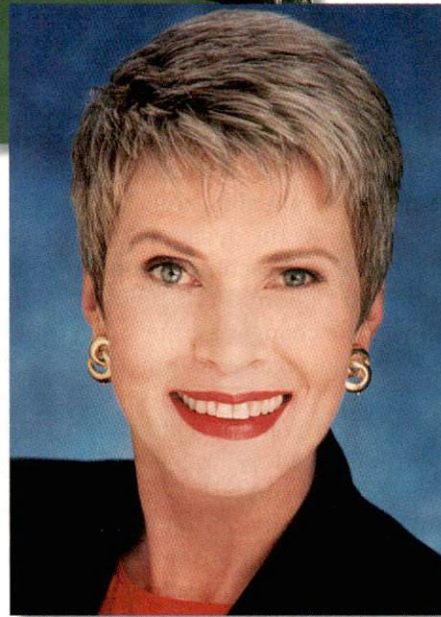
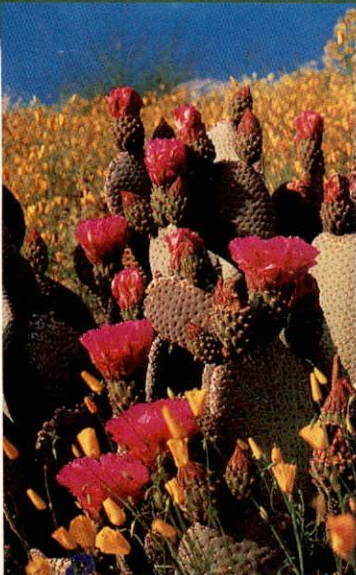
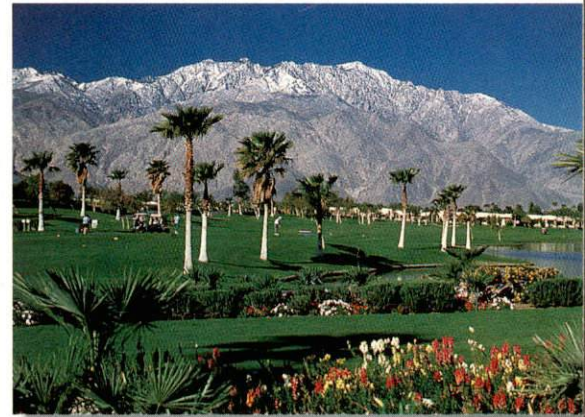


# The TOASTMASTER®

APRIL 1998



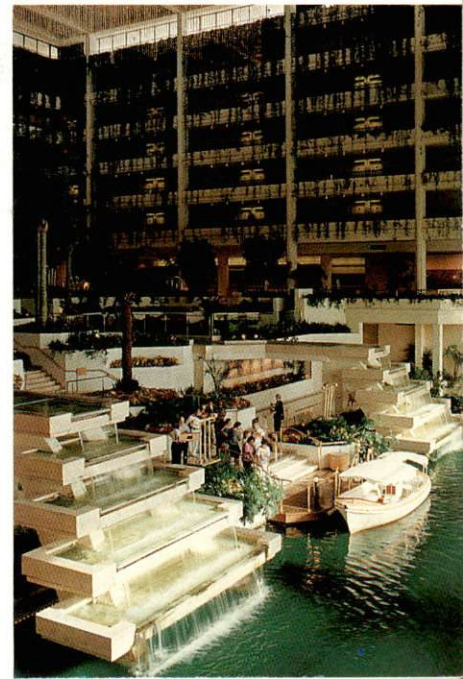
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## VIEWPOINT

# We Don't Need War to Find Leaders

**W**ar has forced many outstanding leaders to emerge – Winston Churchill and Dwight Eisenhower quickly come to mind. Fortunately, Toastmasters leaders do not need military combat to show what they know.

Toastmasters founder Dr. Ralph Smedley noted in his early writings that “Self expression is one of the first steps toward leadership . . . A well-balanced, intelligent speaker is the natural leader in any group.” Obviously our organization provides great opportunities for members to realize their leadership potential. I am sure every established Toastmasters club can point proudly to the leadership skills of past or present members who currently hold key positions in their corporations or communities.

Most people have leadership potential. A leader is someone whose behavior others choose to emulate. Chances are that you, too, serve as a role model for someone else, perhaps a family member, a friend or an acquaintance.

Numerous leadership styles can be adapted for various situations. In Toastmasters, we don't depend on any particular leadership style. Indeed, with our focus on club officer training, all members can contribute toward their club's well-being. And isn't this what leadership is all about? Few people join a Toastmasters club to gain leadership skills. They become leaders when they see a need in their clubs and decide to fill it, thereby benefiting their clubs and helping their fellow members to learn and excel.

Keep in mind that nothing is constant. As the dynamics in the club alters, good leaders will implement strategies to meet each new set of circumstances. Leadership in a Toastmasters club is an opportunity to develop new skills. There is no one “correct” way to meet the changes as they occur. But be sure to take advantage of officer manuals and regular training sessions to help you along the way.

Many people, just as Churchill in World War II, are thrust into leadership. Both he and Eisenhower came with past leadership experiences they could adapt to meet their new challenges. Both had compelling visions of the future. Every Toastmaster has a leadership opportunity, an opinion of what could and should happen in his or her club. This opinion is only a step short from implementing it in the club and making it become a reality.

Leadership opportunities are too valuable in Toastmasters to cast aside. When you meet the challenges of leading a Toastmasters club, you gain a new perspective on life. Your speaking and leadership experiences will work together to give you The Thrill of Success.

Len Jury DTM  
International President

# The TOASTMASTER

**Publisher** TERRENCE MCCANN  
**Editor** SUZANNE FREY  
**Associate Editor** PINKY FRIAS  
**Editorial Assistant** MADGE HAMMOND  
**Graphic Design** SUSAN CAMPBELL

## TI OFFICERS AND DIRECTORS

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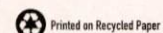
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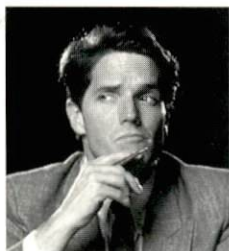


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#### *The Toastmasters Vision:*

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

#### *The Toastmasters Mission:*

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

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

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

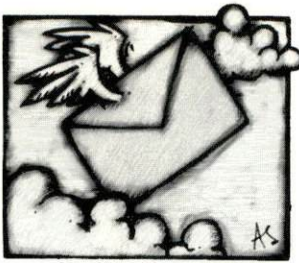
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## LETTERS

### HISTORICAL REVISION

I was excited to see Margaret Thatcher named as one of the five Outstanding Speakers for 1997 (December). As I read the article, however, I was alarmed by the potentially misleading nature of the following sentence: "Her firm approach extended into foreign relations, where she oversaw (and was criticized for) the successful British seizure of the Falkland Islands from Argentina."

While technically true, this sentence leaves the impression that Britain and Mrs. Thatcher invaded and captured someone else's territory and that world opinion was generally against her.

In 1982 Argentina invaded and captured the islands after 149 years under formal British rule (the equivalent of someone invading Alaska or Hawaii). Mrs. Thatcher's military actions were to expel the invaders and liberate the British citizens of the Falkland Islands, much as the United States and its allies liberated Kuwait from Saddam Hussein during the Gulf War.

I suspect the author of the piece was trying to present a balanced view of Mrs. Thatcher in a concise manner, but, as Toastmasters, we should be very careful about the words we choose and the messages they may inadvertently send.

Scott Holman, ATM-B  
Talking Heads Club 1530-56  
Houston, Texas

### POLITICAL OPINION

I was appalled to learn that Toastmasters have selected Margaret Thatcher as one of the five best speakers of 1997. Before making such a selection, it might have been wise to have considered the totality of Thatcher's career. Some place her in the same tradition as those who were responsible for the deaths of thousands of innocents in Ireland. I can-

not support an organization that venerates one of the most disgraceful figures of modern times.

Philip F. Kearney Jr., CTM  
Countyline Toastmasters Club 225-13  
Latrobe, Pennsylvania

### WIZARD OF AH'S CATCHES ATTENTION

After noticing the article, "When You Are the Ah Counter or Grammarian," in the March issue, I couldn't resist sending you our twist on words. We have changed the name of the Ah Counter to the "Wizard of Ah's." It is a great conversation piece for guests and always catches their attention!

Shelley H. Riley, CTM  
UT Club 7650-63  
Knoxville, Tennessee

### NO QUICK FIXES

*The Toastmaster* gets better and better each month. After reading the incredible March issue, I just had to respond.

I would not have believed it possible to sum up in a few words "what Toastmasters is all about," but there it was on page 30 in the article "Quick Fixes are Seldom Permanent" by Dennis Hartenshine and Katherine Callan. In fact, the article fairly summarizes the meaning of life: Head somewhere, a step at a time.

New Zealand Toastmasters are trying all manner of tasks we haven't done as much of before: sponsoring new clubs, sponsoring new members, taking office, entering contests – all those things that Dennis and Katherine suggest we do for at least three years.

Striving for continuous improvement as these authors extol is what keeps us moving forward and achieving in both our Toastmasters and "other" lives. So no matter what the starting point, just take another step. Leave the elevator (Kiwis call it a "lift") for those who will come back down tomorrow.

Thanks again for continuously improving a magazine so full of inspiration.

Richard Logan, DTM  
Taniwha Hunters Club 2684-72  
Rotorua, New Zealand

### MUD IN THE EYE

Alan M. Perlman's article, "Finding the Lightning" (January) emphasized finding the right word. Yet the message, rarely heeded, was ignored in two otherwise good articles in that issue. If you are a fair dinkum about using the right word, surely the subhead "Beating the Battle with Procrastination" in Victor M. Parachin's piece "Don't Put It Off!" should be "Winning the Battle Against Procrastination." You don't beat a battle!

And, if I may be further excused for beating the pedant's drum, Patrick Mott's article about overblown style unfairly pejorates "orator" and "oratory" when his real whipping boys should have been the familiar "rhetorician" and "rhetoric." Downgrading perfectly good words when the right words are at hand appears semantically insensitive. Regardless of Patrick's perceptions, oratory is the art of public speaking – saying it with eloquence – as emphasized by past International President Robert Barnhill.

Cicero, Churchill and Lincoln, for instance, spoke with eloquence, avoided the excesses of rhetoric and have remained great figures in world history. They were orators, not tyrants and – sorry, Patrick – the world today could well have been a worse place if they had become aerobics instructors instead.

Congratulations on a fine magazine but, please, keep the tweezers ready to pluck out those spurious usurpers.

Jack Baccus, ATM-B  
U-3A Club 7519-70  
Wollongong, NSW, Australia



By Jim Barshop, DTM



Of course we could deliver great speeches without a manual. But should we?

## Let's Give Speeches By the Book

ON A COLD WINTER MORNING AT OUR REGULAR CLUB MEETING after hearing a non-manual speech, I made a motion that our club should allow only manual speeches. Although the vote was close, the motion failed. Afterward, a past president told me that our members don't really like "hard and

fast" rules to follow. So I decided to make my case in the form of this article instead.

There are so many reasons for presenting only manual speeches at club meetings. First, it helps the evaluators to understand our speaking objectives. When we don't follow a manual, they don't know what to evaluate. As a speaker, you could tell the evaluator your own personal goals, but will those goals do you justice? Instead of wasting that time discussing your private goals, use the manual and ask your evaluators to look for particular nuances you are trying to achieve. Their advice and challenges will be more concise when you follow the manual. Let's not leave our evaluators out in the cold, having to deal with the imprecise task of critiquing non-manual speeches.

Second, giving manual speeches, whether basic or advanced, helps you to meet specific, measurable speaking goals. Toastmasters International has been developing and refining these excellent materials for decades. Toastmasters International's educational program is designed to help you maximize and internalize the gains made in your speaking skills. Why would you not want to use the manuals when presenting manual speeches will help you stay on a straight and true path to speaking success?

A friend recently told me he did not care about getting the ATM designation. I reminded him that the designation is not just about getting a pin or an award. Toastmasters International created the designations to recognize the accomplishment of growth in our speaking abilities. We strive to achieve the designations of CTM and ATM to remind us we have crossed an important milestone in our growth, that we are indeed achieving worthy goals.

Third, there are 14 terrific advanced manuals to choose from. Or, you may decide to start over in the basic manual and review your skills. Why waste your time developing your own speech objectives when you could use that time

developing and rehearsing your very best speeches? In any event, if you lose your manual, you can readily call anyone in the club to mail or fax the speech assignment you need.

Finally, presenting manual speeches benefits your club, which we all have worked so hard to promote.

What kind of role are we modeling to new members and guests when we announce we are about to give a non-manual speech? Aren't we telling them that the manuals really aren't that important? It is our duty to perform each of our roles in a club meeting – including that of speaker – in a quality manner. Of course we could deliver great speeches without a manual. But should we?

Please, for our own personal benefit, for the benefit of our evaluators and for the benefit of our clubs, let's give **only** manual speeches. **T**

**Jim Barshop, DTM.** is a Past President of North San Antonio Club 5166-55 in San Antonio, Texas.

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## HOW TO

By Susan Jane White, ATM-S

Your anxiety and nervousness are not noticed as much as you may think.

# When Speaking Fears Happen

**H**ave you ever arrived 20 minutes before your scheduled presentation only to discover you forgot your notes? You realized it was too late to retrieve them and no one was at home to read them to you. Did you try giving your speech anyway from what you remembered or did you cancel the assignment?

This situation and others like it can and will occur; we are not perfect. Let's see how this and several other scenarios can be handled calmly and how to turn them into learning experiences:

**1** **You forgot your speech notes.** My answer to the question, "should I give my speech anyway?" is yes; deliver it as best you can rather than decline to speak or race to the nearest door. You can try a couple of things to jog your memory. If you have visuals and if you remembered to bring them or they were supplied, let them help you. You no doubt have rehearsed using them or something similar. If you have 20 minutes of preparation time, as mentioned in



the opening scenario, use it wisely. Sit down in a quiet area and make notes of what you remember.

**2** You probably will remember more than you think, because after all, you did prepare. Once you begin delivering your speech, try to stay calm. Avoid apologizing; it will only distract from your message. The audience will remember the apology rather than the important points of your speech.

**2** **Your speech is going very well; however, you suddenly lose your train of thought.** The best source for refreshing your memory is the audience. Ask them to help you get back on track. Then thank them and continue your speech. This is a much better solution than to just stand there and have the audience wonder why you stopped speaking. You may need to insert some humor to tide you over. However, if humor is not your forte, just try to keep your demeanor calm and the situation under control. If your memory lapse is blown out of proportion, the audience may go away remembering that instead of



your talk. Another suggestion is to prepare a couple of phrases to insert if this happens. For example, "My mind just stopped working. Can someone help me?" Or "can someone mention the last idea we were talking about?" Also, I've seen speakers just stop, pause and take a sip of water. This gives the speaker a moment to regain composure.

**3** Your energy and enthusiasm are waning and you want to recharge quickly. Many speakers find that their energy level returns once they begin speaking. If you don't want to rely on that happening, try to put yourself in a positive mind frame before you reach the podium. After all, you are the one with the expertise and knowledge and you were asked to speak for that reason. You want to give the audience your best effort. If possible, try to schedule your talk for the time of day you feel the most energetic. For example, if you are a morning person you might be at your best at 9 a.m. for the seminar's kickoff speech. If you have the luxury of arriving well in advance of your scheduled time, you can perhaps pick up interest and excitement from the audience.

Remember, you want to share important information with the audience. You have rehearsed and obviously know your subject. Try relating an incident about your topic or a personal anecdote, thus creating rapport with the audience. This should ease some of the tension before you proceed with your presentation. Also, try to relax by taking a couple of deep breaths before you approach the podium. Do some pacing beforehand if a suitable place at the back or side of the room is available. Generally,

anxiety and nervousness are not noticed as much as you may think. Again, convince yourself to be cool, calm and collected. You want those butterflies to fly in formation. With some practice and experience, you will do very well.

**4** You are at or near the end of your speech and realize you omitted some important points. You wonder why some audience members look puzzled. You realize that you left out a key part of your presentation and that you must relate it. The solution? Try to keep

*"Avoid apologizing; it will only distract from your message.*

*The audience will remember the apology rather than the*

*important points of your speech."*

calm at all costs. You want the audience to remember the important points rather than your frenzy and worry about the omission. Stop at a point between the two main thoughts and mention that a portion was missed. Explain where it should have been included. Keep in mind that the audience will be confused, so do it as clearly as possible. Clarify why the omitted part is important and how and why it relates to the topic. Some humor will make the situation less stressful. The audience will appreciate you for catching your mistake and clearing up their confusion.

**5** The equipment malfunctions in the middle of your talk. The best advice is to devote as little time as possible to the problem. Do your best to proceed without the equipment. If the microphone shuts off, ask for an engineer and then speak loudly and distinctly until it is repaired. If the audience cannot hear you without the microphone, you may need to call a break and continue after it's repaired. A little humor goes a long way. Consider that any audiovisual aid can malfunction, so plan ahead and bring extra extension cords and light bulbs. When you can, double check the equipment well in advance of your presentation. You want the audience to remember your talk, not the malfunctioning equipment.

The next time you are asked to give a speech and you start to worry about any of the above-mentioned scenarios, remember that these things happen to the best of us. You will survive, and you will be a better speaker as a result of your ability to stay calm, make smooth adjustments and win over the audience. **T**

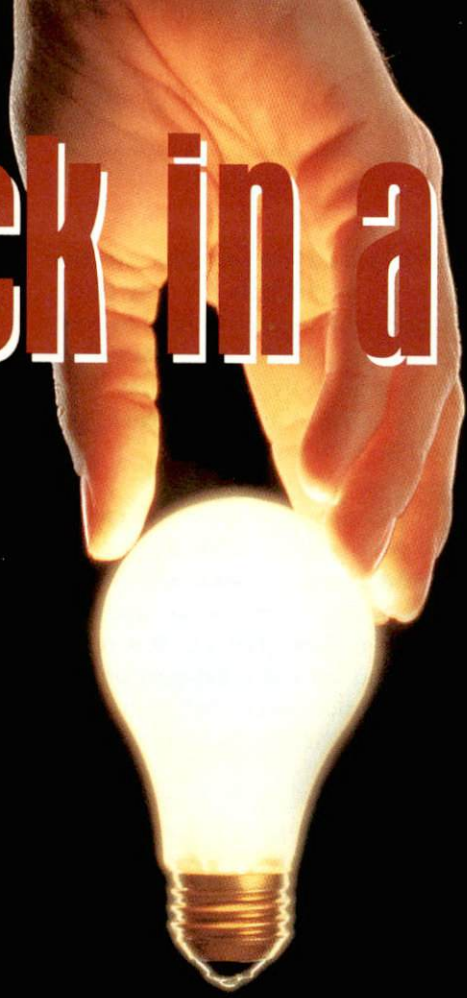
Susan Jane White, ATM-S, is a member of Revenooers Club 3653-36 in Washington, D. C.

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# Stuck in a Rut?





## Try the **EPOD Resolution** for creating a powerful and memorable speech.

**W**hat makes a speech powerful, memorable and exciting? Certainly preparation plays a major role, as do setting and circumstance. Timing can be a factor, as proven by the slogans uttered by Franklin Roosevelt (“Americans have nothing to fear but fear itself”), Winston Churchill (“This will be their finest hour”) or Martin Luther King, Jr. (“I have a dream”).

While the factors of **preparation, setting, circumstance and timing** are present in most speeches, few of those speeches can be considered powerful and even fewer are memorable. However, speeches made by legendary orators – such as the Rev. Billy Graham and Norman Vincent Peale, Franklin Roosevelt and Ronald Reagan, Lee Iacocca and Buck Rogers – can be classified as powerful, and history has already created a niche for their words.

I believe the powerful and memorable speech contains four dimensions that leave a lasting impression on the audience. Those dimensions can be summarized in what I call the EPOD Resolution:

- E** - Energy
- P** - Persuasion
- O** - Optimism
- D** - Discipline

### **ENERGY**

High levels of energy in speaking have nothing to do with the age, sex or athletic prowess of the speaker.

Dr. Peale, at age 90, demonstrated an energy level that could run a generator. Dr. Ruth Westheimer generates as much energy as a male twice her size, and President Roosevelt’s speeches were dynamic despite his being dependent on braces, crutches and wheelchairs throughout most of his adult life.

Your energy package will be perceived by audiences based on your enthusiasm, projection, eye contact, voice

level and gestures. Raising the voice, yelling or speaking bombastically can confuse an audience. Energy is created internally. It comes from the way you feel about yourself and the audience.

Your energy level usually is determined before you speak. Don’t waste energy through hyper-nervousness. If your speech is prepared, you already know your audience and have checked out the environment in which the speech will be made (lighting, sound system, staging), you need to direct your energies internally. Relax and observe your audience. Enjoy the moment and absorb what’s going on. The audience will measure your energy level by the degree of excitement and enthusiasm you attach to your words. Your gestures and overall body stance at the lectern will reinforce their perceptions.

If you’re working from notes, highlight or underline key words and phrases in advance to ensure that you’ll emphasize them during the delivery. Rehearsing the speech with prepared notes allows the energy to flow naturally and prevents mechanical or overly theatrical delivery.

The payoff for all this preparatory work is when the audience senses your energy and responds with applause or other kudos. In short, high energy begets high energy.

### **PERSUASION**

The art of persuasion is a complicated process, based largely on perception and not necessarily on reality. The eminent writer Oscar Wilde once said, “The value of an idea has nothing whatsoever to do with the sincerity of the person who expresses it.”

The most valuable ideas frequently fall on deaf ears because the speaker’s level of persuasion is so low that the audience perceives the ideas as lacking validity. Many speakers simply lack conviction and sincerity when presenting their ideas.

The first condition of a persuasive speech is to know the audience: what they do, the issues they’re dealing with, and what brings them together. The persuasive speech is delivered at the audience’s level of perception and tailored explicitly for them. Use analogies, metaphors or statistics that relate to their work, background and level of sophistication.

*“The audience will measure your energy level by the degree of excitement and enthusiasm you attach to your words.”*



Persuasive speeches contain words and phrases selected to create feelings of "well being" in the audience. A simple rule of thumb is to reduce the number of first-party references (I, we, me) and increase the number of second- and third-party references (you, your, yours and they, them).

Try to eliminate value-judging phrases. Words such as "should, ought, must" create a distinct psychological resistance from a listener. Instead of telling people what they have to do, what they haven't done and what they need to do, cite examples they can understand, follow and identify with. Political speeches are notorious for use of derogatory comments. Such comments may elicit an immediate audience response, but in the long run, negativity reduces the effectiveness of the speech.

A persuasive message says, "I understand you. I know where you're coming from. I empathize with you. Here is our common bond; I give you this idea that I hope will be of help."

On a recent talk show, I was asked what single ingredient I think separates great speakers from ordinary ones. My spontaneous answer was: "It's how much of yourself you give in the speech that others can relate to."

## OPTIMISM

How do you sell optimism in a negative world? Examine the front page of your local newspaper, listen to the TV or radio newscaster and you'll note that most issues and stories are presented in a negative manner. A positive connotation of most circumstances is either deleted or given minor attention.

In a world filled with negativity, you as a speaker have the option of following the crowd or selling the positive elements of virtually any set of circumstances. I'm sure that if the electric light bulbs were invented today, the "teaser" on your evening news would start out with a statement such as, "Today an unbelievable tragedy has befallen the candle-making industry." The news coverage might deal with candlemakers who lose their jobs and the complexity of installing electrical wiring in the average home, etc.

A speaker has an ideal opportunity to radiate positivism and present the optimistic side of issues that most people do not think to examine on their own. "Is the bottle half full or half empty?" "Is 7 percent unemployment really 93 percent employment?" These examples are triggering devices. It is certainly wise to be aware of calamities or dangerous conditions; however, I would like to believe that most people are interested in solutions. They want to hear thoughts and ideas that explain how to deal with these situations.

*"Instead of telling people what they have to do, what they haven't done and what they need to do, cite examples they can understand, follow and identify with."*

If you are speaking to an audience that recently had to deal with rapid changes or adverse circumstances, you can cite encouraging case histories of those who have victoriously dealt with similar solutions.

Optimism means telling people they "can." It means taking facts and presenting them so that the audience can discern an immediate advantage. Frequently, when I quote statistics as presented by the press – and prior to presenting the "bright side" of the issue – I tell my audience, "statistics are like bikinis; what they reveal is interesting, what they conceal is vital."

Speaking optimistically requires preparation. Avoid negative or pessimistic influences. Don't read the front page of the newspaper or watch the evening news. Or, in lieu of that, take the statements from these sources and create a position diametrically opposed. Your audience will love it.

I use affirmation as the principle of my optimistic feelings. I tell my audiences that optimism is a choice and that every morning before I speak I choose to affirm myself by reciting out loud to my mirror image, "I am a unique and precious being, created by God for very special purposes. I'm doing the best I can. I'm ever-growing in love and awareness." Each morning when men and women face the mirror to shave or put on makeup, they have the same opportunity to sell optimism to that audience of one.

I'm also reminded of the words of St. Francis of Assisi: "Lord, make me an instrument. Where there is despair, let me sow hope." The degree of optimism in your speech raises the audience's level of hope and desire to participate in your message.

## DISCIPLINE

The speaker's discipline before and during a speech is not always apparent to the audience. But it is the key to making the speech powerful and memorable.

Discipline starts with preparation. Do you know what you're going to say? Have you done your research? Have you put it in format (notes or otherwise) to retrieve and deliver? Have you practiced your timing, inflections and nuances?

The fact is that when a speech begins and ends on time, it's because the speaker has exercised discipline regarding the audience, other speakers and the meeting planner.

Great speakers end their speeches on time. I've seen hundreds of professionals exceed their time allotments, stray from their subject matters and break the most elementary rules of powerful speaking. They fail to realize the simple rule that anything that can upset the program or the audience is distracting.



A speaker's discipline begins with a personal commitment. If your speeches are to be powerful and memorable, you have to be in peak physical and mental shape to "deliver." Any excess prior to a speech – such as overeating, imbibing or late night reveling – will reduce your effectiveness. As a professional speaker, I get invited to all the cocktail parties and celebrations the night before the event at which I'm scheduled to speak. I have seen many speakers accept all their invitations thinking the wages of dissipation will dissipate tomorrow. Unfortunately, that's rarely the case.

You can deliver a high level of energy only when you feel energetic, and you can be persuasive and optimistic only when you look and act that way. Discipline means knowing when to say no.

To emphasize the importance of discipline, I often share the following personal anecdote with my audiences. I entered speech therapy in the Philadelphia school system at age 6, and for seven years I was tutored in the basics of sound fundamental speech. And because I didn't speak correctly when I entered the school, my therapist hammered home exercises that I had to practice con-

stantly. I don't believe I became a professional speaker by coincidence, but rather by disciplined training.

I often wonder why thousands of people follow the same rules of training, yet only a small percentage emerge as powerful and memorable speakers. My conclusion is: To know and not to do is not to know.

The EPOD resolution is based on my observations and experience in making more than 4,000 paid speeches, but more importantly, in dealing with more than 4,000 audiences. A good speaker, like the conductor of a giant orchestra, can lead the audience from one emotional state to the other. The Churchills, Roosevelts and Martin Luther Kings of the world have unconsciously formed a methodology which, when emulated, lends energy, persuasiveness and optimism.

Discipline is a matter of commitment, the level of which only you can determine. **T**

**Dave Yoho** is the president of Dave Yoho Associates, a consulting company in Fairfax, Virginia, and author of the book, *How to Have a Good Year Every Year*.

# Conference/Convention Calendar

## 1998 REGIONAL CONFERENCES

### REGION I/JUNE 5-6

Clarion Hotel Villa  
Burnaby, BC, Canada  
Contact: Addie Derby, DTM  
1803-5652 Patterson  
Burnaby, BC  
Canada V5H 4C8

### REGION II/JUNE 26-27

Ala Moana Hotel  
Honolulu, Hawaii  
Contact: Ron Mobley, DTM  
98-238 Paleo Way  
Aiea, HI 96701-2173

### REGION III/JUNE 5-6

Tempe Mission Palms Hotel  
Tempe, Arizona  
Contact: William E. Bristol, DTM  
11603 N. 61st Drive  
Glendale, AZ 85304-3233

### REGION IV/JUNE 19-20

Bloomington Marriott  
Bloomington, Minnesota  
Contact: Pat Kirk, DTM  
5 Oak Shore Drive  
Burnsville, MN 55337

### REGION V/JUNE 12-13

St. Vincent Marten House and  
Conference Center  
Indianapolis, Indiana  
Contact: Cathy Campbell, DTM  
461 Maple Street  
West Lafayette, IN 47906

### REGION VI/JUNE 26-27

Holiday Inn Fairlane  
Conference Center  
Detroit, Michigan  
Contact: Marilyn Albee, DTM  
45086 Turtlehead  
Plymouth, MI 48170

### REGION VII/JUNE 19-20

Sheraton Hotel Newark Airport  
Newark, New Jersey  
Contact: Brad Shilling, ATM-B  
139 New Chalet Drive  
Mohegan Lake, NY 10547

### REGION VIII/JUNE 12-13

Broadwater Beach Resort  
Biloxi, Mississippi  
Contact: Marjorie Kennedy, DTM  
5110 High Pointe Drive  
Pensacola, FL 32505

## TOASTMASTERS INTERNATIONAL CONVENTIONS

### 1998 INTERNATIONAL CONVENTION

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

### 1999 INTERNATIONAL CONVENTION

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

### 2000 INTERNATIONAL CONVENTION

The Fontainebleau Hilton Resort & Towers  
August 23-26, Miami Beach, Florida





## FOR THE NOVICE

By Kathleen A. Wiacek

Are you procrastinating in writing a speech? Here's how to get started.

# Train of Thought

It's midnight and the clock is ticking. You are giving a speech tomorrow and still agonizing over the content. Sound familiar?

Many well-meaning Toastmasters have been in this situation more often than they will admit. You have a sure-fire topic, a general idea of what you want to say, and tons of research at your fingertips ... but where to start? In her book *Painless Public Speaking*, Professor Sharon Anthony Bower of Stanford University suggests viewing your speech as a "train of thought." According to Professor Bower, the speaker's train consists of: a) the opening "engine" complete with attention-getting bells and whistles; b) "boxcars" filled with main ideas and supporting points; and c) a concluding "caboose." The speaker drives the train of thought past the listener.

How do you fill up your train with ideas? Start by writing with sheer abandon. Put all you know about your speech subject on paper.

Note cards work even better – you can use a different card for each idea and separate them into your various boxcars. There is no need to form sentences or paragraphs, nor to be overly concerned with logical sequence. After you have written everything down, you can scan through your notes and see different things you want to emphasize. Major points will jump out at you. But how do you pull it all together and allow your train to leave the station? Let's start with ... the caboose?

### THE CABOOSE

It may not sound logical to write your ending first, but you have to know where you're going in order to know how to get there. Your ending should bring your speech full circle, so it's best to write your ending first. Leave your audience with a closing thought that either calls them to action or inspires them to do something. Ask yourself what you want your audience to

take away from the speech. Make your conclusion as personal, intimate and vital to their well-being as you possibly can. Resist the temptation to bring in new thoughts in your conclusion; everything should tie back into your speech and your introduction.

Effective ways to end a speech include:

- Tying your theme to an anniversary
- Praising your audience's role in history
- Telling a humorous story to illustrate your point
- Ending with a strong rhetorical question.

Do *not* end the speech with "thank you." The audience is thanking *you* with their applause.

### THE BOXCARS

Begin the body of your speech with a brief statement about the main idea you are trying to get across.





This statement does three things: 1) It tells your audience what kind of speech to expect (informational or persuasive); 2) It sets the tone of your presentation (light-hearted or somber); and 3) It contains a hint of how you intend to proceed. There should be no more than three points. Three has always been a powerful number. Think of the Holy Trinity, the three wise men, Goldilocks and the three bears. Briefly tell your audience what these three points are. You will hold their attention as if you had thrown three balls up in the air.

Put your most important point first and focus your material – if you try to mention everything you know on the topic, your audience will come away with nothing. Use examples, illustrations, statistics, anecdotes or stories to back up each point. You can organize your speech in various ways. Here are some ideas:

- **Chronological order** relates events from past to present to future.
- **Problem/Solution or Cause/Effect** is an effective method if you are championing a specific cause or trying to drum up support for an issue.
- **Geographical order** may arise during a presentation on sales opportunities in the Northeast vs. the Southwest.
- **Psychological order** – from most acceptable to least acceptable may be appropriate when the subject is difficult or when you need to win the audience over to your way of thinking.

Double-check your speech to make sure that if you say “first,” you follow it with a “second.” Otherwise your audience will become hopelessly lost. Use the following transitional phrases as “connectors between the train cars” to allow your speech to run more smoothly: “Moving on to the ...”; “Now let’s take a look at ...”; “Switching now to the ...”; “Looking ahead to the ...”

Transition statements are anchors for drifting attention. Use them! They are simple devices for telling the listener where you are, where you’ve been, and where you’re going. They should be sprinkled throughout your presentation.

### THE ENGINE

Write your opening last, and be sure it ties in with your conclusion so your speech comes full circle. Good speech openings last roughly one minute and should do four things:

- Get the listener’s attention
- Establish your credentials
- Give your listener a reason for paying attention to you
- Smoothly introduce your topic or main idea.

Start with a grabber – an anecdote, a startling statistic, a witty quotation or perhaps a personal observation. Avoid starting with a joke unless you are absolutely sure you can deliver it well and it’s appropriate for the audience. There are various types of openings:

- Tell a story
- Praise the audience
- Use self-deprecating humor
- Make reference to the date (famous in history?)
- Ask some questions
- Cite your professional credentials

Again, avoid trite openings such as “Thank you for allowing me to be here ...” Start with the unexpected.

### GETTING YOUR TRAIN READY FOR PASSENGERS

Never be content with your first draft. Let some time elapse between your rewrites and cut ruthlessly in order to simplify your language. The Gettysburg Address is one of the world’s most memorable speeches. Lincoln wrote most of it using words of five or fewer letters. Listeners need to understand each word in the instant you say it; this leaves you with an average of half a second per word. If your audience has to take time to understand your word choices, they lose the flow of your speech and their attention will wander. Once you have a final version of your speech, practice it until the words roll off your tongue.

Remember: Your speech is like a train taking the audience to a destination of importance to them. They want to know how you’ll get them there and how long the trip will last. Make their journey memorable! **T**

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**Kathleen A. Wiacek, CTM**, is a member of Prime Plus Club 4279-52 in Los Angeles, California.







## MANNER OF SPEAKING

By Gary Muldoon, CTM

Repetition can be a speaker's friend.

# Say It Again, Sam

WHEN WE CONSIDER SPEAKING TECHNIQUES, WE USUALLY THINK of some fancy way of getting our message across. But we often overlook the obvious: repetition.

Why do we need repetition in public speaking? For several reasons; mainly because the listener's memory is faulty.

Many of us can't even remember the punchline of a joke we've heard five minutes earlier. But repetition is also needed for emphasis. While you can emphasize something once to make the point, your best bet in assuring that you get your message across is to emphasize your key points in various ways.

Let's say you give the following simple announcement at a Toastmasters meeting: "We'll have our annual club picnic on August 5th at 6 p.m. at Powder Mills Park. The cost is \$5, and we want everyone to bring a dish. Contact Joe Smith for more information."

In a brief period, you've given a lot of facts. As the speaker, you are aware of the details – you've prepared your announcement knowing what you need to say. But the listener may not have been as aware of what you were saying when you began; he or she may still be scrambling to find a pen and paper to take notes. Or the listener may not be able to assimilate all that information at once. You may have written your outline so you understand it, but don't assume everyone else will.

So, to get your point across, it's worthwhile for the speaker to conclude by repeating the essential information: "I hope to see you on Wednesday, August 5th at Powder Mills Park."

Another reason to repeat information is that, at times, a listener's mind wanders. This may be particularly important when you're speaking about technical matters. Let's say you're speaking to a lay audience about a medical topic, and you use the expression "MRI" for "magnetic resonance imaging." It's possible that a listener or two may not register what you say when you first use the

term. If understanding that expression is important to your speech, the listener's momentary attention lapse may make the speech almost useless to him or her. But if you use the expression and explanation again in the speech, it will help the listener catch up. In a speech – as opposed to

in writing – a little redundancy can be a good thing.

When repeating information, be subtle. Exact repetition can be boring. Instead, you may wish to change some of your words by using synonyms.

One reason some of us avoid repetition is our concern with brevity. Being brief certainly is important – too many speakers carry on longer than they should – but brevity is not the main goal in speaking; communication is. If repetition is needed to clarify your point, by all means use it. As William Safire says, it may be redundant, but it's not superfluous.

Repetition is a tool used by people who write soap operas. If you watch a soap opera (I hope you don't), the characters refer to each other by name far more often than people do in real-life conversation. This is for the benefit of the many viewers who don't watch the show regularly, and don't know who is in love with whom.

There is no democracy of facts. Of the dozens or hundreds of snippets of information that we impart in a speech, some are more important than others. Those important ones need to be emphasized. An expression used by some speakers summarizes their approach: "Tell them what you're going to tell them; tell them; and tell them what you've told them." The repetition in this phrase is clear. And that advice is good to heed in your own presentations as well. I'll say it again: Repetition can play a powerful role in helping you deliver a forceful and memorable speech. **T**

**Gary Muldoon, CTM**, is a member of Postprandial Club 3259-65 in Rochester, New York.



**A brief moment of silence increases  
suspense and lends emphasis to your words.**

# Add Punch With a Pause

One of the least appreciated public speaking devices is the pause. Silence, when well timed, is a very effective communication tool. Some situations just seem to call for a second or more of no sound. Examples are:

**1 When you build to the climax of your presentation** and announce, "And now I'll tell you the single most important thing you can do to increase your sales (or health, happiness, peace of mind)" . . . pause. That pause increases suspense and lends emphasis to what follows. These kinds of dramatic pauses add flavor, interest and impact to any speech.

**2 When you've just made an important point** or told a story that gets laughs, tears or looks of astonishment, pause and let the effect sink in. Your audience wants a moment to savor the pleasure or poignant experience you've just given them. If you fail to allow them that moment, you get in your own way by interrupting the very effect you labored to create. We don't remember a lot of what we hear, but we long recall how what we heard made us feel.

**3 When you shift gears.** The shift may be a change of subject or just another point you want to make about the same subject. A pause is the most natural way to signify that you're about to begin what, if you were writing, would be a new paragraph or fresh heading. To make the transition more emphatic, take a few steps to one side or the other of the lectern.

**4 When you want to create the impression of greater spontaneity.** This is especially useful for speakers who talk fast and have so much control of their material that the presentation can appear "canned." An occasional pause that makes it look as though you're searching for just the right word does a lot to overcome the mechanical effect of over-familiarity with the material. Better to look lost now and then than for everything to appear too easy. Facility can get in the way of sincerity.

At a presidential candidate debate in 1992, then-U.S. President George Bush and candidate Ross Perot spat out their answers to questions from the live audience without a second's hesitation.

Bill Clinton, on the other hand, paused a few seconds before responding. He looked as though he was hearing the question for the first time (very improbable!) and wanted to think about it before he answered. Whether planned or not, it was a brilliant device that made him look more sincere than his programmed opponents.

More and more, audiences expect customization. Even if you don't create a brand new presentation for every group you address, at least make it look as though part of your program is new. One good way to do this is to deliver the speech the way you would if it were the first time. Hunt for a phrase, grope for a word. Pause to think.

**5 When you relinquish control.** That might be while you wait for a question from the audience or pose one to them. And you always give up control when you conclude. Instead of sprinting to your seat when you finish, or blurt-ing a "thank you" on the heel of your final syllable, pause a few seconds. Then take a step back and bow your head to let everyone know you're done. Of course, if you've created a good last line, everyone will know you're done. Still, the pause gives the close a little punch.

You don't have to give a speech to practice pausing. Next time you talk to anyone, even on the phone, try pausing after an important point or before answering a question and see how it feels. I bet you'll have a better sense of control over the flow of words from your mouth, of orchestrating your part of the dialogue. Can you imagine a symphony without periodic pauses? Orchestrate your speeches as if they were pieces of music and you'll grab your audience by their heart strings. **T**

**Gary Michael, Ph.D.**, is a professional speaker living in Denver, Colorado.



# THE POWER OF Three Little Words

These phrases can enrich all your relationships.

**T**he movie *Silverado* launched Kevin Costner's acting career. But first he had to weather a huge personal disappointment and a major professional setback. After completing his role in *The Big Chill*, Costner was called to a meeting with Lawrence Kasdan, the film's director. Kasdan gently and

regretfully told the actor that in the editing process, Costner's part had been cut completely out of the movie.

"To my amazement, Costner was totally cheerful, sanguine, delightful," Kasdan recalls. "Larry," Costner said, "this has been the experience of my life. It has shown me what kind of actor I want to be, and I wouldn't trade it for anything. You have nothing to apologize for – you have given me a great gift."

At that moment a strong friendship began between actor Kevin Costner and director Lawrence Kasdan. "I was already

planning *Silverado* and I suddenly thought, 'I'm going to write a part for Kevin Costner in that,'" Kasdan says.

Through his classy response, Costner communicated this important three-word message: "I appreciate you." As a result, Costner and Kasdan became good friends. Some of the most significant messages people deliver to one another often come in just three words. When spoken or conveyed, those statements have the power to forge new friendships, deepen old ones and restore relationships that have cooled. The following three-word phrases can enrich every relationship:

► **I'll be there.** If you've ever had your car break down and frantically called a family member from a phone booth to pick you up, you know how good it is to hear the phrase, "I'll be there." Or if a late night illness means taking a child to a hospital emergency room and you call on a friend to come and watch your other children, it is tremendously reassuring to hear that friend immediately respond with, "I'll be there."

"Being there for another person is the greatest gift we can give," says writer Karen O'Conner. "When we are





truly present for other people, important things happen to them and to us. We are renewed in love and friendship. We are restored emotionally and spiritually. 'Being there' is at the very core of civility."

► ***I miss you.*** Perhaps more marriages could be salvaged and strengthened if couples simply and sincerely said to each other, "I miss you." This powerful affirmation tells partners they are wanted, needed, desired and loved. Consider Sharon and her husband Bill, married for nearly 25 years. One spring, after a long day of raking leaves and pulling weeds at their weekend home overlooking a lake, Sharon hobbled exhausted into the house. Shortly after stepping into a refreshing shower, she heard a tap at the bathroom window. Peeking out, she saw Bill smiling at her, his face smudged from the yard work. "What's up?" she asked. "Not much," he answered. "I miss you, that's all. The sun's almost down and I'd like to have you beside me to watch the sun set." Sharon was ecstatic by his words. Bill's gesture was slight, yet the gift he presented Sharon was great.

► ***I respect you.*** Respect is another way of showing love. Respect conveys the feeling that another person is a true equal. It is a powerful way to affirm the importance of a relationship. One famous father and son relationship benefiting greatly from mutual respect was that of Henry Winters Luce and his son, Henry Luce, founder of *Time* and *Life* magazines. Although Luce, one of the wealthiest and most influential publishers in history, met many fascinating people, his thoughts often went back to his father. The elder Luce was a missionary-educator in Shantung, China. During the evenings father and son would go for long walks. On those excursions the father talked to his son as if he were an adult. He spoke of the problems of administering a school. Henry Winters explored philosophical matters and political issues with his young son. "He treated me as if I were his equal," said Luce. As a result, their bond was tight. They transcended the father-son relationship to become close friends.

► ***Maybe you're right.*** This phrase is highly effective in defusing an argument and restoring frayed emotions.



The flip side of "maybe you're right" is the humility of admitting "maybe I'm wrong." A good example is former U.S. President George Washington. When Washington campaigned for election to the Virginia State Assembly in 1755, one of his speeches offended a proud man named Thomas Payne. The hot-tempered Payne grabbed a hickory branch and knocked the much bigger Washington to the ground. The next day Washington reportedly went to a restaurant frequented by Payne, demanding to see him. Payne thought he was going to be challenged to a duel. Instead, Washington apologized, retracted his offending comment and asked to shake hands in friendship.

► **Please forgive me.** Many broken relationships could be restored and healed if people would admit their mistakes and ask for forgiveness. All of us are vulnerable to faults, foibles and failures. "A man should never be ashamed to own he has been in the wrong, which is but saying, in other words, that he is wiser today than he was yesterday," noted Alexander Pope, the 17th century British poet.

► **I thank you.** Gratitude is an exquisite form of courtesy. People who enjoy the companionship of good, close friends are those who don't take daily courtesies for granted. They are quick to thank their friends for their many expressions of kindness. On the other hand, people whose circle of friends is severely constricted often do not have the attitude of gratitude. Movie and television actor Benjamin J. Stein notes that people who are "routinely rude" not only have a limited personal life but also tend to be unsuccessful professionally. "I can tell when someone will complain about the food," Stein says. "If he's a failure, he'll have a condescending attitude and not thank me for dinner. If he's a success, he'll be happy with almost anything and thank me graciously."

► **Count on me.** "A friend is one who walks in when others walk out," observes Walter Winchell. Loyalty is an essential ingredient for true friendship; it is the emotional glue that bonds people. Those who are rich in their relationships tend to be steady and true friends. When troubles come, a good friend is there, indicating "you can count on me." Actress Angela Lansbury is such a person. After several hit seasons as Jessica Fletcher on the now-canceled CBS television show *Murder, She Wrote*, Lansbury developed clout as star and producer of the show. She is said to have used her influence to ensure guest appearances on her show for her unemployed friends from film school days, including Kathryn Grayson, Gloria DeHaven, Julie Adams and Ruth Roman. She once learned that actress Madlyn Rhue was suffering from multiple sclerosis and needed a part in order to qualify for Screen Actors Guild benefits. Lansbury quickly signed her to play a librarian in an episode of *Murder She Wrote*. Loyalty and dependability are always characteristics of people who place a high premium on relationships.

► **Let me help.** The best of friends see a need and try to fill it. When they spot a hurt they do what they can to heal it. Without being asked, they pitch in and help. Consider this letter of appreciation written to the editors of *People* magazine by Maria Moriarity of Calabasas Park, California, after the magazine published a feature on actress Jamie Lee Curtis. "While working on the set of the movie *True Lies* in Florida, my son – who was the key grip – and his wife had to rush their baby to the hospital due to a high fever. Jamie Lee Curtis baby-sat their other two sons all evening in their hotel room. I always knew she was a star, but when I heard about this I was impressed with her graciousness."

► **I understand you.** People become closer and enjoy each other more if they feel the other person accepts and understands them. Dr. John Gottman is a psychologist at the University of Washington who has studied more than 2,000 married couples during two decades. In his book, *Why Marriages Succeed or Fail*, Dr. Gottman stresses the importance of acceptance and understanding. Although his comment is directed to married couples, his advice applies to any relationship: "Letting your spouse know in so many little ways that you understand him or her is one of the most powerful tools for healing your relationship."

► **Go for it.** Some of your friends may be nonconformists, have unique projects and unusual hobbies. Support them in pursuing their interests. "Rather than urging your loved ones to conform, encourage their uniqueness. Everyone has dreams, dreams that no one else has, and you can make yourself loved by encouraging those aspirations," says Dr. Alan Loy McGinnis, author of the book *The Friendship Factor*.

Consider the example of hospital administrator Mary Jane Stevens, 31, who, although she had an MBA and an excellent position, always wanted to study law and provide legal services for low-income people. "When I told my family I intended to give up my job, return to law school and, after graduation, work with the poor, they were quick to voice their objections," she said. Their harsh comments and hasty judgments about my future really strained our relationships. However, the lone supportive voice came from my youngest brother. Quietly but consistently he said, 'Mary Jane, go for it. Follow your dreams.' I graduated from law school two years ago and find great fulfillment in my work. Not surprisingly, my brother and I have the tightest bond within our family."

Strategies such as these can reduce and erase conflict and tension between friends and will result in more intimate relationships. They apply equally to friend and friend, husband and wife, parent and child. **T**

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**Victor M. Parachin** is a minister and writer who lives in Claremont, California.



Seven steps for getting the most from your Toastmasters membership.

**I** had mixed feelings about joining a Toastmasters club, but I desperately needed help.

As the author of several books on local history, I'm often asked to speak to members of civic organizations, to museum docents and patrons, to students and convention-attendees. I did such speaking engagements with relative ease for a couple of years and then developed some sort of a block. My feet turned cold. I became seriously critical of my inadequacies as a presenter and began turning down any and all opportunities to speak.

The blind faith that saw me through those early presentations gave way to fear. I didn't understand the fear or where it came from. All I knew was that, for the sake of my career, I had to get over it.

I went to my first Toastmasters meeting looking for a quick fix – a magic word that would give me the expertise I needed to speak with courage and eloquence. I found, however, that my success depended not on what Toastmasters could do for me, but mainly on what I was willing to put into the experience. While Toastmasters promised to provide the opportunity, the tools and the arena, I was expected to contribute in a major way to my own success.

What I learned from three years as an active Toastmaster is that membership in a club is much like a personal relationship. There are certain things you can expect in any relationship, and your

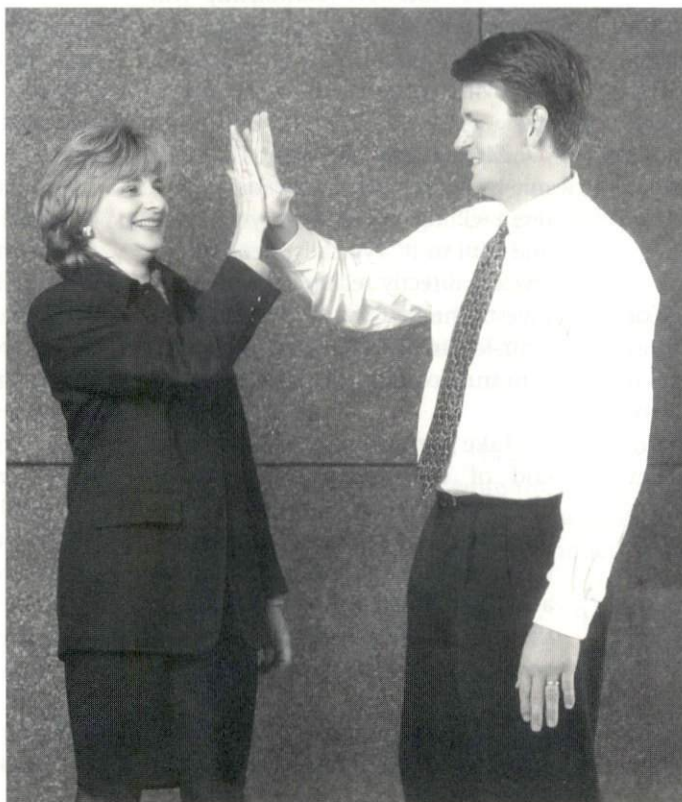
# Nurture Your Club Relationship

relationship with your Toastmasters club is no different.

## THE COMMON DENOMINATORS

**There will be ups and downs.** As with most relationships, the Toastmasters relationship is a mix of perfect high moments and embarrass-

ingly low ones. As a Toastmaster, you might feel a great boost of self-confidence in one instant and suffer a bruised ego in the next. To even out those highs and lows, do what you would in any relationship: Celebrate the good times and work hard to improve any deficiency.



## Nothing stays the same.

Because life is ever-changing, people change and grow and so do relationships. In your Toastmasters club, you can expect changes in aspects such as membership and leadership and these changes will alter the club's dynamics. When you're established within a club, and then have the familiarity shattered by an infiltration of new members, for example, you may experience discomfort. Moreover, maybe the style of evaluations shifts and creates new challenges for you as a speaker.

As you would in any relationship, honestly evaluate the scope of the changes and how they affect you personally. In all honesty, evaluate



whether or not it's in your best interest to meet the challenge and adapt to the change. If the change is detrimental to your Toastmasters relationship, you must decide whether to work toward a more equitable solution for all concerned or to walk away.

**There will be conflict.** Anytime two or more people come together – whether in the name of love or in the name of Toastmasters – there will eventually be opposing views. Sometimes the conflict comes from within yourself – your “should” self begins to battle it out with your “don’t want to” self. Maybe you know you should schedule a speech for an upcoming meeting, but you can’t bring yourself to face the evaluation. You can resolve this conflict. First, forgive yourself. With a stiff upper lip, choose the path that will provide you the greatest opportunity for growth. And then follow through.

**It's an opportunity for growth.** Nothing spurs growth like meeting the challenges of a relationship. In Toastmasters, you face many obstacles. If you avoid the obstacles or manipulate your way around them, you'll stagnate. Hurdle the obstacles and you'll grow. It's as simple and as complicated as that.

### THINGS TO AVOID

Just as certain things will damage or stifle a relationship, there are things to avoid in your Toastmasters relationship. For example, stay clear of **complacency**. If you're not taking advantage of the opportunities available through your Toastmasters club, you'll get very little in return. Attend meetings, volunteer to participate in the various Toastmasters tasks and speak often. Whenever you feel as though you're not benefiting from Toastmasters, examine what you're putting into the experience. The safety net of complacency brings forth minimal results.

Also watch out for **unrealistic expectations**. Be sure to set realistic goals and then do what it takes to reach them. In a marriage relationship, for example, a woman might expect her husband to take her out for a romantic dinner on her birth-

*“Anytime two or more people come together – whether in the name of love or in the name of Toastmasters – there will eventually be opposing views.”*

day. When he gives her a new vacuum cleaner instead, she's terribly disappointed. If, on the other hand, the woman had no specific expectations, a new vacuum cleaner might be a welcome surprise. Likewise in Toastmasters, if you harbor unrealistic expectations about completing your basic manual within six months, or that you'll be speaking eloquently without notes in three months, you might be disappointed and stop trying.

### SEVEN STEPS TO SUCCESS

Your Toastmasters relationship will thrive just like any successful personal relationship if you adopt the following seven rules:

**1. Make a commitment.** To commit to a relationship means to profess a willingness to invest your heart and soul in it. Typically, people reap rewards directly related to what they invest. The best way to benefit from your Toastmasters relationship, then, is to truly commit to it.

**2. Take responsibility.** Hold up your end of the relationship without expecting or requiring others to cover for you. As an example, if you agree to perform a certain task or to speak at a Toastmasters event, either follow through per your agreement or find a suitable and reliable replacement.

**3. Give and take.** We all know individuals who take more than they give in relationships. An

example of such a Toastmaster is someone who shows up at meetings only when he is scheduled to speak, but neglects to be there to hear, support and evaluate fellow members when they speak. He seldom gets involved in club leadership. Someone who continually takes without giving back is missing a large part of what the relationship has to offer.

### 4. Establish and maintain open lines of communication.

If you have a problem or a concern about your club, bring it out in the open, talk about it and deal with it honestly. If you don't communicate your feelings and thoughts about something that's not to your liking, you'll harbor resentment that will only compound the problem.

**5. Be loyal.** Trust goes a long way in strengthening any relationship. Loyalty to your Toastmasters club benefits all its members and fosters your own growth.

**6. Be patient.** Building a relationship is a process, just as becoming an expert speaker is one. Allow the process to work and the results to unfold in their own time.

**7. Nurture the relationship.** You have the power to heal or harm your Toastmasters relationship. Nurture it by giving ample time, energy and effort to it, and it will thrive. Deprive the relationship of these elements and it will surely die.

I discovered pretty quickly that although Toastmasters doesn't provide an instant cure for poor speaking habits and performance anxiety, I could become an accomplished and confident speaker nonetheless. All it takes is establishing a club relationship and doing what it takes to make it work. **T**

.....  
**Patricia L. Fry, CTM**, a frequent contributor to this magazine, lives in Ojai, California.





By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

# Toastmasters – Phone Home

The “Topical Tips” column is similar to our mail delivery. We all love to open the mailbox and find a long, chatty letter from a family member or friend, full of news and information. But it is difficult for us to take (or make) the time to write these types of letters in return. This “Topical Tips” column is similar in that it is fun to read, but needs your commitment of support.

I’m sure each of you has at least one special tip or advice you have shared with another club member. Share it with the rest of us. Don’t keep it a secret!

Here is a selection of some of the latest reader tips:

■ “So what do you do at Toastmasters?” How many times have we been asked that? What do we say? Most of us probably mumble something about improving our communication skills and personal growth. But what does that really mean? A lot to us of course, but not much to the uninitiated, who may think of Toastmasters in terms of that drunken fellow who staggers to his feet at a wedding reception telling bad jokes and shocking lies!

To “sell” our club we need to stress a benefit that is personally relevant, a hook – all in 30 seconds.

Try this: “If you admire people who can stand in front of an audience and speak with absolute confidence and persuasion, then Toastmasters clubs with their friendly, learn-by-doing atmosphere can help you.”

ROBIN NITSCHKE • AUCKLAND, NEW ZEALAND

■ Apparent roadblocks to advancement in Toastmasters are often as simple as finding a speech topic. However, by focusing on the phrase: “Hey! That’d make a great speech!” whenever we encounter something interesting, new or clever, we’ll have a much easier time finding speech topics.

EDWIN M. BEBEE, ATM • TUCSON, ARIZONA

When responding to Table Topics, make a quick decision on whether you love the question or hate it. Then go with your

feelings. Don’t sit on the fence. Be passionate. You will be more creative, more memorable and have more fun.

GEORGO TOROK, CTM  
BURLINGTON, ONTARIO, CANADA

■ You’re the Toastmaster for the day, and your Topics Master doesn’t show for his assignment. What do you do? I keep past

copies of Reader’s Digest magazine’s “Quotable Quotes” in my Toastmasters notebook. If I have to give a “hip pocket” Table Topics session, I will ask members to pick a number from 1 to 10, look for that quote and have them read the quote to the club. Then I explain what the quote means and how appropriate it is to our times, etc.

BOWMAN OLDS, CTM • MONTCLAIR, VIRGINIA

■ When practicing my speech, I use the following techniques as preparation exercises:

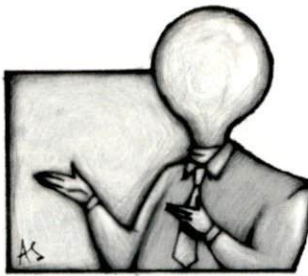
1. Say the speech as fast and as slow as possible. This helps me find the tempo and rhythm.
2. Say the speech using different accents, such as Chinese, Latin or English. This not only puts some fun in the preparation, but also confirms that the speech is ready to be delivered!

SUN TZU ZEN • SAN FRANCISCO, CALIFORNIA

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

Send to: Mark Majcher  
“Topical Tips”  
1255 Walnut Court  
Rockledge, FL 32955  
or E-Mail: mark.majcher@spacey.net





# Try Giving a Team Speech:

**It's good for your meetings and good for you.**

**T**eam presentations have become common in business and government as a way to present information using a combination of experts. Such presentations often involve high stakes as they are used as a tool to acquire new business or resolve major problems. But as key as team speeches are to business success, little focus has been placed on this speech format

in Toastmasters meetings. In this article, I'd like to relate how I coordinated a team speech as one of my Toastmasters assignments. I hope others will consider this speech format as part of their Toastmasters training as well.

I had completed my 14th advanced manual speech and the only requirement left toward my ATM was to complete speech number five in the "Technical Presentations" manual. The objective of this assignment is to orchestrate the planning, preparation and delivery of a team presentation. The team presentation should have been easy for me with my background as an

engineer, but for some reason I struggled with this assignment ad infinitum. Somehow I had reached the conclusion that a team speech would involve considerable work and would bore our club members. I found out later that I was wrong on both counts.

In searching for a topic, I reviewed past engineering projects and kept my eyes open for interesting topics in my daily reading. I tossed aside idea after idea in my search for an uplifting topic. I even started another Toastmasters manual, thinking I may never be able to pull together the "right" team presentation. Finally, after months of struggling, I

decided to take an analytical approach to resolve my dilemma. I listed my objectives for a team presentation and hoped this would lead me to a topic. My objectives were:

- The subject had to be truly interesting for our club members. This eliminated any topic related to engineering. I hoped to lead a presentation that most people would find entertaining, educational and thought-provoking.
- I wanted a topic and a presentation that would somehow incorporate the talents of my club members. I wanted my team members to feel comfortable with their part of the presentation, and to speak from experience rather than having to do research and then give a report. I knew that overly researched presentations often turn out dry.
- I wanted the presentation to deal with current topics rather than some dry textbook situation.

With these objectives in mind, I tried to hone in on a topic. The assignment became easy with this thought process; in fact, the topic jumped out at me. Having just gone through a drastic corporate downsizing, and realizing that others were facing the same dilemma, I chose the topic, "How to Survive as an Employee In Today's Business World." I knew this topic would be stimulating and of benefit to our audience.

Organizing the presentation and choosing the supporting cast also became easy at this point. The three areas I felt should be covered were:

1. Continue to increase your value to your current employer.



2. Keep an eye open for opportunities on the outside.
3. Keep your personal finances in check.

The obvious choice to cover the first topic was my fellow club member Dale. A vice president of production at a manufacturing plant, Dale had often expressed viewpoints on issues dealing with employee performance. I knew he would have good ideas related to the topic I had chosen. I felt the second topic was ideal for me, since I had recently changed jobs after being with the same employer for 24 years. Finally, another club member, Gil, was selected to speak on personal finances because of his background as a financial planner. With a lineup of Dale, Gil and me, I knew we had the ingredients for a successful presentation. We each had lived the specific topic we were going to address.

Both club members were eager to assist, which made my task as presentation coordinator easy. I defined several points I felt they should cover, and then turned them loose to develop their presentations. I did not want to curb their creative ideas in any manner. My job as presenter was to make sure the whole presentation tied together, and I felt this could be accomplished no matter what format their speeches took.

Our club president (who happens to be Dale) gave the planned team presentation significant buildup. This promotion stirred interest among club members and further heightened my enthusiasm for the assignment. Both Dale and Gil were well-prepared before the selected presentation date.

Show time was exciting! I started with an overview of the presenta-

tion and explained each speaker's role. The spotlight then turned to Dale, who spoke of the need for employees to work harder than ever to make themselves valuable to their employers. Using an analogy



of a four-toothed saw to stress his points, Dale actually brought in a saw blade as a visual aid. He concluded with a discussion of company values versus performance, and summarized specific actions employees can take to make themselves more valuable to their employers.

Dale then introduced my talk, titled, "Keep Looking for a Lifeboat." I used a series of view graphs to make my points, which centered around the challenges of staying employed in today's challenging business world.

I then made a transition into Gil's speech, "Keep Your Personal Finances in Check." A dynamic speaker, Gil was able to draw on his experience as a former banker in a metropolitan area and as a financial planner in our small community. He effectively tied in the crucial elements of Dale's and my speeches into his own presentation.

Finally, I summarized the team's main points and asked for questions.

The evaluators' and club members' response to the team presentation was extremely favorable and it was obvious from audience reaction that we had hit the mark in terms of choosing a topic of interest and giving a focused presentation. I felt good that I had selected the right team to address my chosen topic. Allowing each speaker to use his own method of presentation enhanced the overall effectiveness, since each speaker felt comfortable and the audience was kept interested by a variety of speech formats.

Our presentation has many possibilities. We have been encouraged to take our show on the road, since surviving in today's business world represents a great challenge for most people. Even if we will not present the speech to outside audiences, I am still pleased with the outcome of this speech assignment, particularly since I initially approached it with such reluctance.

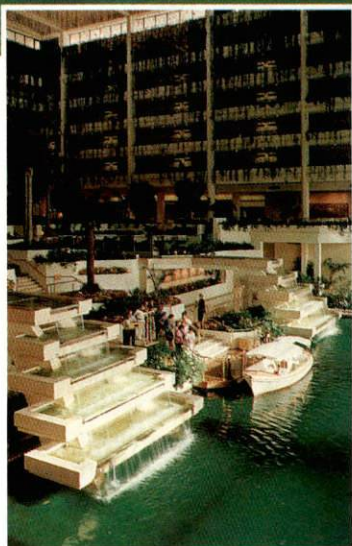
I have been a Toastmaster for 14 years, and during this time none of our meetings had been devoted to a team presentation. Conducting this type of speech was not only rewarding for me and my co-presenters, but the rest of the members enjoyed it because it was different and exciting.

I urge other clubs to consider a team presentation as a change of pace. Not only are speaking skills enhanced, but the team-building skills so crucial in the business world are also promoted. **T**

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**Carl N. Rentschler, ATM**, is a member of Ephrata Cloister Club 3011-38 in Ephrata, Pennsylvania.





# Fun In The C

Don't miss the Toastmasters 67th Annual International Convention August 19-22, 1998, at Marriott's Desert Springs Resort & Spa in Palm Desert, California.

**J**oin friends and meet fellow Toastmasters at the event of a lifetime. Enjoy a week filled with learning, achievement and fun!

## CONVENTION SCHEDULE

The convention begins on Wednesday, August 19, and ends Saturday evening, August 22. Enjoy a varied educational program that lets you choose from five exciting tracks: Speaking; Personal Growth; Motivation and Leadership; Club and District Success; and Professional Speaking.

## ARRIVING EARLY?

On Tuesday, August 18, witness the excitement as speakers from districts outside the United States and Canada compete for a final spot in Saturday's World Championship of Public Speaking.

## WEDNESDAY, AUGUST 19

If you're preregistered, you may pick up your ticket packet beginning at 10 a.m. If you haven't requested pre-selected seating, you may select your seats for great events such as the Golden Gavel Luncheon, the "Rock and Roll/Disco" Fun Night, the World Championship of Public Speaking and the President's Dinner Dance. Remaining event tickets can be purchased at noon, but these are subject to availability. So preregister and buy your tickets ahead of time.

Visit the District 12 Information Desk. Our hosts will introduce you to the desert's popular attractions. The Candidates' Corner and Credentials Desk open Wednesday afternoon.

## EDUCATION BOOKSTORE

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





Jeanne Robertson



Don Hutson



# California Sun



Terry McCann



Dr. Nate Booth



Len Jury



The Coasters, featuring Billy Richards

## FIRST-TIMERS RECEPTION

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



## BOARD OF DIRECTORS MEETING

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

## OPENING CEREMONIES

*Featuring Don Hutson*

The spectacular Parade of Flags kicks off this thrilling event at 7 p.m. Hear the report of International President **Len Jury**, DTM. Let keynote speaker Don Hutson inspire you with his message, "Your Personal Image of Excellence."

## CANDIDATES' RECEPTION

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





Carol Dean Schreiner



Dana LaMon



John Latin



Connie Merritt

## THURSDAY, AUGUST 20

### EDUCATION IN THE MORNING

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

► **"Tell Me One More Story, Please" (Track #1)**

*Carol Dean Schreiner, DTM*

Become a master storyteller. Use vivid imagery that will arouse emotion and interest, leaving your audience wanting to hear another story.

► **"Toastmasters Toward 2000" (Track #2)**

*Dana LaMon, ATM, Accredited Speaker*

This past International Speech Contest winner teaches you to approach the new millennium with a clear vision of success. Discover new ways for setting and achieving your goals.

► **"Building Clubs In a Changing Environment" (Track #4)**

*John S. Latin, DTM*

Past International President John Latin, DTM, offers successful tips for organizing and chartering new clubs. Find out how to make your area, division and district grow.

► **"Speaking Easy" (Track #1)**

*Connie Merritt*

Don't let platform panic ruin your next presentation. Connie shows you how to avert platform disasters.

► **"Effective Toastmentoring" (Track #4)**

*Jo-Anne McDowall, DTM*



Jo-Anne McDowall



Rafael Colón



Michael Hall



Kim Wilson

Take on the role of mentor and guide others to fulfill their personal and professional potential.

► **"Buried In Excellence" (Track #5)**

*Rafael Colón*

Put sizzle into your speaking career and market yourself as a professional speaker. Avoid the pitfalls that can keep you from reaching your goals.

### GOLDEN GAVEL LUNCHEON

Toastmasters International proudly presents **Jeanne Robertson** with **The Golden Gavel**, Toastmasters' highest honor for communication excellence. See why this six-foot-two, former Miss America contestant has become one of the funniest and most popular professional speakers in the United States. Jeanne's philosophy and approach to humor is clear: "Telling funny stories doesn't give a person a sense of humor. A real sense of humor means being able to laugh at yourself, and being able to laugh at day-to-day situations that are often anything but funny when they happen." Jeanne's ability to "keep 'em laughin'" is a hallmark of her professionalism and dedication to her craft. Join your fellow Toastmasters in honoring Jeanne Robertson.

### AFTERNOON SESSIONS

► **"Twelve Secrets of a Great Voice" (Track #1)**

*Michael W. Hall, DTM*

Set yourself apart from the crowd. Find your natural voice and learn other techniques that will cause people to take notice at your next presentation.

► **"The Three Keys to Leadership" (Track #3)**

*Kim Wilson*

Discover how to be a great leader in this fun and fast-paced session. Explore the behaviors of successful leaders. Approach your next leadership role with confidence and purpose.





Kai Rambow



Bennie Bough



Bill Hodges



Nancy Follis



Clare Murphy

► **“Getting Started as a Professional Speaker” (Track #5)**

*Kai Rambow, DTM*

*Bennie Bough, DTM*

*William Hodges, DTM*

*Connie Merritt*

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

**CANDIDATE SHOWCASES**

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

**OPEN EVENING**

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

**FRIDAY, AUGUST 21**

**ANNUAL BUSINESS MEETING**

*Len Jury, DTM, Chairman*

*Herb Nowlin, DTM, Registered Parliamentarian*

Delegates gather to elect International Officers and Directors.

**CLUB LEADERSHIP LUNCHEON**



Past International Director **Clare Murphy**, DTM, delivers the keynote address, “Working For Success” at this inaugural luncheon for DTMs, current club officers and club officers who served in 1997-98. Join in the celebration of last year’s Distinguished Clubs.

**TOASTMASTERS AND GUESTS LUNCHEON**

This popular event is open to everyone, so be sure to buy your tickets in advance. Join **Byron Ricks** and learn what it takes to bounce back from adversity and “Be Like Gumby.”

**HALL OF FAME**

See the shining stars of Toastmasters International as individuals are recognized for outstanding accomplishments for 1997-98.

**GENERAL SESSION**

► **“Thriving On Change” (Track #2)**

*Dr. Nate Booth*

Learn the art of using change to your advantage. Become inspired to tap your unlimited potential in changing times. Join Dr. Booth in this interactive, results-oriented general session.

**“ROCK AND ROLL/DISCO” FUN NIGHT**

It’s a blast to the past at this 1950s vs. 1970s theme party. It’s American Graffiti and Saturday Night Fever rolled into one. Get ready to rock and do The Hustle. The music will be twistin’ and the lights flashin’ with entertainment featuring the Disco beat of The Bytes and the legendary sound of The Coasters. Join us for an evening of entertainment, dancing and fun.

**SATURDAY, AUGUST 22**

**“THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING” – INTERNATIONAL SPEECH CONTEST**

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



Brian O'Connor



Paul Clark



Heather Loveridge



Ruth Newsome



Byron Ricks





Ron Sauby



Ray Brooks



Wayne Choate



Denise McGregor



Michael Hart

### DESERT OASIS – IN THE AFTERNOON

▶ **“10 Tips for Top-Notch Presentations” (Track #1)**

*Nancy Follis, Ed. M.*

Nancy provides useful tips and strategies to help you become a more powerful, confident and relaxed speaker. See how you can keep your speeches exciting!

▶ **“High Performance Leadership” (Track #3)**

*Ray Brooks, DTM, Accredited Speaker*

Learn the art of effective leadership. Discover how to provide direction and set goals. See why recognition plays an important role in developing a successful team.

▶ **“Becoming a Distinguished District” (Track #4)**

*Brian O’Connor, DTM*

*Paul Clark, DTM*

*Heather Loveridge, DTM*

*Ruth Newsome, DTM*

*Ron Sauby, DTM*

Join Past District Governor Brian O’Connor, DTM, as he moderates a “Distinguished” panel of experts who served as governors of President’s, Select and Distinguished Districts. Listen to these Toastmasters as they share valuable information about what it takes to achieve area, division and district success.

▶ **“Speaking For Profit and Pleasure” (Track #5)**

*William D. Thompson, Ph.D.*

Dr. Thompson shows you how to make the platform work for you. Improve the way you present yourself and watch your speaking career soar to greater heights.

▶ **“Speakers Sampler” (Track #1)**

Enjoy speakers from a cross-section of Toastmasters clubs.

*Michael Hart*

*Edna Robbins*

*Anita Lewandowski*

*Guy Zumpetta*

▶ **“Turning Your Speeches Into Non-Fiction Books” (Track #2)**

*Denise McGregor, ATM*

Advance your career by turning your best speeches into articles and books. Treat writing like a business instead of a hobby and learn how to market your message.

▶ **“Up Your Attitude” (Track #3)**

*Wayne Choate, DTM, Accredited Speaker*

Find out how positive thinking and persistence can influence your attitude the next time you hear a motivational speech. You’ll never catch yourself saying, “Not another motivational speech!”

▶ **“Dynamic Demos” (Track #4)**

*Peter Harris, DTM*

Turn your next new club building venture into a chartered club. Strike while the iron is hot with prospective new club members and guests. Learn to generate enthusiasm, get commitment, and close the sale.

### PRESIDENT’S DINNER DANCE

Dine and dance in elegance at this magnificent closing event. Past International President **Robert Barnhill, DTM**, is the Toastmaster for the evening and will preside over the installation of newly elected Officers and Directors.

*If you’ve never been to a Toastmasters International Convention, consider coming to this one! The hotel is stunning, the scheduled program promises to educate and motivate you, and Toastmasters from around the world are waiting to meet you!*



Anita Lewandowski



Edna Robbins



Guy Zumpetta



Peter Harris



William Thompson



# Guaranteed Lowest Airfares to Palm Desert!

Get there for less! Presidential Worldwide Travel in conjunction with American Airlines, America West, United Airlines and Hertz will provide the following services and benefits to Toastmasters and guests attending the International Convention in Palm Desert, August 19-22, 1998.

- ▶ **Save 5% to 15% off** published airfares on American Airlines, America West and United Airlines (some restrictions apply; advance purchase required). Discounts apply for travel during August 14-27, 1998.
- ▶ **Hertz** is offering Toastmasters special rates on car rentals, starting as low as \$35/day (U.S.) or \$170/week (U.S.) with *unlimited mileage*.
- ▶ **Lowest fares are guaranteed** on any airline at time of booking through Presidential Worldwide Travel. **To make reservations, call Presidential Worldwide Travel and receive:**
  - Discounted car rental rates
  - Frequent flyer miles on all flights
  - Seat assignments and advance boarding passes
  - Tickets mailed promptly upon receipt of payment
  - Lowest fares on any airline guaranteed at time of booking
  - Additional discounts on American Airlines, America West and United Airlines
  - Emergency "Toll Free" 7 day/24 hour worldwide service

**CALL PRESIDENTIAL WORLDWIDE TRAVEL  
TOLL FREE IN THE U.S. AND CANADA  
1-800-350-8151**

(Or Call (714) 768-8151 or fax (714) 768-3199)  
or e-mail at: [presww@aol.com](mailto:presww@aol.com)

Reservation hours: M-F 8:00 a.m. to 5:00 p.m., Pacific Time

or

Call Hertz within the U.S. at 1-800-654-2240  
or (405) 755-4434, refer to Convention No. CV-24629

# Getting to Palm Springs

Getting to Palm Springs is easy. Marriott's Desert Springs is located just minutes from Palm Springs Regional Airport. Make your travel plans now and take advantage of travel discounts offered through Presidential Worldwide Travel. Remember, the convention registration desk opens at 10 a.m. on Wednesday, August 19, 1998.

- ▶ **By Air** – Palm Springs Regional Airport serves at least 11 major airlines and six commuter airlines. Super Shuttle provides transportation from the airport to the hotel and departs from the airport every 15 minutes. One-way shuttle service through Super Shuttle costs \$20 per person

and \$9 for each additional person traveling in your party. Reservations are required for a return to the airport. Super Shuttle is conveniently located just outside the airport terminal area. A cab ride between the airport and the hotel is offered at a flat rate for about \$30.

- ▶ **By Bus** – Greyhound bus lines provides national service to Palm Desert. A cab ride from the bus depot to the hotel costs \$15 to \$20.

- ▶ **By Train** – Amtrak provides rail service from the north, south, east and west to Palm Springs. For reservations and information, please call 1-800-USA-RAIL.

- ▶ **By Car** – I-10 serves the Palm Desert and surrounding desert communities.

- Traveling from Los Angeles, take I-10 east to the Cook Street exit. Follow Cook Street to Country Club Drive and turn right. Follow Country Club Drive to the hotel. Driving time is approximately 2 hours.
- Traveling from San Diego, take I-15 north to I-215 east to the 60 Freeway east. Merge onto I-10 east to the Cook Street exit. Follow Cook Street to Country Club Drive and turn right. Follow Country Club Drive to the hotel. Driving time is approximately 2 hours 30 minutes.
- Traveling from Orange County, take the 91 Freeway east to 60 Freeway east. Merge onto I-10 east to the Cook Street exit. Follow Cook Street to Country Club Drive and turn right. Follow Country Club Drive to the hotel. Driving time is approximately 1 hour 30 minutes.

- ▶ **Parking** – Self-parking at the hotel is free.

## Tax Deductible?

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



# PRESELECTION OF SEAT LOCATION

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

forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 19, at 10:00 a.m.

## Seating Preselection Procedure

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



Marriott's  
Desert Springs  
Welcomes

## TOASTMASTERS INTERNATIONAL® 1998 CONVENTION AUGUST 19 - 22, 1998

MAIL THIS FORM TO:  
Marriott's Desert Springs  
Resort & Spa  
74855 Country Club Drive  
Palm Desert, CA 92260  
(800) 331-3112 or  
(760) 341-2211

# HOTEL REGISTRATION FORM

Arrival date: \_\_\_\_\_ Departure date: \_\_\_\_\_

Number of nights you will stay: \_\_\_\_\_

Number of people in room: \_\_\_\_\_

Approx. arrival time: \_\_\_\_\_

(CHECK-IN 4:00 P.M. - CHECK-OUT 12 NOON)

Method of transportation:  Car  Air  Other

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

Please Note: Special conference rates are based on reservations received by July 1, 1998, and room block availability.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) \_\_\_\_\_ (first) \_\_\_\_\_ (initial) \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Sharing room with: \_\_\_\_\_

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

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

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 9% occupancy tax per night. DO NOT SEND CASH. Make check or money order payable to the Desert Springs Marriott.

Credit Card type \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Check # \_\_\_\_\_ Amount \_\_\_\_\_

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

### Special Conference Rates (circle rate desired)

	KING OR TWO DOUBLES	SUITES
Single (1 person)	\$95.00	Phone hotel directly if suite is desired. Cost and availability varies.
Double (2 people)	\$95.00	
Triple (3 people)	\$105.00	
Quad (4 people)	\$115.00	

Check here \_\_\_\_\_ if rollaway is needed. (no charge)

After July 1, all subsequent reservations will be subject to availability at the current hotel rack rates.

### DON'T BE A NO-SHOW

To cancel your reservation call (800) 331-3112 or (760) 341-2211. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number.

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

**DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL**





# T O A S T M A S T E R S

## 67TH ANNUAL CONVENTION

AUGUST 19-22, 1998 ♦ MARRIOTT'S DESERT SPRINGS, PALM DESERT, CALIFORNIA, U.S.A.

**MAIL THIS PART TO:** Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 1998-99.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 19.

**ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.**

**FULL CONVENTION REGISTRATION** allows you to attend ALL general and educational sessions during the Convention. Full Convention Registration also allows you to purchase tickets to any events of your choice. Event tickets must be purchased separately. (See below)

- \_\_\_\_\_ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$105.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$195.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$90.00 \$ \_\_\_\_\_

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

- \_\_\_\_\_ Wednesday/Thursday (August 19 & 20) Convention Registration for Member/Spouse/Guest @ \$53.00  
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ \_\_\_\_\_
- \_\_\_\_\_ Friday (August 21) Convention Registration for Member/Spouse/Guest @ \$53.00  
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Leadership Luncheon, and Fun Night.) \$ \_\_\_\_\_
- \_\_\_\_\_ Saturday (August 22) Convention Registration for Member/Spouse/Guest @ \$53.00  
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ \_\_\_\_\_

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

- \_\_\_\_\_ Tickets: **Interdistrict Speech Contest** (Tuesday, August 18) @ \$13.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 18) @ \$42.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Golden Gavel Luncheon** (Thursday, August 20) @ \$32.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 21) @ \$29.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **Club Leadership Luncheon** (Friday, August 21) (Open only to DTMs, 1997-98 and 1998-99 Club Officers) @ \$29.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **"Rock and Roll/Disco" Fun Night** (Friday, August 21) @ \$49.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **International Speech Contest** (Saturday, August 22) @ \$18.00 \$ \_\_\_\_\_
- \_\_\_\_\_ Tickets: **President's Dinner Dance** (Saturday, August 22) @ \$49.00 \$ \_\_\_\_\_

<p>Check only one box. (See page 28 for Seat Preselection Information)</p> <p><input type="checkbox"/> Please preselect my seats.      <input type="checkbox"/> Do not preselect my seats.</p>	<p><b>TOTAL</b> \$ _____</p>
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Check enclosed for \$ \_\_\_\_\_ (U.S. Dollars) payable to Toastmasters International. Credit cards *not* accepted. Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. **NO EXCEPTIONS!**

(PLEASE PRINT) Club No. \_\_\_\_\_ District \_\_\_\_\_

Name \_\_\_\_\_

Spouse/Guest Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Telephone ( ) \_\_\_\_\_ If you are an incoming Club or District officer, indicate office: \_\_\_\_\_

I need special services due to a disability. Please contact me before the Convention.       This is my first TI Convention.

WHQ Use Only

T #      -      -     

G - F - S - P

**B**



# Looking for a way to add new life to your club?

Present one or two of these 10-15 minute modules in your club each month and you'll be surprised how your meetings will improve, and how your club's members will incorporate the tips into their speeches.



## The Better Speaker Series

### The Better Speaker Series Set

**New!** A complete set of The Better Speaker Series modules, including overhead transparencies

\_\_\_ 269 SCRIPTS AND OVERHEADS \$29.95

### Beginning Your Speech

Suggestions for starting off your speech right.

\_\_\_ 270 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 270-A SCRIPT ONLY \$2.25

### Concluding Your Speech

Tips for ending your speech with power.

\_\_\_ 271 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 271-A SCRIPT ONLY \$2.25

### Take the Terror out of Talk

Techniques for overcoming nervousness when speaking.

\_\_\_ 272 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 272-A SCRIPT ONLY \$2.25

### Impromptu Speaking

Don't be caught off balance when speaking off-the-cuff!

\_\_\_ 273 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 273-A SCRIPT ONLY \$2.25

### Selecting Your Topic

Running out of speech ideas? Here's how to develop new ones.

\_\_\_ 274 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 274-A SCRIPT ONLY \$2.25

### Know Your Audience

If you can relate to your audience, they will relate to you.

\_\_\_ 275 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 275-A SCRIPT ONLY \$2.25

### Organizing Your Speech

Once you know what to say, consider next the when and the how.

\_\_\_ 276 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 276-A SCRIPT ONLY \$2.25

### Creating an Introduction

Great introductions should precede great speeches.

\_\_\_ 277 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 277-A SCRIPT ONLY \$2.25

### Preparation and Practice

Techniques for preparing and rehearsing your next speech.

\_\_\_ 278 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 278-A SCRIPT ONLY \$2.25

## The Successful Club Series

### The Successful Club Series Set

**New!** A complete set of The Successful Club Series modules, including overhead transparencies.

\_\_\_ 289 SCRIPTS AND OVERHEADS \$39.95

### The Moments of Truth

How to recognize and deal with situations critical to club success, from a visitor's first impressions to recognition of member achievement. Includes a club evaluation chart.

\_\_\_ 290 SCRIPT AND OVERHEADS \$10.95     \_\_\_ 290-A SCRIPT ONLY \$2.95

\_\_\_ 290-B ADDITIONAL CLUB EVALUATION CHART \$3.35

### Finding New Members for Your Club

Proven methods to help you seek out those vital new members!

\_\_\_ 291 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 291-A SCRIPT ONLY \$2.25

### Evaluate to Motivate

Your club members will learn to give evaluations that benefit the speaker, the evaluator, and the audience!

\_\_\_ 292 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 292-A SCRIPT ONLY \$2.25

### Closing the Sale

Exercise your powers of persuasion during those moments when a guest is deciding to join.

\_\_\_ 293 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 293-A SCRIPT ONLY \$2.25

### Creating the Best Club Climate

Techniques for creating and maintaining a healthy club environment.

\_\_\_ 294 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 294-A SCRIPT ONLY \$2.25

### Meeting Roles and Responsibilities

How members can successfully fill each meeting role.

\_\_\_ 295 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 295-A SCRIPT ONLY \$2.25

### Mentoring

**New!** A mentor program offers many benefits for your club and its members. This program defines mentoring, explains benefits, and discusses responsibilities of mentors. Includes a Club Mentor Program Kit (Catalog No. 1163) for starting a mentor program in your club.

\_\_\_ 296 SCRIPT, 11 OVERHEADS AND     \_\_\_ 296-A SCRIPT ONLY \$2.95

CLUB MENTOR PROGRAM KIT (Catalog No. 1163) \$14.95

### Keeping the Commitment

**New!** Discusses the 10 standards that comprise "A Toastmasters Promise." Includes 25 promise cards.

\_\_\_ 297 SCRIPT AND OVERHEADS \$3.95     \_\_\_ 297-A SCRIPT WITH CARDS \$2.95

### Going Beyond Our Club

**New!** Find out about learning and leadership opportunities available to members in addition to regular club meetings and activities.

\_\_\_ 298 SCRIPT AND OVERHEADS \$3.50     \_\_\_ 298-A SCRIPT ONLY \$2.95

#### PAYMENT MUST ACCOMPANY ORDER

Enclosed is my check in the amount of \$ \_\_\_\_\_ (U.S. FUNDS)

Please charge my MasterCard / Visa (CIRCLE ONE)

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Club No. \_\_\_\_\_ District No. \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip \_\_\_\_\_

Mail to:

Toastmasters International  
P.O. Box 9052  
Mission Viejo, CA 92690 USA  
(949) 858-8255  
FAX (949) 858-1207

Merchandise Total \_\_\_\_\_

Shipping \_\_\_\_\_

CA residents add  
7.75% sales tax \_\_\_\_\_

TOTAL \_\_\_\_\_

#### Standard Domestic Shipping Prices - 1998

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.20	35.01 to 50.00	\$7.00
2.51 to 5.00	2.60	50.01 to 100.00	8.20
5.01 to 10.00	3.25	100.01 to 150.00	10.55
10.01 to 20.00	4.45	150.01 to 200.00	13.75
20.01 to 35.00	5.95	200.01 to —	Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.

See the Supply Catalog for more information.