internet is teeming with millions of quotations, but few are attributed correctly, or even attributed at all. Authoritative quotation books are the only sure guide to tracing quotations to their creators. The three best quotation books are: the recently published *Yale Book of Quotations*, the older *Oxford Dictionary of Quotations* and *Bartlett's Familiar Quotations*.

If you rely on the Internet or the popular, word-of-mouth knowledge you vaguely remember, then you will end up attributing almost all quotations to a few people: Mark Twain, Benjamin Franklin, George Bernard Shaw, Abraham Lincoln, Oscar Wilde, Winston Churchill or Albert Einstein. These individuals are "quote magnets" – any quotation with a questionable origin gets attached to their names. Attributing a saying to Mark Twain without confirming it makes a "hollow place" in your speech, because what you are really doing is confessing that you have no idea where this came from and you are tacking on "Mark Twain" for lack of a real source that would enhance your credibility.

An authoritative quotation book supplies the real sources and thus the credibility enhancement for your speech. Here are some concrete examples of how the *Yale Book of Quotations* corrects the popular "pin it on Twain" kind of attribution:

It is better to remain silent and be thought a fool, than to talk and remove all doubts.

– Benedict J. Goltra

This is commonly credited to Abraham Lincoln, but it does not appear in Lincoln's writings, speeches or contemporary accounts.

He has achieved success who has lived well, laughed often, and loved much; who has enjoyed the trust of pure women, the respect of intelligent men, and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem, or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has always looked for the best in others and given them the best he had; whose life was an inspiration; whose memory is a benediction.

– Bessie A. Stanley

This is often said to be by Ralph Waldo Emerson and titled "Success." In fact, it was written in 1905 by Stanley and was the first-prize winner in a contest sponsored by the magazine *Modern Women*.

The hottest places in hell are reserved for those who, in a time of great moral crisis, maintain their neutrality.

– John F. Kennedy, Speech, Tulsa, Okla., Sept. 16, 1959

Kennedy attributed these words to Dante, but no passage in Dante matches them, so the quotation belongs to Kennedy rather than the poet.

We must all hang together, or most assuredly we shall all hang separately.

– Richard Penn

This remark is usually ascribed to Benjamin Franklin upon the signing of the Declaration of Independence, but Franklin biographer Carl Van Doren regards it as not an authentic Franklinism.



An eye for an eye ends in making everybody blind.
– Louis Fischer, *The Life of Mahatma Gandhi*

“An eye for an eye leaves the whole world blind” is frequently attributed to M. K. Gandhi, but no example of its use by the Indian leader has ever been discovered.



I disapprove of what you say, but I will defend to the death your right to say it.
– S. G. Tallentyre, *The Friends of Voltaire*

Many reference works treat this as a quotation by Voltaire, but that is erroneous; it was a paraphrase by Tallentyre of Voltaire’s attitude, and does not appear anywhere in Voltaire’s writings.



I can't tell a lie, Pa, you know I can't tell a lie, I did cut it with my hatchet.
– Parson Weems, *The Life of George Washington*

This remark is apocryphal, invented by Weems and put into Washington’s mouth in the former’s biography.



War is hell.
– Napoleon

The attribution to Napoleon predates William Tecumseh Sherman’s usage of these words by more than twenty years; even then, Sherman did not use this exact wording.



Whatever you can do, or dream you can do, begin it. Boldness has genius, power and magic in it!
– William Hutchinson Murray,
The Scottish Himalayan Expedition.

Although widely attributed to Johann Wolfgang von Goethe, these lines appear to be at best a paraphrase of Goethe’s Faust.



1. *You cannot bring about prosperity by discouraging thrift.*
2. *You cannot strengthen the weak by weakening the strong.*
3. *You cannot help small men up by tearing down big men.*

4. *You cannot help the poor by destroying the rich.*
 5. *You cannot lift the wage earner up by pulling the wage payer down.*
 6. *You cannot keep out of trouble by spending more than your income.*
 7. *You cannot further the brotherhood of man by inciting class hatred.*
 8. *You cannot establish sound social security on borrowed money.*
 9. *You cannot build character and courage by taking away a man's initiative and independence.*
 10. *You cannot help men permanently by doing for them what they could and should do for themselves.*
- William J. H. Boetcker, *The Industrial Decalogue*

These “ten cannots” are frequently, but falsely, attributed to Abraham Lincoln.



The young people no longer obey the old. The laws that ruled their fathers are trampled underfoot. They seek only their own pleasure and have no respect for religion. They dress indecently and their talk is full of impudence.
– Guy Endore, *The Werewolf of Paris*

This is “the Socrates quote,” which in various wordings attributes to Socrates a denunciation of the corrupt youth of his day. No one has found an authentic classical source for this, and it is undoubtedly a modern invention by Endore.



Comic television newsman Stephen Colbert has coined the word “truthiness” to describe the contemporary tendency to base our statements on gut instincts rather than actual evidence or facts. Quoting Mark Twain without verifying the reference in an authoritative quotation dictionary is “truthiness,” not truth. Your listeners may swallow the spurious attribution, or they may sense your lack of credibility, resulting in your losing their trust. In the words of Abraham Lincoln, “You can fool all of the people some of the time; you can fool some of the people all the time, but you can’t fool all the people all the time.” Or was that Denis Diderot? Check out page 204 of the *Yale Book of Quotations* to find out for sure. **T**

Fred R. Shapiro is a librarian and lecturer in legal research at Yale Law School and editor of the recently published *Yale Book of Quotations*.

Communicating with Authenticity

Barbara De Angelis, author of 14 bestselling books and a popular American television personality, has earned Toastmasters International's most prestigious honor, the Golden Gavel Award, in recognition of her influence as a teacher in the field of personal transformation. Don't miss the opportunity to hear her speak at this year's International Convention in Phoenix, Arizona, on August 16!



Dr. De Angelis recently took time from her busy schedule to answer some questions about communication.

The Toastmaster: As an expert in human relations, what aspect of communication have you found to be most challenging for people?

Dr. De Angelis: "The main reason many people have a difficult time communicating with others is that they are not communicating with themselves! They are disconnected from their own truths, emotions, needs and dreams, and spend a lot of their energy attempting to not feel, not see, not know. No wonder we don't express ourselves clearly to other people.

We worry more about what we think we should say or [how we should] look rather than being authentic.... Communicating with authenticity means that how you present yourself to others is who you really are.

What is your advice to anyone wanting to become a better communicator?

Be authentic and focus on connecting with the audience. I often work with speakers who can't understand why they aren't more successful, or why they become so anxious in front of others. Often, they make the mistake of trying to imitate other speakers who they believe are more powerful or more skilled, or they mechanically follow learned formulas for successful public speaking. However, by doing this, they are unintentionally disconnecting from one of their greatest assets – and one of the secret ingredients for being successful: their authenticity.

The irony is that none of these behaviors actually work. People can sense when we are trying too hard, or faking confidence, or projecting an image that doesn't feel natural. When people see us appearing inauthentic, it makes them uneasy. And we actually appear awkward or nervous.

As a speaker and media personality, you are used to facing large audiences. Do you still get nervous?

I actually experience the opposite of nervousness – a tremendous surge of blissful energy! Even in the days leading up to a presentation, I can feel this energy building, and by the time I get onstage, I am just buzzing with an excitement that others can apparently feel. I believe speakers often mistake that energy for anxiety, and they resist it rather than opening even more fully to it.

How do you prepare for a presentation?

For weeks before a presentation, I consciously tune in to the audience to which I will be speaking. I think about them, imagine them, feel them. In a sense, I begin a relationship with them. By the time I arrive at the event, I feel I am greeting old friends. I approach them with a

caring and familiarity that they aren't used to experiencing from speakers – an intimacy – and a true belief that our meeting is meant to be.

In the hours before my presentation, I briefly look over my notes, but this is really just an exercise. The real preparation is happening on the inside, as I open up to the powerful surges of energy that begin to build inside me.

What do you consider your greatest strength as a speaker and communicator?

I believe that when I speak, the message doesn't come *from* me, but *through* me. This may sound esoteric, but it is my direct experience. There is a powerful energy that comes through me and out to the audience. It is an energy of love, of inspiration, of healing. Whatever words I may use are secondary. It is this energy that is the true message and what ultimately impacts the audience the most. I am not in the business of dispensing information; I am in the transformation business.

How do you define success?

To me success is fulfilling my purpose here on earth, and doing what

I came here to do. That has nothing to do with money, fame or outer achievement. It has to do with becoming the best human being possible, and sharing as much light and love as I can every single day.

If we think the purpose of life is to do or get or accomplish, we will always feel like a failure when things don't turn out as planned. If we look at life as a classroom in which success means growing into the best human being possible, we can begin evaluating ourselves and our experiences from a totally different point of view.

If you could improve one aspect of your speaking style, what would that be?

On a practical level, I would have a photographic memory so that I never had to refer to my notes or books for anything! It actually doesn't bother me to use notes, but it would be great to be able to remember every quote I want to use.

Is there a speech you've delivered that you are especially proud of? Why?

Anyone who has ever heard me speak knows that I'm not a tradi-

tional or conventional speaker by any means. So much of what I do is about connecting with the audience, tuning into their needs and being with them in the moment. For this reason, I don't give "speeches." In fact, I never make the same presentation twice. I also don't "write" speeches. If you looked at my notes, you would see a few words or phrases, but never full sentences. I do have certain things I plan to say, anchor points so to speak – concepts, quotes, stories. I use these as starting points or springboards, and then I take off from there. As for my best presentation? Hopefully it is always my most recent one.

Have you ever "bombed" in front of an audience? Want to tell us about it?

No, I actually have never bombed. That would be impossible for me, since I believe my job is to offer love, inspiration and motivation to my audiences. I can do that no matter what their reaction might be. I've also been blessed to always be received with great enthusiasm. However, I have spoken to people who were "bombed" from too much celebrating. If I could reach them, I suppose I can reach anyone! **T**

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Officer Candidates

Here's your introduction to Toastmasters International's 2007-2008 officer candidates. On Friday, August 17, you'll have the opportunity to vote for the candidates of your choice while attending the International Convention in Phoenix, Arizona, USA. Candidates were nominated for the positions of President, Senior Vice President, Second Vice President and Third Vice President by the International Nominating Committee. The committee's selection is presented here in accordance with Article VII, Section 1, of the Bylaws of Toastmasters International.

It is the right and duty of all clubs to participate in the vote, either through their representatives at the Convention or by proxy. All members are urged to carefully consider each candidate's qualifications. Those attending the Convention will have an opportunity to meet and talk with all the international officer and director candidates before the election.

(Additional nominations for international officer may be made from the floor at the Annual Business Meeting. International director candidates will be nominated at the eight regional conferences to be held this month.)

Official Notice

The 2007 Annual Business Meeting will held on Friday, August 17, at 8 a.m. during the International Convention, August 15-18, 2007, being held at JW Marriott Desert Ridge Resort and Spa, Phoenix, Arizona.

Nominating Committee:

Ted Corcoran, DTM, Chairman; Jon Greiner, DTM, Co-Chairman; Pauline Shirley, DTM, Co-Chairman; Adele O'Neal, DTM; Philip Taylor, DTM; Lark Doley, DTM; Floy Westermeier, DTM; Joan Diehl, DTM; Richard Inomata, DTM; Janice Coleman, DTM; Catherine Angus, DTM; Lynda Molloy, DTM.



FOR PRESIDENT

Chris Ford, DTM – Senior Vice President, Second Vice President, Third Vice President, International Director 2000-02 and District 61 Governor 1998-99. Chris' home club is the Manotick Club 8684-61. Chris has been a member of Toastmasters for 26 years. During his term as district governor, he led his district to Select Distinguished District and the President's 20+ Award. He received the Excellence in Education and Training and Excellence in Marketing awards. He was a district speech contest winner in international, Table Topics and evaluation. A retired Canadian Forces brigadier-general, he has received the Order of Military Merit, European Community Peace-Keeping Medal, the NATO medal for service in ex-Yugoslavia and the Canadian Forces Special Service Medal. He also received the Canadian Forces Decoration and was appointed by the Minister of National Defence as honorary colonel of a Canadian Forces combat engineer unit. He has a B.A.S.C. degree from the Royal Military College of Canada, is a graduate of the Indian Defence Services

Staff College and holds a Graduate Certificate in Conflict Resolution from Carleton University. He is currently Director General Alternative Dispute Resolution for the Canadian Department of National Defence. Chris is from Ottawa, Ontario, Canada; he and his partner Carole Campeau claim responsibility for six adult children.



FOR SENIOR VICE PRESIDENT

Jana Barnhill, DTM – Second Vice President, Third Vice President, International Director 2002-2004, and District 44 Governor 2000-01. Jana's home club is Articulates 6145-44. She is an Accredited Speaker. As district governor, she led her district to Select

Distinguished District. She received the Division Governor of the Year, Toastmaster of the Year, Excellence in Education and Training and Outstanding Club President awards. She was named Select Distinguished Division and Select Distinguished Area Governor, and placed second and third in two World Championships of Public Speaking. Jana is Vice President of L.I.V.E. Speakers, Inc. She is a professional trainer specializing in management. She has a B.A. in Psychology, is a certified Myers-Briggs administrator and is a certified personality trainer. Jana serves on the board of directors for the Lubbock Women's Club and Lubbock Community Theatre. Jana and her husband, Robert Barnhill, DTM, reside in Lubbock, Texas.



FOR SECOND VICE PRESIDENT

Gary Schmidt, DTM – Third Vice President, International Director 2003-2005, and District Governor 2001-02. Gary's home club is Clackamas Stepping Stones 3697-7. Awards he has received include: President's

Distinguished Division Governor, Distinguished Area Governor, Select Distinguished Club President, Area Governor of the Year, District Toastmaster of the Year, and Excellence in Education and Training. He has helped start more than 60 Toastmasters clubs. Gary is a Field Representative for U.S. Senator Gordon Smith. He has a B.A. in Political Science and an M.A. in Public Administration. He has held leadership, management and board roles in numerous settings, including government service, political campaigns and corporate, community and non-profit organizations. Gary resides in Clackamas, Oregon



FOR THIRD VICE PRESIDENT

Ken Garber, DTM – International Director 2004-2006 and District 5 Governor 1999-2000. Ken's home club is SeaWorld Toastmasters 2493-5. He received Distinguished District Governor and Excellence in Education

and Training awards, was Division Governor of the Year, and has helped start more than 35 Toastmasters clubs. Ken is Director of West Coast Operations for Tele-Consultants Inc., where he leads engineers, scientists and program analysts and manages all aspects of strategic planning, marketing and financial operations. He has 23 years of leadership experience as an active duty Navy Submarine Officer (8 years) and as a Navy Reserve Officer (15 years). In his Navy career he has achieved the rank of Captain, has served as commanding officer of five units and has mentored 360 men and women in their careers. Ken has a B.S. in Electrical Engineering, an MBA and is a certified Nuclear Engineer. He has served on strategic boards for the YMCA, the San Diego Rowing Club, and in the United States Navy Submarine Officer community. Ken and his wife, Tracy, reside in Del Mar, California. They have three children.



FOR THIRD VICE PRESIDENT

Pat Johnson, DTM – International Director 2004-2006. Pat's home club is Camosun 757-21. As 2001-2002 district governor, she led her district to Distinguished District. She has received the Excellence in Education and

Training and the Area Governor of the Year awards and she is currently working on her fourth DTM. Pat is a Training Manager for BC Pension Corp. and has business experience as a manager and leader in corporate, government, not-for-profit and self-employed business environments. She has 24 years' experience in strategic and financial planning as well as in writing and revising policies and procedures. Pat has a Provincial Instructors Diploma, Conflict Resolution and Negotiation Certificate, Project Management Certificate, Certificate in Conducting Investigations, Certificate in Consulting Skills and is a Graduate of Women's Leadership Seminar. She has served on boards of various volunteer organizations, hosted and coordinated International Quarter Horse shows, was a host for community television, and currently mentors business leaders. Pat resides in Victoria, British Columbia, Canada. She has one adult son.

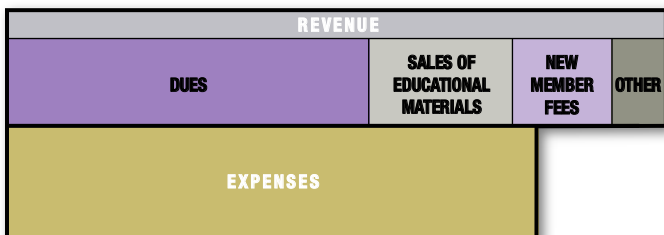
Financial Activities: Jan.–Dec. 2006

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore Stephens Wurth Frazer and Torbet, LLP. The statements were prepared in conformity with generally accepted accounting principles.

The Board of Directors of Toastmasters International controls the organization’s funds and, with the Executive Director, is responsible for assuring that management fulfills its fiduciary responsibility. The Bylaws of Toastmasters International require that the corporation’s financial status be reported to its member clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following is selected information from the year-end financial statements, including a bar graph and pie chart to provide a clearer picture of Toastmasters International’s 2006 financial activities.

Exhibit A



Revenues/Expenses

Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues renewals, new-member fees, charter fees and miscellaneous sources was sufficient to cover expenses.

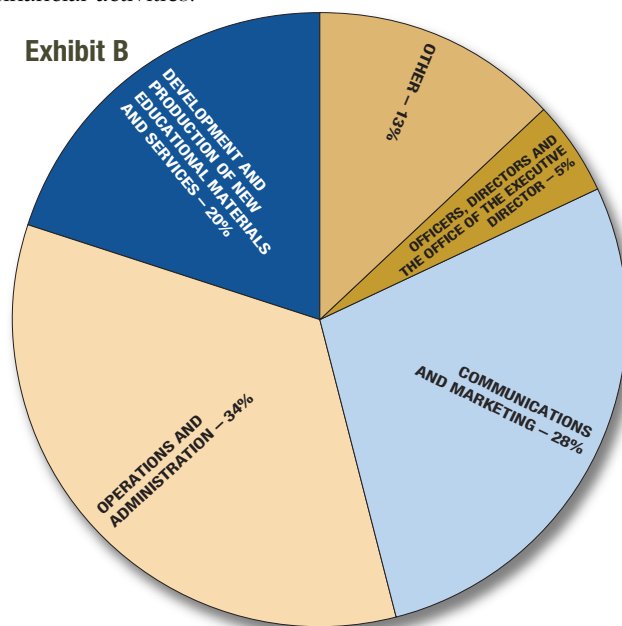
Membership Dues

Exhibit B shows how revenue is spent. The glossary below and on the next page gives an explanation of expenditures.

Glossary of Expenses:

- **Officers, Directors and the Office of the Executive Director** – Includes travel and expenses at Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board policy ensures smooth operation of the organization and ideas for new and exciting programs. District visits help in building new clubs, strengthening membership and bringing new ideas to members.
- **Communications and Marketing** – This section includes information systems and technology and covers the development of new-member and new-club materials, membership and club-building programs, promotions and awards as well as the costs of producing and mailing *The Toastmaster* magazine.

Exhibit B



- **Operations and Administration** – This section includes member services and administrative services to clubs and districts and covers processing of dues renewals, officer lists, club and district billings, new-member applications and educational awards, as well as updating member and officer information. It also includes accounting and financial reporting, governing documents administration and meeting planning.
- **Development and Production of New Educational Materials and Services** – Production of materials and distribution of educational, promotional and administrative materials. The most useful, up-to-date materials are available through the *TI Supply Catalog* or online at www.toastmasters.org to help every member succeed.
- **Other** – Includes annual convention expense, magazine advertising commissions and depreciation.

TI SELECTED FINANCIAL INFORMATION JANUARY-DECEMBER 2006

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2006

ASSETS	
Cash and short-term investments	\$ 3,833,467
Restricted cash and short-term investments.....	\$ 1,408,230
Marketable securities.....	\$ 18,368,223
Accounts receivable, net of allowance for doubtful accounts of \$5,000.....	\$ 16,079
Inventories, net.....	\$ 1,076,166
Deposits, prepaid postage and other.....	\$ 356,738
Property, building and equipment, net of accumulated depreciation.....	\$ 3,578,108
Total Assets	\$ 28,637,011
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities.....	\$ 607,180
Funds held for Toastmasters International regions	\$ 187,352
Total Liabilities.....	\$ 794,532
Net Assets:	
Unrestricted.....	\$ 8,271,600
Temporarily restricted.....	\$ 19,553,243
Permanently restricted.....	\$ 17,636
Total Net Assets.....	\$ 27,842,479
TOTAL LIABILITIES AND NET ASSETS.....	\$ 28,637,011

STATEMENT OF ACTIVITIES FOR THE YEAR ENDED DECEMBER 31, 2006 CHANGES IN UNRESTRICTED NET ASSETS:

REVENUE:	
MEMBERSHIP:	
Membership dues and fees:	
Member dues	\$ 8,485,179
New member fees	\$ 1,856,160
Charter fees	\$ 125,086
Total membership dues and service fees....	\$ 10,466,425
Sales of educational materials and supplies.....	\$ 2,356,264
Annual convention revenues.....	\$ 623,393
Interest	\$ 193,885
Royalties.....	\$ 70,572
Magazine advertising	\$ 136,753
Contributions	\$ 85
Other.....	\$ 41,388
Total revenue	\$ 13,888,765
EXPENSES:	
Executive director; officers; board	\$ 648,978
Communications and marketing	\$ 3,262,501
Operations and administration.....	\$ 3,985,185
Production	\$ 803,078
Cost of educational materials and supplies.....	\$ 1,577,518
Annual convention.....	\$ 772,989
Magazine advertising	\$ 24,976
Depreciation - other.....	\$ 212,441
Depreciation - technology	\$ 515,287
Total expenses	\$ 11,802,953
INCREASE IN UNRESTRICTED NET ASSETS ...	\$ 2,085,812

The Ralph C. Smedley Memorial Fund

This fund was established to provide financial support for Toastmasters International's educational programs. These include the creation of new and innovative educational materials for club and member use, the development of promotional material designed to spread the word about Toastmasters, and development of new educational programs, such as the Leadership Excellence Series. It also includes market and member research.

The fund is comprised of donations from individual Toastmasters and Toastmasters clubs, interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 2006 totaled \$15,767. The fund had a balance of \$770,793 as of December 31, 2006.

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Chartering the Corporate Club: a Survey

(Continued from page 19)

club at the Herndon, Virginia, worksite. "Several managers and an executive joined as charter members. In turn, they encouraged their direct reports to join and include the membership on their yearly review," said Torrance Fennell, charter president of the Cisco Communicators club. A director at the company posts the *Cisco Communicator* newsletter on his office door, which helps promote the club and generate interest.

5 How did local Toastmasters help the club get started?

Torrance had some additional comments about Cisco Communicators' exceptional relationship with local Toastmasters: "We visited several local clubs in our area to expose everyone to Toastmasters. After we chartered, members from Tower Talkers and Tech Tower attended our first couple of meetings to help us along the way. Our area governor attended several meetings; a couple of months ago he became a member of our club. This has helped tremendously because all of our charter members were new to Toastmasters."

Interaction with nearby clubs can be very helpful. Often, other corporate clubs have similar meeting times (during the lunch hour), so that an exchange of speakers, evaluators or other meeting participants can be arranged. Community club members who are available and able to gain entrance to the meeting site can bring new perspectives into the club and serve as liaisons for corporate club members who are curious about the experience of attending a club outside of their worksite.

Local Toastmasters can also be of service by nurturing a positive relationship with the corporate sponsor. Roehl

M. Macarubbo, President of the NXP Semiconductors (Calamba) club in the Philippines, suggests that even if an employee is able to gain permission to start a club on the premises, the local Toastmasters district should communicate with senior management. This not only creates a positive impression of the Toastmasters organization, but increases understanding and appreciation of the value offered to the corporation as well as to employees.

The most important assistance that can be offered by local Toastmasters members is a sensitivity to the unique character of each corporate club. Often, the corporate culture has a powerful effect on the club and its members, so the more you understand about the concerns and expectations of the corporate sponsor, the better you'll be able to support the members of that particular group.

The Toastmasters club at General Dynamics Land Systems in London, Ontario, Canada, is called Dynamically Speaking. Charter President, Shannon Millman and current President, Karen Tellier, collaborated in responding to the survey. Both women expressed gratitude for the continued support of their club mentors, but felt that, initially, they were expected to operate like a community club. "We are the only corporate club in the area that is closed to the public. After pointing out our differences, there is more understanding of how our club operates within the corporate environment."

6 What differentiates a corporate club from a community club?

Shannon and Karen noted one of the most common challenges within the corporate club: "Members enjoy the convenience of meeting at work during lunchtime. Many have stated that if not for the accommodating location on-site and meeting time, they would not have been able to join." Consequently, these same club members are often unwilling or unable to partici-

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pate in Toastmasters activities outside of their regular club meeting time and location.


KJWW Engineering Consultants club is located in Rock Island, Illinois. "Meeting presentations can include confidential information and technical learning opportunities for our newer staff," says Educational Vice President Patrice Accola. "They can also be used to promote staff assimilation and reinforce our culture." The confidential nature of some speech content, and the emphasis on nurturing corporate culture, requires discretion that can often limit interaction between this type of club and other Toastmasters members in the vicinity.

Another big challenge for corporate-sponsored clubs is that they have a finite market. While some of survey responses came from corporate "campuses" with than 3,000 employees, some also came from corporations with fewer than 150 employees. While it is possible to have a strong, successful club in one of these smaller company locations, retention of membership strength can be a formidable challenge. Membership is usually restricted to employees who have immediate access to the site during club meeting time.

Three Toastmasters clubs are sponsored by Raley's supermarket chain in Sacramento, California. Debra Cullifer, DTM, is Secretary of Palate Movers at the Raley distribution center. She says there is strong management support, as well as strong interest from co-workers who

see the value of the program. However, most of the 400 employees at this site are shift workers. The biggest challenge is to provide optimal meeting schedules for those who want to participate.

Michele Tyz from the Anthem Connecticut Toastmasters club at Anthem Blue Cross Blue Shield in New Haven, Connecticut, has a different challenge: "Because we meet during lunch, we are competing with our associate fitness center, 'Lunch and Learn' sessions, the Internet café and shopping." (Vendors set up shop and offer a variety of items for sale in the cafeteria during lunch hours.) Consistent promotion efforts and high meeting standards are necessary to sustain the attention of current and potential members.



The unique conditions within various working environments provide a combination of challenge and opportunity for those who hope to charter a corporate Toastmasters club. It takes perception, timing and determination to forge a successful relationship between the Toastmasters communication and leadership program and today's working world. However, as these survey respondents demonstrate, the benefits to companies, as well as to members, make it all worthwhile. 

Shelia Spencer, DTM, is a member of Midtown Toastmasters in New York and a freelance writer. She can be reached at bocki@attglobal.net.



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-Michael Erwine, Eaton Rapids, MI

"I was able to take a good Area Contest winning speech, add humor and turn it into a great Division Contest winning speech."

-Mark Perew, Huntington Beach, CA

"I've listened to those audio programs more than twenty times each...After the contest, one of the audience came to me and said, 'I saw your improvement and you are totally different!!!"

-Hubert, Taiwan

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