

The

APRIL

1972

Toastmaster



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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

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In This Issue...

APRIL INVITATION MONTH — April Invitation Month has arrived. Are you and your club ready for the circus of fun associated with AIM? For more information on the festivities, see page 9.

UNHARNESSED POTENTIAL — Able Toastmaster Sid Marcus discusses how concerted effort, creative ideas, and enthusiasm when gathered into proper focus can increase membership.

REGIONAL CONFERENCES IN JUNE — The big Toastmasters educational happening in June is your regional conference. It's aimed at your *district team*, with two days of seminars emphasizing management principles and leadership techniques. See page 19.

BE A MAIN-EVENTER — Able Toastmaster Barney Kingston discusses the value of being a *main-eventer* and not a *gym fighter*. In which category do you belong? See page 33.

THE EXTRA DIVIDEND — Toastmaster Roy Russell discusses the valuable asset of personality and how to make it work for you. See page 38.

— SUCCESS IS . . . TI acTion in the club —

What Happened to Your Other Four Guests?



When did you last say, "See the Toastmasters program in acTion?" to an associate, friend, or acquaintance?

Many of you have extended this invitation. But the information received at World Headquarters indicates that only 1 out of 5 guests, after accepting an invitation, becomes a member.

What happens to your other four guests?

Was your club's program a clutter of last-minute changes? Was it that the guest found each meeting program is the same — four speakers, four evaluators, and one Table Topic session, and most were given their assignments after they arrived at the meeting? Was it because the business meeting was lengthy and not effectively controlled? Or was it because the guest reception was casual and members showed little personal interest in the other four guests?

President's 40 clubs prepare in advance for guests — and then respond by using the successful ideas provided in *Patterns in Programming* and *Membership Sales* manuals, and of course, using the Distinguished Club Plan.

Who are the feet-draggers in your club who turn away from the successes reported by many clubs and included in these manuals? Have your club take a good look at why all your guests do not become members.

Yes, success will be obtained when we have TI acTion in the club. Let us actively use the success patterns available to each club.

Don't sit on these ideas lest rigor mortis sets in and no action will be possible. We can be on the move together, but it must happen in your club. Make it happen now!

A stylized, handwritten signature in black ink that reads "Russ".

Russell G. Herron, Ph.D.
International President

educational happenings

Let's Stop and Take a New



Here
Is An
Actual
Testimony

"It was an educational experience for those in the club. Speechcraft did all the things TI said it would. We intend to do it again."

Look at SPEECHCRAFT

If you have not taken a good look at a well-planned and well-conducted Speechcraft program *within the last two years*, you are really missing a great! . . .exciting! and FUN!! opportunity that will benefit you and your fellow members—and your community. But it does more. If you want a surefire method of getting new members for your club, schedule Speechcraft.

A prospect may agree to be your guest for dinner, but be reluctant to consider becoming a full-time member of a club. However, he may be interested in enjoying the benefits of an inexpensive, interesting eight weeks of relaxed participation as a Speechcrafter.

As a Speechcrafter, he gradually becomes a part of your regular club meetings. He gets to know and like the fellowship while he is gaining confidence and improving his communication and leadership abilities.

When he realizes the benefits of the Speechcraft program, an invitation to join won't be necessary, for he won't want to leave an organization that has been sincerely helping him. Countless testimonials bear witness that the majority of participants join clubs—*when the program is conducted as part of regular club meetings exactly as outlined in the Speechcraft Coordinator's guide (204)*. No wonder the fervor for Speechcraft is growing. Clubs are finding that by conducting one Speechcraft program a year, there are fewer membership-building problems.

If you know of a club which had a poor experience with Speechcraft, the chances are the program was not conducted according to the tested format. The key ingredients of success are missing when this innovative membership builder is conducted outside of club meetings or with no Speechcrafter and little membership participation.

Speechcraft should be conducted only by experienced Toastmasters and *only* within the club meeting format.

The eight sessions of Speechcraft cover topics that will enhance a club meeting; this need not disturb the usual club programming.

When it is conducted correctly, these are the comments World Headquarters receives:

- “interesting and educational”
- “refreshing! worked beautifully”
- “6 of the 8 participants joined”
- “8 of 11 joined — brought us up to 39 members”
- “a fine experience for all of us”
- “after the third or fourth sessions, Speechcrafters eagerly inquired how to join the club”
- “we highly recommend it for building membership and stimulating present members”
- “instilled new enthusiasm and teamwork in the club”
- “We had only six active members and were in sad shape. All 7 Speechcrafters joined. Speechcraft turned out to be a great idea!”
- “received kudos from all”
- “great word-of-mouth publicity”

Speechcraft provides the participants with new opportunities to exercise their communication and leadership abilities and creates variety in the sponsoring club’s program that increases interest and attendance among members.

Since its inception in July, 1968, 1,339 programs have been registered at World Headquarters. An increase in popularity testifies to its success.

Today’s format is based upon research of TI experience, TI goals, adult education research, and adult speech communication research and practice. Many successful Toastmasters were consulted, and their suggestions were adapted for today’s program.

Research in adult education indicates that programs are better accepted if they bring about small, but noticeable improvement. Speechcraft does exactly that! The program offers specific acTION goals for each session and when the Speechcrafter fulfills them, his daily communicative behavior is improved.

Research also stresses the need for the reinforcement of activities. When you see someone do something well and you want him to do it again, it is important to let him know that his effort was noted and appreciated. This type of positive reinforcement,

the conscious effort to help an individual recognize that what he did was correct, has been built into the Speechcraft program.

Laboratory sessions are part of the program: sessions are devised so that the Speechcrafter gets to know the club members. This gives him opportunity to practice new skills in personal communication. He also is motivated to make new social contacts.

Workshop laboratories allow the Speechcrafter to benefit from the personal advice and guidance of an experienced Toastmaster. The Speechcrafter has several opportunities to hear various club members’ speeches, profiting from the accomplished speakers’ example.

Studies further indicate the importance of offering appropriate models of behavior that the adult is trying to develop. Toastmasters, more than any other adult educational program, is best suited to provide the adult speech communication learner with models of good speech communication. This can only be accomplished through active participation in club meetings. In addition, Toastmasters speaker models have developed their own skills and expertise by following the same program the Speechcrafter is being asked to follow. Models are important, and the TI club experience provides models in greater abundance and better quality than any other program.

It is best not to have less than five participants, nor more than ten for a club that regularly has a two-hour meeting. For clubs with meetings lasting 1½ hours, it is recommended no fewer than three, nor more than six Speechcrafters. If one of your goals is to get new members, participants should be people who are eligible for membership.

Those clubs with restricted membership should consider inviting Speechcrafters from other units and other departments within the sponsoring agency.

Materials for five Speechcrafters cost only \$7.50. Most clubs charge at least \$10.00 plus meals for each participant. Reports indicate that many successful clubs charge \$15.00 to \$20.00, giving credit toward initiation fees for those who join, and using the funds for new member activities — an extra benefit for the club.

Now with that new look at Speechcraft, what is next? Talk it up at your next club meeting. Decide that *your* club is going to schedule Speechcraft. Give your educational vice-president the order form on the next page and grow with Speechcraft.

“Success Is . . . Sponsoring a Toastmasters International Speechcraft Program.”

SPEECHCRAFT-NEW!-

For Clubs On The Move

SPECIAL

The **Speechcraft Starter Kit (205)**, available for \$7.50, includes the necessary materials for recruiting and conducting Speechcraft for five persons. It contains:

	PRICE
Three Speechcraft Coordinator's Guides (204) , sold separately for \$1.25 each, which present a program of eight Speechcraft sessions.	\$3.75
Five Speechcrafter's Handbooks (204-H) , available for 75 cents each. Contains student worksheets.	3.75
Ten Member Speechcraft Adviser Notes (208) , available separately, two for five cents. Contains guidelines and helpful hints for members who serve as Speechcraft advisers.	.25
Fifteen Speechcraft Evaluation Forms (209) , available separately, four for 10 cents. For members' written evaluation of Speechcrafters' speeches.	.40
Five Speechcraft Registration and Record Cards (206) , available separately in sets of two for five cents.	.15
One TI Dues Receipt Book (37) , available for \$1.00, for permanent record of Speechcrafters' fee payment.	1.00
Fifteen Speechcraft Promotional Brochures (207) , available separately for one cent each. Tells prospective Speechcrafters the benefits of Speechcraft.	.15
Twenty Questions and Answers about the Toastmasters Speechcraft Program . For answering your questions when considering presenting Speechcraft.	NC
Five Speechcraft Completion Certificates (500-D) , available separately for 25 cents each. Recognizes participant's Speechcraft completion.	1.25

Total Value \$10.70

SPECIAL SPEECHCRAFT STARTER KIT (205) PRICE \$7.50

Include 15% for packing and shipping. California orders include 5% sales tax.

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

**Toastmasters International
Santa Ana, California 92711**

Please ship the following:

Ship to: _____ Charge to: _____

Address: _____ Address: _____

_____ Zip _____ Zip _____



TOASTMASTERS APRIL INVITATION MONTH

For Recognition... Excellence...Growth...

TI's *April Invitation Month* has arrived! Are you and your club ready for it? This year's AIM will see one of the most extensive campaigns for community awareness in Toastmasters International's history.

A concerted publicity and promotion campaign is being launched by World Headquarters in connection with Project Fun and has been provided to your district. It's the greatest opportunity you have to talk — talk — talk Toastmasters and to follow-up with invitations to friends, business associates, and civic and social leaders in your community.

International President Russell G. Herron urges each club to set a goal for itself to host a specific number of guests during Toastmasters April Invitation Month. AIM for that goal, and if you reach it earlier than you expected, revise it upward to bring it in line with your club's higher potential.

Every effort is being made by WHQ, your TI Board of Direc-

...a valuable way to increase awareness of your TOASTMASTERS program

tors, and your district area officers to pave the way for *your* success during this special event in the Toastmasters year. Four distinct programs have been developed to help you gain community awareness for your club's communication and leadership program.

Your club will not benefit if you and your club officers do not put the following programs in action. *Success requires teamwork.* You and your fellow club members must follow-up these programs with prompt personal contact. Don't waste this opportunity.

One of the far-reaching programs under the TI umbrella ... Project Fun is "*Project Spot.*" The prime goal of this effort is ...

- to gain mass public awareness of your club's communication and leadership experience
- for you to use to stimulate conversation with Toastmasters member prospects.

Your district governor has been providing the Project Spot program for use to help your club to grow.

This program has been engineered so that Toastmasters selected by each district governor in specifically chosen cities in every district will be contacting *specially selected radio stations.* They will provide each station with a packet of informational materials and urge the stations to broadcast a series of prepared "*Success Is . . .*" *public service spot announcements and Toastmasters interviews during April.*

This is an excellent opportunity to develop contacts for future radio coverage of Toastmasters events, and a valuable way to increase public awareness of the Toastmasters program. The combination of Project Spot and an aggressive member follow-up will result in a successful AIM for your club, and a substantial membership increase.

Details about this program have been mailed to your district governor. He is supervising "Project Spot;" he will be counting upon *your special follow-up inquiries and contacts.*

Another program for community awareness is for your use. TI's new **Publicity and Promotion Programs** manual (1140) will enable your club to initiate its own extensive community relations programs. It is a complete package of examples for every phase of publicity to help your club gain community

Leadership Program" (99), "Introducing the Toastmasters Club" (100), and "Checking Account For Success" (112) pamphlets to help prospective members assess their need for your club's Toastmasters experience.

But this entire April Invitation Month package can benefit you and your club only if it is used. Ultimately, your aggressiveness in this effort is the only tool that truly can benefit your club.

*No progress... no growth...
no reaction... until YOU
carry through with these programs*

awareness through the effective use of your local broadcast and print media.

The **Publicity and Promotion Programs** manual, along with the other TI literature your club should be reviewing for AIM, is available from WHQ. Your club's preparation for AIM should include copies of TI's "From Prospect to Guest to Member" pamphlet (108).

Your club should have enough of TI's "Communication and

To help your club gain recognition, arrange for public displays of Toastmasters programs and promotional materials in your local libraries, store windows, or at conferences, shows, and fairs. *Many clubs have business cards printed for members to use the year around, beginning in April. They're inexpensive and very effective.* A suggested format is included on page 21 of the **Membership Sales Program** manual.

Success Is... a big AIM

Use your membership posters. They're new, bright, and breezy. Place them on community and company bulletin boards... at your meeting place... anywhere their exposure will catch the public eye. Add the telephone number of a mem-

ber who can promptly respond to and FOLLOW-UP on phone inquiries.

Put all of them together, add a generous amount of action, enthusiasm, and fun, and you're on the way with PROJECT FUN's April Invitation Month.

FOR YOUR APRIL PREPARATION

Be sure to include, in your club's AIM activities, sufficient TI informational and promotional materials so your members won't be caught empty-handed. Your club's *TI Supply Catalog* lists many items that are of significant assistance in this area. These eight items are specifically designed to help you build your club's communication and leadership image in your community:

Guest Badge-Visitor's Card (231) is designed to fit into breast pocket. Detachable card is your record of visitor's name, address, and occupation.

Guest Invitation Cards and Envelopes (344) are handsome formal invitation cards and matching envelopes to be signed by your club's president.

Invitation to Membership Cards and Envelopes (348) are distinctive cards with matching envelopes. The TI emblem is superimposed on black script.

Prospect Orientation Program Form (402) is a one-page guide for reviewing the benefits of Toastmasters membership with a guest/prospective member.

Visitor's Card (904) is a 6" x 8" card useful

as a means of obtaining your guest's name, address, and occupation. File for your club's records.

Invitation Letter, Sample (1007) is a sample letter containing the pertinent points to be mentioned when inviting men to see your club in action.

Membership Sales Program Check List (1015) is a single-page list containing many ideas for improving your club's program attendance and guest reception.

Creating Community New Member Opportunities (1016) is a collection of ideas for bringing community attention to your club for obtaining publicity.

... a valuable way to increase public awareness of your Toastmasters program.

TOASTMASTERS HALL of FAME

Congratulations to these 48 Toastmasters who completed the TI Communication and Leadership Program between January 6 and February 4.

ABLE TOASTMASTER (ATM) Certificate of Achievement

- | | |
|---|---|
| Earl S. McCanna, ATM
Smedley No. One Club 1-F | Stanley A. Lundahl, ATM
Greater Williamsport Club 2960-38 |
| Eilton M. Shull, ATM
Riverside Breakfast Club 1348-F | Salvatore A. Del Grosso, ATM
DPSC Club 3403-38 |
| Jess Weed, ATM
Leisure World Club 2230-F | William J. Susco, ATM
Middletown Club 723-40 |
| James Lloyd Chapman, ATM
Strato Speakers Club 1990-2 | Edmond W. Reese, ATM
Columbus Club 959-40 |
| Benjamin W. Ela, ATM
Lemon Grove Club 152-5 | Charles F. Wald, ATM
Northern Hills Club 3456-40 |
| James B. Davis, ATM
Dan Patch Club 1280-6 | Joseph Olchoway, ATM
Seven Seas Club 3296-42 |
| Thomas J. Seavey, ATM
Centennial Club 3580-6 | Charles G. Clifford, ATM
VA Club 817-43 |
| Raymond L. Peterson, ATM
Centennial Club 3580-6 | Charles B. Ruggles, ATM
Hi-Noon Club 2217-43 |
| Gustar H. Bliesner, ATM
Newberg Club 588-7 | David Hoff, ATM
Pop-Up Club 3165-44 |
| James A. Blodgett, ATM
Yawners Club 982-7 | Edward F. Brendle Jr., ATM
Queen City Club 1593-45 |
| Jacob Leo Wissbaum, ATM
O'Fallon Club 994-8 | Sid Marcus, ATM
Rockland Club 2652-46 |
| Wayne Henderson, ATM
Communicators Club 1129-11 | Emil Abrisch, ATM
Eastern Air Lines Club 1295-47 |
| Joseph William McIntire, ATM
China Lake Club 853-12 | Normand A. Miville, ATM
St. Petersburg Club 2284-47 |
| Dr. Lawrence L. Cunningham, ATM
Eye Opener Club 1675-12 | Robert N. Byers, ATM
Richmond Breakfast Club 635-57 |
| Frank D. Pallotta, ATM
Greater Fairmont Club 2773-13 | Paul H. Pow, ATM
Transat Club 2018-58 |
| Moody H. Mulkey Jr., ATM
Warner Robins Club 2224-14 | Cecil Kelling, ATM
Capital Nevada Club 1813-59 |
| Wayne A. Merritt, ATM
Ardmore Club 1320-16 | Thomas C. Wilkins, ATM
Scarborough Club 3090-60 |
| Lee Zimmerman, ATM
The Governor's Club 3031-16 | Richard J. Beaver, ATM
Fountain City Club 1266-63 |
| Jack W. Wright, ATM
Nanaimo Club 738-21 | H. Glen Johnson, ATM
Bellwood Club 3282-66 |
| Jack M. Dietrich, ATM
Beta Aloosters Club 2524-23 | Norbert E. Schmidt, ATM
Narrators Club 1398-50 |
| George M. Grills, ATM
Greater Dallas Club 1064-25 | Bernard H. Ash, ATM
Century City Club 3754-50 |
| Hervey J. LeBoeuf Jr., ATM
Minute-Man Club 1475-31 | Arthur R. Gomez, ATM
Douglas Aircraft Club 1497-51 |
| Henry Frances Daidone, ATM
Suburban Maryland Club 2082-36 | Richard Lee Hilliard, ATM
Travelers Club 1389-53 |
| Robert C. Walters, ATM
Valley Forge Club 1128-38 | J. Kent Sprague, ATM
Diablo Club 598-57 |

april is the opportunity to...

'Lay On' An Invitation! Say It Like

*"Man, the Toastmasters program is spelled **S U C C E S S**. That's right, it is success for you — it puts you in a position for a more enjoyable job, or for a better job, or for more money . . . We want you to come to see this success program in action!"*

Is this the way you share your opportunity when telling others about your Toastmasters member and club programs:

BE NOW. Don't just start talking about your Toastmasters club and then about the program and how you have speeches and someone evaluates you. Don't just ask the person to come along to a club meeting.

You're right. The prospect is half scared . . . goes to too many meetings . . . doesn't want to join anything. He thought about it a long time ago . . . but now he's too busy to join, although he knows it's a good program.

Whatsa matter? Have we Toastmasters lost our touch, or are we out of touch?

Today, people are motivated more than ever by success and anything that will move them closer to it — and your Toastmasters program has it. It has helped you, me, and all the other Toastmasters — not all in the same way, not to

It Is...



the same degree, and not in the same length of time, but the benefits are evident.

Take a NOW look at what's happened to you since you have had part of the Toastmasters action — take this NOW look with the other members of your club during a Table Topics session — share your happenings with those of your company who are in charge of personnel development.

Tell them about the Toastmasters member success program for communication and leadership. Tell them about the big bonus of the club success program for members. Tell them about the testimonials you and your fellow members have given.

"Lay on" the NOW Toastmasters success stories when you extend your next invitation to come see the Toastmasters program in action.

Think and use the NOW Toastmasters success approach — say it like it is.

Don't sell the yesterday — sell today!

Tell about the NOW!

Sell the success *opportunity* — the opportunity to share, to prepare for increased income, and responsibility or even a new occupation!

Let's Be Another Niagara Falls!

By SID MARCUS, ATM

Do you think it would be possible for a baby to stop the flow of water of the Niagara Falls? No? Of course it wouldn't — that is, unless it fell one drop at a time. Then even a baby's finger could stop it.

But, the analogy here is that Niagara Falls is composed of billions of drops of water all combined into one powerful force, a force that produces energy, electric light, and power. Millions of people over the years have come to gaze upon this natural force in awe and admiration.

That is the way your district should be functioning... can function... if each individual member will take the initiative, do his share of carrying the club load and fulfilling his responsibility toward increasing our Toastmasters membership.

There isn't too much difference between a drop and drops of water — just more water. The same applies to membership. A combination of combined individual effort has to make every club grow in numbers and in strength.

Building Membership is Year Around Job

Like the flow of water over Niagara Falls, building membership is a year-round job... the life blood of Toastmasters which keeps our organization flowing, makes our communities aware that there is a Toastmasters, helps our clubs to do a better job. Like drops of water, new members can combine for strength and power, give new life and ideas to accomplish a more comprehensive job.

Like combined drops of water, the club must also do its share to harness the individual into a powerful but directed force. There should be a membership building plan — definite, well organized and with a projected time table. Time should also be taken to study TI's *Membership Sales Program* (1159). If you don't have it, order it now.

Use your own ideas and imagination. Sometimes new ideas and techniques work even better than the tried and true.

When you have this all set up and are on your way — then follow up! Don't let progress hap-

pen by chance. See that progress reports are made. Keep track of the club's membership drive. Make a contest out of it.

Follow Up

Success is 90 percent follow up by the individual member, the administrative vice-president, and the club president. Keep those phone lines busy. Write a personal letter first. Then follow it up with a phone call. If your prospect can't make your next meeting, call him in advance of the next one. Have him set a date when he can come.

When your prospective new member shows, give him a warm welcome. Introduce him around. Then let him watch and listen. Close your sale at the end of the meeting by asking him to join.

Start Now

Start now, don't wait. Build up your membership pitch with Toastmasters *Project Spot* — March 24 to April 30.

April is Invitation Month. Make out your invitation list now. Include your associates at

work, in your community. Invite them to come take a look, to share, and to enjoy Toastmasters communication and leadership program with you. Explain what Toastmasters is, how it has helped you, and what it has done for others. Use the Distinguished Club Plan for your guidelines and combine it with a high standard of excellence that will "turn on" your guests and make them want to join. You'll also find that good programs, something you can all be proud of, retain existing members.

Boil it all down and we may not become as powerful as the Niagara Falls, but concerted effort, creative ideas, and enthusiasm that generates into pride in a job "well done" can't help but increase membership by tapping a good share of the potential that exists in every area.

Maybe we are only getting droplets now of that potential, but if we all work together on that potential — who knows? Maybe we can establish our own Toastmasters Falls.

ABOUT THE AUTHOR

Sid Marcus, ATM, is Lt. Gov. of District 46. He is active in the real estate profession in Spring Valley, N.Y.

YOUR DISTRICT SPRING CONFERENCE

FEATURING
business
conversation
fun programs
speech contest
buzz sessions
idea exchanges
seminar
elections



NEW EDUCATIONAL EXPERIENCES

*Get Your District Conference
Information From Your Club Officers*

IN

JUNEF

YOUR REGIONAL CONFERENCE

The 1972 Toastmasters regional conferences in June are scheduling educational programs for your new *district team*. Four leadership seminars will be featured:

DISTRICT GOVERNORS' SEMINAR — a two-day seminar, Friday and Saturday, for district governors-elect, educational lieutenant governors-elect, and administrative lieutenant governors-elect.

This seminar will feature the development of your district's calendar of events, district growth objectives, job responsibilities, the President's 1972-73 program, and the effective motivation of volunteer workers. There will also be a "working luncheon" devoted to idea exchanges and discussion of special district programs.

Seminar activators will be past International President (1965-66) Charles C. Mohr, ATM, personnel director of Sun Oil Company, of Toledo, Ohio; and Francis C. "Bud" Rebedeau, management consultant with Kielty-Rebedeau and Associates, of Chicago, Ill.

LIEUTENANT GOVERNORS' SEMINAR — a one-day seminar on Saturday for all other district lieutenant governors-elect will

feature such subjects as: review of job descriptions, review of the district calendar, the President's 1972-73 program, distinguished district program, and club officer executive development program. The activator for these panels will be an International director.

AREA GOVERNORS' SEMINAR — a one-day seminar on Saturday for all area governors featuring such subjects as job descriptions, club officer executive development program, review of the area calendar of events, and the President's 1972-73 program. Activator for these programs will be the Educational Coordinator (World

Headquarters representative).

TOASTMASTERS' SEMINAR — on Saturday, only, for Toastmasters not included in the seminars above, there will be programs dealing with club programming, membership sales, evaluation, club officer executive development, and the President's 1972-73 program. The activator for this seminar will be an International director.

In addition to the educational opportunities awaiting you at your regional conference, there will be business sessions and the Toastmasters regional speech contest.

REGION I

International Directors Albert C. Burlingame, ATM, chairman; and Conrad R. Peterson, ATM, vice-chairman.

Participating Districts: 2, 7, 9, 15, 21, 32, 33, 39, 57, 59, 67.

June 16-17

Host District: 39

International Officer Attending — President Russell G. Herron, Ph.D.

Activator: Francis C. "Bud" Rebedeau Educational Coordinator: Robert T. Buck Engle

Sacramento Inn, Sacramento, Calif.

Host District Chairman: Kenneth Peters

REGION II

International Directors C. Chris Petersen, chairman; and Durwood English, ATM, vice-chairman.

Participating Districts: F, 4, 5, 12, 27, 49, 50, 51, 52.

June 9-10

Host District: 4

International Officer Attending — Immediate Past President Arthur M. Diamond

Activator: Charles C. Mohr, ATM

Franciscan Hotel, San Francisco, Calif.

Host District Chairman: George Kontrovich

Educational Coordinator: J. Wm. Venable

REGION III

International Directors Watt Pye, chairman; and William W. Steele, DTM, vice-chairman.

Participating Districts: 3, 16, 22, 23, 25, 26, 44, 56.

June 16-17

Hilton Inn, Dallas, Texas

Host District: 25

Host District Chairman: Virgil Heidbrink

International Officer Attending — 3rd Vice-President John F. Diaz, DTM

Activator: Charles C. Mohr, ATM

Educational Coordinator: J. Wm. Venable

REGION IV

International Directors Clifford L. Thompson, ATM, chairman; and George S. Moses, DTM, vice-chairman.

Participating Districts: 6, 17, 19, 20, 24, 41, 42, 55, 64.

June 2-3

Ramada Inn, Casper, Wyoming

Host District: 55

Host District Chairman: Cy Wallace

International Officer Attending — Sr. Vice-President Donald W. Paape, DTM

Activator: Francis C. "Bud" Rebedeau

Educational Coordinator: J. Wm. Venable

REGION V

International Directors Arthur T. Ottman, chairman; and Adam F. Bock, vice-chairman.

Participating Districts: 8, 11, 30, 35, 43, 54.

June 23-24

Red Carpet Inn, Milwaukee, Wisconsin

Host District: 35

Host District Chairman: John Turck

International Officer Attending — Sr. Vice-President Donald W. Paape, DTM

Activator: Francis C. "Bud" Rebedeau

Educational Coordinator: Robert T. Buck Engle

REGION VI

International Directors Eldon H. Phillips, chairman; and J. Robert Gaul, ATM, vice-chairman.

Participating Districts: 10, 13, 28, 40, 60, 61, 62, 65.

June 9-10

Pantlind Hotel, Grand Rapids, Mich.

Host District: 62

Host District Chairman: Chester Cecot

International Officer Attending — 2nd Vice-President David A. Corey, DTM

Activator: Francis C. "Bud" Rebedeau

Educational Coordinator: Robert T. Buck Engle

REGION VII

International Directors Francis J. Butler, ATM, chairman; and Salvatore A. Fauci, ATM, vice-chairman.

Participating Districts: 18, 31, 34, 36, 38, 45, 46, 53.

June 2-3

Yorkshire Hotel, York, Pennsylvania

Host District: 38

Host District Chairman: Carl Jacobs

International Officer Attending — President Russell G. Herron, Ph.D.

Activator: Charles C. Mohr, ATM

Educational Coordinator: Robert T. Buck Engle

REGION VIII

International Directors Gene D. Smythe, ATM, chairman; and Win Chesley, DTM, vice-chairman.

Participating Districts: 14, 29, 37, 47, 48, 58, 63, 66, 68.

June 23-24

Hilton Inn, Greensboro, North Carolina

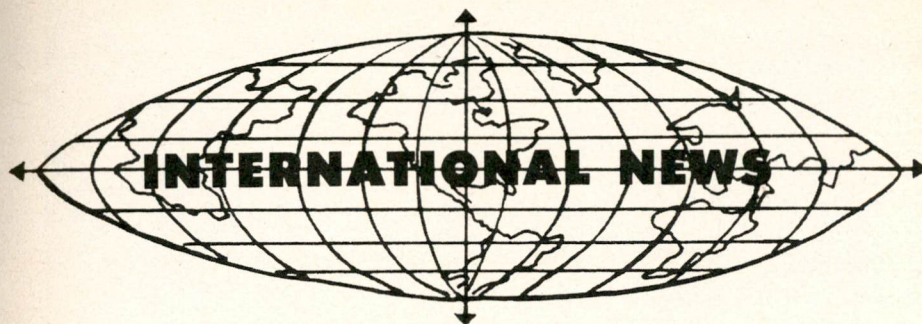
Host District: 37

Host District Chairman: Leonard C. Butler, DTM

International Officer Attending — Immediate Past President Arthur M. Diamond

Activator: Charles C. Mohr, ATM

Educational Coordinator: J. Wm. Venable



Speechcraft Skit — Members of **Business Mens Club 281-24** of Omaha, Neb., are out to catch new braves for Speechcraft. Pictured from the left, Vance Kaminski, Dick Hileman, Brad Speers, Dick Hale, John Masters.





Sydney Presentation — Alex Applebaum Memorial Trophies were presented to the Toastmasters clubs of Area 201, District 70. The late Mr. Applebaum was honored in this manner by his fellow members of **Sydney Club 1921** for his contribution to both the Toastmasters and Toastmistress organizations. Looking at the trophies are, from the left, Gov. Bob Drisin, Mr. and Mrs. James Player, Ian McIntyre, and Elaine Peterson, Past regional supervisor of International Toastmistress Clubs.

Singapore Dinner — Dr. Wong Lin Ken, center, Singapore Minister for Home Affairs, talks with Toastmasters Dr. Yap Jin Yau, left, and Cheng Tim Pin before addressing the **Toastmasters Club of Singapore** during its 1971 annual dinner.



CLUB ANNIVERSARIES — MAY 1972

35 YEARS

Russell H. Conwell Club 82-6
Minneapolis, Minnesota
Olympia Club 84-32
Olympia, Washington
Walla Walla Club 81-33
Walla Walla, Washington

30 YEARS

Mobile Club 226-29
Mobile, Alabama
Victory Club 221-6
St. Paul, Minnesota
Omaha Club 229-24
Omaha, Nebraska
First Wisconsin Club 228-35
Eau Claire, Wisconsin

25 YEARS

Burbank Club 125-52
Burbank, California
Oakland "88" Club 88-57
Oakland, California
Bay View Club 121-50
Santa Monica, California
Bloomington Club 482-11
Bloomington, Indiana
Waukon Club 470-19
Waukon, Iowa
Webster Groves Club 461-8
St. Louis, Missouri
Rochester Club 476-65
Rochester, New York
Cincinnati Club 472-40
Cincinnati, Ohio
Oregon Trail Club 480-7
Portland, Oregon
Lamplighters Club 449-9
Spokane, Washington
Evergreen Club 486-9
Spokane, Washington
Milwaukee Club 466-35
Milwaukee, Wisconsin

20 YEARS

Twin Cities Club 735-39
Marysville-Yuba City, California

Federal Club 1037-36
Washington, D.C.
Anchor Club 1110-36
Washington, D.C.
Windjammer Club 1124-36
Washington, D.C.
Arlington Heights Club 1087-30
Arlington Heights, Illinois
Centralia Club 1112-8
Centralia, Illinois
Washington Club 1089-19
Washington, Iowa
Acorn Club 1068-28
Royal Oak, Michigan
Gateway Club 1101-24
Grand Island, Nebraska
Tom Paine Club 1025-38
Philadelphia, Pennsylvania
Hamilton No. 1 Club 1114-60
Hamilton, Ontario
St. Catharines Club 1102-60
St. Catharines, Ontario
Clarkston Club 1159-TCBI
Clarkston, Scotland

15 YEARS

Mall Club 2406-36
Washington, D.C.
West Palm Beach Club 2222-47
West Palm Beach, Florida
Blackfoot Club 668-15
Blackfoot, Idaho
Pioneer Club 2308-15
Boise, Idaho
Esquire Club 2388-19
Des Moines, Iowa
Lexington Club 2391-11
Lexington, Kentucky
John C. Brockway Club 2393-24
Omaha, Nebraska, Offutt AFB
Suburban Club 2345-46
Bloomfield, New Jersey
SEC Round Table Club 1041-46
New York, New York
Shelby Club 703-10
Shelby, Ohio
Mainland Club 2231-56
Texas City, Texas

Getting the Most Out of Educational Conferences

By DAVID T. BRIGHAM



Many times during my business employment years, I have had to determine or assist in determining whether a particular conference should be attended and how to derive the most benefit from it. Recently I have been looking at this same matter from the perspective of a college educational conference administrator. The two viewpoints have yielded a set of questions which may be helpful for review the next time you are considering or attending an educational conference.

I've grouped the questions in three time frames — BEFORE, DURING and AFTER.

BEFORE

1. Will the program under consideration really fulfill a defined self-development (or organizational) need? Underlying this question, of course, is the more basic one — have basic plans been thought through so that related development needs can be defined?

Many program brochure titles and covers — not unlike the bookstore paperback — can arouse curiosity and stimulate the investigatory senses, but may be a mask for an event of little real usefulness to the individual or organization. Or, which is just as wasteful, it may stimulate the interests of the wrong persons — those not in a position to make effective use of the program.

2. Have you examined alternative means of fulfilling this need which might be more effective and/or less costly?

If there are, for instance, many in the organization who could and should make use of the program in question, it is possible that an in-company program will prove more satisfactory, at least from a cost viewpoint. A few notes of caution, however! Don't become too "inbred" thus missing the very considerable value of inter-company dialogue stimulated in the environment of an "outside" conference. This "input" often is the single most important factor in weighing this question of conference participation. Also beware of becoming enmeshed in an in-company arrangement which will overtax your training staff and facilities — perhaps this particular development need can, in fact, best be responded to externally, leaving your company resources free to concentrate on programs better conducted on your premises. And finally, convenience is no excuse for a sacrifice in program quality; that is, can you really obtain the right people under the right circumstances to accomplish the program in a quality fashion internally?

3. Have you requested your training specialist or other appropriate administrative service to analyze this program and

make recommendations regarding its content, format, sponsor capabilities and reputation, together with possible alternative means of fulfilling your need?

My experience is that though such analysis may, of necessity, deal with some intangibles, intelligent probing by a sensitive specialist, who is well tuned to company and individual needs, personalities and motivations, can uncover valuable, weighable information.

4. Are there prior users of this program and sponsors who could be contacted for references?

Having determined that there is a justification for considering outside resources, an equally challenging question remains — *what of the quality of this particular program and its sponsor?* Usually for the time and price of a few phone calls, much can be uncovered about prior offerings from former “customers” and don’t confine your inquiries to the attendee; his boss and the training department should add geometrically to the perspective on the program initially gained from the attendee himself — what did he or the

company really gain, has it been put to use, with what results, would the company send others, if not, why not, and what is their assessment of sponsor capabilities?

5. Have you requested supplementary detail in order to answer questions not covered to your satisfaction in the original brochure . . . and what was the response? Did the staff seem willing and able to satisfy your questions — or was there exhibited a sort of “*caveat emptor*” attitude?

6. Does the sponsor appear to be more interested in quality or quantity of audience?

Here are some specific questions which will help you resolve this basic one — a “yes” answer is a “quality” vote!

— Is the program really designed for the audience at which it claims to be directed?

— Does the sponsor representative tend to discourage attendance if it appears the program will not satisfy the organizational or individual development needs you have expressed?

— Is there some provision for and encouragement of attendee feedback after completion of the program?

— Does the sponsor really live up to his “limited enrollment” pledge — if such a pledge was made in his literature?

7. If the program involves travel, have you planned other business contacts to take advantage of its location? If the program is scheduled to be repeated later, would it be better to postpone your attendance if these other contacts cannot be made during this offering?

8. Have you done your homework — read materials provided or suggested, returned forms requested, “tuned-in” to why you are going, and what you expect from the program?

If no materials are provided or suggested by the sponsor, try to find out more about the subject and leaders through library or training office sources. Another “tuning-in” method is to jot down the questions you wish to have answered during the conference.

DURING

1. Are you taking advantage of the total experience by making contacts, questioning leaders, examining exhibits, obtaining literature and finding out as much as possible about the sponsor and his overall activities and capabilities?

Often it is the presumably peripheral benefits that turn out to be the most useful — personally or organizationally. Many a chance hand-shake across the conference lunch table has led to a lasting professional contact yielding mutual help for many years. Frequently the answer to well-directed questions has opened up problem approaches which otherwise might never have been considered by the questioner.

2. Are you making appropriate notes for your own use later and for reference in discussing the program in your organization?

Some programs provide an outline with appropriate space for your “back-home” reminders, reference material notations, and other useful application items. Where such handy

note-taking vehicle is not provided, it would be well to design your own, using the program outline supplied or your own developed at the program progresses.

3. Did you provide the sponsor with your reactions to the program?

Constructive criticism, suggestions, recommendations, will be useful to the sponsor in planning similar programs in the future. Many sponsors provide forms for this purpose. Do him the courtesy of completing the forms — you will probably contribute to providing a better program for your successors.

AFTER

1. Have you provided feedback to your company summarizing the value of the program and your recommendations as to whether others should attend subsequent offerings?

2. If the program was aimed at individual development, have you worked out a plan as to how you will use the training obtained? If it was aimed at acquiring general information, have you developed a plan for making this information available to others in your organization through a written summary

or a presentation, or both?

3. Have you provided a copy of your evaluation, report, or other written material to the central organization responsible for such records so that others who may wish to consider further offerings of the program (or other programs by the same sponsor) will have the benefit of your experience?

If there is no such “central organization” file, perhaps you should recommend that one be established.

As more and more organizations become aware of the need for continuing education for personnel at all levels and functions, the number and kinds of education program sponsors multiply. It is the wise leader who is willing to think through his plans and translate them into developmental needs in order that a real testing of the usefulness of outside educational offerings can take place. And an obvious correlary to this testing issue is the dialogue issue — the need for a positive, open, constructive communication between sponsors and users in the interest of maximizing the assets of the former to optimize service to the latter.

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ON THE MOVE —

TOASTMASTERS

Promoted

Ross L. Shannon of Statesman Club 3469-3 in Phoenix, Ariz., has been named manager of the downtown office of **First Federal Savings and Loan Association**.

Elected Vice-President

Fred M. Welch of Oconomowoc Club 834-35 in Oconomowoc, Wisc., has been elected vice-president of the **Brookfield Office of Stone and Robinson Associates, Inc.**

Named Director

Robert M. Meadows of East Memphis Club 2233-43 in Memphis, Tenn., has been named director of the **Holiday Inns'** Memphis district.

Elected Alderman and Councilor

W. H. Welch of Chilliwack Club 3486-21 in Chilliwack, B.C., was elected **Alderman**. In the same election **J. D. Klassen** was chosen as a **Councilor**.

Named Postal Manager

Gordon Trembath of Jacaranda Club 3857-69 in Grafton, Australia, has been appointed District Postal Manager of **North Eastern New South Wales**.

Selected Salesman of the Year

Paul Q. Stampley of Parthenon Club 1738-63 in Nashville, Tenn., was selected by Cooper Laboratories as the **1971 Salesman of the Year**.

Vice-President Recognition

Sid Marcus, ATM, Lt. Governor of District 46, has been elected third vice-president of the **New York State Builders Association**.

Appears on T.V.

Founder's District Gov. **Eugene R. Beckwith** appeared on the **KMIR** station's television show "Town Talk." His subject was Toastmasters! The program was hosted by Don Wilson.

Certificate of Appreciation

C. L. Roberts, ATM, Lt. Educational Gov. of District 46, was presented a Certificate of Appreciation from the **Kiwanis** clubs of Long Island, N.Y.

Elected Officer

Phil Washauer of District 58 was recently elected president of **Southern Mens' and Boys' Apparel Club**.

Elected to Board of Directors

Charles E. Houge of Knights of Columbus Club 1943-6 in Duluth, Minn., was recently elected to the Board of Directors of the **American Association for Comprehensive Health Planning**.

Wins Seat on Town Council

L. Rodney Lusky of Amherst Club 702-45 in Nova Scotia was elected to a seat on the **Amherst Town Council**.

Honorary Fellow

Dr. Frank J. Steele, ATM, of Ephrata Club 3011-38 in Ephrata, Ohio, has been elected as an honorary fellow of the **Asia Society of Arts**.

Named Business Manager

Jim Taylor of Purchasing Management Club 346-22 in Wichita, Kans., has been named business manager of the **Midian Masonic Temple**.

Presents Graduation Address

Lt. District 58 Gov. **Don Couch** presented the graduation address to class CN-133 of the **United Electronics Institute**.

DON'T BE A GYM FIGHTER

By **BARNEY KINGSTON, ATM**



In the boxing world they have a cruel expression for a boxer who looks like a world beater in the gym, but who folds like an accordion when he finds himself under the spotlight of a main event. His fate is sealed: he's a "gym fighter" and nobody wants him, except as sparing fodder.

Does your club have too many "gym fighters" and not enough fellows going on to the "main event?"

Gym Fighters

Most Toastmasters look and sound like champs in the club. Many get into an area contest or accept an outside speaking engagement, but they fall flat. Unfortunately, with such failures haunting them, too many give up and become resigned to be "gym fighters."

There are some fellows who never enter a Toastmasters speech contest; they dread any kind of pressure. Far too many experienced Toastmasters have never made a speech outside the friendly confines of the club.

I started out as a "gym fighter" in my club. You couldn't get me to speak outside the club and its familiar walls for love or money. But foolishly, one unforgettable day, I entered our club

speech contest and won; in the subsequent area contest I finished as far behind as one can get.

Ego Shattered

My ego was not merely bruised, it was shattered. For more than a year the only outside audience I spoke to was my girl friend — and even she left me! (I guess she didn't think much of the talks.)

Then one memorable day my boss, knowing of my Toastmasters experience, told me to deliver a talk about why his employees should contribute to the local community fund drive. My notice came at 10:30 a.m. and I was expected to talk at 1:30 p.m. the same day!

During lunch I walked around the park practicing the 10-minute talk. At 1:35 p.m. the boss introduced me and I was under the spotlight at the main event.

I wouldn't say the effort was a knockout but I felt I had won an important decision. The talk was effective and we achieved 100% employee contribution in three weeks. I no longer was a "gym fighter."

Since that time I have volunteered for every possible speech assignment in my club; I also accepted many engagements

made possible by District 30's speakers bureau. It seemed like every time I spoke, particularly outside the club, I would gain more confidence. It wasn't long before I was speaking before various business groups and, once, before a state organization with several hundred people present. I loved every minute of it!

Three Suggestions

Here are three suggestions that can turn gym fighters into main-eventers.

1. Upon completion of the sixth project in the *Communication and Leadership Program* manual a Toastmaster should be encouraged to be a guest speaker at another Toastmasters club. This should be arranged by your club educational vice-president. This gives the neophyte speaker an invaluable experience before a friendly and constructive audience; yet the people and the surroundings are strange. This offers a good challenge.
2. Upon completion of the projects in both manuals

(C&L - AC&L) urge the Toastmaster to pursue his Able Toastmaster certificate by presenting three talks *anywhere* outside his club: except another Toastmasters Club. He should furnish proof he has given a talk to a group in business, church, fraternal organization, school, or any place else.

3. Suggest that your club provide recognition, perhaps in the form of a special award or pin, for every member who gives six or more non-Toastmasters talks in a two-year period.

Put Training to Work

It is apparent that as good as Toastmasters' training is, unless it is put to work by the individual member *outside the club* neither he nor Toastmasters will benefit.

In the final analysis — like everything else in the world that's worthwhile — it's the decision of each Toastmaster whether he wishes to remain a "gym fighter" or he aspires to be a main-eventer.

Don't forget, talks for Toastmasters benefit YOU!

ABOUT THE AUTHOR

Barney Kingston, ATM, is a member of Speakers Forum Club 371-31 in Chicago, Ill. He is merchandising director for "Salesman's Opportunity Magazine," and a frequent contributor to The Toastmaster.

NEW CLUBS

Chartered during January, 1972

District 3

THUNDERBIRD Club 325-3. Meets Mon., 4:00 p.m., Thunderbird Campus, GLENDALE, Ariz. Contact: 938-0000. **Sponsored by SUN CITY CLUB 1643-3.**
PERSUADERS Club 711-3. Meets Tues., 5:30 p.m., Exec. Dining Rm., Mountain Bell Admin. Office Bldg., PHOENIX, Ariz. Contact: 271-3971. **Sponsored by TELE-TALK CLUB 3016-3.**

District 11

AMERICAN STATES INSURANCE Club 2691-11. Meets Fri., noon, American States Insurance Co., 500 N. Meridian, INDIANAPOLIS, Ind. Contact: 639-2481. **Sponsored by MAPLECREST CLUB 3257-11.**

District 19

SIBLEY Club 1598-19. Meets Wed., 6:30 p.m., Hotel Windsor, SIBLEY, Iowa. Contact: 754-2624. Area: One.

District 22

CLEVELAND CHIROPRACTIC COLLEGE Club 642-22. Meets Sun., 7:00 p.m., Cleveland Chiropractic College, 3724 Troost, KANSAS CITY, Mo. Contact: 561-3800. **Sponsored by DOWNTOWN CLUB 99-22.**

INSURANCEMASTERS Club 1426-22. Meets 2nd & 4th Mon., noon, Pavilion, 1300 Baltimore, KANSAS CITY, Mo. Contact: 888-4399. **Sponsored by SUBURBAN CLUB 1009-22.**

District 25

TEXAS FARM BUREAU INSURANCE COMPANIES Club 3428-25. Meets 1st, 2nd, & 3rd Mon., 11:45 a.m., Hilton Inn, 4th & Austin, WACO, Texas. Contact: 752-9211. **Sponsored by EARLY BIRDS CLUB 3546-25.**

District 35

FIRST WISCONSIN NATIONAL BANK Club 2948-35. Meets 2nd & 4th Thurs., 11:00 a.m., Darby's Res., 319 E. Mason, MILWAUKEE, Wisc. Contact: 276-6100, Ext. 710.

District 36

GIANT Club 968-36. Meets 1st & 3rd Tues., 6:00 p.m., Giant Food Employment Office, 7528 Annapolis Rd., LANHAM, Md. Contact: 341-4792. Area: Twelve. **Sponsored by COLUMBIAN CLUB 3263-36.**

WOODBIDGE Club 2616-36. Meets 1st & 3rd Thurs., 8:00 p.m., Featherstone Elementary School, WOODBRIDGE, Va. Contact: 670-3091. Area: Ten.

D.C. DEPARTMENT OF RECREATION Club 3169-36. Meets 2nd & 4th Thurs., 12:30 p.m., Guy Mason Recreation Center, 3600 Calver St., NW, WASHINGTON, D.C. Contact: 629-7314. **Sponsored by ARMY TOPO-**

GRAPHIC COMMAND CLUB 3660-36.

GODDARD Club 3496-36. Meets alt. Wed., 5:15 p.m., Goddard Space Flight Center, Bldg. 6, Rm. S-19, GREENBELT, Md. Contact: 982-4786. Area: Twelve. **Sponsored by AGRICULTURAL RESEARCH CENTER CLUB 3039-36.**

District 37

ROCKY MOUNT Club 1644-37. Meets 1st & 3rd Thurs., 7:30 p.m., K & W Cafet., Tarrytown Mall, ROCKY MOUNT, N.C. Contact: 442-0804. **Sponsored by TOBACCO CITY CLUB 2209-37.**

District 47

ARLINGTON Club 892-47. Meets 1st & 3rd Wed., 7:00 a.m., Waldz' Rest., University Blvd. & Arlington Expressway, Town & Country Shopping Center, JACKSONVILLE, Fla. Contact: 353-4861. Area: Twelve.

SMYRNA Club 1778-47. Meets 2nd & 4th Mon., 7:30 p.m., Elks Club, 416 Magnolia Ave., NEW SMYRNA BEACH, Fla. Contact: 428-6658. Area: Nineteen. **Sponsored by ORMOND BEACH CLUB 3826-47.**

District 56

STATE FARM Club 1343-56. Meets Thurs., 5:30 p.m., Sam Bass Steak House, Taylor Hwy., ROUND ROCK, Texas. Contact: 836-4870.

District 58

CHESTER Club 366-58. Meets 1st & 3rd Mon., 1:00 p.m., Pundt's Rest., Gadsden St., CHESTER, S.C. Area: Six. **Sponsored by FORT MILL CLUB 1370-58.**

District 60

BAY OF QUINTE Club 2057-60. Meets Thurs., 12:15 p.m., Junior Ranks Candlelight Lounge, CFB, TRENTON, Ont. Contact: 392-2811 or 392-8412. Area: Eight. **Sponsored by CFB TRENTON OFFICERS CLUB 3081-60.**

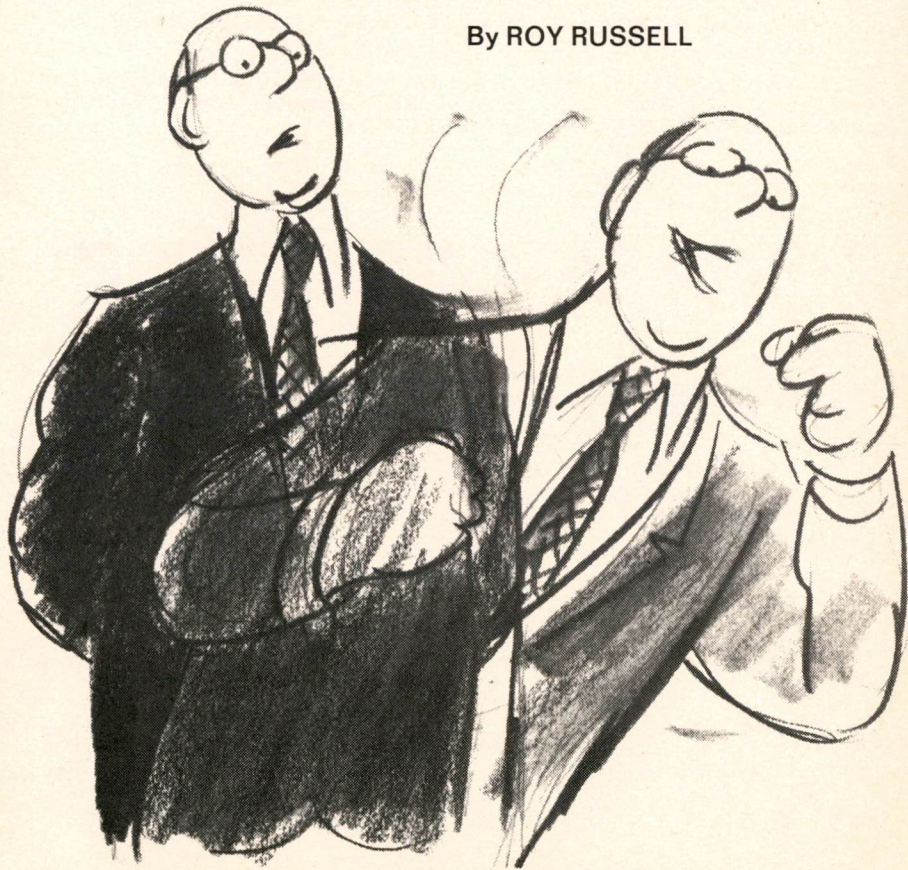
NZP

BLLENHEIM Club 1136-NZP. Meets 2nd & 4th Mon., 7:45 p.m., Buffalo Hall, 208 High St., BLENHEIM, New Zealand. Contact: Renwick 771. **Sponsored by the NEW ZEALAND COUNCIL.**

WHANGAREI Club 1666-NZP. Meets Wed., 5:45 p.m., S.A.C. Bldg., Hunt St., WHANGAREI, New Zealand. Contact: 72919 Whangarei.

The EXTRA Dividend... Personality

By ROY RUSSELL



You're halfway through the speech. You've reached heights of feeling. Words flow out to an audience which listens as one being. Forgotten are the mastered tricks of voice and gesture as you speak "with the tongues of men and of angels." Your listeners breathe an audible response. You finish, the applause is like music, earned elation rises in you. It *does* happen.

What Happened?

What *did* happen? You projected a fulfilled personality. You dropped the self-conscious mask and revealed the real you, and the audience liked what it saw... liked what it heard.

Your personality shone through every phrase and colored it with your character. I like the word "character." It stands for something built with effort.

Can any man acquire such character? It depends. Author C. S. Lewis decided to change course in middle life — take fresh bearings. He began walking city streets and smiling into the faces of passersby — discreetly. With practice he felt an inner warmth. People smiled back. No hypocrisy. This was an achievement of personality.

Pervasive Spirit

But outward posture alone can't create personality. The pervasive spirit must be inside you, and putting it there takes

time. A speech professor can startle his students by saying, "It takes twenty years to make a good speaker." Hyperbole?

The teacher is the whole man — education, speech proficiency, truthfulness, assurance with modesty, regard for others and their ideas, and the like. Taken together, these qualities incline your listeners to accept you, then your conclusions.

Too high-minded and impractical? Consider earthy, practical Benjamin Franklin, a self-created personality. Leaving Boston in his youth, he became the leading publisher of Philadelphia within a decade.

Success convinced Mr. Franklin that every man could improve his outer image with an inner stuff. He organized the "Junto," a club surprisingly like Toastmasters, table topics, prepared speeches, and all.

Ben cultivated his personality. He produced a famous pocket notebook, listing in it a dozen virtues — temperance, justice, order, and even humility. Stressing one a week, he black-marked every failure. The book grew dog-eared, the marks few.

Result

The result is history. Forceful and persuasive, compromising and temperate, and infinitely ingratiating while speaking with conviction, this man became a new nation's most be-

loved and effective negotiator in England and France. He became a sure strength in the making of its Declaration of Independence and Constitution. All the while he charmed everyone in conversation.

Franklin remained practical. His personality methods are workable. They're specific. Pick out your evident weakness in speech (he might say to you). Ask a friend. He'll tell you. It may be an obstinate word-slurring, a debonair disregard of behavior, or a disinclination to get down to cases. All are faults of not caring.

It may be an arrogance in argument, or the lack of forcefulness, a denial of self. Attack, defeat it.

The Golden Mean

In a fine personality, there's a golden mean, an amalgam of strength and gentleness much admired in public personalities. That kind of personality reaches out to all men — far beyond the lectern.

I once attended a large banquet in California's Capital at which Governor Goodwin Knight was the speaker. When the affair was ended, guests

swarmed about him. I didn't join them. He couldn't possibly remember me, a high school junior when he was student body president, long ago. Since then, he'd been attorney, judge, legislator, and then, Governor. The crowd thinned and I rose to go. But as I passed, he saw me. His right hand shot through the circle enclosing him.

"Well, Roy Russell! How are you?" His clasp was firm, his tone vibrant. "How is everything at the Automobile Club?" A penetrating gaze, and, "Roy, the years have been kind to you." His voice was deep. A final squeeze of my hand, a pause, and he turned to the others. I'd been won in thirty seconds.

Goodwin Knight had developed his memory of people and radiant personality out of basic talents. He'd kept two things in mind; a fine personality is founded on a code of respect and right which all men understand, and it must be earned by constant and conscious development of its deeper potentialities.

For you, Toastmasters can be the fulfillment of your personal-

ABOUT THE AUTHOR

Roy Russell is a member of Auto Club 2681-50 in Los Angeles, Calif. He is a retired official from the Auto Club of Southern California.

DISTRICT GOVERNORS 1971-72

1. Eugene R. Beckwith
2. James E. Bell, ATM
3. Alan P. Scherer, ATM
4. Robert H. Selover, ATM
5. Gerald D. Owens, DTM
6. Robert L. Haynes, ATM
7. Kenneth E. Herman, ATM
8. Earl W. Drennen, DTM
9. Henry A. Rozeboom
10. Allen C. Kingseed, ATM
11. C. C. Grove
12. Isaac W. Anders
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17. John T. Cadby
18. Theodor C. Berenthien, ATM
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24. Carl C. O'Neal
25. Thomas B. Alexander Jr., ATM
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29. John M. Barreto, ATM
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33. Max P. Andrus, ATM
34. Richard W. Van Duyn
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37. Robert E. Herndon
38. Anthony J. Marra, ATM
39. Jack M. Hartman, ATM
40. Hubert E. Dobson, DTM
41. Roy D. Beard
42. Albert E. Fahlman, ATM
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44. J. Q. Warnick Jr., DTM
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64. J. Hugh Graham
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66. Carlton E. Burley
67. Dr. Donavon E. Hampton, ATM
68. Anthony E. Llabias
69. Russ Walkington
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