

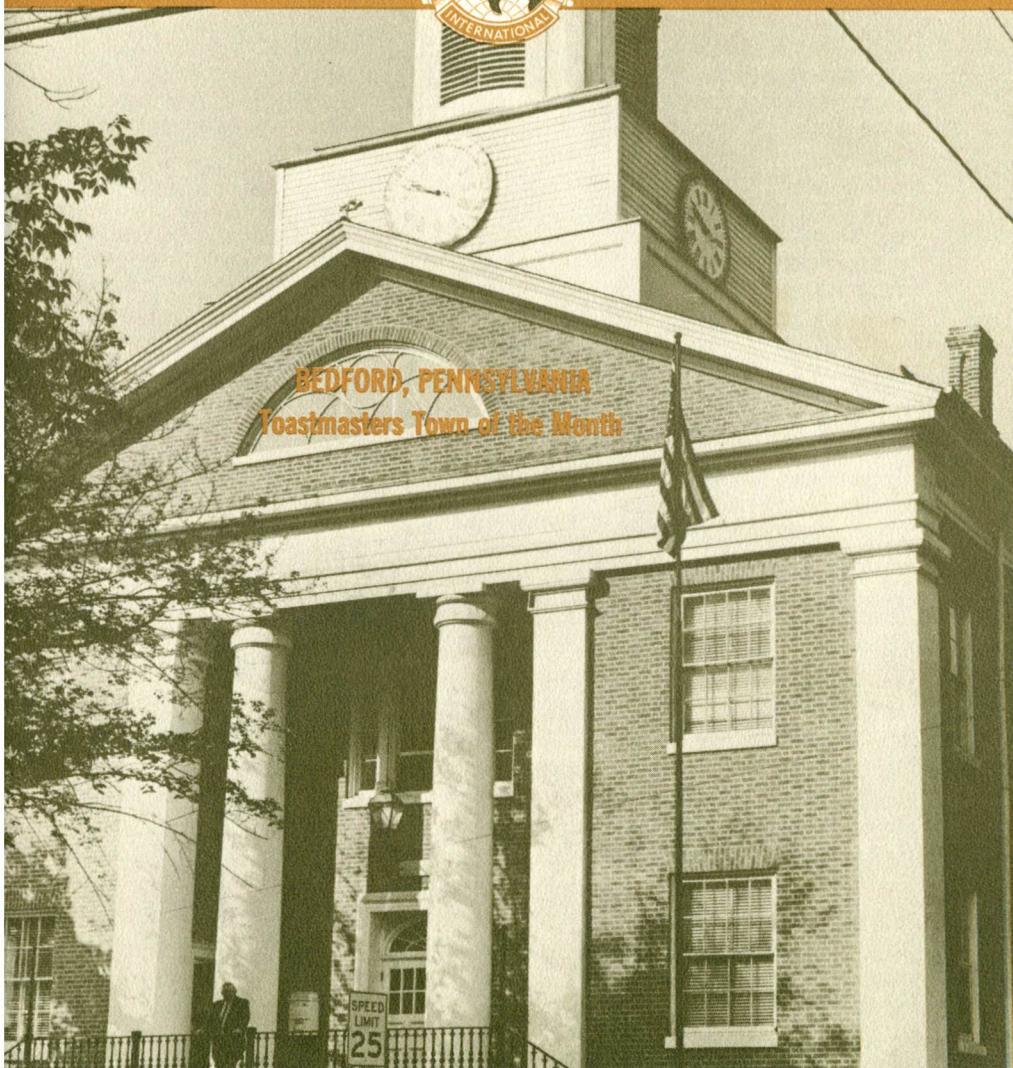
# THE TOASTMASTER

MAY



1971

**BEDFORD, PENNSYLVANIA**  
Toasters Town of the Month



## 1970-71 OFFICERS

President — ARTHUR M. DIAMOND	112 Lafayette Bldg., South Bend, Ind. 46601
Senior Vice-President — DR. RUSSELL G. HERRON	228 Camino Castenada, Camarillo, Calif. 93010
Second Vice-President — DONALD W. PAAPE, ATM	10508 Mapleridge Crescent SE, Calgary 30, Alberta, Canada
Third Vice-President — CMDR. DAVID A. COREY, DTM	4617 Duke Dr., Portsmouth, Va. 23703
Past President — RALPH E. HOWLAND, ATM	P.O. Box 62, Oconomowoc, Wisc. 53066
Executive Director — ROBERT T. BUCK ENGLE	2200 N. Grand Ave., Santa Ana, Calif. 92711
Secretary-Treasurer — HERBERT C. WELLNER	2200 N. Grand Ave., Santa Ana, Calif. 92711

## DIRECTORS

James S. Armstrong (TCBI)	18 Briarsfield Rd., Gosforth, Newcastle Upon Tyne 3, England
Robert W. Blakeley, ATM	6304 May Blvd., Alexandria, Virginia 22310
Albert C. Burlingame, ATM	1115 Rodeo Way, Sacramento, California 95819
Francis J. Butler, ATM	201 W. Furnace Branch Rd., Glen Burnie, Maryland 21061
Harold Davis, ATM	691 Calmar Ave., Oakland, California 94610
Rollo R. Dawson	461 Twinning Dr., Dayton, Ohio 45431
Ray Eldridge, ATM	9646 S. 50th Ct., Oak Lawn, Illinois 60453
Arthur T. Ottman	411 N. Barker Ave., Evansville, Indiana 47712
Clarence C. Petersen	7007 Aldea Ave., Van Nuys, California 91406
Eldon H. Phillips	537 Carolyn Dr., Marion, Ohio 43302
Watt Pye	835 Milwaukee St., Denver, Colorado 80206
Carl H. Rupp	2638 Beth Dr., Billings, Montana 59102
John J. Schneider, ATM	8400 DeLongpre Ave., Los Angeles, California 90069
Gene D. Smythe, ATM	P.O. Box 2603, Birmingham, Alabama 35202
Wayne I. Summerlin	2509 N. Waverly, Bossier City, Louisiana 71010
Clifford L. Thompson, ATM	5252 Richwood Dr., Edina, Minnesota 55436
A. R. (Ray) Toyer (TCA)	28 James St., Punchbowl, N.S.W., Australia 2196
Phillip R. Viviani, ATM	807 Lakecrest Dr., Macon, Georgia 31204

## FOUNDER

DR. RALPH C. SMEDLEY 1878-1965

**TOASTMASTERS INTERNATIONAL** is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

Toastmasters programs provide opportunities to develop skill in listening, thinking, speaking, and leadership by participating in a series of oral communication projects, constructive evaluation, and leadership experiences. These and many other opportunities to develop leadership potential are presented in the fellowship of an organized group of men — the Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, U.S.A. 92711.

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 37 NO. 5



MAY 1971

## INDEX

SUCCESS IS . . . It Happens Every Springtime .....	3
EDUCATIONAL HAPPENINGS FOR YOU AND YOUR CLUB .....	4
TOASTMASTERS CAN CARE! — by Harold S. Miner, CARE President ..	6
TOASTMASTERS ON THE MOVE .....	10
TI MEMBERSHIP SALES SCOREBOARD .....	13
SPEECHCRAFT — Easy . . . Effective . . . and for Every Club .....	16
HONOR ROLL .....	21
WHO HAS HEARD OF TOASTMASTERS? — by James L. Wu, ATM .....	22
YOUR 40th INTERNATIONAL CONVENTION .....	26
TOASTMASTERS TOWN OF THE MONTH — Bedford, Pa. ....	27
VISUAL AIDS CAN OPEN THE DOOR — by Dr. Klayton E. Nelson, ATM 28	
INTERNATIONAL NEWS .....	32
ZZZZZZ ??? NO WAY WITH VOCAL VARIETY — by Dr. Vaughn Stewart, ATM .....	36
NEW CLUBS .....	40

Editor

**BOB SATTERTHWAITE**

Managing Editor  
**DOUG PETERSON**

Art Director  
**PHIL INTERLANDI**

PRINTED IN U.S.A.

Address All Communications: **THE TOASTMASTER • SANTA ANA, CALIFORNIA 92711**

## In This Issue...

**A TOASTMASTERS SPEAKING OPPORTUNITY** — Harold S. Miner, president of CARE, tells about the many beneficial activities conducted by CARE since its inception in 1945. He invites you to learn more about the organization and use it as the subject for both club and outside speeches. See page 6.

**SPEECHCRAFT... TOASTMASTERS RISING STAR** — After slightly less than three years in operation, TI's Speechcraft Program has proven itself a boon and a benefit for every Toastmasters club. Speechcraft works for your club — work it in your club. See page 16.



**TI SPELLS P-U-B-L-I-C-I-T-Y** — Past International Director (1968-70) James L. Wu, ATM, tells about the many ways in which the Toastmasters program speaks for itself and for your club. See page 22.

**VISUAL COMMUNICATION** — Past District 39 Governor (1969-70) Dr. Klayton E. Nelson, ATM, explores the many ways in which visual aids can help you become a more effective communicator. See page 28.



**KEEPING YOUR AUDIENCE AWAKE** — Dr. Vaughn Stewart, ATM, discusses the many reasons for the use of vocal variety in your talks. Dr. Stewart points out the importance of impact in your vocal tones. See page 36.

# SUCCESS

# IS...



## IT HAPPENS EVERY SPRINGTIME

Springtime means many different things to different people, but it has a particular significance for Toastmasters—it's district conference time. Every Toastmaster should take the time to benefit from this event.

Ask your club president to announce the date and location of your district's spring conference. Then make plans to attend it.

Broaden your Toastmasters horizon by taking this opportunity to observe and learn new ideas and concepts in communication and leadership. Your district's educational sessions are planned with you in mind, but they are ineffective unless you attend them.

This is your opportunity to exchange ideas about the Toastmasters program. You can learn from others while they benefit from your suggestions and comments.

If you are club president or educational vice-president, you are a member of the district council and have a duty to attend the council meeting during the conference. You have a double reason to be at the conference.

If you never have been to a district conference, plan to attend this one. Plan for education, business, and fun. You will benefit and so will your club.

And be sure your club is well represented at the conference. Set a special time and place where you and your fellow club members can meet; or travel there together—charter a bus or arrange an auto caravan.

*Success Is . . . attending your district conference.*

International President Arthur M. Diamond

# educational happenings

## WORDS! WORDS! WORDS!

By Richard Ward, ATM, District 41 Governor

Words! Words! Words! At no other time have we been showered with such an abundance of words—words of all sorts, from all directions, and in great volume. Yet, in the midst of all these words, communication is at its lowest ebb.

This is the sad situation that the Toastmaster finds himself in today! The need to sharpen his word usage and to communicate should be his primary task.

New words confront us in every field of endeavor. Consider such terms in the fields of psychology and religion. One of the “in” words in today’s language is *existentialism*.

This word denotes a school of philosophical thought that says the world is real and life is tough. Man has turmoil and is lonely. He must decide the contest in which he will live his life, and until he does, it will be meaningless. Man determines if he is to be authentic or phony.

### The Words You Use

This form of philosophy can be separated from others with the aid of the short story about the three baseball umpires who were discussing their personal approaches to the task of calling balls and strikes.

The first man classified himself as being *subjective* about the issue. “I call them the way I see them,” he said.

The second man classified himself as being *objective* about his job. “I call them the way they are,” he said.

However, the third man ended any possibility of an argument about which is the better technique. “I’m an *existentialist*,” he said. “They are nothing until I call them!”

# for you and your Club



And so the language increases with each new word. New words are coined everyday. Some eventually achieve general acceptance and are placed in the dictionary, while others slip into oblivion.

Toastmasters must constantly be reading and developing a sense of word propriety in order to maintain their communicative effectiveness.

Words sometimes tend to confuse the listener and defeat their original purpose of communication. This is most common when such terms and phrases are used simply to add sophistication—frequently artificial—to a speech. The Toastmaster avoids this trap and places communication above sophistication. Words should only be used to communicate!

### Maintain Your Logical Sequence

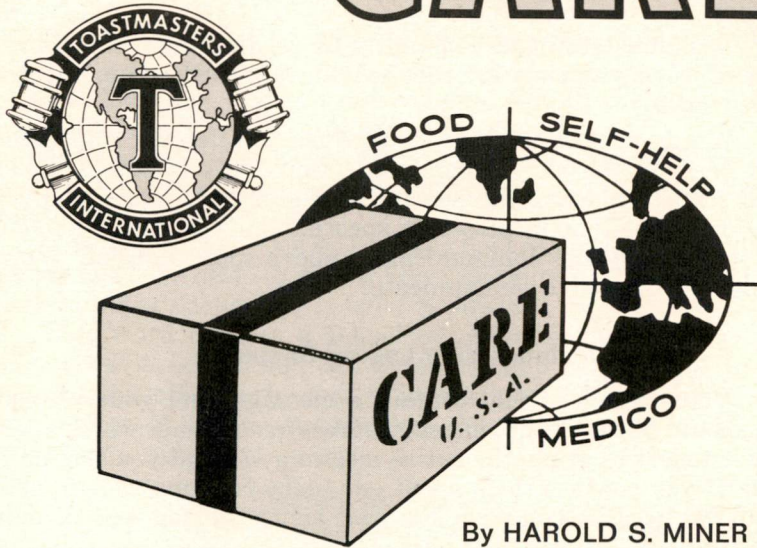
Your speech should contain a message, and your ultimate goal should be to put that message across in a manner which allows your listeners to grasp the entire meaning of what you are telling them. If you confuse them about one point your message is likely to fall flat because you have lost your logical sequence of thought.

**Words are to be used with discretion and propriety by the able communicator. A word correctly used opens to a man a new world—a world of understanding.**

The greatest of all moments in history—in your history and in the history of the world—is when one man communicates with another man.

For further discussion of this subject review Project XIII “How To Make Words Work For You” in Section I of your *Communication and Leadership Program* manual. Also review Project X “How To Clarify Your Meaning.”

# TOASTMASTERS CAN CARE

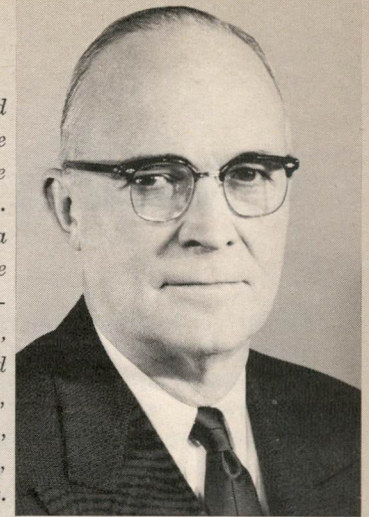


By HAROLD S. MINER  
President of CARE

Human kindness is a world to talk about. This month marks the 25th anniversary of CARE in the *business* of human kindness.

It was May 11, 1946, when the first CARE packages arrived at LeHavre, France, and the beginning of one of the great rescue operations of the 20th Century.

*Harold S. Miner, president of CARE, has served on the CARE Board of Directors since the organization's inception in November, 1945. He was elected president of CARE in 1957. Mr. Miner is a native of Taunton, Mass., and is a resident of Great Neck, Long Island, N.Y. He retired in 1962 after many years as vice-president of the Manufacturers-Hanover Trust Co., New York City. Mr. Miner is an advisory board director of Manufacturers-Hanover Trust Co., a director of American Life Insurance Co., Standard Prudential Corp., Zale Jewelry Co., and the Sterling National Bank of New York.*



This event was the realization of an idea that had stirred in the minds of a few individuals two years before the end of World War II. They foresaw that when the guns were silenced, the cries for help would arise from millions of men, women, and children in Europe trapped amid devastation in the wake of a long conflict.

They saw the immediate need for a means of providing person-to-person aid — a method that would make it possible for individuals to send help directly to their friends and relatives.

The result of this observation was the incorporation of the *Cooperative for American Remittances to Europe* — CARE. This name became a household word in Europe and in many countries of Asia, Africa, Latin America, and the Middle East.

CARE packages soon carried their message of new life and new hope to ever-widening areas. They included nearly all of Europe, and in 1948 the start of aid to Asia was signaled by a CARE program initiated in Japan. By the mid-1950's, Latin America and Africa were included. CARE's name was changed to the *Cooperative for American Relief Everywhere*.

In the meantime, the base of the support given CARE had broadened — Americans and Canadians who had no friends

---

**EDITOR'S NOTE:** Although Toastmasters International does not, as an organization, endorse other organizations, it occasionally provides subjects about which Toastmasters might wish to speak as individuals. It is in this vein that Mr. Miner invites Toastmasters to speak on behalf of the CARE organization.

# CARE

or relatives overseas, but simply wished to help, became CARE contributors in ever-increasing numbers.

The programs also had expanded. To immediate aid in the form of food, blankets, textiles, and other necessities, CARE added its self-help concept in 1951. Its success can be measured by the hundreds of communities around the world which have been released from centuries of hopeless poverty, ignorance, and disease.

The idea behind self-help is that, given the opportunity, people will rally within themselves the power to reshape their destiny. The opportunity was offered by CARE in the form of materials that have gone into the construction of thousands of schools, water supply systems, nutrition centers, roads, health centers, and vast housing projects.

On an even larger scale, the self-help program has developed into a "partnership" between CARE and many of the countries in which it operates. Under this plan, national and local governments commit definite funds and services, and these

are matched with similar contributions from CARE donors.

Community groups pledge to provide local materials and volunteer workers. A CARE man administers the project and uses funds contributed to CARE to buy whatever else is needed — tools, cement, roofing, building-block machines, tanks, and pumps. To date, 85 such contracts in 15 countries of Asia, Africa, and Latin America have been signed and others are in prospect.

## Modern Techniques

Another major development took place in 1962 when MEDICO became a service of CARE. Since then, hundreds of U.S. and Canadian physicians, surgeons, specialists, dentists, nurses, and technicians have brought the benefits of modern techniques to areas of the world where medical care had been primitive or nonexistent.

Now, an average of 600,000 persons receive skilled treatment each year. Illnesses have been conquered that once were killing or crippling thousands.

Certainly of equal importance is the fact that MEDICO personnel are engaged not only in treating patients, but also in teaching and training local doctors. They will continue to cure the ill and mend the injured long after the visitors have completed their terms of service.

The entire story of CARE's service to humanity in the past 25 years is not told unless it includes the record of its response to those sudden, unforeseeable disasters that strike from time to time in all parts of the world. Floods, fires, typhoons, and earthquakes have destroyed homes, killed and injured thousands, and left tens of thousands destitute.

Before many hours pass, CARE overseas men are on the scene, surveying the needs, proceeding to distribute to the survivors such supplies as they have available in their mission stockpiles.

## Public Support

From World Headquarters in New York, the CARE appeal in behalf of the afflicted goes to the print and broadcast media to rally public support for emergency aid and programs of reconstruction. The unfailing cooperation of the media must be counted as one of the great factors in the success of these impromptu campaigns.

Toastmasters also have helped in these situations by spreading the word about CARE's activities. Their talks to their fellow Toastmasters and to other organizations in their communities have proven to be a great service to further CARE's human kindness goals.



In fact, to this day, CARE continues to help not only individuals, but entire communities with the means to rebuild homes, educate children, increase food production, and maintain health to insure a brighter future for these unsettled persons.

The total value of aid delivered by CARE in the past 25 years can be stated in terms of dollars — more than a billion of them. But there are other, better ways, and the best is in terms of the lives CARE programs have enriched in countries around the world.

Express it any way you wish, but one thing is certain: it was the uninterrupted generosity of people that made CARE's accomplishments possible.

The great potential and variety of CARE's programs readily lend themselves as apt speech subjects for any Toastmaster. The subject is appropriate for outside speaking engagements or as credit for a *Communication and Leadership Program* manual project. For additional speech information write: CARE, 660 First Ave., New York, N.Y. 10016.

# TOASTMASTERS ON THE MOVE



## Community Leader

**John D. Nilson, ATM**, of Glen Eagle Club 556-52 in Glendale, Calif., writes: "I owe my current status as chairman of **Glendale Little League** and chairman of the **Negotiating Council** for Certificated Employees of the Glendale School District purely to Toastmasters and a careful following of its educational projects."

## New Job

**John Boyd** of Bow Valley Club 1494-42 in Calgary, Alta., Canada, is moving to Australia for his new duties with **Digitech Corp.**

## Named General Manager

**Lewis Shropshire** of Athens (Ga.) Club 1779-14 was named general manager of **Motel Enterprises Inc.**, a subsidiary of **Benson's Inc.**

## On The Air

District 25 Governor **Jerry L. Leonard, ATM**, taped a 10-minute interview about the TI communication and leadership program for radio station **KBCL AM&FM** in Shreveport, La.

## Rated Outstanding

**John M. Barreto**, District 29 administrative lieutenant governor, was presented with an "Outstanding Performance Rating" citation for his service as an electronic engineer at **Eglin AFB, Fla.**

## Narrates Apollo Launch

**Jake Alarid** of Space Club 513-F in Downey, Calif., appeared on **KMEX-TV** in Los Angeles to use his ability in the Spanish language to narrate the launch of **Apollo 14**.

**NAMED OUTSTANDING — Orlando Ramsvick** (left) of Council Bluffs (Iowa) Club 2114-24 receives his club's "Outstanding Toastmaster of the Year" award from past club President **Charles Scheel**.

## On The Move At Schlitz

Six members of Schlitz Club 1989-35 in Milwaukee, Wisc., were promoted to greater responsibilities at the **Jos. Schlitz Brewing Company's** Milwaukee Branch: **Ed Bott**, manager of sales promotion communication; **Robert Buerki**, manager of the

special markets division; **William Hayes, ATM**, manager of sales promotion projects; **Charles Lange**, manager of the draught beer department; **Thomas Stamates**, office manager; and **Robert Teese**, manager of Encore Beer brand products.

## Community Awareness

District 3 Governor **Kenneth S. Jagolinzer, ATM**, was interviewed on radio station **KOY** in Phoenix, Ariz., about Toastmasters community activities in the Phoenix area.

## Accounting For TI

The "**Texas CPA News**" reported in its September, 1970, issue that TI is "... a popular organization" among certified public accountants. The issue, a publication of the **Texas Society of Certified Public Accountants**, devoted an entire page to discussing TI benefits for CPAs.

## TI Cited

The TI communication and leadership program is cited by author **Howard H. Manko** in his recently published book, **Effective Technical Speeches and Sessions**.

## Article Published

"A Complete Guide To Tonal Spelling," written by **Jou Bienming** of Singapore (The Republic of) Club 357-U, was published in the **Journal of the Island Society of the University of Singapore** and in the **Journal of the International Phonetic Assn., London**.

**TOASTMASTERS WEEK** — Kingston, N.Y., Mayor **Francis R. Koenig** (left, seated) declares **Toastmasters Week** in his city for Kingston Club 2966-34. Toastmasters (from left) **John Porsch**, **Gene Marigliano**, and **Rick Albano**.





IN DALLAS/FORT WORTH — Don Chesshir (center) and John Parker (right) of Ridglea Club 3067-25 are interviewed about Toastmasters by Bob Walsh on his WBAP-TV show.

### Television Interview

**Kenneth L. Richards** of Sembach (Germany) Club 2225-U was interviewed about the Toastmasters communication and leadership program during prime time on the **American Forces Television Network** in Europe.

### Man of the Year

**Javier Montez** of Fort Bliss Club 2236-23 in El Paso, Tex., was named "Civil Servant of the Year for 1970" by the **Federal Business Assn.** Toastmaster Montez is a supervisory electronic engineer for the Air Defense Board.

### Award Recognized

The presentation of TI's Distinguished Toastmaster (DTM) award to District 8 Educational Lt. Governor **Earl Drennen** was featured in a photograph and article in the "McDonnell Douglas Spirit," a publication for the employees of the **McDonnell Douglas Corp.**

**YLP GRADUATION** — Nanaimo (B.C., Canada) Club 738-21 presents its YLP graduates. Standing from left are Lyle Davies, Kathy Dillon, Mike Walker, Susan Wood, Jack Johnson, Jan Oster, Dave Davies, Mary Drzewiecki. Kneeling are Barbara Davies and Joanne Clark.



### New Duties

**James A. McGinnis** was promoted to assistant division head for the accounting department of the **Dallas Power and Light Co.**, and **Ralph C. Russell** was confirmed as chairman on evangelism at The Munger Place **United Methodist Church**. Both are members of Downtowners Club 3663-25 in Dallas, Tex.

# TI MEMBERSHIP SALES SCOREBOARD

## THE LEAGUE-LEADING DISTRICTS

At the end of eight months — July, 1970, through February, 1971 — the leading districts are approaching the 30 percent level. District 39 has surpassed that mark, jumping into first place and pushing District 33 into second place — a position it had held for the previous three months.

In other action, District 41 jumped from 14th in January to fourth, and District 12 dropped to sixth, the lowest it has been since last August. District 55 fell off the 'board in January, but jumped back into seventh place a month later. District 21, District 22, and District 24 also are new on the 'board with the end-of-February tally.

District 3 jumped from 20th to 10th position. District 67, District 66, District 56, and Founder's District fell off the 'board with the end-of-February tally.



District 39	30.44%	District 21	24.71%
District 33	29.53%	District 17	24.66%
District 47	28.42%	District 64	24.36%
District 41	26.93%	District 60	24.35%
District 57	26.75%	District 51	24.24%
District 12	26.53%	District 61	23.88%
District 55	26.21%	District 16	23.78%
District 25	25.38%	District 23	23.74%
District 15	25.07%	District 22	23.55%
District 3	25.02%	District 24	23.55%

### THE LEAGUE-LEADING BATTERS

Congratulations to the following eight Toastmasters who have sponsored five or more new members between July, 1970, and February, 1971. These men have the top batting averages in the entire league.

Particularly significant are the activities of Bob Brower, District 3 secretary. He is credited with sponsoring the entire charter membership of one club and seven new members for his club. The number of new members sponsored is in parentheses.

**Bob Brower (35)**  
Valley Club 3354-3

**Russell M. Shoemaker (7)**  
Sandusky Club 2913-10

**Robert L. Haynes (9)**  
Metropolitan Club 1696-6

**Tom Faulkner (7)**  
Ponca City Club 1846-16

**Gene Keller (9)**  
Avco Club 1284-31

**John VanValkenburg (5)**  
Santa Ana Toasters Club 991-F

**Wayne Hellbusch (7)**  
Lutheran Brotherhood Club 1767-6

**George E. Deliduka (5)**  
Tactical Air Club 2619-66

### THE LEAGUE-LEADING CLUBS

Congratulations to the following 21 clubs for their outstanding enthusiasm and participation in sharing their TI communication and leadership program. Four of these clubs are "President's 40" clubs, and several are close to achieving that status. An asterisk indicates a "President's 40" club. The clubs listed here lead the league for the period July, 1970, through February, 1971. The number of new members is in parentheses.

**\*Sharpstown Club 2243-56 (32)**  
Houston, Texas

**Burrard Club 1892-21 (20)**  
Vancouver, B.C.

**Armed Forces Staff College  
Club 2865-66 (32)**  
Norfolk, Va.

**Winter Park Club 3674-47 (20)**  
Winter Park, Fla.

**RAAP Club 3633-66 (27)**  
Radford, Va.

**Kaohsiung Club 1904-U (20)**  
Kaohsiung, Taiwan

**Podium Club 2303-60 (26)**  
Toronto, Ont.

**Forty Liners Club 2419-4 (19)**  
San Francisco, Calif.

**Pacesetters Club 1895-33 (24)**  
Walla Walla, Wash.

**John Deere Club 1116-19 (19)**  
Moline, Ill.

**Triple Ah'z Club 1171-28 (22)**  
Detroit, Mich.

**\*Bow Valley Club 1494-42 (19)**  
Calgary, Alta.

**\*Ponca City Club 1846-16 (21)**  
Ponca City, Okla.

**Gaveliers Club 1277-52 (19)**  
La Canada, Calif.

**WSTF Club 3242-23 (21)**  
Las Cruces, N.M.

**Skyliners Club 831-64 (19)**  
Winnipeg, Man.

**\*South Bay Club 280-50 (21)**  
Manhattan Beach, Calif.

**Rockhampton Club 3732-TCA (19)**  
Rockhampton, Queensland

**Fluor Club 124-51 (21)**  
City of Commerce, Calif.

**Park Ridge Club 831-30 (18)**  
Park Ridge, Ill.

**Jackson Club 807-62 (18)**  
Jackson, Mich.

# Speechcraft

**E**asy...  
**E**ffective...

and for **E**very club

The increasing popularity of Speechcraft in communities and clubs around the world is a credit to the resourcefulness and high standard of excellence of Toastmasters and Toastmasters clubs. It is an example of the value of TI's concept of personal development in the fellowship of the club format.

Many Toastmasters have recognized Speechcraft as a means to achieve their personal development and club goals. It provides members with new opportunities to exercise their communication and leadership abilities, creates club program variety, promotes community awareness, and builds club membership.

Since its inception in July, 1968, through February, 1971, 771 Speechcraft programs have been registered at World Headquarters. In the first two months of this year, 109 courses were registered. This is a profound statement of success both for Speechcraft and for Toastmasters.

Speechcraft recently was reformulated by Dr. Frank E. X. Dance, a member of TI's Educational Advisory Committee. It was designed to parallel the Toastmasters club format and allow greater achievement both for Speechcrafters and Toastmasters.

Dr. Dance is professor of communication and director of the Speech Communication Center at the University of Wisconsin at Milwaukee. He has been a Toastmaster since 1954.

**The new Speechcraft format was based upon research from four sources: TI experience, TI goals, adult education research, adult speech communication research and practice.**

Many worthwhile suggestions—from Toastmasters who had presented Speechcraft courses—were adopted into the new program, and many Toastmasters were personally consulted to draw from their expertise in this productive community activity.

TI's goals are prominent points in Speechcraft. Among the Toastmasters charter objectives are: 1) to provide educational opportunities in communication and leadership; 2) to better prepare men for participation in business, the professions, government, and the community; and 3) to have a program which provides for definite membership growth.

**From the individual member's viewpoint, Speechcraft provides you with additional valuable experience in speech communication before new audiences. It**

## Self-confidence...

### fast thinking...

**enhances your personal development in the realm of communication and leadership.**

Every member should practice the aspects of this program when participating in his club's activities. Table Topics, invocations, business meetings, and all phases of your Toastmasters experience will be broadened to contribute new concepts for man's oldest and most significant challenge.

In order to meet TI's goals on the International, club, and member level, Speechcraft should be conducted *only* by Toastmasters and *only* within the club — actual or simulated — meeting format. The program *must not* be changed in any way. Toastmasters are obligated to present the identical program regardless of location. Speechcraft is designed to be integrated with your *Communication and Leadership Program* manuals and with the other member-development program manuals used in your club.

Adult education has existed since the time when a person

first decided that, in order to survive and prosper, he had to add more to the knowledge and skills he learned as a youth. Research and experience indicate that normal adults can continue to learn as effectively, or more so, as young people do. Learning effectiveness slows only as a result of disuse.

**In addition, a point which enhances learning effectiveness is that adults appreciate the value of a good theory more than non-adults. They can make better practical application of good theory than can non-adults.**

Toastmasters International, throughout its history, has proven that the learning ability of adults need not necessarily wane. The TI program is the result of a need. Speechcraft is a product of that same need. Its increasing popularity shows recognition of that need.

Surveys of formal university evening adult education programs indicate that adults enter into speech communication skill development programs for one or more of four basic reasons: 1) to acquire increased self-confidence, 2) to learn how to think on their feet, 3) to increase vocational efficiency, and 4) to engage in situations providing new social contacts. Speechcraft was designed specifically to meet these goals.

## Increase ability...

### social contacts...

Adult education experience indicates that programs are better accepted if they bring about small but noticeable improvement. Speechcraft was prepared to keep Speechcrafters moving ahead with each session by offering specific action goals for each meeting. When fulfilled, there is almost automatic recognition of the impact these goals have upon the participants' daily communicative behavior.

**Research also stresses the need for reinforcement. When you see someone do something good and you want him to do it again, it is important to let him know that his effort was noted and appreciated. Positive reinforcement has been built into Speechcraft.**

Laboratory sessions are part of Speechcraft. These are sessions during which the Speechcrafter becomes acquainted with club members and further develops his personal communicative skills. He also is fulfilling his desire to make new social contacts.

From the intensive examination of dozens of adult communication education programs at various institutions came a list of topics which form the foundation of Speechcraft. It offers eight sessions which provide many opportunities for Speechcrafters to actively participate.

The eight sessions of Speechcraft encompass Topic Selection, Speech Organization, Audience Analysis, the Role of Language in Speech Communication, and Using Audiovisuals. Such topics should never disturb a Toastmasters club meeting.

**Rather than upsetting your club programming, Speechcraft is an enhancement to it. Your club's activities progress while Speechcraft is being conducted.**

Research indicated the importance of providing appropriate models for the behavior the adult is trying to develop. Toastmasters, more than any other adult education program, is best suited to provide the adult speech communication learner with models of good speech communication. It only can do this within the club meeting format.

Development of the Speechcrafters' self-confidence is a process throughout the program. Workshop laboratories

allow the Speechcrafter to benefit from the personal advice and guidance of an experienced Toastmaster. The Speechcrafter has several opportunities to hear club members' speeches and thus profit from the accomplished speaker's example and evaluation.

Adult education is a need and a promise. It is a need arising from a rapidly developing technological society that must have matching people-development. It is a promise that adults, grouped together in the fellowship of the Toastmasters club, can meet the needs of individuals and society through programs like Speechcraft.

The enthusiasm generated by Speechcraft can be summed up in a few short paragraphs submitted by past District 20 Governor Richard Corcoran, educa-

tional vice-president of Bismarck (N.D.) Club 717-20. He writes:

"One Speechcrafter traveled over a hundred miles to attend the course and was so enthused that he joined the club before the course was complete. One other Speechcrafter has also joined and seven more have indicated their wish to join.

"At no time during this course were there more than two Speechcrafters absent. Attendance by the Toastmasters themselves was never greater, as all became intensely interested in the progress of their students. Enthusiasm abounded at every session of Speechcraft.

"If any educational vice-president wishes to instill variety in his programs, all he has to do is interest his club in Speechcraft."

## NOTICE

### TO CLUBS IN THE USA AND U.S. POSSESSIONS

Toastmasters clubs with a gross annual income of less than \$5,000 will not be required to submit Federal Income Tax Form 990—Return of Organization Exempt From Income Tax.

If your club receives a tax return form but its annual gross income is less than \$5,000, print at the top of the form, "GROSS RECEIPTS NOT MORE THAN \$5,000," and return the form to the Internal Revenue Center, 11601 Roosevelt Blvd., Philadelphia, Pa. 19155.

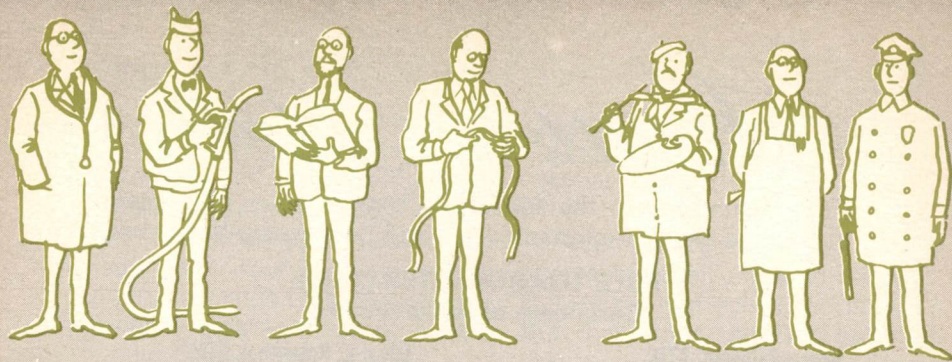
Toastmasters clubs in this category will not require an "Employee Identification Number."

# Honor Roll

Congratulations to the following Toastmasters who have completed the TI Communication and Leadership Program.

## ABLE TOASTMASTER (ATM) Certificate of Achievement

- |  |  |
|--|--|
| <b>Boyce Gahagan, ATM</b><br>Town and Country Club 62-F                              | <b>Edgar E. Rosenthal, ATM</b><br>A-C Planners Club 1480-35  |
| <b>Douglas E. Bell, ATM</b><br>Helmsmen Club 770-F                                   | <b>Mack Little, ATM</b><br>Belvoir Club 2578-36              |
| <b>Don L. Smith, ATM</b><br>Tustin Club 3733-F                                       | <b>Robert L. Grant, ATM</b><br>North Stockton Club 64-39     |
| <b>Hans-R. Streiss, ATM</b><br>Heidelberg Club 1632-U                                | <b>Robert F. Kasmire, ATM</b><br>Town and Gown Club 3337-39  |
| <b>Ray W. Owens, ATM</b><br>Hi-Noon Club 455-5                                       | <b>Austin O. Walpole, ATM</b><br>Moundbuilders Club 511-40   |
| <b>John Gera, ATM</b><br>Richfield Legion Club 232-6<br>Spartan Speakers Club 2376-6 | <b>George Redman, ATM</b><br>Skyline Club 3258-41            |
| <b>Ernest D. Cox, ATM</b><br>Aquatennial City Club 534-6                             | <b>N. J. Murdock, ATM</b><br>Hub Club 660-44                 |
| <b>John T. Anderson, ATM</b><br>Salem Club 138-7                                     | <b>Benjamin H. Cheshire, ATM</b><br>Summitt Club 1781-46     |
| <b>Forrest Nelson, ATM</b><br>Allis-Chalmers Club 1995-8                             | <b>Peter F. Sarthou, ATM</b><br>Midland Park Club 3041-46    |
| <b>Don H. Collins, ATM</b><br>Windjammers Club 2628-12                               | <b>Charles L. Jones Jr., ATM</b><br>State Farm Club 1178-47  |
| <b>Theodore Castrodale, ATM</b><br>Pittsburgh Club 144-13                            | <b>Jack Jackson, ATM</b><br>Miracle Mile Club 2283-47        |
| <b>Kenneth J. Hughes, ATM</b><br>Bartlesville Club 186-16                            | <b>Veto Melfi, ATM</b><br>Pompano Beach Club 3003-47         |
| <b>W. Don Buckner, ATM</b><br>Phillips 66 Club 3266-16                               | <b>Herman W. Dieckman, ATM</b><br>Civic Center Club 3077-47  |
| <b>Norman I. MacDonald, ATM</b><br>Evergreen Club 973-21                             | <b>James T. Smith, ATM</b><br>Albertville Club 3526-48       |
| <b>Werner Bernhardt, ATM</b><br>Nehako Club 2046-21                                  | <b>Robert M. Warner, ATM</b><br>Aloha Club 601-49            |
| <b>Charles S. Lofton, ATM</b><br>Haworth Club 193-22                                 | <b>Erwin G. Hogan, ATM</b><br>Metropolitan Club 1570-52      |
| <b>Lester D. Hovorka, ATM</b><br>Sunrise Club 2788-24                                | <b>John L. Lamb, ATM</b><br>Freeport Club 2614-54            |
| <b>Irving Smith, ATM</b><br>South Denver Club 1588-26                                | <b>George H. Bloom, ATM</b><br>LRL Microcentury Club 2797-57 |
| <b>Frank D. Meyer, ATM</b><br>Northwestern Club 766-28                               | <b>Donald R. Jackson, ATM</b><br>Grand Rapids Club 404-62    |
| <b>Ramond C. Morgan, ATM</b><br>Port Angeles Club 25-32                              | <b>Waldo P. Miller, ATM</b><br>Maryville-Alcoa Club 1186-63  |
|  | <b>John C. Downey, ATM</b><br>Bellwood Club 3282-66          |



## Who Has Heard Of

By JAMES L. WU, ATM

Whether you're selling a product, a service, or an idea — in the language of the business world — it pays to advertise. Although Toastmasters International does not advertise, in the *marketing* sense of the business world, Toastmasters are telling increasing numbers of potential members about our communication and leadership experience.

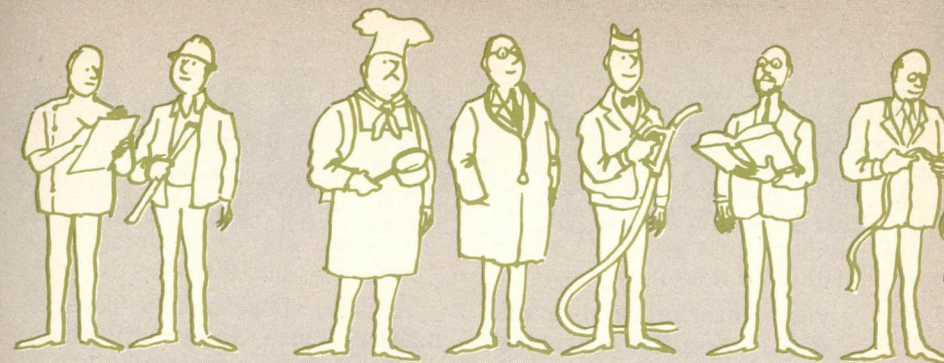
As part of a continuing effort to build an awareness of Toastmasters clubs in our communities, your board of directors and World Headquarters staff use many techniques to get the message across. Their activities provide continuous exposure to the general public.

This makes *your* local contact easier, for it is at this level that membership sales are really made. Added to this international effort are the many fine community relations programs conducted by districts, areas,

and clubs. You can see why Toastmasters — to use the entertainment term — “sock it to 'em.”

At the club level, where you and I really talk Toastmasters, this constant promotion helps us by creating a favorable community relations climate.

When we invite a friend to see our Toastmasters program in action, his reaction is likely to be a receptive, “Yes, I've heard a lot about Toastmasters; it's a great organization. I'd be happy to visit your club.”



## Toastmasters?

How has the Toastmasters story been told? The job is being accomplished mainly through the very personal efforts of many Toastmasters who are dedicated to tell as many people as possible about the fantastic discovery they have made — the Toastmasters experience.

Here are some examples of the many activities being accomplished for you, me, and our clubs:

- **Project Spot** — a program across North America to gain community awareness through a series of radio spot announcements about the Toastmasters club and your communication and leadership program.
- **Publicity to the leading executives of the “Top 1,000” U.S.-based firms, telling them about your Toastmasters communica-**

**tion and leadership program.**

- **An article entitled, “Unaccustomed as I am to Public Speaking,” in the April, 1970, issue of *Changing Times*, *The Kiplinger Magazine*.**
- **A detailed description, with photographs, of the typical Toastmasters club meeting in the March 27, 1970, edition of “The New York Times.”**
- **Toastmasters announcements in the official publications of: American Society for Personnel Administration; American Society of Association Executives; and the American Society for Training and Development. These are international organizations of men who can guide many men into your club.**
- **The many appearances by**



**your International president, executive director, and other International officers and directors at meetings of other organizations and on radio and television.**

- **Your International president's district visitations, with attendant publicity from the print and broadcast media.**
- **The many radio and television appearances by district governors as a result of introductory letters from World Headquarters inviting the stations to interview these men about their Toastmasters experience.**

These programs are productive in building good will for Toastmasters International; however, they also produce many inquiries about membership. Each inquiry is referred by World Headquarters to the appropriate district for personal follow-up.

Many members have made individual efforts in this area. They have gained valuable broadcast time and publication space for their club and TI.

Articles about specific Toastmasters clubs, their activities and members continually appear in professional and company publications and in daily newspapers around the world. This is the result of two things — the magnetism of communication and leadership, and members' interest in gaining greater community awareness for their club.

Besides these efforts of a promotional nature, Toastmasters are making news by participating in community activities. Among those most frequently reported are:

- **Speechcraft**
- **Youth Leadership Programs**
- **Speakers Bureaus**
- **Speech Contests**
- **Sponsoring Public Forums**
- **Judging speech contests for organizations and schools**
- **Presentation of honorary membership to community leaders**
- **Proclamations for Toastmasters by civic officials**
- **Shows, Fairs, and Displays**

It is the opportunities outside your club which add that measure of accomplishment and yields the greatest fulfillment of your membership. The development of your abilities is a productive effort for you.

Does this sound like an imposing array of things to do? Do they appear too formidable for you and your club to undertake? They shouldn't! The success many clubs have had with them suggests they *are* achievable as well as worthwhile.

You have many avenues of assistance. First, review the activities reported in *The Toastmaster* magazine about other clubs' projects. Learn about how others have done it. Next, seek advice and guidance from your

district officers or committee chairmen, and finally, order the appropriate literature and educational materials — especially TI's new *Publicity and Promotion Programs* manual (1140) — from World Headquarters.

There are opportunities for your club to participate in these effective community relations programs. Respond to your International president's invitation to share our program with others.

The image-building work you do now builds for the future. Establish a check list now for your club's standard of excellence for the time when your prospect comes to see it as it is in action.

#### ABOUT THE AUTHOR

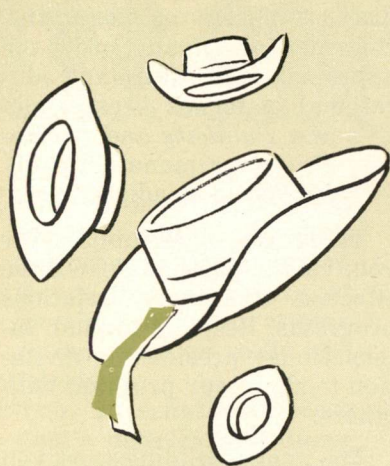
*James L. Wu, ATM, is management information manager at the FMC Corporation in Santa Clara, Calif. A former member of the Toastmasters International Board of Directors (1968-70) and a previous contributor to The Toastmaster, he is a member of FMC Club 2873-4.*

#### OFFICIAL CONVENTION CALL TO ALL CLUBS

In accordance with Article V, Section 4 (b) of the By-laws of Toastmasters International, you are hereby notified that the 40th annual convention of Toastmasters International will be in Calgary, Alta., Canada, on the 4th, 5th, 6th, and 7th of August, 1971, at the Calgary Inn.

All Toastmasters are urged to attend.

*Board of Directors, Toastmasters International  
by Arthur M. Diamond, Chairman*



A White Hat For...  
**YOUR 40th  
INTERNATIONAL  
CONVENTION**

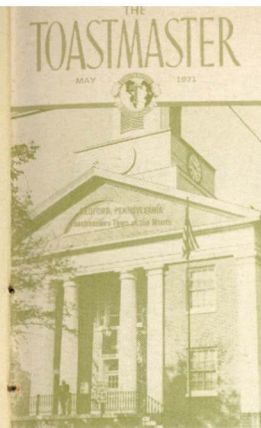
Your 1971 Toastmasters International convention will be conducted in Calgary, Alta., Canada, August 4-7, at the Calgary Inn.

Exciting educational programs, fun, and fellowship for you and your family are planned. There will be special activities for everyone.

The Toastmasters of convention Host District 42, under the leadership of District Governor Eugene R. Thompson and Host District Chairman Harold Bickel, are assisting World Headquarters in making the arrangements for this special occasion.

Details about the convention programs will be reported in *The Toastmaster* next month, but the highlights of the Wednesday-through-Saturday gathering include many educational sessions, the TI Hall of Fame recognition program, the International speech contest, the annual business meeting, and several special social events.

Make plans now to bring your family to the 1971 International convention, and join other Toastmasters families in the beautiful surrounding resort areas of Calgary, Lake Louise, Jasper, and Banff.



### TOASTMASTERS TOWN OF THE MONTH — BEDFORD, PA.

BEDFORD, PENNSYLVANIA, is the county seat of Bedford County. This year, the two civic agencies — city and county — will celebrate the 200th anniversary of their official establishment. The celebration began March 9 and will last until November 26.

As a result of Bedford's selection as Toastmasters Town of the Month, the Bedford County BiCentennial Commission has designated May as Toastmasters International Month in Bedford County. Bedford also will be the site of the District 13 Spring Conference May 15. That week has been declared Toastmasters Week by the Mayor of Bedford.

In addition, members of Bedford Club 574-13 have placed special posters and pictures in the banks and other public buildings for the May observance.

Although basically an agricultural community throughout its history, Bedford also is prominent as a tourist and resort center. The famous Bedford Springs Hotel, erected in 1805, still is considered one of the finest hotels in the eastern United States.

It served as the summer White House for President Buchanan's administration, and Bedford has been host for many other presidents and famous persons including Washington, Polk, Garfield, Hayes, Harrison, and Eisenhower. It has hosted such historical figures as Henry Clay, Daniel Webster, John C. Calhoun, Alexander Hamilton, Horace Greeley, and Jay Gould.

Eight miles from Bedford is Pennsylvania's Shawnee Park, which accommodates more than 100,000 visitors each weekend during the summer. In the winter, Bedford becomes known as "ski town" for thousands of skiers using the nearby Blue Knob Ski Resort.

# Visual Aids Can Open The Door

By DR. KLAYTON E. NELSON, ATM

“One picture is worth 10,000 words” is as true today as it was in China where the proverb originated many centuries ago. In our modern, fast-moving society with “high impact” communication media, words have an ever decreasing force unless supplemented with some form of visual aid.

Picture magazines are dramatically replacing the old pictureless journals, color television has been added to the media, and three-dimensional television soon will be marketed for your living room. Each technological advance makes it possible for the media to more nearly duplicate an actual life experience.

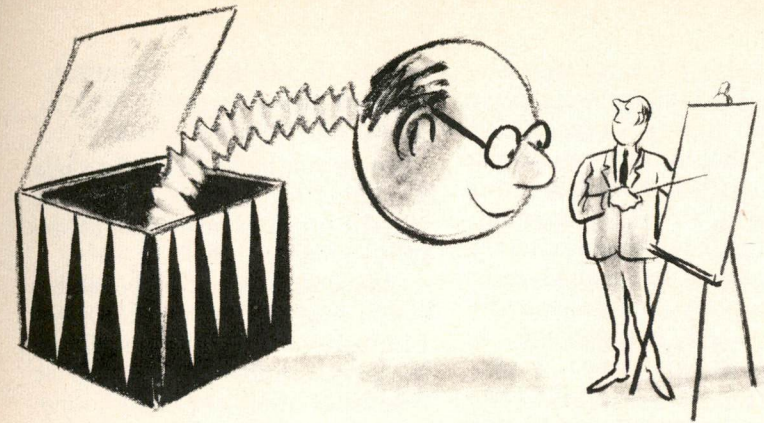
It has been shown that the more realistic the experience, the stronger the impact on your mind. Further, psychologists have determined that there is a direct relation between the strength of this impact and how well the experience is remembered.

Just how forceful are visuals? Tests indicate we learn 11

percent through our ears, but 83 percent through our eyes! We also retain 20 percent of what we hear, but about 50 percent of what we *hear and see!* Visual aids affect not only the knowledge *obtained*, but also the knowledge *retained*.

For Toastmasters, this should be especially significant. We are directly concerned with effective communication, and each new technological development should alert us to the power of visual media.

**We need to examine the various visual aids available to us, particularly when many of them are amazingly convenient and easy to use. Many professional-looking**



**visuals are economical and simple to make.**

Speechcraft and Youth Leadership Programs would be more effective with instructors skilled in the use of visual aids. Here is a showcase in which Toastmasters can demonstrate their proficiency to the community.

What better publicity can your club have to attract new members than a group of men with reputations for using these effective communicative tools?

Here is a vast area in which to develop potential skills to challenge the advanced Toastmaster. Your club can retain experienced Toastmasters by providing opportunities for them to combine their visual aids skills with their basic communication abilities.

How can the educational vice-president stimulate the members to use visual aids? First,

each member must be convinced of the effective impact they can give to his speeches—how they can work for him. Second, each member must be reassured that he *can* use visual aids. Third, he should be motivated to try them; and fourth, each member should know the variety of visual aids available and the relative advantages and disadvantages of each.

**Once this is accomplished and a member has used a visual aid in his speech, the evaluator must know how to constructively evaluate the effort. His evaluation will make it possible for the speaker and his fellow Toastmasters to improve their techniques.**

Valuable resources are available to help your club's educational vice-president develop or improve a training program for the member who wants to use



visual aids. TI's *Audiovisual Handbook* (1193) should be in every club library. In fact, every member should have one to use with his *Communication and Leadership Program* manual.

The handbook deals with the entire range of visual aids, from the very simple, easy-to-prepare, and inexpensive, to the more sophisticated, expensive varieties. Especially valuable are the many "do's" and "don't's" of visual aids.

### Source Material

If you are interested in trying projection techniques, two other references are excellent sources: "Effective Lecture Slides," a pamphlet available free upon request from the Consumer Markets Division, Eastman Kodak Co., Rochester, N.Y.; and *Effective Slide Making, Tools and Techniques*, by Hayes Fisher, University of California Agricultural Extension Service, available from the publications department, University of California at Davis, Calif.

The decision to use or not to use visual aids in a speech can be resolved if you first ask yourself:

1. Will they help focus and hold the attention of my audience?
2. Will they give my speech more meaning?

3. Will ideas be communicated more accurately?

4. Will they save time?

Once you have decided to use a visual aid, your choice of which type to use should be influenced by the:

*Availability of resources, time, talents, and equipment.* Limitations of any, or all, of these resources might restrict the visual aid to the chalkboard, models, pictures, or simple charts. Availability of certain types of projectors is a vital consideration.

### Viewing Distance

*Size of your audience.* Large audiences restrict the choice of aids to the projection types. The use of charts, models, chalkboard, or mounted pictures is precluded by the viewing distance.

*Shape of the room.* If projection visuals are to be used in a wide room, rather than a long one, the type of screen should be considered. "Flat" screens (not beaded) give good visibility to 30 degrees on either side. Beaded screens have higher reflectance, but good visibility is limited to about 20 degrees.

*Light control in the room.* The effectiveness of most projection aids might be seriously impaired if the room cannot be darkened; however, an overhead projector works well in a lighted room.

*Electrical outlets.* Outlets must be available and of sufficient capacity for projection aids. They should be nearby. Long extension cords are inconvenient and hazardous.

*Lectern facilities and podium space.* These facilities can restrict the use of some types of visual aids. Plan ahead!

The evaluator should consider audiovisual aids from the standpoint of how well they help the speaker attain his objective. He should pose these questions about his speaker's presentation:

1. Did the visuals contribute meaningful content to the presentation? How well did they help the listeners?
2. Did the visuals complement, rather than dominate, the speaker? To what degree did the listeners become so fascinated by the visuals that they lost the speaker's message?
3. Did the use of the visual save time?
4. Were the visuals easily seen? How legible were

written or printed materials? Evaluate composition and color.

5. Was the content of the visuals easily understood? Did each present only one idea? Were they arranged in logical sequence so the speaker's message could be easily followed?
6. How effective was the timing of each visual? Were they exhibited promptly when needed, then only long enough to convey the message? Were they left in view to compete for the audience's attention?

For the speaker's benefit, the evaluator should include with the answer to each question (where appropriate) suggestions for improvement.

A training program with visual aids is a "natural" for your Toastmasters club. It helps retain advanced Toastmasters and adds variety to the club activities, and it will keep your club in the forefront of advances in communicative techniques.

The challenge is there. Wake this sleeping giant. Put his fantastic potential to work for you!

### ABOUT THE AUTHOR

*Dr. Klayton E. Nelson, ATM, is a professor at the University of California at Davis, and he is listed in the Who's Who In American Educational Leaders, American Science Edition. He is past (1969-70) District 39 governor.*



### Charter Festivities

The charter meeting of **Sembach (Germany) Club 2225-U** hosted more than 85 French, German, and American guests, including Frau Uta Myer-Faulkenberg, representative of the Lord Mayor of Kaiserslautern.

### In England

For the past two years, **Nottingham (England) Club 3552-TCBI** has organized and conducted student speech competition which has been attended by nearly 300 spectators, including the Lord Mayor of Nottingham and the city and county directors of education.

**INTERNATIONAL PROGRAMMING** — **Victoria Club 2787-U** in Hong Kong boasts a truly international membership. Its executive committee claims six nationalities. From left are Daniel D. Lawrence, V. K. Ranganathan, Roque A. Rivera, Mark Y. S. Cheng, David M. Nicoll, and C. M. Poon. Two committee members not in photo are Krishan Lall and Michael P. R. Schumann.

### In Australia . . .

Toastmasters of **Tasmanian Club 2751-TCA** in Launceston, Tasmania, were the subject of a half-hour interview about communication and leadership on the local radio program "**Talk of the Town.**"

### Good News

An **Operation Patrick Henry**, sponsored by **Allentown (Pa.) Club 2706-38** and **Christmas City Club 3236-38** in Bethlehem, Pa., for Boy Scouts and Cub Scouts, was the subject of a photograph and news article in the "**Sunday Call-Chronicle**" in Allentown.



**INSTALLATION CEREMONIES** — International Director **Robert W. Blakeley, ATM** (left), and Lt. Col. **William Hunzeker** (second from left) attend the installation ceremonies of **Tuscany Club 2194-U** at Camp Darby, Italy. Officers are (from left) **Bill Ozbun**, **John Ortine**, **Bob Nicolosi**, **Joe Soboleski**, **Leo Bulson**, and **Bob Zapata**. Seated is **Mrs. Richard Glasgow**, wife of the immediate past club president.

### Community Spirit

**Penticton (B.C., Canada) Club 2392-21** gained community awareness when it sponsored "The Great River Race" for inflatable rafts and inner tubes during the **Penticton Peach Festival**.

### Good News

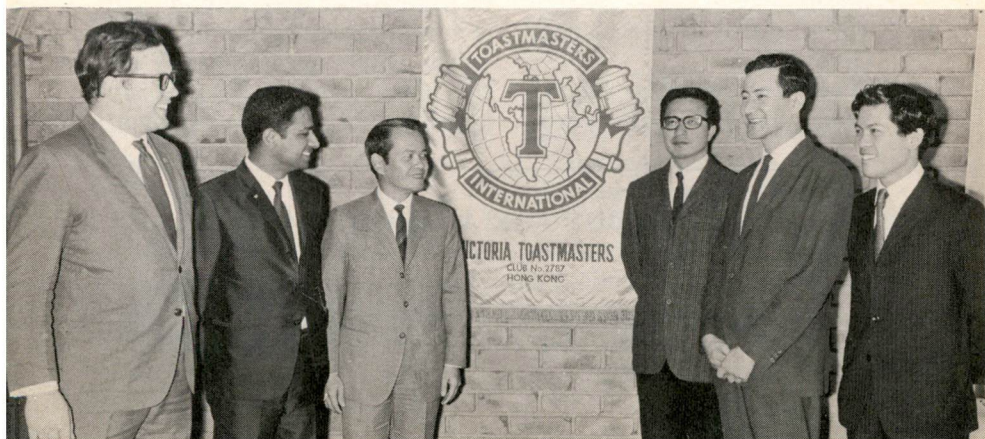
Members of **Bristlecone Club 3901-59**, employees of **Kennecott Copper Corp.** in McGill, Nev., were featured in their club communication and leadership activities in the **Kennevadan**, an employee publication of the Nevada Mines Division.

### Command Performance

**Aylesbury Club 762-TCBI** was invited to perform a demonstration club meeting based upon the theme of "Communication and the Spoken Word" for the **Institute of Supervisory Management**.

### Display In England

**Epsom (Surrey) Club 2487-TCBI** established a display about Toastmasters at the Borough of Epsom Show.



**SPECIAL PROGRAM** — Dr. **Harold Schwartz** (left) of **Lynwood (Calif.) Club 423-51** introduces a special guest at his club's "Lincoln's Day" program, **Judge Charles E. Bull**, who bears a remarkable resemblance to the 16th President of the United States





**HONORARY MEMBERSHIP** — Sharpe Army Depot (Lathrop, Calif.) Commander **Col. Robert Borman** accepts honorary membership in **Sharpe Club 3209-39** from Colin Hill. Also pictured are Toastmasters (from left) Jim Maine, Richard Schwoerke, Ray Leverett, Sid Johnson, Phillip Osborne, Don Schaapman, Al Shephard, and Mel Farnsworth.



**TOASTMASTERS QUEEN** — Miss Debbie Bungo, **Evergreen Pageant Queen** sponsored by **Greater Indiana (Pa.) Club 1440-13**, poses with Toastmasters Thom Malin (right) and Frank Schiermeier during club family night party.



**SPECIAL AWARD** — Past District 16 Governor Richard E. Schneider, DTM (left), accepts "Toastmaster General" award from Jim Guenther, ATM, of **Stillwater (Okla.) Club 576-16** for outstanding service to Toastmasters at least two years after gaining ATM status.



**SPECIAL HONOR** — La Tuque, Que., Mayor Lucien Filion (center) visits **Pic-Bois Club 3525-61** to present the club's Toastmaster of the Year award to Robert Brown (right). Also participating in the presentation is Raymond Riendeau.

## Toastmasters Highlighted

**Oasis** magazine, a publication for employees of the **U.S. Social Security Administration**, devoted several lead pages and photographs to TT's communication and leadership program and the Toastmasters activities of administration employees.

## Meeting Coverage

The joint installation meeting and speech contest of **Playground Club 1797-29** in Fort Walton Beach, Fla., and **Eglin (AFB) Club 1919-29** were the subjects of several photographs and an article in the "Playground Daily News" in Fort Walton Beach.

## CLUB ANNIVERSARIES — JUNE

### 35 YEARS

**Bremerton Club 63-32**  
Bremerton, Washington

### 25 YEARS

**New Albany Club 410-11**  
New Albany, Indiana

**Tuesday Y Club 394-11**  
South Bend, Indiana

**Corvallis Club 395-7**  
Corvallis, Oregon

### 20 YEARS

**Birmingham Club 957-28**  
Birmingham, Michigan

**Christopher Club 958-6**  
Minneapolis, Minnesota

**Tejas Club 966-56**  
Austin, Texas

**CPA Club 971-56**  
Houston, Texas

**Texoma Club 345-25**  
Sherman, Texas

**Guantanamo Bay Club 92-U**  
Guantanamo Bay, Cuba

**Quill Club 969-TCBI**  
Edinburgh, Scotland

### 15 YEARS

**Florence Club 2101-48**  
Florence, Alabama

**Air Age Club 2073-39**  
Sacramento, California

**College Club 2155-5**  
San Diego, California

### 15 YEARS CONTINUED

**Federal Bar Club 1915-36**  
Washington, D.C.

**Patrick AFB Club 2105-47**  
Cocoa, Florida

**Carlinville Club 2137-8**  
Carlinville, Illinois

**Frank H. Sparks Club 2000-11**  
Indianapolis, Indiana

**Shelbyville Club 1113-11**  
Shelbyville, Indiana

**Delaware County Club 1122-19**  
Manchester, Iowa

**Thoroughbred Club 1985-11**  
Louisville, Kentucky

**Vacationland Club 2097-35**  
Iron Mountain, Michigan

**Highway Club 2149-23**  
Santa Fe, New Mexico

**Grand Lake Club 1019-40**  
Celina, Ohio

**Toastaxers Club 2142-40**  
Cincinnati, Ohio

**Shawnee Club 2106-16**  
Shawnee, Oklahoma

**Dawn Busters Club 2116-7**  
Portland, Oregon

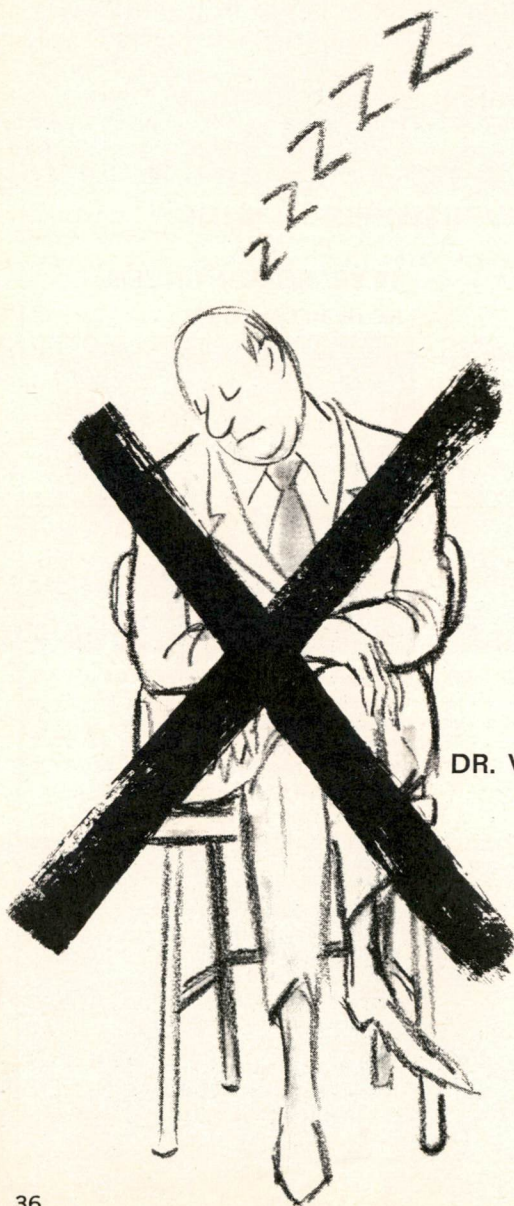
**The Dalles Club 620-7**  
The Dalles, Oregon

**Madison Club 2059-41**  
Madison, South Dakota

**Gateway Club 2158-41**  
Rapid City, South Dakota

**Beloit Club 2147-35**  
Beloit, Wisconsin

**Bossuet Cavaliers 2175-U**  
Capellen, Luxembourg



# NO WAY

With  
Vocal  
Variety

By  
DR. VAUGHN STEWART, ATM

Old enough to be new again is the story of the church usher, who, in the middle of a sermon, was called to the pulpit by the minister. "Will you please shake old man Simpson in the front row?" the minister requested. "His snoring bothers me."

"Shake him yourself," the usher replied, "You put him to sleep!"

As written manuscript, the sermon could conceivably be a masterpiece. However, as spoken communication presented in a monotone, it doesn't have a chance.

Sometimes — without telling us how to acquire it—our evaluator might suggest that a talk needs *vocal variety*. If yours is the phlegmatic approach, it could date back to when you were a small boy. You learned that without straining your voice you could get anything you wanted.

You weren't the tantrum type. Without knowing it, you acquired a tool used by hypnotists—the monotone.

But now that you're a man, you can't afford to mesmerize your listeners. A calm, composed, and impassive approach is fine over a cup of hot chocolate when you and the family are about to retire, but not before a lively group which expects you to inform, educate, and/or persuade in an illuminating manner.

How does a speaker achieve *vocal variety*? Does it arrive when typing the first draft? Can he stir in the variety with analogies and illustrations? Or does he find it in the kitchen while his poor wife listens to him rehearse?

This highly desirable stuff isn't as evasive as you might expect. Animation is everywhere. All you have to do is absorb it. Observe, and you'll conclude that speakers who excite you with their talk are exciting people.

Are they born or developed? Who knows?

Is this his natural way or has he cultivated it? Nobody wants to be thought phony. None of us wants to be what he isn't.

**But as by hard work you make sure there is *thought* in what you say, you also can condition your emotions so there will be *feeling* in the way that you say it.**

Chances are that the speaker who radiates personality has acquired it. He had to learn to put his thoughts together effectually; he had to learn to present them with impact.



First, you must make a habit of variety. When your wife greets you in the morning, speak as if you were happy to be alive. When you walk the dog, command him with enthusiasm.

When your child wants to talk with you, enter into it with everything you've got. Speak to the paper boy, but do it with great feeling. Resolve that you'll not say a word to anyone without feeling. Develop your habit in everyday life.

**When you begin using more than one note, get your vocal chords accustomed to the departure. This is the easiest. Spend time each day reading aloud from an emotional novel or play — or even the comic strips.**

Pretend you're surrounded by four-year-old children—read to them. Your voice will accustom itself to the louds and softs, the highs and the lows, the intimates and the across-the-room blasts that are known as *vocal variety*.

In the matter of impact and intensity, the use of image-making, or fantasizing, will surprise, thrill, and amaze you. Doubt if you will, but *try* it. You might be awkward at first, but the skill is worth your effort.

Project yourself into a situation saturated with feeling. It doesn't have to be happy—simply emotional. A hobby you excel at, or dexterity you dream about is a good place to begin your exercises.

Exaggeration is a good tool. Use word pictures brightly colored with sounds and smells and the sense of touch.

Imagine yourself explaining the fine points of photographing the world's greatest models, driving a golf ball 600 yards, creating a painting and selling it for \$10,000, busting a bronc at Madison Square Garden.

**With this kind of adrenalin flowing through your system, your voice can't fall flat. You can't really be calm and composed when you're thinking about these things. You should not be calm and composed when you're talking about things that spark your interest.**

Practice until your feeling is natural. Your endocrine glands are autonomically controlled. They can't determine if the information sent to them is from a real or imaginary incident.

When you stimulate them with an image or bit of fantasy, they go to work the same as if you really hit that golf ball 600 yards.

Give the image-making and fantasizing a try. To your family and your fellow Toastmasters, the way you talk represents the real you. At first they won't know how to take the sudden display of liveliness in your voice.

But be understanding and give them time to adjust. It will soon become part of you.

After you've mastered the art of inducing variety into your voice, you'll be able to demand your listeners' attention. They'll want to hear what you have to say.

No frustrated usher will ever have to go to old man Simpson in the front row and shake him for you.

---

### ABOUT THE AUTHOR

*Dr. Vaughn Stewart, ATM, is a member of Eye-Opener Club 2607-3 in Tucson, Ariz. He has earned Able Toastmaster recognition twice during his 19 years as a Toastmaster, and he is a previous contributor to The Toastmaster.*

---

## Able Toastmaster (ATM) Requirements Modified

### Notice to all Toastmasters . . .

Effective July 1, 1971, all Toastmasters must complete the following requirements before submitting their *Advanced Communicational and Leadership Program* "Record of Your Progress" (page 77) for their Able Toastmaster (ATM) certificate. These requirements were approved by the TI Board of Directors:

1. Completion of the *Communication and Leadership* and the *Advanced Communication and Leadership Program* manuals.
2. A minimum of three years continuous membership in Toastmasters International.
3. A minimum of three speaking engagements before non-Toastmasters audiences.
4. Service as an elected club officer.

The requirements for Able Toastmaster recognition were expanded because the award symbolizes the recipient's leadership ability as well as his speaking ability.

Be sure to have your club's educational vice-president add to the "Record of Your Progress" form the date you joined Toastmasters International, the club and district numbers, and certify that your membership has been continuous for at least three years. Ask him also to certify that you have served as an elected club officer (list highest office held, club and district numbers) and your three speaking engagements before non-Toastmasters audiences. Be sure to designate each of the three engagements — name of the group, date, occasion, and location.

# NEW CLUBS

Chartered during February, 1971

## District 3

TOASTERS Club 3350-3. Meets Tues., 5:30 p.m., Amerco Towers, 2721 N. Central Ave., PHOENIX, Ariz. Contact: 277-9502. **Sponsoring Club: TOASTMASTERS, B.C. CLUB 2866-3.**

## District 4

NAVAL POSTGRADUATE SCHOOL Club 2032-4. MONTEREY, Calif. Contact: 242-3122.

## District 8

NOONTOASTERS Club 1822-8. Meets 1st & 3rd Wed., noon, Mallinckrodt Chemical Works, Bldg. 250, 3600 N. Second St., ST. LOUIS, Mo. Contact: 231-8980.

## District 22

TRUMAN CORNERS Club 1097-22. Meets Tues., 7:00 p.m., Sweden House Rest., Truman Corners, GRANDVIEW, Mo. Contact: 331-4400, Ext. 3500 or 2189. **Sponsoring Club: BENDIX-KANSAS CITY CLUB 1493-22.**

## District 41

DAWN PATROL Club 2234-41. Meets Mon., 6:00 a.m., Double-O Steak House, LUVERNE, Minn. Contact: 283-4011. Area: Two. **Sponsoring Club: YAWN PATROL CLUB 1187-41.**

## District 51

BECHTEL TOASTMASTERS UNLIMITED Club 587-51. Meets Thurs., noon, Bechtel Corp., 2254 E. 49th St., VERNON, Calif. Contact 583-1161. **Sponsoring Club: BECHTEL CLUB 3589-51.**

NSC WINDJAMMERS Club 2626-51. Meets alt. Wed., noon, Allen Center, Commissioned Officers Open Mess, Naval Shipyard, LONG BEACH, Calif. Contact: 547-7915.

## District 60

COLLINGWOOD Club 2104-60. Meets 2nd & 4th Tues., 6:00 p.m., The Breakers Lodge, COLLINGWOOD, Ont. Contact: 445-2020. **Sponsoring Club: LANSING CLUB 2088-60.**

## District 68

STATE FARM Club 1711-68. Meets 1st & 3rd Wed., 4:45 p.m., State Farm Ins., 401 Veterans Blvd., METAIRIE, La. Contact: 833-4691.

## TCA

ST. JAMES Club 3748-TCA. Meets alt. Wed., 5:30 p.m., A.M.P. Tower, 535 Bourke St., MELBOURNE, Australia. Contact: 62-0201. **Sponsoring Club: PORT PHILLIP CLUB 1381-TCA.**

## DISTRICT GOVERNORS 1970-71

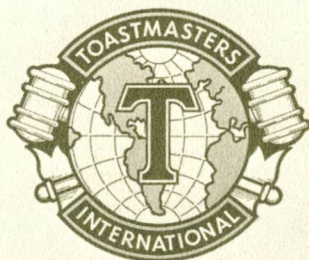
1. Max R. McVay
  2. William V. Shumate
  3. Kenneth S. Jagolinzer, ATM
  4. Roger A. Cuadra, ATM
  5. Harold O. Story, DTM
  6. N. William Hamlin
  7. Carroll E. Hermanson, ATM
  8. Ross L. Poggenpohl, ATM
  9. Harold E. Aldrich, ATM
  10. Angelo J. Sturrett
  11. Carl E. Nickles
  12. Theodore A. Olcovich, ATM
  13. W. R. (Casey) Castonguay, ATM
  14. John P. Lister
  15. Richard C. Meyer
  16. Jack B. Wilson Jr., ATM
  17. Levi M. Less
  18. Thomas C. Dunn, ATM
  19. George W. Hertema, ATM
  20. Ben T. Hennessy, ATM
  21. John B. Hicks
  22. Joe D. Hall
  23. F. Thomas Starkweather, ATM
  24. Richard D. Hileman
  25. Jerry L. Leonard, ATM
  26. Ralph Fowler
  27. Peter J. Varekots, ATM
  28. Dale A. Davis
  29. D. E. (Doc) Wilson, ATM
  30. D. Curtis McKim
  31. Harry Landsman
  32. Boyd Roth
  33. Leland E. Maust
  34. Carmen S. Spadaro
  35. Terry A. Wunsch
  36. Levi E. Bottens
  37. William T. Robinson Jr.
  38. Paul J. Cathey
  39. Kenneth B. Peters, ATM
  40. Carl M. Harrington
  41. Richard Ward, ATM
  42. Eugene R. Thompson
  43. Thomas M. Seale Jr.
  44. Alvin H. Smith
  45. Merlin E. Chase
  46. Joe F. Boland, ATM
  47. John W. Bowman, DTM
  48. Clyde R. Ward, ATM
  49. Yutaka Nakahata
  50. Albert J. Mayo, ATM
  51. Robert W. Cockrell, ATM
  52. Stanley P. Conover
  53. Raymond E. Cooper
  54. Donald Story
  55. Warren J. Wallace
  56. R. Russell Heaner
  57. Fred E. Stockbridge, ATM
  58. Harold P. Dickinson
  59. Thomas Wall
  60. J. Robert Gaul, ATM
  61. Charles A. MacMillan
  62. Chester R. Cecot
  63. Dr. Kenneth R. Walker
  64. Gil Wilde
  65. Patrick A. Panfile
  66. Morgan C. Martin
  67. James C. Falconer
  68. Ralph O. McIntire, ATM
- New Zealand—Robert J. Hendry
- 4645 Genevieve St., San Bernardino, Calif. 92407  
 14709 N.E. 4th Pl., Bellevue, Wash. 98007  
 6735 First Ave., Scottsdale, Ariz. 85251  
 3260 Benton St., Santa Clara, Calif. 95051  
 3078 Mercer Lane, San Diego, Calif. 92122  
 Rte 4, Box 455, Grand Rapids, Minn. 55744  
 1615 N.W. First St., Gresham, Ore. 97030  
 414 7th St., Lincoln, Ill. 62658  
 P.O. Box 793, Moses Lake, Wash. 98837  
 3141 Meadowwood St., Massillon, Ohio 44646  
 R.R. 1 Box 147, Walkerton, Ind. 46574  
 1341 Elder St., Oxnard, Calif. 93030  
 4220 Greensburg Pike, Pittsburgh, Pa. 15221  
 2859 Parkridge Dr. N.E., Atlanta, Ga. 30319  
 813 Medoland Dr., Brigham City, Utah 84302  
 4312 N.W. 19th St., Oklahoma City, Okla. 73107  
 152 Fairway Drive, Helena, Mont. 59601  
 Box 297, RD 1, Hockessin, Del. 19707  
 7 South 4th St., Marshalltown, Iowa 50158  
 1506 South 17th St., Grand Forks, N.D. 58201  
 #113-6020 Vine St., Vancouver 13, B.C., Canada  
 3406 Shorewood Dr., Topeka, Kans. 66605  
 5320 Chateau Ave., El Paso, Tex. 79924  
 8714 Evans, Omaha, Nebr. 68134  
 P.O. Box 1526, Shreveport, La. 71102  
 501 South York, Denver, Colo. 80209  
 322 West Kanai Ave., Porterville, Calif. 93257  
 2880 Sorrento, Ann Arbor, Mich. 48104  
 P.O. Box 8004, Pensacola, Fla. 32505  
 159 Brantwood Ave. West, Elk Grove Village, Ill. 60007  
 25 Walker Rd., Swampscott, Mass. 01907  
 3848 Tacoma Ave. So., Tacoma, Wash. 98408  
 P.O. Box 1521, Pendleton, Ore. 97801  
 406 Elm St., Fayetteville, N.Y. 13066  
 4030 W. Green Tree Road, Milwaukee, Wisc. 53209  
 9019 Spring Hill Lane, North Chevy Chase, Md. 20015  
 3753 Crossland Road, Winston-Salem, N.C. 27108  
 8200 MacArthur Rd., Wyndmoor Phila., Pa. 19118  
 1960 Monarch Ave., Sacramento, Calif. 95832  
 5938 Sedgwick Rd., Worthington, Ohio 43085  
 Box 591, Deadwood, S.D. 57732  
 517 2nd Street, Saskatoon, Sask., Canada  
 P.O. Box 30168, Memphis, Tenn. 38130  
 3519 W. Wadley, Midland, Tex. 79701  
 P.O. Box 161, Lr. Sackville, N.S., Canada  
 333 Bane Road, Garden City, N.Y. 11530  
 709 N.W. 29th St., Ft. Lauderdale, Fla. 33311  
 310 Rosemont Rd., Huntsville, Ala. 35803  
 5308 Halapepe St., Honolulu, Hawaii 96821  
 3316 Shelby Drive, Los Angeles, Calif. 90034  
 11231 Tigrina Ave., Whittier, Calif. 90603  
 17947 Burbank Blvd., Encino, Calif. 91316  
 Cedarcrest Hospital, Cottage 25, Newington, Conn. 06111  
 3528 Ferndale, Danville, Ill. 61832  
 937 S. Lincoln, Casper, Wyo. 82601  
 Box 1929, Kenedy, Tex. 78119  
 Box 710, Eureka, Calif. 95501  
 1217 Eastwood Ave., Hanahan, S.C. 29406  
 1931 S. Calif., Carson City, Nev. 89701  
 916 Condor Drive, Burlington, Ont., Canada  
 7400 Sherbrooke St. W., Apt. 407, Montreal, 262, Que., Canada  
 3229 Peck St., Muskegon Hts., Mich. 49444  
 4126 Gaines Rd., Knoxville, Tenn. 37918  
 756 Beaverbrook St., Winnipeg 9, Man., Canada  
 190 Melrose St., Rochester, N.Y. 14619  
 2408 Grandy Ave., Norfolk, Va. 23509  
 Box 919, Anchorage, Alaska 99501  
 3836 Kent St., Slidell, La. 70458  
 19 Montague St., NE Valley, Dunedin, New Zealand

## TOASTMASTERS COUNCIL PRESIDENTS

Australia—A. R. (Ray) Toyer  
 British Isles—Alexander B. Niven

28 James St., Punchbowl, N.S.W., Australia 2196  
 17 The Green, Drumcross Rd., Bathgate, Scotland

FOR BETTER LISTENING—THINKING—SPEAKING



**TOASTMASTERS MEET HERE**

WEDNESDAY 7:00 a.m.

**GUESTS WELCOME**

# TOASTMASTERS MEET HERE

Official **TI Club Meeting Plaque (384)** is an appropriate sign to tell everyone where and when your club meets. Mount it attractively in the restaurant or conference room where your club conducts its meetings.

The white plastic plaque, 10½" x 10", attractively displays the Toastmasters emblem and motto. It includes the statements: "Toastmasters Meet Here," and "Guests Welcome." Pressure sensitive decals are provided for the specific day and hour your club meets. Available from WHQ for \$3.00.

Add 15% packing and shipping costs. California orders add 5% sales tax.

Toastmasters International, P.O. Box 10400  
Santa Ana, California, U.S.A. 92711

CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

Enclosed is \$ \_\_\_\_\_ (U.S.) check or money order payable to Toastmasters

International for \_\_\_\_\_ (quantity) **Club Meeting Plaque(s) (384)**.