

August 1986

# THE TOASTMASTER



You Animal!



# VIEWPOINT

## Toastmasters Is Excellent!

Although this is a time to savor the past, I am filled with enthusiasm for the future. As a Toastmaster I am privileged to participate in grooming leaders for tomorrow. What an organization! As my term of presidency comes to an end,

not only am I honored and most pleased to have filled this office, but I have a growing pride in Toastmasters International.

As I recount my experiences over the past year it is evident to me that COMMIT TO EXCELLENCE is not just my theme, but a standard of the entire organization which reflects in Toastmasters' reputation. The recognition and respect Toastmasters enjoys reaches from the individual to corporate and civic leaders. Remarkable stories have been related to me of achievements made possible through the confidence gained in involvement in Toastmasters International. For some, personal growth becomes career advancement—others have discovered hidden talents that produce personal achievement.



At the Spring Conference of District 56, Wanda Prather was the test speaker for an evaluation contest. Her topic was "Marketable Skills Toastmasters Develop," and in her speech Wanda shared her personal story: While serving as bulletin editor for her club she discovered a new talent for writing. . . As a result, her first book will be published before the year's over!

Not only do individual Toastmasters profit from the experience but they give freely of their time and share their knowledge to help others. For example, I have received letters from sixth grade students, participants in the Youth Leadership class given by Sid Marcus in Coral Springs, Florida. This letter is representative of the others:

Dear Ms. Blanchard,

I'm a student from Ramblewood Middle and I would like to thank you for having the Youth Leadership Program. The program is great! Our Toastmaster was Mr. Sid Marcus. He was great, too!

From the program I got a lot of help, including overcoming some shyness, straightening the butterflies and learning the correct form to speak. From all this writing I would like you to get a message. The Youth Leadership Program is excellent.

Sincerely,  
Matt Novak

1985-86 has been a year of phenomenal growth; over 500 new clubs! We've broken all records and our membership is at an all-time high. I want to thank our leaders: district and club officers for being so dedicated to quality, our World Headquarters staff for being so capable and responsive to our membership, and our knowledgeable, hard-working Officers and Board of Directors for their most valuable support. Thank you all for giving me the privilege to serve as your President and for being so gracious and warm—and so COMMITTED TO EXCELLENCE. . .

To borrow a line from one of tomorrow's leaders, young Matt Novak, "From all this writing I would like you to get a message"—Toastmasters is excellent! I'm proud to have served.

*Helen M. Blanchard*

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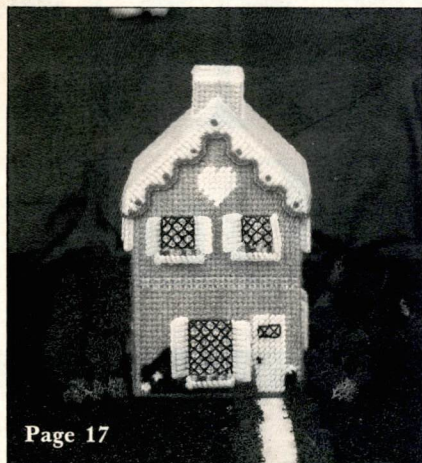
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Page 17

## FEATURES

4

**Intuition: Not for Women Only**

by Donn LeVie, Jr.

8

**You Animal!**

by Dr. David Givens

12

**Braving No (Wo)Man's Land**

by Sandra Moyer

14

**'That's No Lady, That's My Wife'**

by Janet Elliott

16

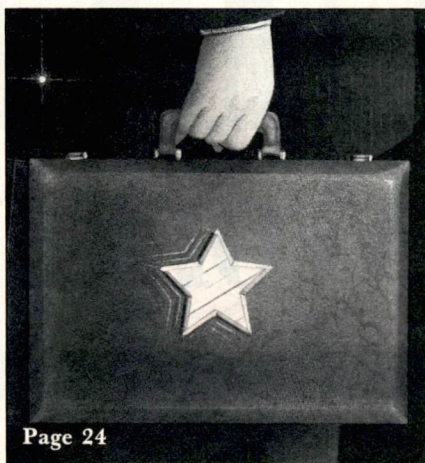
**Homemakers Speak Out**

by Janice Goimarac, CTM

19

**Glide through the Grassroots Visit**

by Michael L. Wardinski, DTM



Page 24

## DEPARTMENTS

11

**Update**

28

**Hall of Fame**

31

**1986-87 District Governors Directory**

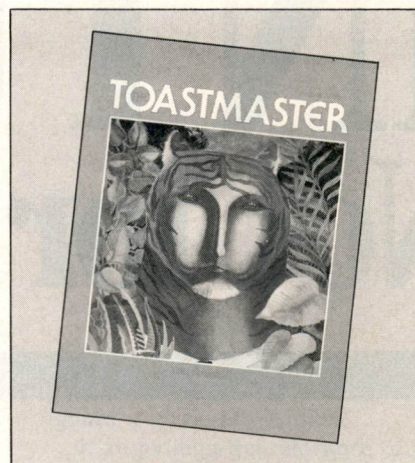
21

**Your 1986-87 District Governors**

24

**Shine as a Superstar Business Speaker!**

by Robert R. Rue, CTM



## COVER

To call someone an animal is not exactly a compliment. Yet those who achieve the greatest success in our society often have what's called "animal rapport." Such rapport is an instinctive connection between two people who come together *beneath* their humanity and associate as animals.

*Cover illustration by Geoffrey Krueger.*

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# INTUITION: Not for Women Only

*Intuition has long been regarded as part of the feminine mystique. But men, take note: Authorities believe that true creative thinking is impossible without intuitive leaps.*





by Donn LeVie, Jr.

**T**hroughout the working day, we strive to resolve problems by applying the facts at hand, scrutinizing every detail, taking nothing for granted—but are we really taking advantage of all our resources? Many people credit creative genius to trusting the feeling of certainty that often accompanies intuition. It is possible that by being suspicious of intuition or ‘hunches,’ we inhibit our creative capacities.

According to Dr. Jerome Bruner of Harvard University, “Intuitive thinking, the training of hunches, is a much-neglected and essential feature of productive thinking, not only in formal academic disciplines but also in everyday life. The shrewd guess, the fertile hypothesis, the courageous leap to a tentative conclusion—these are the most valuable coin of the thinker at work, whatever his or her line of work.”

Many other noted authorities believe that being truly creative is impossible without intuitive leaps. Intuition can be thought of as a type of ‘reverse logic’—a way of ‘knowing’ without arriving there in the normal, rational way.

### What Is Intuition?

The word ‘intuition’ has its roots in Latin from the word *intuire*, which means ‘as looking, regarding or knowing from within.’ A single definition of intuitive thinking doesn’t really exist because of its inherently complex nature, but let’s give it a try anyway.

Intuition appears to be an experimental method of reasoning where the facts are scrutinized, the evidence is weighed—all on a subconscious level. How many times do we have hunches come true even though we frequently do not know how we know what we know?

Perhaps a better understanding of intuitive thinking can be arrived at by comparing it to analytical reasoning. A step-by-step process characterizes analytical thinking, with the progress from each succeeding step documented by the information and operations involved.

Intuitive thinking usually doesn’t progress in well-defined increments. Actually, it often calls upon direction based on what appears to be an implicit perception of the whole problem. An answer, right or wrong, is arrived at with little if any realization of the process by which it is reached. It may very well be that the subconscious addresses elements of a particular problem that the conscious does not respond to.

There are five elements involved in an ‘intuitive approach’ to problem-solving, according to Professor George Turin of the University of California at Berkeley:

- The ability to know how to attack a problem without being sure *how* you know.
- The ability to relate a problem in one field to seemingly different problems in other fields.
- The ability to recognize what is peripheral and what is central without understanding the problem fully.
- The ability to know in advance the general nature of the solution.
- The ability to recognize when a solution must be right, first because “it feels right.”

### Intuition and Creativity

Are there any characteristics that indicate whether or not a person has the power of intuition? According to numerous studies of creative individuals, five intuitive attributes were found to be common denominators:

1. They approach solutions by progressively thinking rather than forcing their way through.
2. Their thinking is marked by intui-

tive leaps.

3. They cultivate intuition rather than ignore it or be afraid of it.

4. In judging the relevance of ideas, they depend upon appropriateness, a ‘feeling of fit.’

5. They have the capability to think in terms of patterns of forms, structures of relationships and analogies.

When is a hunch valid? Since we can only measure the end results of a hunch, we can only determine its reliability if we first act upon it and prove it correct or incorrect. However, some individuals who use intuition regularly have discovered some subjective clues that they use to determine the reliability of a hunch.

One characteristic of a valid hunch is the sharp sense of value that adheres to it. The hunch suddenly appears with tremendous power, energy and a strong sense of certainty and conviction. This is the moment when the light bulb inside your head turns on!

At the moment the hunch occurs, the person is sure that he or she has arrived at the center of the problem. At a later time, doubt and uncertainty about the validity of the solution may set in, but a person who has learned to trust intuitive judgment rarely abandons it because of later doubts.

Oftentimes these doubts arise because the analytical mind tries to regain control of the problem and forces the thinking back to the step-by-step process.

Compulsion frequently accompanies an intuitive hunch. The person may feel a need to immediately locate supporting documentation to clarify his or her hunch. This compulsion often distracts from the task at hand.

The person becomes driven to return to utilizing his or her intuitive hunch, even though the time, place or situation for considering it is not appropriate. It’s therefore good to be aware of this compulsion.



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**Using Intuition**

Realization of the use of intuitive thinking varies between individuals; however, some generalities are common among those who have had success with it.

First and foremost, be aware that intuitive thinking, no matter how mystical or clairvoyant it may appear, is a normal function of the human brain. Extensive familiarity with a certain subject matter often becomes the springboard for individuals to leap intuitively into a decision or to a solution of a particular problem—frequently proving to be the most appropriate decision or solution.

Perhaps the creative 'right brain' trespasses into the domain of the analytical 'left brain' during periods of intuitive reasoning. Whatever the cause, it can work for you.

How strong is your intuitive ability? The best way to find out is to keep a journal of the insights or hunches that you have and try to rank them objectively. If after a follow-up analysis of your journal you find that many of your hunches are not accurate, then attempt to find out why.

It could very well be that wishful projections are overriding your intuitive hunches, and record-keeping is a very good method of defining which process is dominating. Personal interests, fears and anxieties have a tendency to distort your perceptions and prevent the valid use of intuition.

Be on the lookout for personal bias that can interfere with intuitive reasoning. It frequently arises as a result of prejudice, wishful thinking or purely emotional reactions. To develop intuition you must constantly analyze your thinking and be able to recognize the difference between genuine creative insight and emotional bias. Wishful thinking, or self-deception, can become an insurmountable hurdle towards developing intuitive reasoning.

In some cases, the combination of intuitive and analytical modes may be very useful. Actually, either one or the other method will predominate, depending upon the particular situation or where you are in the problem-solving process. Should you be required to defend your solution it may be necessary to take a 'whack on the side of the head' and transpose it into a linear, logical sequence.

**Enjoy the Advantages**

The greatest advantage of intuitive thinking is in solving complex problems that involve interrelated factors. On occasion, standard quantitative methods are

*Listen to  
your hunches. You  
can develop your intuition  
by keeping a journal.*

insufficient for synthesizing all the variables into a coherent whole.

The intuitive process by its very nature is a complex process whereby all of the 'steps' involved in arriving at a solution occur simultaneously—hence the sudden flash of insight. In complex problem-solving, we can become so concerned with certain aspects of the problem that we fail to notice other possibilities which contain a better solution. In short, try to view the problem with the proper perspective.

Why should you cultivate your intuitive ability? The brain is a tremendous storehouse of knowledge, especially in the subconscious, where everything one has learned and experienced, both in the conscious and subliminal states, is maintained for future recall.

Intuitive thinking draws from this knowledge pool and enables one to sense the unrealized potential and possibilities inherent in many complex problems.

Since the subconscious has such a dominant role in intuitive reasoning, it should be evident that hunches and insights are not under conscious control of will. Predicting when they will occur is next to impossible, but we can set the conditions that will enhance intuitive power.

Learn as much as possible about the problem, utilizing all available data and analytical processes—and then sleep on it. Very often, the intuitive flash needed for problem-solving occurs during this period of subconscious activity.

Many creative individuals claim to arrive at solutions for seemingly impossible problems either in the morning immediately upon awakening, or out of a sound sleep in the middle of the night. So it might be good to keep pencil and paper on the nightstand just in case!

**Awaken Your Intuition**

Do you feel strongly about your intuition? Do you think you could awaken and sharpen your instinctive insight? Dr. Frances Vaughan, a psychologist on staff at the California Institute of Transpersonal Psychology, offers some valuable suggestions for developing intuition:

- **Intention**—Since we are all born with intuition, we must value it and make



a concerted effort to develop it.

- **Time**—Willingness to devote time to getting in touch with your intuition is an all-important part of its cultivation.

- **Relaxation**—Releasing physical and emotional tension to increase your receptivity to the intuitive process is important and will expedite your learning.

- **Silence**—Intuition flourishes in silence. Learn to prepare the mind for the necessary inner silence that will set the stage for awakening intuition.

- **Honesty**—Be honest with yourself and face self-deception. Surrendering pretenses is a major step toward awakening intuition.

- **Receptivity**—Too much conscious activity can inhibit your intuitive awareness—such awareness comes forth when a receptive attitude is cultivated.

- **Sensitivity**—Finely-honed sensitivity to both inner and outer processes provides more information and expands intuitive knowing.

- **Non-verbal recreation**—Creative forms of non-verbal expression (art, music, dance) performed in a spirit of recreation, rather than for goal-oriented achievement, provide excellent avenues for initiating intuitive, right-brain activities.

- **Trust**—Trust in yourself and your experience are the keys to trusting and nurturing your intuition.

- **Openness**—Opening yourself to inner and outer experiences allows intuition the space it requires to fully develop.

- **Courage**—Fear can become an obstacle to direct experience and can sometimes generate deception. Having the courage to confront anxieties and fears will make it easier to expand intuitive thinking.

- **Acceptance**—Accepting things as they are allows intuition to function freely.

- **Non-Attachment**—The willingness to allow things to be as they are and not as you expect them to be permits intuition to surface.

- **Daily practice**—Only through daily attention can intuitive awareness blossom and grow.

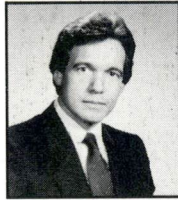
- **Journal keeping**—Accurate records of insights, flashes of intuition and hunches that spontaneously come to mind can assist in separating wishful thinking and emotional bias from true episodes of intuition.

- **Support group**—Locating one or more friends who share your interest in intuition development can facilitate and accelerate the process of development.

- **Enjoyment**—Many times, following hunches does not always feel good. It can be difficult, but the enjoyment of in-

tuition and its creative resources is based on the satisfaction of expanding consciousness and taking responsibility for the direction you choose for your life.

By adhering to these guidelines, the intuitive process that is within can be enhanced and made to work for you. Pay attention to the little voice in your head (and the pitfalls) and soon you will be able to separate true intuition from the everyday biases that cloud the analytical process. The key to your success lies within your mind. 🗨️



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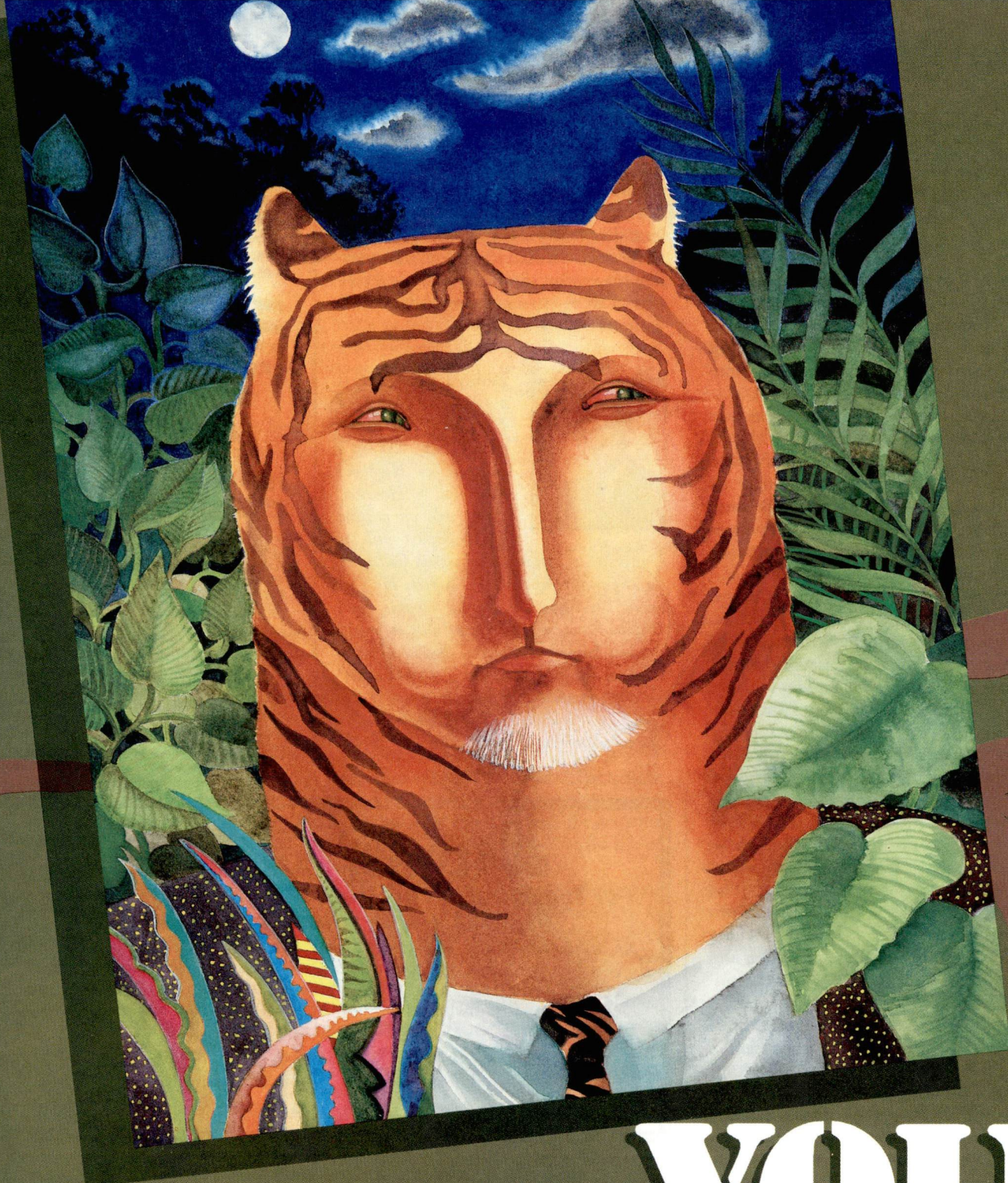
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# YOU ANIMAL!



# How to win friends and influence Homo sapiens.

by Dr. David Givens

To call someone an “animal” is not exactly a compliment. Yet those who achieve the greatest success in our society often have what we’ll call “animal rapport.” Gifted with an innate knack for relating easily, often instantly, to anyone they meet, they make a positive impression with their physical presence even before they utter a word.

Animal rapport is the purest form of relationship. It does not hinge on wit, charm, good looks or popularity. Neither is it a rational meeting of minds in the platonic sense. Instead, it is an instinctive connection between two people who come together *beneath* their humanity and associate as animals.

Though we humans have distinguished ourselves from beasts through our religion, science and technology, we continue to relate face-to-face much as other mammals do. We still use the same non-verbal cues of superiority, dependence, dislike, respect and love as monkeys and apes. Though we live in a high-tech world, our social communication remains primitive at heart.

Even watching television, for instance, we crave the ancient, primate-inspired grins, frowns, stares and growls that J.R. Ewing gives when he argues with Sue Ellen or Bobby in “Dallas.” His simian grimaces and flashing eyes enable us to gauge deeper motives and animal moods that words cannot convey. What appeals to us is J.R.’s animal side.

Getting along is an animal art. We use our higher brain—our sophisticated *neo-cortex*—to write a software program, but we rely on our lower brain’s primordial kit bag of creature-cues to sell the product. As a software salesman explains the logic of a program, say, he simultaneously sweet-talks the customer’s animal side through gestures, facial expressions and purring tones of voice. He appeals less to reason than to the natural beast: “Yes sir (tilts head), you’re going to find this little number (leans in, gestures with upturned palm) *perfect* (eyes widen, brows lift) for your home machine (grins).”

The trick is to know how our body helps or hinders rapport. We should realize first that our body cannot *not* behave. Every gesture we give *or withhold*—whether we nod our head *or keep it still*—will be received as a message about how we feel. We unwittingly perform in every face-to-face encounter, whether we realize it or not.

Richard Nixon often telegraphed that he felt ill at ease with an interviewer, for instance. The former president had a habit of swiveling his head and torso away from anyone who asked difficult or pointed questions. He recoiled as if from a pointed pistol. By facing his body away, Nixon increased the *angular distance* between himself and his inquisitor. Un-

**Sitting with your hands clasped behind your neck says you feel superior.**

knowingly, he also showed television viewers a textbook-clear ‘squirm cue’ that made him seem evasive or tricky. His animal side wanted to flee; his body gave us the news.

Biologists call this innate tendency to turn away from stress a *cut-off gesture*. To become closer socially, we square up and aim our upper bodies *toward* people we like, and angle *away* from those whose nearness makes us uneasy. Gorillas and baboons similarly address or deflect, depending on mood. It is the body’s untutored way of expressing either “I like you” or “Leave me alone.”

Words can deceive, but subconscious body language tells the truth. Tiny gradations in pupil size—almost impossible to fake—can affect rapport. We know that pupil constriction can indicate a negative reaction. It is as if the eyes want to shut out what they prefer not to see. Wide pupils, on the other hand, reveal liking. (This is why Turkish rug buyers often wear dark glasses—their eyes can give away how much they like a particular rug and diminish their bargaining power.) Eyes respond to more than changes in light level, and we take their nuances to heart unconsciously without realizing that pupil size is partly the cue.

Even the color of one’s suit may subtly influence rapport. Dark shades, such as charcoal and navy blue, seem ‘serious’ to viewers—psychologically ‘unfriendly.’

Lighter shades seem less forbidding. The dark, pinstriped ‘success’ suit in vogue connotes power and authority, but at the expense of animal rapport. We admire its status, but from a distance.

Between unacquainted human beings, there is no less wariness than one sees between neighborhood dogs sizing each other up. Indeed, the get-acquainted process is nearly the same for man and beast. As vertebrates, we come to know our own kind step-by-step, through four distinct phases. These lead to the final, very compatible stage of animal rapport.

## Breaking the Stranger Barrier

Anyone who has had stage fright before ringing the doorbell at a party has known *stranger anxiety*. We experience a twinge of wariness around unknown humans. Nature has programmed our animal brain with this guarded attitude to protect us from those who might treat us cruelly. Through millions of years of evolution, the overly trusting perished.

This adaptive and psychologically real *stranger barrier* keeps us reserved around new people. We hold back before giving them house keys and money. Our fear of strangers sets in spontaneously at three to ten months of age. As babies, we automatically squirm, whimper and hide from unfamiliar adults, even from kindly grandparents, as if they had on fright wigs or looked like Darth Vader. This essential skepticism remains through adulthood. It is revealed in polygraph tests, through changes in brain waves, heartbeat rate, breathing and sweaty palms. Although outwardly we may appear calm, the body mobilizes for fight-or-flight when strangers come close.

To show we mean no harm, we shake hands and bow when we greet. Men and women with strong ‘animal empathy’ sense another’s fear and use such humble gestures as tipping the head forward, momentarily gazing down and lifting a shoulder, just as vertebrates crouch to disclaim threat to one another.

Ironically, artificial sophistication, the outward poise finishing schools strive for, works against rapport. Standing with shoulders back, head erect and arms relaxed at the sides projects an air of arrogance that keeps potential friends at bay. Coolness insults other people by implying that their physical presence has had no impact. Shy men and women often adopt an impregnable, seemingly aloof pose with strangers. They freeze into the immobile position nature designed to help her timid creatures become invisible before the predator. Both the disdainful and the shy seem standoffish



in seclusion behind the stranger barrier.

Yet an overly friendly pose also strains rapport. The man with the warm, winning grin who pounces violates our innate sense of *critical distance*. The animal within has a fine sense of space and of its own personal boundaries. Lion tamers use critical distance to back felines onto their perches without whip or chair (which are mere props in the act). But the trainers know that if they come an inch too close, a cat will stop retreating and attack.

Just as animals have defined spatial limits, we ourselves have an inviolable *social zone* 18 to 48 inches in front of our bodies. Unless we invite another into this personal zone, his preemptive try to 'get sociable' backfires. We must be warmed up and approached no less cautiously than big cats. Our unconscious fight-or-flight reflex will cause us to retreat from a forward person who has no respect for animal boundaries.

The best way to achieve contact is to display both interest and vulnerability. For members of the primate order, interest begins with eye contact. Monkeys, apes and humans scan the face to read what moods are written there before they come any closer.

Sociable men and women are neither as calm nor as self-assured as we might expect. There is a curious conflict. *Displacement movements*—anxious mannerisms such as touching the face, folding and unfolding the arms, playing with a tie, reaching into a jacket, holding onto a drink with both hands—display that there are competing desires both to mingle *and* to hang back.

Eyes show interest; displacement gestures show vulnerability. People who both gaze and fidget make contact with surprising ease; they attract more than they would had they masked stranger anxiety or postured self-assuredly. The 'natural pose' is Johnny Carson-like. His nervous mannerisms make him seem endearing, folksy, accessible.

### The Spark of Recognition

Biologists have found hundreds of distance-reducing and distance-increasing signals in the wild kingdom. To keep others away, for instance, a chimpanzee will compress the lips (show anger) and swagger (move from side to side—filling its space and intimidating others). Humans do the same: compress lips, swagger by holding hands on hips.

In phase two, we make our move as we sense lowering barriers and warming trends. We sense rapport because, for instance, the other person's shoulders

may have aligned with our own.

The key to vertebrate rapport is *isopraxism*—'same behavior.' By imitating each other's behavior, animals feel closer. Isopraxism is the first sign ducks give—swimming together, dipping bills together, preening together—to initiate a courtship. We tend to be drawn to people who dress in the same softball uniform, who wear the same school colors, or who drive the same kind of car as we do. We feel uneasy in a theater if others stand and applaud while we remain seated. Generally, same seems safe.

In this phase, persons who resemble us seem friendly. Those who dress as we dress, behave as we behave, cheer when we cheer, sip when we sip, shift weight when we shift weight, smile when we smile or cross legs when we cross legs show—*through the matching itself*—that preverbal rapport has burgeoned. Cues of sameness seesaw back and forth, building upon another, until speaking becomes inevitable.

**When women fix their hair or men straighten their ties, they are exhibiting courtship gestures.**

As humans speak, they put their animal sides to the test. No other species meets quite the way we do when we exchange words. Born-again primates, we hunger to see a face, but conversation demands that we meet at close quarters, which can make us squirm.

The 'naturals' among us know how to put a speaker at ease. As sensitive listeners, they alternate between looking and looking away. Unbroken eye contact at an intimate distance is stressful; a stare dominates no less than an ape's glare threatens. Cultural standards for gazing vary, but in the United States comfortable range is looking for seven seconds, and then looking away for the same time span. No one need carry a stopwatch, of course, but for those who wonder if their eyes communicate evasiveness or dominance, this can be a benchmark.

### Getting Personal

People given to easy rapport find linguistic means to social ends in a conversation. They understand that chitchat is

chitchat: a form of animal 'grooming talk.' Just as monkeys spend hours a day cleaning each other's fur for the sheer sociability of grooming, our species gabs for the joy of the company. Those who know they need not wait until they have something worth saying have an intuitive edge in rapport.

Some sense, too, that while gestures accent words, they also help form emotional ties. One gesture in particular brings people in. The *palm-show*—reaching out the forearm, with the palm up—helps establish a personal link with listeners, most of whom, again, look for more than language contact. In effect, this gesture makes a person more human. Moreover, a show of palms inherently disclaims threat. There are few gestures that appear as universally friendly as an open hand.

### The Animal Art

The adage, "People like people who like people," is true—yet incomplete. One must *demonstrate* liking via the cues of animal rapport.

True rapport blossoms when we take others to where our kind communes. There is no more sociable activity, for instance, than going out to eat. In a restaurant we take our evening meal primate fashion, away from our sleeping sites, in harmony with other humans. We sit and we dine as contentedly as a group of gorillas who feed huddled together on the mulchy jungle floor.

Or we go somewhere and play. Young mammals playfully hunt, chase, wrestle and frolic to practice what they must do later, and more seriously as adults. To keep them practicing, nature made play fun. Our species is fortunate in this matter, because as a *neotenus* group (that is, we never wholly outgrow childhood), we love to play throughout life. By going swimming, hiking, golfing, bowling, running or hunting together—by playing—we deepen the animal bond.

The most sensitive people have fun at all phases of their lives. They will go farther in their careers because they like others and are liked. What they want from others comes to them more easily. They put people first, and they succeed. That is true animal rapport. 🐾

*Reprinted from the April 1985 issue of Success! Magazine.*

**David Givens**, a research anthropologist with the University of Washington, writes often on male/female relations. He is author of the book *Love Signals*, and is at work on a book about human relations and culture.



# UPDATE

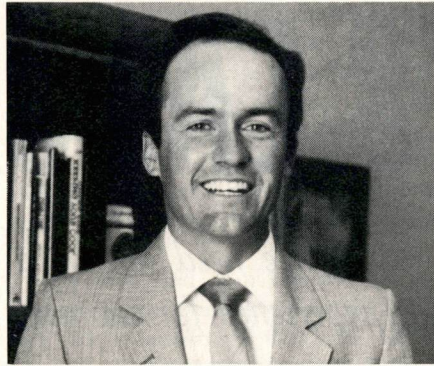
## World Headquarters Names New DAP Manager

Stanley M. Stills has just been named Manager of District Administration and Programming (DAP), replacing Alan LaGreen.

Stan's main duties will be to work directly with the District Officers to help insure their effectiveness in District programs and activities. He will also plan and coordinate the International Convention and Regional Conferences and will be responsible for publishing the monthly District Newsletter.

Stanley holds a Master's Degree in Psychology from California State University, Fullerton, and is a licensed Marriage, Family and Child Counselor. He has spent nearly the past eight years working at the University of California, Irvine (UCI), and is a faculty member in the UCI College of Medicine. He has also been active in managing programs for developmentally disabled individuals.

In his spare time, Stan serves as a college baseball umpire. A native Californian, he and his wife, Cathy, currently reside in Orange. Stan knew right away



that he was a natural for this job—Cathy's grandfather once owned a service station that was frequented by Dr. Ralph C. Smedley!

## Toastmasters Helps Celtics Coach Score

For you basketball fans who thought you were hallucinating, it's really true. K. C. Jones, Head Coach of the World Champion Boston Celtics, attributes his success in part to Toastmasters.

This insight was broadcast nationally by CBS analyst Tom Heinsohn, a long-time friend and former teammate of Jones', during a telecast of the Celtics/Houston Rockets championship series.

It seems that K. C. Jones was, at one time, very shy and inhibited. And with good reason! Having played in Bill Russell's shadow at the University of San Francisco, on the U.S. Olympic team and then with Boston (surrounded during this time by the racial turbulence of the '50s and '60s) Jones was a smart, yet quiet person who never seemed to have the spotlight on him, nor did he ever appear to want it.

While a member of the Celtics, Jones was introduced to Toastmasters by a friend. Since that time, not only has he gone on to become one of the most successful coaches in National Basketball Association (NBA) history, but he is also now a focal (and vocal) point for the team, city and league.

*Editor's Note: A copy of this story is being sent to every head coach in the NBA, as another coaching tip from Toastmasters International.*

# TARGET FOR TOASTMASTERS

## READY... AIM... FIRE UP YOUR CLUB WITH NEW MEMBERS!

Every club strives to be the best that it can be. One way to achieve this success is to encourage growth within the club. The bigger the club, the stronger and better it will become.

### TAKE AIM AT YOUR TARGET!

It should be the goal of each club to maintain at least twenty members. It is up to you to see that this goal is reached. By sponsoring new members, you will be eligible for membership building awards and recognition.

But most of all, you will help keep your club on target.

#### SET YOUR SIGHTS ON THESE AWARDS:

- 5 New Members —A Toastmasters Membership Building Pin
- 10 New Members—A pocket-sized Evaluation Guide Folder
- 15 New Members—Choice of Toastmasters Necktie or Ladies Ascot Scarf
- In addition, the number one membership builder for 1986 will receive the "President's Sponsor" plaque, and nine runners-up will receive a "President's Circle" plaque.

#### SPECIFICS:

- The new member must join during the calendar year 1986. The application must be received at World Headquarters no later than December 31, 1986.
- New, dual, and reinstated members count for credit. Transfer and charter members do not.
- To receive credit as sponsor, your name and home club number MUST appear on the Application for Membership (Form 400). No additions or changes may be made to the applications once they are submitted to World Headquarters.
- For complete contest rules, contact World Headquarters and request the Annual Membership Flyer (1620).



# Wo BRAVING NO MAN'S LAND

*Speaking to an all-male audience need not be a terrifying, or even intimidating, experience for women.*

by Sandra Moyer

**M**arilyn gave her first presentation seven years ago and her latest, last week. The audience was all-male in 1979 and it was all-male last week. It's not surprising, since many audiences in business and industry are still primarily made up of men.

"I was apologetic, nervous and intimidated," says Marilyn, a manager in a large engineering company, of her presentation style in 1979. "As a woman speaker, I was new to them. They were all experts in their fields and I was afraid I was wasting their time."

Marilyn is typical of many women who speak to predominately male audiences. Speaking before groups is new for some of us so we hesitate. We have gone so far as to devalue or downplay our contributions to our field.

### Special Problems

The secret to preparing a successful presentation for a male audience is to be aware of the special problems women face. It is important to know how to dress so that you are comfortable and your audience is not distracted by what you wear.

For example, Elizabeth was asked to dress as she would for the actual presentation when she came to rehearse it. She glided into the room in high strappy heels and a low-cut, sleeveless blue dress. Her attire was perfect for a cocktail party, but not for a presentation. A suit with low-heeled shoes would have looked more business-like and probably would have been more comfortable.

She also had a bad case of the jewelry jangle. You could hear her coming and going. The basic jewelry rule is: Earrings shouldn't dangle and jewelry shouldn't jangle.

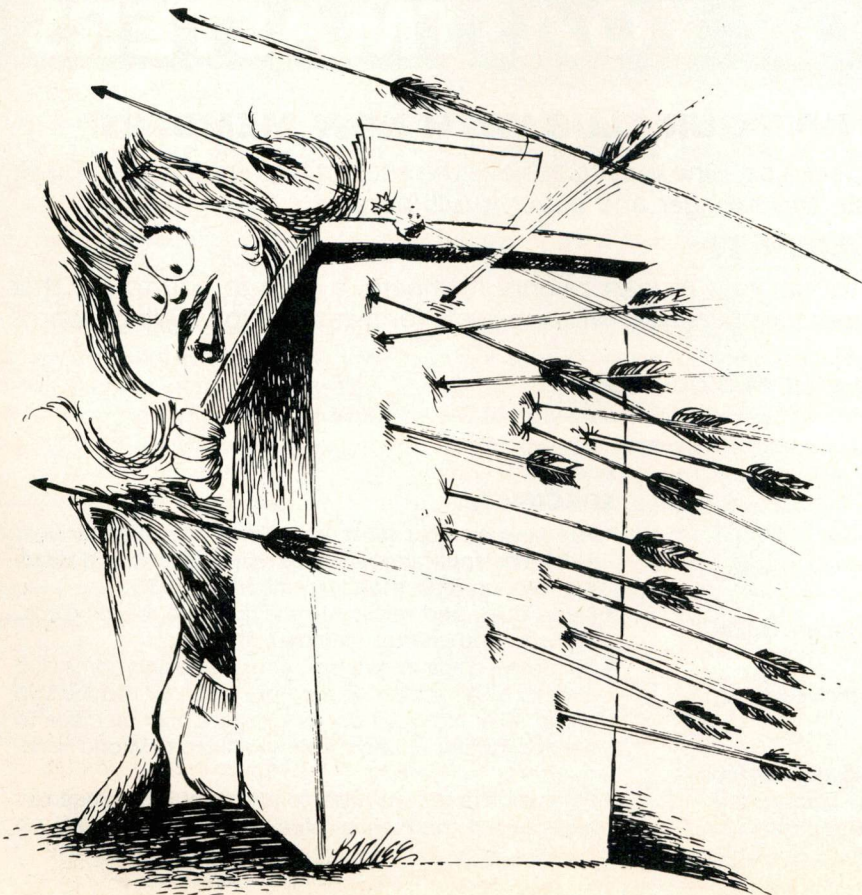
But delivering a successful presentation to that male audience is more than knowing which is your power suit and what jewelry to wear. It is a combination of knowing how to stand, how to use your voice and how to prepare yourself mentally—these are the factors that will make you a winner in what could be an otherwise intimidating situation.

### Special Solutions

Here are 10 steps designed to help women make more successful presentations to men:

**1. Prepare for an attack.** Men challenge each other in presentations on facts and conclusions. Most women have grown up thinking they should back off as soon as they are challenged; they should avoid conflict. A challenge is not a personal attack, so don't take it that way. Remind yourself that you are being challenged on your facts, not your personality or because you are a woman.

**2. Don't apologize.** A roomful of men can be intimidating to most women. Susan, who holds a master's degree in electrical engineering and was asked to present by her boss, wasted the first two minutes of her presentation apologizing for having to give it. Concentrate on





what you have to say rather than whether the audience is uncomfortable with a woman speaker. Never apologize.

**3. Work on your attitude.** Everyone is equal in a speaking situation, except the speaker. It is your presentation and what you have to say is important. After all, they came to hear you. Many women feel they lack authority and therefore feel powerless in front of a male audience. Begin strongly, positively and sustain that attitude. The audience will listen to you.

**4. Develop your stance.** Standing as if you are ready to fend off an attack will destroy a presentation. Just *standing* is difficult if your shoes are too high or uncomfortable. The investment in shoes that make you look good and that feel good are worth any cost.

When standing at the lectern, you are the most important person in the room. Make sure the lectern is low or high enough for you. If it is up to your chin, you won't make much of an impression on your audience. If you can, walk out from behind it.

To stand comfortably behind a lectern, place one foot in front of the other with your hands flat on the lectern top shelf. This will allow a shift in weight without causing a slouch in posture.

**5. Enhance eye contact.** It is difficult to maintain eye contact with the audience if they can't see you because the lectern is too high. Eye contact is of maximum importance. The only way to get people to believe what you are saying is to look them straight in the eye. This doesn't mean a stare-down contest, but direct eye-to-eye contact.

Looking someone in the eye for one to three seconds is enough. Eye contact sustained for five seconds or more may direct your audience to the person you're staring at and away from you. Keep all eyes in the audience on you.

**6. Learn about equipment.** How many times have we been told that women don't know anything about equipment? If you are using an overhead or slide projector, learn how it functions and practice with it. It really is easy once you know how to use it properly.

**7. Know your facts.** Men in some fields are not used to women presenters and find themselves being overly critical. Perhaps this is unfair, but until gender prejudices disappear, it is a fact. By knowing your information sources and preparing a thorough outline, you can be guaranteed a winning presentation.

Hold back some of your statistics for the question-and-answer session. By giving the audience only what it needs to

know and no more in the presentation, you will be ready for their questions.

**8. Work on your voice.** Women's voices, higher pitched than men's, generally do not carry to the back of the room. When we are nervous, the voice pitch rises. Breathing exercises can strengthen the voice and lower the pitch.

One simple exercise is performed by deeply inhaling while pushing the stomach out. Pull in the stomach as you exhale, taking 12 deep breaths in all. Filling the lungs and diaphragm with air relaxes the lungs and thus lowers voice pitch.

You can find your lowest pitch by humming the lowest note without straining. Begin speaking at that level, letting your voice rise and fall naturally.

Besides pitch, there are four other important elements of voice. They are power, pace, pause and projection. Power and projection mean speaking loudly enough to project your voice to the back of the room without making those in the front row uncomfortable. You can check this level by watching your listeners' faces. If they are straining to hear you, speak louder.

Pausing can be used as a signal to your audience that you are about to say something important. Emphasize divisions in your speech by pausing. Pace yourself so that you cover unfamiliar ideas completely and spend little time on areas with which your audience is familiar.

**9. Know your audience.** Find out who will be in your audience. Knowing their level of expertise and exactly how much information they need will save you time and energy. Sources of audience information can be the person who assigned the presentation, experienced people in your area, other presenters and research people.

Men have had their information networks for years and women are realizing just how valuable a network can be. Find the experienced businesswomen in your area. They may already be networking with other women in similar fields.


**10. Utilize Humor.** Effective use of humor can win over the most critical audiences, smooth over controversial aspects of your speech, establish rapport with listeners and can save face in those embarrassing moments—when you aren't sure of a fact, are corrected on a source or forget part of your speech.

Before you inject a presentation with humor, watch the experts—comedians, professional speakers and humorists. Note what kind of humor they use, where they use it and their timing. Then practice these same techniques and get

feedback from friends before you try it on audiences. When used properly humor can be the key to your success.

## Be a Winner Now

With more women entering what are now predominately male businesses, audiences are bound to change. But why wait? You can better prepare for presentations now by analyzing your speaking style and adopting specific techniques that will help you overcome problems and prejudices you may feel as a woman.

The better prepared you are, the more confident you will feel. A confident presenter is a winner for herself and her audience. 



*Sandra Moyer is a writer and Senior Technical Editor for Hughes Aircraft Company, Space and Communications Group, in El Segundo, California. From 1979 until 1984, Ms. Moyer*

*taught presentation classes to executive management and conducted individual presentation consultation sessions with people in all levels of management.*

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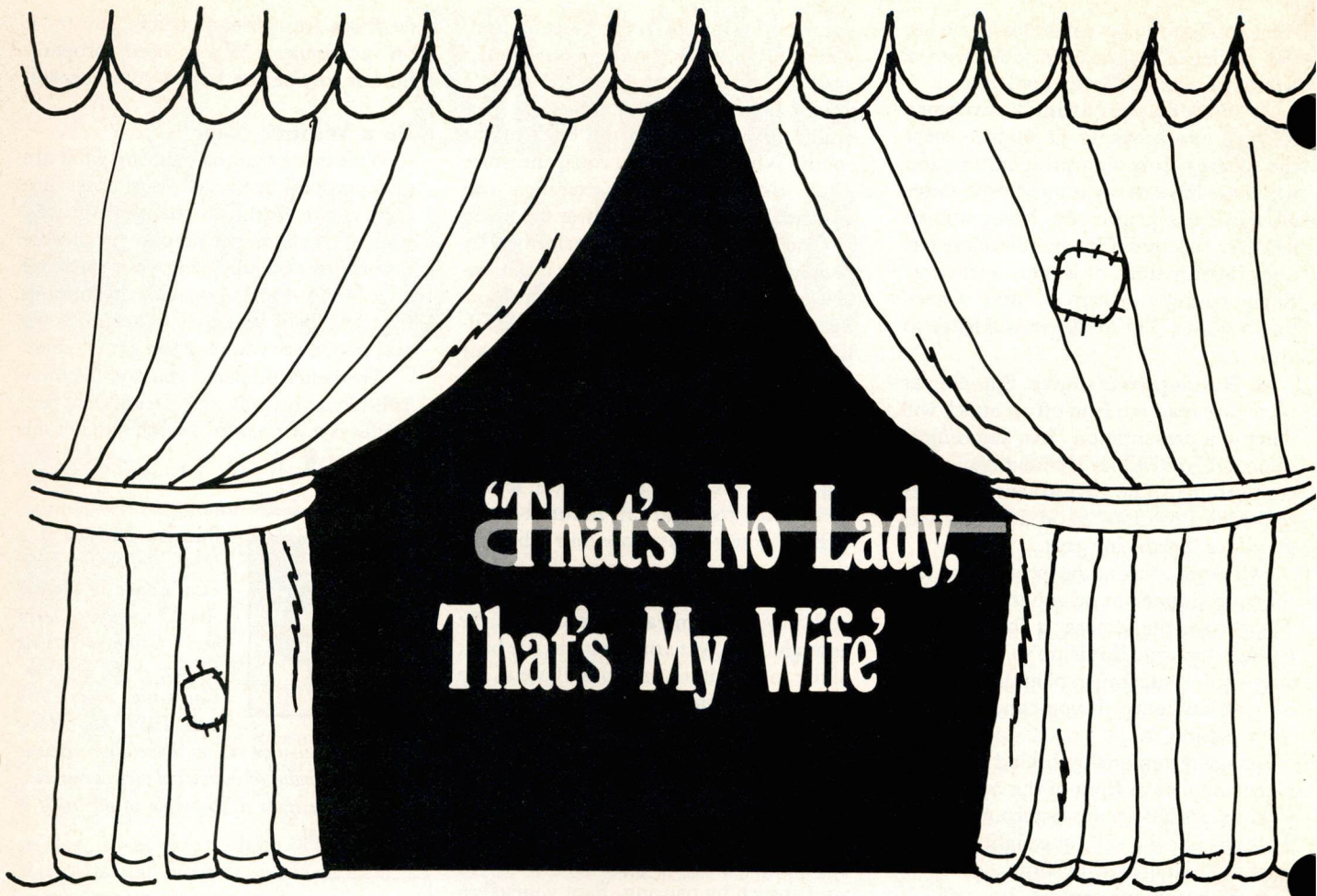
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## 'That's No Lady, That's My Wife'

*The old Henny  
Youngman joke has  
new relevance  
in today's world.*

by Janet Elliott

**W**ho was that lady I saw you with last night?"

"That was no lady, that was my wife." So goes Henny Youngman's old joke. Well, Henny Youngman and the supporters of changes in sexist language have something in common. They both know that language transmits values and behavioral models.

When you deliver a speech, it's important that your language be free of sexist terminology which may send values that insult or exclude some members of your audience.

Sexism was first defined in a children's dictionary published in 1972 by American Heritage Publishing Company. It referred to sexism as "any arbitrary stereotyping of males and females on the basis of their gender." Unfortunately much of our standard English is inherently sexist and reinforces inequality.

### **Avoid Stereotypes**

However, by giving careful thought to your word choices, you can present fair, accurate and equal treatment of both sexes. First, be careful of words that refer to a stereotyped behavior. You don't

want your careless choice of words to imply an evaluation of the sexes you don't really intend.

As that old joke of Henny Youngman's shows us, the word 'lady' is associated with a certain behavior. 'Lady' can be used as a parallel to 'gentleman.' Although it is perfectly correct to say "ladies and gentlemen," be careful not to use the term 'lady,' with all its behavioral connotations, when the more accurate word would be 'woman.'

But referring to someone as 'lady' is complimentary, you say. Think again. Because the word 'lady' has been overused, all sorts of connotations have developed. Do you mean bag lady, ol' lady, the fat lady or perhaps even lady of the evening?

Another stereotype practice which can be very insulting to members of your audience is referring to an adult female as a girl. For example, when talking about women sharing a midday meal don't refer to the event as "lunch with the girls."

A woman old enough to hold a position as a secretary should not be spoken about as 'girl,' as in "my girl typed the letter." Before using the words 'lady' or 'girl,' determine if you would use 'gentleman' or 'boy' in a similar circumstance



describing a male. If not, you should reword your statement.

Difficulties also arise from the habitual use of clichés or familiar expressions which evaluate and stereotype. For example, using the phrase 'man and wife' implies differences in the activity of each. An evaluation of the roles is communicated. A use of more equal terms is 'husband and wife.'

Another way you may inadvertently communicate a stereotype is by describing a woman's physical attributes and a man's mental or professional attributes. If you make an introduction of Carl Smith as a great surgeon and his wife as a beautiful redhead, you have not treated each with the same dignity or seriousness.

You might say the Smiths are an attractive couple—Carl is a handsome blond and Linda is a beautiful redhead. Or you could say the Smiths are highly respected in their fields; Carl is a great surgeon and Linda is a successful lawyer.

Some adjectives, depending on whether the person you are describing is a man or woman, communicate bias. Ambitious men, but aggressive women; cautious men, but timid women are examples of adjectives that stereotype.

### Sexist Job Titles

A second area that can be troublesome in inadvertently presenting a sex bias in your speech is in how you state job titles. I recently attended a meeting in which nearly 80 percent of the audience was composed of young college women. The speaker was addressing the subject of career options for communications majors in business. Throughout his speech he used the term 'businessman' when referring to a business executive in general. Many members of his audience were offended by the exclusion.

When a job is open to members of both sexes, describing it by a common gender term is more accurate and effective than using one job title for men and another for women. Why not use the term 'reporter' rather than 'newsman,' 'mail carrier' rather than 'mailman,' 'member of congress' rather than 'congressman' or 'police officer' rather than 'policeman'?

When speaking of an individual who holds a particular job or office, it offends no one to use the specific gender term, such as 'newspaperman' or 'congresswoman.' But be careful of that term 'lady' again. NBC newsman Frank Blair refer-

red to a female head of a jury as forelady of the jury. It was specific but not entirely correct, unless he commonly speaks of a man as a jurygentleman.

You can insult members of your audience by trivializing some job titles, such as poet to poetess, director to directress or usher to usherette. The original word can be used to indicate either sex.

It is not necessary to specify gender in job titles such as woman lawyer or male nurse, unless a gender modifier is relevant; i.e. as in a course on women writers or when specifying a particular fact, such as the first female astronaut. When you specify the gender of a profession, you are implying by the label that an exception to the rule has been made.

**Before calling women 'girls,' ask yourself if you would call men 'boys' in the same situation.**

### Excluding One Sex

The use of terminology which excludes one sex is a third area that alienates your audience. A speaker at a seminar for men and women insurance agents turned off a portion of his audience when he began by saying, "As you look at your face in the mirror each morning when you shave . . ." He did not choose his words carefully to avoid offending by exclusion all those in his audience who have never shaved their faces.

The pervasive use of 'man' to represent humanity in general either excludes women when they should be included, or creates ambiguous situations; leaving the interpretation up to the individual listener.

Many publishers have developed guidelines for the use of nonsexist language in textbooks and journals. For instance, Scott, Foresman and Company suggest that, "When man invented the wheel . . ." can become, "When people invented the wheel . . ."

McGraw-Hill Book Company Publications states in their Guidelines for Equal Treatment of the Sexes, "In reference to humanity at large, language should operate to include women and

girls. Terms that tend to exclude females should be avoided whenever possible."

The use of 'man' to refer to both women and men is ambiguous. The best way to avoid the problem is to replace the word 'man,' used in the general sense, with such words as 'human' or 'person' or 'American' or 'Japanese.'

Similarly, the use of masculine pronouns to refer to women and men creates the same problems. Because the English language lacks a truly generic third-person singular pronoun, avoiding ambiguity and exclusiveness is not always easy. Linguists have even attempted to coin a common gender pronoun.

In 1859 Charles Converse proposed the pronoun "thon" which he derived as a contraction of "that one." It was listed in *Funk and Wagnalls New Standard Dictionary* of 1913 with the example, "Each pupil must learn thon's lesson." It was last recognized in the 1959 edition of *Webster's Second International Dictionary*.

Other coinages have come and gone, which suggests a continuing need for an appropriate common gender pronoun.

### Shared Values

Language is not only a means of communication, it does indeed express values and shared assumptions about our society. Languages continually evolve to include new concepts and ideas. English is now beginning to reflect the increasing equality of women and men in our society.

Most often sexist language is not deliberate. It is usually a matter of habit or laziness. It is easier to use ready-made sexist expressions than to reword in a manner that avoids sexism.

As George Orwell said in his essay, "Politics and the English Language," "Ready-made phrases are the prefabricated strips of words and mixed metaphors that come crowding in when you do not want to take the trouble to think through what you are saying."

You are now sensitized. You have been made aware of a few of the ways our language can perpetuate sexist values. As a speaker you owe it to your audience to examine your words and choose them with greater care. Both sexes deserve equal treatment in life and in language. You can do your part in not denying your audience that right. 🍀

*Janet Elliott is a freelance writer living in Los Angeles, California.*



# HOME- MAKERS SPEAK OUT

by Janice Goimarac, CTM

**A**s a full-time homemaker and a member of Toastmasters, I find that I am definitely in the minority, since career-oriented people make up the membership in most clubs. Perhaps the vision of a more diversified membership prompted our Past International President, William D. Hamilton, DTM, to state, "We must promote the fact that our educational programs are designed to meet the needs of people from *all walks of life*."

With the constant push to increase club membership, the corps of full-time homemakers offers an untapped source. Chances are, several homemakers in each club's area are looking for an opportunity to better their communication skills and improve their self-confidence.

When I first joined Toastmasters, I had an abstract goal to "become a better speaker." After two years of participation, however, my vague goal has been replaced by four sharply defined ones:

**1. Speaking articulately in casual conversations**—I have always been impressed with those who can state their opinions clearly and succinctly. Since I

have plenty of opinions and ideas myself, I want to express and defend them in an articulate manner instead of fumbling awkwardly for the right words.

When I attempt to persuade another to consider my position, I don't want to fall into poor speech habits that will work against me, such as emotionalism, disorganized reasoning, negativity or criticism. Instead I want to develop that calm, thoughtful, well-organized approach that is more likely to earn respect.

The quick-thinking exercises of Table Topics aid me in analyzing my thoughts and choosing words that best state them. Table Topics is teaching me to take that extra moment to plan my approach rather than to plunge forward without an adequate foundation.

**2. Speaking skillfully to an audience**—Right now, most of my public speaking opportunities come from my church involvement as I lead meetings and participate in programs. In future years, however, I plan on becoming more involved in community affairs where I will need the confidence and skills Toastmasters offers.

Learning to include a catchy beginning, an organized body and a powerful close has been helpful. I'm also concentrating

on incorporating humor, appropriate pauses, vocal variety and gestures; all elements that have been very difficult for me. Much of my improvement has resulted from the evaluations I receive after my Toastmasters speeches; I rely heavily on them when I prepare subsequent speeches.

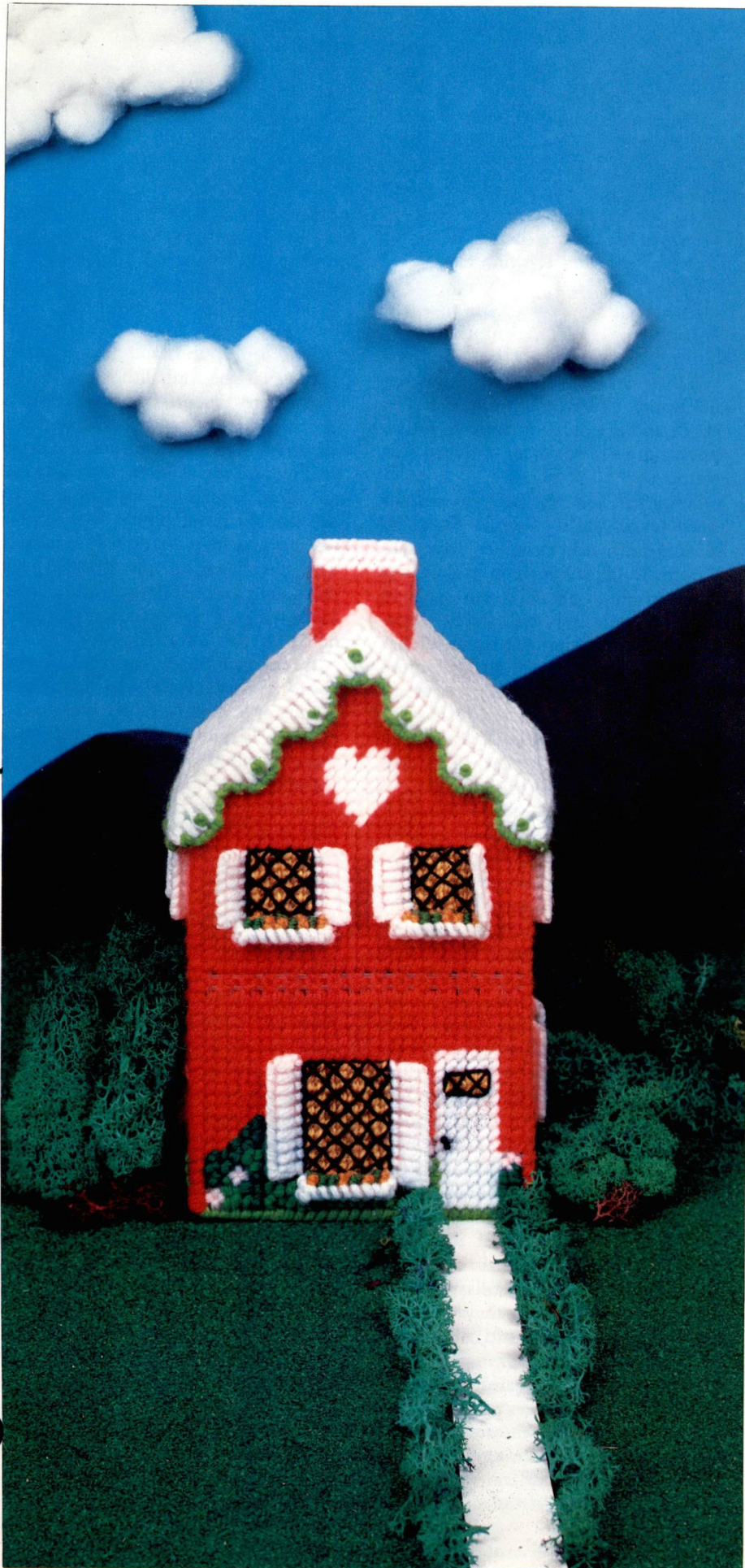
**3. Writing improvement**—Sitting down to write a speech every few weeks forces me to do something I've been wanting to do for a long time: Put my thoughts and research down on paper! I'm learning to organize my ideas so that they flow smoothly from point to point.

I'm also discovering the power of re-writing. Although my speech may be adequate after the first writing, it can become much more intriguing if I go through it several times, exchanging commonplace words for thought-provoking ones, or rearranging paragraphs.

Occasionally I have altered the entire slant of the speech after careful analysis has shown that my first approach was unworkable. If my speech is written well, it is much easier to memorize and deliver effectively.

Learning to organize myself by filing away information for later use has been





Photography by Jim Johnson

Needlepoint sculpture by Dotty Cronin

*Homemakers are  
finding special uses  
for Toastmasters  
training.*

a big help. Previously, whenever I thought of a novel way to present an idea or when I saw an interesting article in the paper, I thought, "I really should make a note of that; it will probably come in handy sometime," and then did nothing about it.

Toastmasters training encourages me to jot down my idea or cut the newspaper article out and put it in a file. When I need a jumping off point for a speech, there it is!

**4. Children's growth**—Even though our two children are still young, my experience in Toastmasters will eventually benefit them and additional children as they come. Not only will I be able to train them in effective speech habits, but it will be good for them to see that Mom is concerned about self-improvement.

#### **Other Success Stories**

Other homemakers who have joined Toastmasters have found similar benefits. Even though Lee Lory had been performing in choirs for years, she found that the person-to-person eye contact required in Toastmasters was difficult. She has overcome that now and has improved in other areas as well.

Lory listed the following benefits she



has derived from Toastmasters: (1) She's improved her vocabulary; (2) learned to think on her feet; (3) developed a sense of humor and (4) become a better listener.

She's found that Toastmasters involvement "stirs up creative potential;" her Table Topics are more humorous and she strives to make her speeches apply to the audience. Apparently her creative potential has been well-stirred—she is now writing public relation spots for cable television.

Homemakers often don't receive much recognition for the work they do at home, so receiving personal 'strokes' at Toastmasters is one thing Rita Lemon enjoys. She finds her club to be a 'nurturing place' where she can express herself in a positive environment. Because of the encouragement and acceptance from other club members, she feels more free to vocalize her thoughts.

Lemon also relishes the leadership opportunities. She began her club's newsletter, which received an 'honorable mention' in the district contest; she designed and implemented her club's coaching program; co-hosted an area speech contest; is a member of the committee organizing a newsletter workshop

and is now the club administrative vice-president.

### Sowing Confidence

Rose Nichols' motivation to join Toastmasters was her interest in developing self-confidence, learning to project herself and becoming a better communicator. She has discovered that writing speeches has helped her to know herself better, to focus on ideas and to think clearly.

Nichols appreciates the great people in her group. She says, "Toastmasters has helped me realize how much one can learn in a supportive group."

She is currently serving on the Peace and Social Justice Committee at her church and is looking forward to future opportunities to speak for and lead that group.

Concerned about her shyness and her high-pitched voice, Bonnie Surguine joined Toastmasters two years ago. Although she felt inadequate at first, she has experienced great improvement in both her personal and public lives. Surguine gives swimming lessons in her backyard pool and now has much more confidence when dealing with the parents and children than she used to have.

Directly attributable to Toastmasters training is the water safety speech she delivers to parents during the course. "I'm not required to give any type of speech," she says, "but now that I have the skills and confidence, I really enjoy it."

In addition to increased effectiveness in communicating with those in her swim class, Surguine has noticed improvement in her discussions with her husband. Toastmasters has influenced her to be a better communicator with her family.

As a part-time student at Arizona State University, Surguine also appreciates the boost Toastmasters has given her writing ability. "I never got A's on my papers before," she said, "but now I do."

### Future Benefits

Although all the homemakers I spoke with believed that being a full-time wife and mother was the most important career for them at this time, several mentioned that their Toastmasters training will be a big plus if they decide to enter the business world after their children are older.

The skills they are gaining now will give them confidence later to seek employment and to excel in their careers. Lemon commented that Toastmasters provides a solid basis to stand on, which will enable her to obtain the position she wants.

Toastmasters is currently helping me

adjust to a new challenge. I recently joined a singing group that performs for church and community events. I am on the program-writing committee and I sometimes narrate between songs.

My Toastmasters training has helped me in writing our scripts, narrating effectively and projecting a professional image during performances. Eye-to-eye contact, posture, voice projection, gestures and flair—all important to a performer—have been positively influenced by Toastmasters.

In many cases, a homemaker becomes so wrapped up in her home and family duties that she finds little time for her own improvement. However, keeping informed and being well-educated is so important in managing an effective household and raising children, she really cannot afford to miss any opportunities that will aid her development.

Toastmasters is a great way to keep up with our changing world, to improve one's skills and self-image and to have a social outlet. It can open a multitude of doors for the homemaker.


It may give her the courage and skills needed to do volunteer work in her community or to become involved in political matters. It may give her confidence in social encounters or in the pursuit of new challenges.

Or she may choose to use her emerging talents solely in the home—by far the most critical place for first-class communication skills.

### Opportunities Abound

As a homemaker, a woman will use the competence she gains through Toastmasters differently than her business-oriented counterparts. Although she may not use her knowledge to speak at a business meeting, she may well speak for group meetings in church or politics.

Her quick-thinking skills may not be used to handle situations in the work world, but she will find plenty of uses for them in domestic life. The leadership ability she gains may not be used to earn an immediate income, but it will certainly earn respect for her as she makes improvements in local schools or the community.

A homemaker's opportunities for leadership and public speaking are abundant; what she needs to make her endeavors successful is Toastmasters! 

*Janice Goimarac, CTM, is currently between clubs. A former member of Easy Risers Club 2961-3 in Scottsdale, Arizona, she currently resides in St. Johns, Arizona.*

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# Glide Through The Grassroots Visit

*Advance planning  
can make an Area  
Governor's visit more  
productive and  
meaningful.*

by Michael L.  
Wardinski, DTM

Do Area Governors look forward to making their official club visits? Or do they consider them as unnecessary, time-consuming, of little value—merely a “chore” that has to be accomplished at least twice during a normal Area Governor’s tour?

The approaches different Area Governors take in visiting clubs are as varied as Toastmasters members around the globe. There is no one method that must be followed. Any approach can be effective, depending on the individual Area Governor’s understanding of what these visits should accomplish, combined with the activities and goals of each club and the ambitions and personalities of each individual Toastmaster.

Even the weather, time of day and year and the number in attendance can influence the success of an Area Governor’s visit. How club members respond to the visit also has an important bearing.

Have you ever seen a visiting Area Governor smile, introduce himself to the group, then more or less fade into the background for the remainder of the visit? Probably not. Rather, you probably *did* observe an Area Governor who looked upon the visit as an opportunity to significantly contribute to the growth and development of the club and its members.

This activity on the part of the Area Governor is not left to chance. He or she was selected for leadership ability, a positive approach to Toastmastering and the know-how to get things moving in the right direction. The Area Governor is another pair of outside, unbiased eyes which can look at your club anew and see things you and the other members of the club might have taken for granted.

The Area Governor, therefore, has an opportunity to accomplish several purposes with each of his or her visits. First, there’s the opportunity to become better acquainted with club officers and members. Names cease being merely printed words seen periodically on reports. They become real, individual, three-dimensional human beings with myriad skills and capabilities; individuals with specific Toastmastering aspirations, goals and needs.

Second, Area Governors learn something new about the entity of each club by actually being involved—exchanging thoughts and ideas on the club’s past, current and future activities (i.e. programming, evaluations, membership recruitment, Youth Leadership, Speechcraft, new clubs).

Third, an Area Governor can take what is gleaned from these exchanges and apply it toward the achievement of a higher standard of excellence within the club. This might be started by a few words of encouragement, a pat on the

back for a job well done or by suggesting a few thought-provoking ideas.

## The Area Governor’s Duties

To accomplish these purposes in a club visit, the Area Governor should review the Area’s record and reports to gain an insight on the club’s organization and officers, membership status, recent program accomplishments and outstanding strengths.

Meet with the club president to discuss details and finalize plans for the forthcoming club visit. Some issues that might be discussed are installation of new club officers and discussion of Area/District goals and planned activities.

You might present an informative presentation on the Club Management Plan and its relationship to the aims of individual Toastmasters. Additionally, the club president can highlight the club’s current status and on-going activities.

Finally, regardless of what is planned for the initial visit, the club should reserve time for you to spend a few minutes with members to answer their questions—you’d be surprised how many questions members have. Therefore, be prepared to discuss the Area/District organization and goals, and how the structure of Toastmasters International and World Headquarters fit into the picture.

As Area Governor, you should be able to explain how all the organizations above the club level relate and contribute to the development of each individual Toastmaster and to the growth of their club—not just to a club, but to *their* club.

Follow a similar procedure for each club in the Area and for subsequent visits. In subsequent visits, however, shift the emphasis from the basic introductory



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## Clubs shouldn't 'stage' activities. Certainly put your best foot forward, but be yourself.

activities to those encompassing scheduled Area/District events—educational sessions, officer training programs, speech contests.

### The Club's Duties

The club, as implied above, also has a meaningful contribution to make toward the Area Governor's visits. Perhaps the best preparation a club can make for these visits is to conduct their normal, enthusiastic programs, with all members attending.

Don't "stage" activities for these visits. Certainly put your best foot forward; but be yourself. And welcome the Area Governor with the same enthusiasm you would welcome any other guest to your club. It is as simple as that.

Individual Toastmasters, club officers and Area Governors who participate in these visits can make them more meaningful by remembering and practicing four simple rules laid down by our founder, Dr. Ralph C. Smedley: (1) Let's keep it simple, (2) Toastmasters is a do-it-yourself activity, (3) Toastmasters is based on belief in the individual, (4) Let us never forget that we learn in moments of enjoyment.

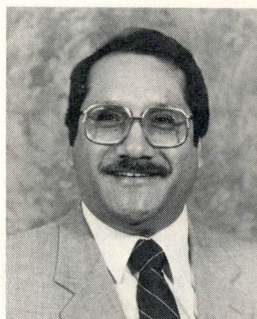
Area Governor visits to our clubs are important. These visits are excellent opportunities for the Area Governor to pass on his or her experience and know-how. It is at this "grassroots" level that all of us can make the greatest contributions toward excellence.

That's where the Area Governor comes in today—training us to take his or her place tomorrow. The Area Governor, without qualification, occupies a key leadership position—that of the real "grassroots" leader.

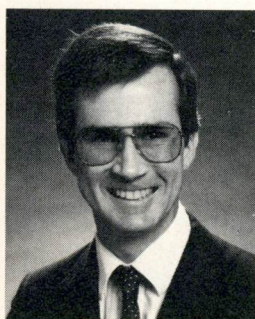
**Michael L. Wardinski, DTM**, a member of Mount Vernon Club 3336-36 in Alexandria, Virginia, and Professional Speakers Club 5112-36 in McLean, Virginia, is a Past District Governor. A Toastmaster for over 14 years, he is a retired United States Army Colonel.



# Your 1986-87 District Governors



**F. John A. Garcia, DTM**  
Anaheim, CA



**1. Bob Gorby, DTM**  
Redondo Beach, CA



**2. Wallace Smith, ATM**  
Renton, WA



**3. Judy Hancock, DTM**  
Phoenix, AZ



**4. Susan Swope, DTM**  
Redwood City, CA



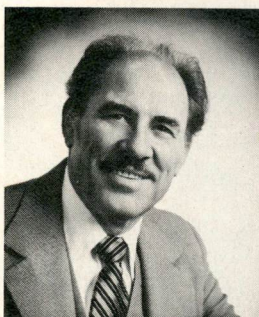
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Poway, CA



**6. Nancy L. Kehmeier, DTM**  
Minneapolis, MN



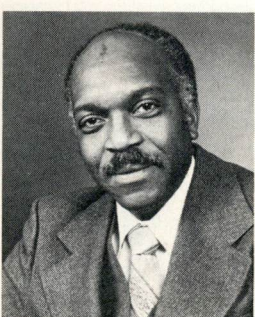
**7. Jon Woodworth, ATM-S**  
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**8. Charlie Rodgers, DTM**  
Collinsville, IL



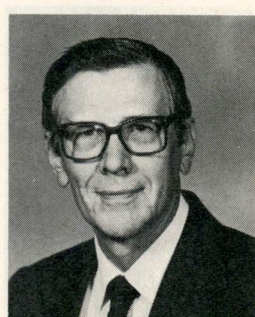
**9. Charlotte Vivian, DTM**  
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**10. George W. Jackson, DTM**  
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**11. George Morley, DTM**  
La Porte, IN



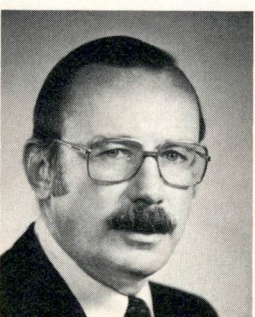
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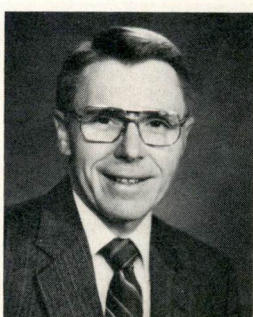
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**15. Daniel E. Gomez, ATM**  
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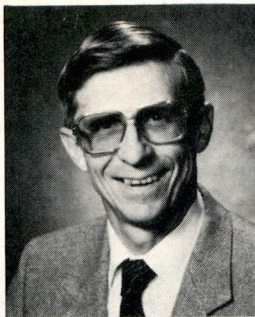


**18. Patricia A. Burns, DTM**  
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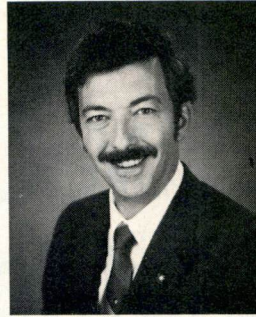
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20. Ken Thompson, ATM  
Dickenson, ND



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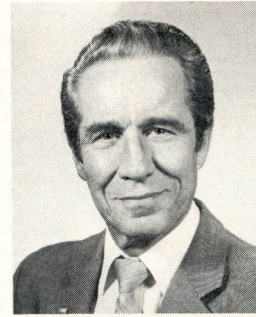
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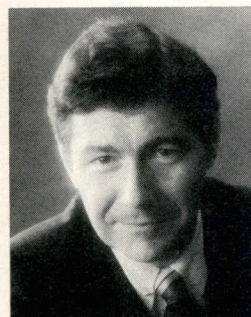
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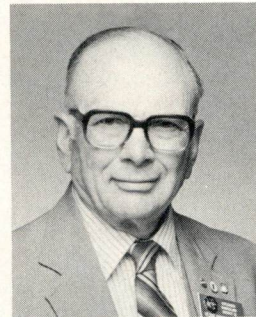
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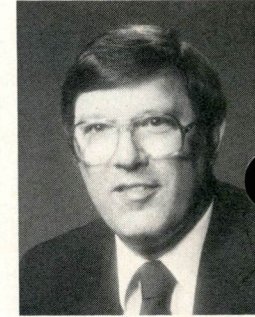
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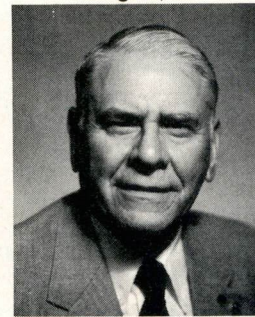
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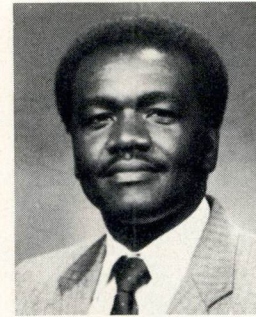
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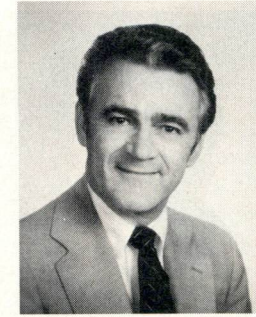
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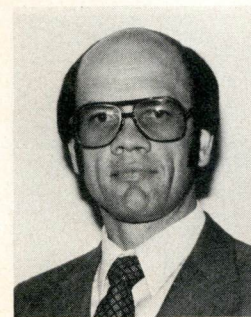
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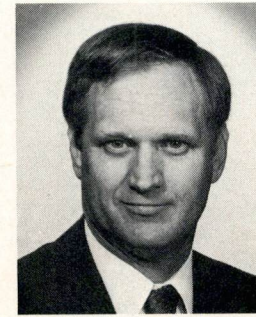
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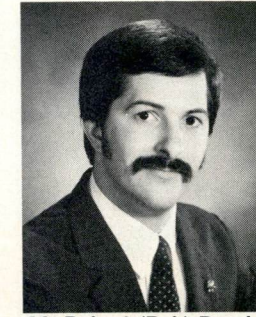
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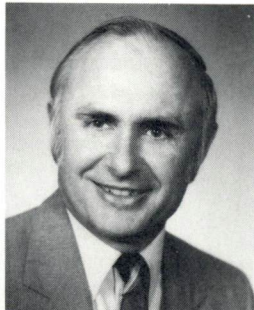


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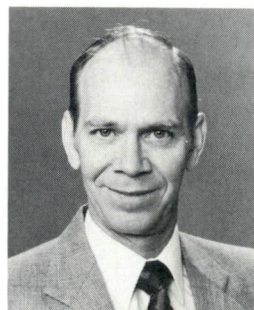
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Aiea, HI



52. JoAnn S. Williams, DTM  
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Williams, DTM  
Wappingers Falls, NY



54. Augustus B. (Buzz)  
Sweet III, ATM  
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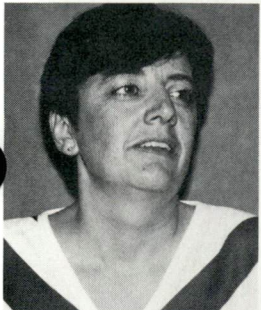
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57. Ginger Kane, DTM  
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58. John E. Penland, Jr.,  
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60. Sandra Williamson, DTM  
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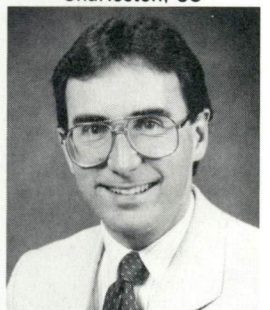
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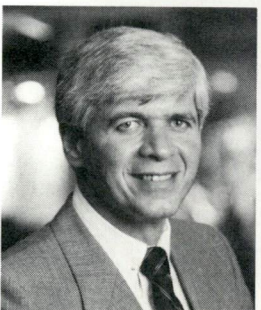
62. Robert M. (Rob) Cairns,  
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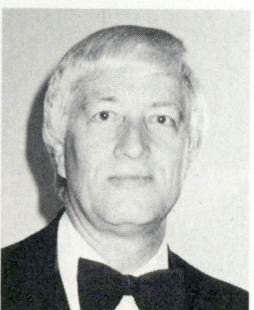
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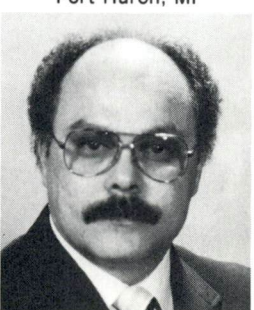
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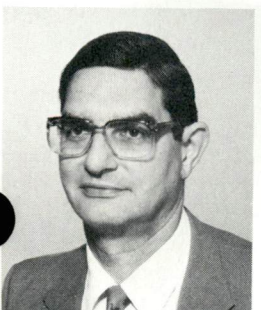
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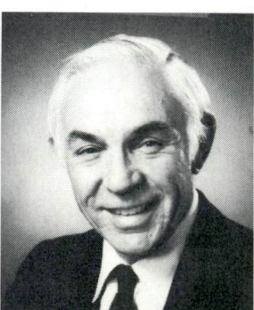
71. Norman Rhodes, CTM  
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72. Mary Walker, ATM  
Auckland, NZ



73. James G. Pearce, ATM-B  
Seaford, Vic., Aust



74. Hennie Lemmer, DTM  
Florida Park, RSA



75P. Manuel L. Salenga,  
ATM-B  
Baguio City, Phil







# Shine as a **SUPERSTAR** Business Speaker!

by Robert R. Rue, CTM

*Recent changes in the business world have produced new opportunities for speakers to shine.*

**S**o you want to be a successful business spokesperson—at meetings, conferences, symposiums in your field? The question (with all its showbiz connotations) is being posed to more and more aspiring speakers in every field today.

People in sales, personnel, telemarketing, high-tech industries, consulting firms, finance and education want to know how they can gain the 'superstar' status of colleagues who are making the rounds on the luncheon/conference/seminar circuit.

The businessperson as spokesperson is a relatively new phenomenon. Environmental issues, deregulation and a host of other legal and social occurrences have produced an unprecedented level of corporate accountability. The result has been an increased amount of communication between business colleagues, peers, subordinates, industries and the public.

Corporate spokespersons have emerged as communicators extraordinaire. They've achieved 'superstar' status as company spokespersons because they know as much about the 'why' as they

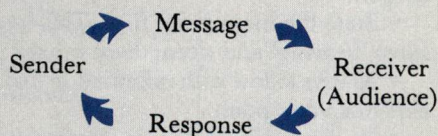
do about the 'how-to,' when it comes to public speaking. They have to.

Professionals today face a sophisticated audience in a complex business world. They must therefore arm themselves with a presentation strategy of substance that is designed to captivate audiences and keep them clamoring for more.

## Audience Analysis

Audience analysis is one of the most crucial presentation strategies for the corporate spokesperson. Only when you completely understand the people you speak to will you be able to present in a way which enhances the communication process. This is one of the most deceptively simple human processes ever pegged. Successful speakers, however, must learn how to master it.

Ideally, the pure process looks like this:



Unfortunately, there are numerous barriers to communication. Science has proven that we learn best from those whose styles mirror our own. People whose language selection, vocal quality and topic choice are different than our own automatically set up a roadblock to communication. You must therefore embark on an informational quest every time you are called upon to speak.

Your goal is first to identify the characteristics of your audience, collect as much information as possible about the circumstances surrounding your presentation and construct your speech accordingly.

A presentation is judged to be good or

bad based on the audience response. One audience may prefer humor, another statistical analysis. In either case, the style of the audience determines how to best present your ideas. The more you can adapt elements of your style to match the style of your audience, the greater your chances of being heard and the communication process being completed.

First you need an understanding of different communication styles. There are four basic styles:

**Passive:** These soft-spoken communicators are identified by their use of tentative language patterns (I think, let's try, we might) and statements that forever sound like questions. These are people who favor the indirect approach at all times.

**Amiable:** When the personal story is paramount, expressions are colloquial and descriptive terms abound, you know you're talking to an amiable. Always easy-going and full of anecdotes, amiables get to the point but not before bringing up an assortment of other subjects first.

**Intellect:** These communicators are detail-minded and task-oriented. They use multi-syllable words which sound specific and technical in nature. They speak at a slow to medium rate, always supporting their main points with clear evidence.

**Driver:** As the name implies, drivers are results-oriented communicators. They want the facts fast and produce their own, using specific descriptive terms and multi-syllable words.

Remember, we are talking about people. You will undoubtedly get a mix, just as your own style may be a blend of two or more 'styles.' The key is deciding what each group's general style is so you can adapt yours closely to it.

## On-the-Spot Analysis

How can you discover your audience's style when you haven't had a chance to conduct a complete pre-speech analysis? Interact as much as possible with audience members prior to your presentation.

Take advantage of those pre-program coffee hours (if you're the first speaker), or mid-morning and other breaks (if you're scheduled later on the agenda) to mingle with the audience, paying careful attention to verbal and visual clues that cue you in on the type of people you'll be speaking to.

Appearance (general attire), regional differences (a New Yorker wouldn't usually be mistaken for a Texan, but watch for relocaters), setting (are you in a board-



room or cafeteria?) and actions (handshakes, personal distances, etc.) all provide vital clues to your group's style.

Make assumptions, then verify them. While no easy answers are available, common sense will help you separate the three-piece suiters from the flannel shirt crowd, the 'good ol' boys' from the academicians.

Construct your speech according to each audience's style. Passive audiences respond well to amiable/intellect style. Speak at a medium-slow rate using one-syllable and non-technical terms. Move to specific points only after you've made general references.

Amiable audiences respond to an amiable/intellect style. Speak at a medium rate using one-syllable words and many personal references. Again, move from the general to specific references.

Intellect audiences respond to an intellect style, so speak at a medium-slow rate using multi-syllable words with specific technical language. Your credibility will rise in direct proportion to the number of supportive data you cite from recognized sources.

Driver audiences respond to a driver and/or amiable style. Use a medium-fast speaking rate and familiarize yourself with as many 'buzz' words of their industry or background as you can. One-syllable and multi-syllable words of precise language are most effective.

## More than Just Practice

Preparation extends well beyond practicing in front of the mirror the day before your speech. Your thorough audience analysis should consist of an examination of numerous factors that influence the communication process in message transmission and reception. In order to formulate a message your audience can receive and understand, you need to research the following:

**1. Why are you speaking?** Determine your audience's expectations and predispositions by speaking with your booking contact. Whoever set up the meeting is in an ideal position to explain the purposes behind choosing you as the speaker.

**2. Who is your audience?** Obtain as clear a definition as possible of the group's communication style.

The following generalities may apply: Passive groups are composed of support staff. Amiable groups are usually middle management and personnel people. Intellect groups are made up of people with technical backgrounds—doctors, lawyers and engineers. Driver groups tend to be gatherings of top managers

and/or sales executives.

Discover such audience demographics as age, sex, socioeconomic level and profession. Again, the person who arranged the engagement will be able to provide much of this data.

**3. When will you speak?** Time is an important variable that will help gauge audience mood and receptivity. Before lunch, after lunch and day's end are times people are distracted by their own physical considerations.

If you are speaking at such times, incorporate more and varied interest elements to maintain the audience's attention. Speeches scheduled for day's end or relatively long ones need increased interest elements such as colorful, simple graphics to illustrate points or humorous remarks relevant to the situation.

**4. What is your message?** Prepare your speech using information that is relevant to the group, their industry and other specific concerns. Set objectives for your presentation—what it is you intend to communicate and how you will go about doing this.

## Organizing Information

Speech content includes both word choice and sentence structure. Again, the way you organize your information is critical to your ability to communicate effectively.

Primacy and recency are contrasting methods for organizing information. Choose the method that's appropriate depending on your audience's style.

### Primacy

- Use when delivering positive information.
- State the main point first. This insures 'hearing' and strengthens impact.
- Always follow with information that explains your point.
- If the main point is extremely crucial, reiterate the message at the end of your explanation.

Example: "Profits have risen 40 percent this year. We managed to avert the anticipated strike, shipments were on schedule and our new product was well received."

### Recency

- Use when delivering negative information.
- State explanatory information up front, thereby 'reasoning' with the evidence and increasing audience understanding of the situation.
- Follow with the main point thereby reducing the impact of negative data.

Example: "Since the strike lasted longer than we had anticipated and

many shipments were delayed as a result, we are faced with the potential cancellation of several back orders."

## Attention Grabbers

Your goal for any presentation is to maintain audience attention. You also want to get your message across, which can be more difficult if it's complex. The burden therefore is on you to clarify your ideas in an informative, attention-grabbing manner.

Verbal interest elements consist of strategies to illustrate a point and reinforce your message. Some of these are:

**Humor.** Use it only if you are comfortable presenting in this style. Make sure the humor is relevant and appropriate to the group and the setting.

**Stories.** Choose an experience that is common to audience members; or refer to an event of major interest and/or importance. Referring to third parties which are instantly recognizable to the group is also excellent.

**Quotations.** Quotes lend authority and credibility to your statements as well as crystallize your ideas. Select a quotation that represents an attitude or action you want taken. Choose a quote from someone the group will recognize as an established source.

**Analogies.** When trying to clarify difficult concepts, compare the known with the unknown or the concrete with the abstract. Avoid using analogies as a method of proof; rather, they should illustrate and increase understanding.

Today's business speaker is knee-deep in audience analysis strategies, communication style studies, research into various speaking circumstances and speech-writing strategies based on an informed audience background. The road to success lies in the assessment of every aspect of the situation and taking control of those elements—from preparation to delivery.

Adaptation to individual situations is of vital importance to a business spokesperson's success. Would-be corporate speakers do well to watch the chameleon as it changes colors to suit its changing environments; because the 'superstar' business presenter always shines no matter what the situation. 🦋

**Robert R. Rue, CTM,** is a consultant for the Mitterling Method, a training resource headquartered in Winchester, Massachusetts, serving major corporations worldwide with custom-tailored program portfolios. Mr. Rue is responsible for the development, preparation and delivery of sales and communications skills programs for Mitterling's entire client base.



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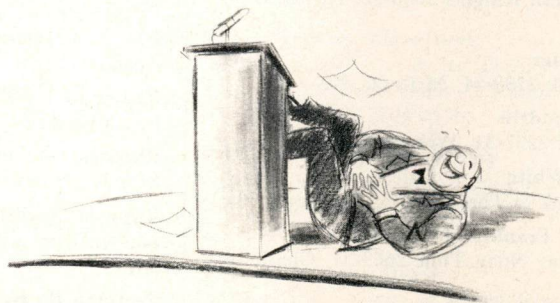
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Clackamas Stepping Stones 3697-7,  
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Lunchtime Linguists 1472-10, Warrensville Heights, OH
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## New Clubs

**6245-F 1st Club of Cypress**  
Cypress, CA—Mon., 7:00 p.m., Pacific-Care Health Systems, 5995 Plaza Dr., 5th floor (530-4450).

**6232-1 Ashton-Tate**  
Torrance, CA—Wed., bi-weekly, noon, Ashton-Tate, 20101 Hamilton Ave. (538-7633).

**3123-3 Gas House Gang**  
Phoenix, AZ—1st & 3rd Wed., 6:00 a.m., Smitty's Restaurant, 34th Ave. & Bethany Home Ave. (484-5444).

**4876-3 Tempestuous**  
Tempe, AZ—Thurs., noon, Pyle Adult Center, 3500 S. Rural Rd. (731-8276).

**6241-3 Upper Crust**  
Tempe, AZ—Safeway Stores, Inc., 2750 S. Priest (894-4100).

**6242-3 Hav-A-Chat**  
Lake Havasu City, AZ—Tues., 7:00 p.m., Citizens Phone Co., 64 Mulberry, (453-1888).

**6227-4 Land Barons**  
Daly City, CA—Tues., 9:00 a.m., Lyons Restaurant, Alemany Exit & Poncetta Dr. (681-1040).

**3206-5 Inner Voices**  
Encinitas, CA—Tues., 5:30 p.m., Kairos Institute, 681 Encinitas Blvd., Suite A313 (942-2191).

**4525-5 Christian**  
Chula Vista, CA—Tues., 7:30 p.m., First Assembly of God Church, 395 "D" St. (479-2044).

**4554-6 System Masters**  
Minneapolis, MN—Wed., noon, AT&T Information Systems, 7201 Metro Blvd., 4th floor (829-2230).

**4709-6 Ordway Orators**  
St. Paul, MN—Wed., 11:45 a.m., St. Paul Fire & Marine Insurance Co., 385 Washington St.

**6243-6 Montevideo**  
Montevideo, MN—Tues., 7:30 p.m., Royale Inn Best Western, 207 N. 1st St. (269-7519).

**3548-7 TransToasters**  
Salem, OR—Thurs., 12:01 p.m., Transportation Bldg., Room 122 (378-6563).

**3697-7 Clackamas Stepping Stones**  
Clackamas, OR—Thurs., 5:15 p.m., Elmer's, 16087 S.E. 82nd Dr. (659-1901).

**3974-7 Uplifters**  
Portland, OR—Tues., noon, Hyster Co., 2902 N.E. Clackamas (280-7259).

**4305-7 OGC**  
Beaverton, OR—Thurs., noon, Oregon Graduate Center, 19600 N.W. Von Neumann Dr. (690-1061).

**3900-8 Southwestern Bell**  
St. Louis, MO—every other Tues., 11:30 a.m., Chalet Des Peres, 12810 Manchester (957-2040).

**6224-9 Okanogan Valley**  
Okanogan, WA—Wed., 7:30 p.m., Apple Valley Inn, 133 S. 3rd (422-6703).

**3244-11 Tipton**  
Tipton, IN—Mon., noon, Christian Church, Washington & West St.

**6222-11 Hook's**  
Indianapolis, IN—Wed., noon, Hook Drugs, Inc., 2800 Enterprise St. (353-1451).

**6244-13 Station Square**  
Pittsburgh, PA—2nd & 4th Wed., noon, Allegheny Intermediate Unite, 200 Commerce Court, Station Square (394-5834).

**4607-14 Executive Park**  
Atlanta, GA—Wed., 11:30 a.m., Southern Bell, 400-7 Executive Park Dr. (321-8678).

**6237-14 American Red Cross**  
Atlanta, GA—Wed., noon, American Red Cross, 1925 Monroe Dr. (953-0436).

**6240-14 Georgia 100**  
Augusta, GA—2nd, 3rd & 4th Tues., 6:00 p.m., The Parish House, 1117 Pine St. (793-8699).

**4666-18 Speak Adventures**  
Baltimore, MD—1st & 3rd Thurs., 4:30 p.m., Farm Credit Banks of Baltimore, 14114 York Rd. (628-5555).

**2701-19 Norwest Speak Easy**  
Storm Lake, IA—Tues., 7:30 a.m., Iowa Central Community College, 916 Russell (272-4391).

**2414-21 Kicking Horse**  
Golden, B.C., Can—1st & 3rd Tues., 6:30 p.m., Pillars Restaurant, Highway 1 (344-6300).

**4931-21 DH&S Pacific**  
Vancouver, B.C., Can—1st & 3rd Mon., 5:00 p.m., Deloitte Haskins & Sells, 1055 Dunsumuir St., Suite 2000 (669-4466).

**6218-21 Speakers of the House**  
Burnaby, B.C., Can—Weekly, B.C. Housing Management Commission, 4330 Kingsway, Suite 1701 (433-1711).

**6230-21 Stuart Lake**  
Fort St. James, B.C., Can—Mon., bi-weekly, 7:30 p.m., Fort St. James Secondary High School (996-8641).



**6246-21 Comp-Talk**

Richmond, B.C., Can—Wed., 4:45 p.m.,  
Worker's Compensation Board, 6951  
Westminster Hwy. (277-6448).

**6220-23 Midday Madness**

Albuquerque, NM—Thurs., noon, First  
National Bank Bldg., 2nd St. & Tijeras  
St., N.W. (262-0066).

**4774-25 Lunch Bunch**

Fort Worth, TX—Tues., 12:05 p.m.,  
General Dynamics Corp., P.O. Box 748.

**6229-25 VMX Voicemasters**

Dallas, TX—Fri., 11:30 a.m., VMX,  
Inc., 17217 Wateview Pkwy. (907-3236).

**3725-28 Generally Dynamic**

Sterling Heights, MI—Wed., noon,  
General Dynamics Services Co., 6227 15  
Mile Rd. (826-4855).

**6250-30 Toastmasters in COMMON**

Chicago, IL—various times and locations,  
contact David G. Lister %COMMON,  
435 N. Michigan Ave. (655-8689).

**4670-33 Morning Babblers**

Las Vegas, NV—Wed., 7:00 a.m., Foley  
Federal Bldg., 300 S. Las Vegas Blvd.

**5238-35 MSOE**

Milwaukee, WI—2nd & 4th Tues., 5:00  
p.m., Milwaukee School of Engineering,  
Schroeder Library, 500 E. Kilbourn Ave.  
(277-7121).

**3526-36 Master Line**

Arlington, VA—1st & 3rd Wed., 11:30  
a.m., Ballston Tower Bldg. #3, 4015  
Wilson Blvd. (235-8262).

**6234-36 The Driggs Corporation**

Capitol Heights, MD—2nd & 4th Fri.,  
7:15 a.m., The Driggs Corp., 8700 Ash-  
wood Dr. (499-1950).

**6249-37 Sandoz**

Charlotte, NC—Thurs., 4:00 p.m., San-  
doz, P.O. Box 669246, Training Room  
(827-9651).

**6248-39 SBOR**

Sacramento, CA—Mon., 7:30 a.m.,  
Sacramento Board of Realtors, 2003  
Howe Ave. (922-7711).

**2422-40 Dayton School**

Dayton, OH—2nd & 4th Thurs., 8:00  
a.m., Dayton Career Academy, 441  
River Corridor Dr. (262-3751).

**6217-41 SHH**

Yankton, SD—Tues., noon, Sacred Heart  
Hospital, McVay Education Center, 501  
Summit (665-9371).

**6226-42 Alpine**

Hinton, Alta., Can—Thurs., 7:30 a.m.,  
Forestry School, Switzer Dr. (865-2203).

**6233-42 ESSO**

Calgary, Alta., Can—Thurs., 11:55 a.m.,  
Esso Plaza, 237 4th Ave., S.W.  
(237-3737).

**4496-43 Early Riser**

Little Rock, AR—Tues., 7:00 a.m.,

Arkansas Farm Bureau, 10720 Kanis.

**6213-47 Orators**

Fort Lauderdale, FL—1st Mon., monthly,  
7:00 p.m., Tower Club, Broward & Fed.  
Hwy. (491-4877).

**6235-47 Barnett**

Tampa, FL—Wed., 7:30 a.m., Barnett  
Bank of Tampa, 101 E. Kennedy Blvd.  
(225-8152).

**6236-47 First Class**

Tampa, FL—Mon., 6:30 p.m., Shoney's  
Restaurant, 8019 W. Hillsborough Ave.  
(248-5396).

**6219-47 Citrus**

Crystal River, FL—Wed., 7:30 p.m.,  
Barnett Bank, Meadowcrest Branch  
(795-2362).

**568-48 BDM/Huntsville**

Huntsville, AL—Thurs., noon, BDM  
Corp., 2227 Drake Ave. (882-4900).

**4246-48 Space Talkers**

Huntsville, AL—Thurs., noon, Teledyne  
Brown Engineering, 300 Sparkman Dr.  
(837-8221).

**6221-48 TBE Nooners**

Huntsville, AL—Wed., 11:45 a.m., Tele-  
dyne Brown Engineering, Cummings  
Research Park, North-South Conference  
Room (532-2545).

**3707-53 Myers Corners**

Wappingers Falls, NY—Wed., 5:45 p.m.,  
IBM Corp., Myers Corners Rd.  
(297-4888).

**244-56 The Toast of Shell**

Houston, TX—Wed., 11:30 a.m., Shell  
Information Center, 1500 Old Spanish  
Trail (795-1960).

**1175-56 ACE**

Houston, TX—Wed., 5:30 p.m., COM-  
PAQ Computer Corp., 20555 FM 194.

**5012-56 Bellmasters**

San Antonio, TX—Tues., 11:30 a.m.,  
Southwestern Bell Telephone, 1010 N. St.  
Mary's, Room 708 (222-5517).

**3247-57 El Arroyo**

Walnut Creek, CA—every other Wed.,  
11:30 a.m., Internal Revenue Service,  
2850 Shadelands (946-1171).

**6216-57 Rossmoor**

Walnut Creek, CA—Wed., 7:15 p.m.,  
Rossmoor Retirement Community,  
(939-1028).

**3916-63 Cumberland**

Crossville, TN—Thurs., 6:30 p.m.,  
Midge's Restaurant, Peavine Rd.  
(484-7190).

**3982-63 Metro Center**

Nashville, TN—2nd & 4th Fri., noon,  
Hungry Fisherman, Metro Center  
(736-5273).

**6231-64 Nova Voce**

Winnipeg, Man., Can—Mon., 4:45 p.m.,  
Federated Co-Operatives Ltd., 1615 King  
Edward (885-9697).

**1777-66 Hardy Talk**

Hardy, VA—1st & 3rd Sat., 4:00 p.m.,  
Second Mt. Airy Baptist Church, Route  
2, Box 134-C (721-3180).

**2756-69 Goal-Diggers**

Gympie, Qld., Aust—2nd & 4th Wed.,  
7:30 p.m., Gympie Special School Bldg.,  
Gympie State High School, 52 Cootharaba  
Rd. (83-1115).

**6228-69 Warwick**

Warwick, Qld., Aust—2nd & 4th Mon.,  
7:30 p.m., The Grand Hotel, Grafton St.  
(674786).

**1865-70 St. Vincent's Private Hospital**

Sydney, N.S.W., Aust—2nd Tues., 4th  
Thurs., 6:30 p.m., St. Vincent's Private  
Hospital, 406 Victoria St., Darunhurst  
(226-1943, 332-7111).

**4491-70 Bright Sparks**

Sydney, N.S.W., Aust—1st & 3rd Wed.,  
5:00 p.m., Electricity Commission of  
N.S.W., Hyde Park Tower, Park Queen  
Elizabeth St. (6021448).

**6214-70 Arthur Young**

Sydney, N.S.W., Aust—2nd & 4th Tues.,  
5:30 p.m., Arthur Young, 83 Clarence  
St., 17th floor (260-3344).

**6215-70 North Sydney Achievers**

North Sydney, N.S.W., Aust—1st, 3rd &  
5th Wed., 6:45 p.m., Northern Suburb  
Rugby Club, 431 Alfred St. (449-8367).

**6225-70 BHP Steel**

Newcastle, N.S.W., Aust—Wed., 5:00  
p.m., BHP Newcastle, Admin. Bldg., Port  
Waratah (690659).

**6238-70 Kiama**

Kiama, N.S.W., Aust—alternate Tues.,  
7:30 p.m., Old Kiama Council Chambers  
(321549).

**6239-70 Parrachievers**

Parramatta, N.S.W., Aust—alternate  
Tues., 7:30 p.m., Parramatta District  
Rugby Union, Football Club Ltd., The  
Park, Corner of Amos St. (871-6950).

**6247-73 Hobart**

Hobart, Tas., Aust—1st & 3rd Mon.,  
7:30 p.m., Olive Grove, Sandy Bay Rd.  
(672537).

**1742-75P Speakers' Corner**

Clark Air Base, Phil—Tues., 7:00 p.m.,  
Silver Wing Recreation Center (11-63-52-  
40333).

**6223-75P Catbalogan**

Catbalogan, Samar, Phil—1st & 3rd Sat.,  
7:30 p.m., Girl Scouts of the Philippines,  
Catbalogan Headquarters.

**2759-U Heuberg**

Sembach Air Base, Ger—Thurs., 5:15  
p.m., Sembach Air Base Recreation  
Center (631-52448).

**4268-U Evergreen**

Taipei, Taiwan, ROC—Wed., 7:00 p.m.,  
Veterans General Hospital, 201 Shih Pai  
Rd., Sec. 2, 11th Conference Room  
(8712121, ext. 2107).



4577-U Birchtree  
Anchorage, AK—Thurs., 11:30 a.m.,  
Federal Bureau of Land Management  
District Office, 6881 Abbott Loop Rd.  
(267-1339).

## Anniversaries

### 35 Years

Columbus 959-40, Columbus, OH  
Lubbock 884-44, Lubbock, TX  
Greenville 964-58, Greenville, SC

### 30 Years

La Habra 2164-F, La Habra, CA  
Interior 2157-36, Washington, DC  
Florence 1916-58, Florence, SC

### 25 Years

Aero-Dynamic 3348-14, Robins Air Force  
Base, GA  
Chopawamsic 2635-36, Quantico, VA  
We Bello-O 2246-40, Columbus, OH

### 20 Years

Twilite 3480-3, Tempe, AZ  
Turners 1264-65, Rochester, NY

### 15 Years

Terminal Island 2548-1, San Pedro, CA  
Fairfax 1899-36, Fairfax, VA  
Seafarers 2270-70, Newport, N.S.W., Aust  
Clacton-on-Sea 883-71, Clacton-on-Sea, Eng

### 10 Years

Naval Support Activity 3662-2, Seattle,  
WA  
Cleveland Engineering Society 1778-10,  
Cleveland, OH  
The Spielers 3214-22, Kansas City, MO  
Eastern Shore 3248-29, Fairhope, AL  
Integon 2935-37, Winston-Salem, NC  
Jupiter/Tequesta 1951-47, Jupiter, FL  
Bewora RSL 1879-70, Bewora, N.S.W.,  
Aust  
Chartered Secretaries 1347-74, Cape Town,  
RSA

# 1986-87 District Governors

- F. John A. Garcia, DTM, 300 Sweetwater, Anaheim, CA 92807
1. Bob Gorby, DTM, 1200 Goodman Avenue, Redondo Beach, CA 90278
  2. Wallace Smith, ATM, 15914 S.E. 148th Street, Renton, WA 98056
  3. Judy Hancock, DTM, 101 N. 1st Avenue, Dept. 197, 17th Fl., Phoenix, AZ 85003
  4. Susan Swope, DTM, 469 Duane Street, Redwood City, CA 94062
  5. Earl Chinn, DTM, 13745 Rostrata Road; Poway, CA 92064
  6. Nancy L. Kehmeier, DTM, 801 Nicollet Mall, Suite 1200, Minneapolis, MN 55402
  7. Jon Woodworth, ATM-S, 11515 S.W. Welch Court, Beaverton, OR 97005
  8. Charlie Rodgers, DTM, 202 Third Street, Collinsville, IL 62234
  9. Charlotte Vivian, DTM, 4923 Maple, Spokane, WA 99205
  10. George W. Jackson, DTM, P.O. Box 93781, Cleveland, OH 44101
  11. George Morley, DTM, 712 East 18th Street, La Porte, IN 64350
  13. Calvin C. Ray, ATM, 35 Sunset Drive, New Castle, PA 16103
  14. W. A. (Bill) Baxter, ATM, 1600 Holcomb Lake Road, NE, Marietta, GA 30062
  15. Daniel E. Gomez, ATM, 2837 West 4270 South, Salt Lake City, UT 84118
  16. Denny Saunders, ATM, 5256 S. Irvington Place, Tulsa, OK 74135
  17. Bob Remer, DTM, 135 Lake Drive, Bozeman, MT 59715
  18. Patricia A. Burns, DTM, 6725 Fox Meadow Road, Baltimore, MD 21207
  19. Phyllis Allen, DTM, 3437 Brookview Drive, West Des Moines, IA 50265
  20. Ken Thompson, ATM, 1141-12th Avenue NW, Dickenson, ND 58601
  21. Eileen Wolfe, DTM, 8420 Spires Road, Richmond, B.C., Can V6Y 1W2
  22. Bruce E. Mallory, ATM 3009 Eveningdale Drive, Topeka, KS 66614
  23. Peggy Thomas, ATM, 700 D Fruit Avenue NW, Albuquerque, NM 87102
  24. Beth MacArthur, 2919-16 Street, Columbus, NE 68601
  25. Pauline Shirley, DTM, 4517 Miami Drive, Plano, TX 75075
  26. Nancy Hedensten, ATM, 4545 Whimsical Drive, Colorado Springs, CO 80917
  28. Robert Lathrup, ATM, 3014 Caswell, Troy, MI 48084
  29. Gail C. Lee, ATM, 6153 Dauphine Island Pkwy., Apt. 55, Mobile, AL 36690
  30. Frank Guyer, DTM, 18 W019 Standish Lane, Villa Park, IL 60181
  31. William J. (Bill) Ogilvie, ATM, 47 Ronald Street, Arlington, MA 02174
  32. Vernon W. Bouton, Sr., DTM, 6444 S. M Street, Tacoma, WA 98408
  33. Jon J. Jackson, DTM, P.O. Box 2159, Atascadero, CA 93423
  35. Stan Graiewski, DTM, 1438H Wheeler Court, Madison, WI 53704
  36. Richard W. Fath, DTM, 9100 Ashmeade Drive, Fairfax, VA 22032
  37. Jack Bohland, DTM, P.O. Box 11378, Winston-Salem, NC 27106
  38. James E. Andrews, ATM, P.O. Box 13071, Philadelphia, PA 19101
  39. Herb Long, DTM, 1732 Tanglewood Lane, Roseville, CA 95678
  40. Carole A. Ferrell, DTM, 4141 Etna Street, Columbus, OH 43213
  41. Ben Rensvold, ATM, 3417 Chapel Lane, Rapid City, SD 57701
  42. Melodye Kunnas, CTM, 8415-138 Avenue, Edmonton, Alta., Can T4E 2A3
  43. Ernie Davis, DTM, P.O. Box 5302, Little Rock, AR 72215
  44. Robert (Bob) Barnhill, ATM-S, P.O. Box 2583, Lubbock, TX 79401
  45. James MacDonald, ATM, 12 Greenoch Drive, Dartmouth, N.S., Can B2X 1H6
  46. Dr. Hadassa Legatt, ATM, 8 Parkside Drive, Great Neck, NY 11023
  47. James E. Martin, DTM, 1312 Summerlin Drive, Clearwater, FL 33546
  48. Christina S. (Chris) Fuller, DTM, 417 Julia Street NW, Apt. 206, Huntsville, AL 35805
  49. Ron Mobley, ATM, 98-239 Paleo Way, Aiea, HI 96701
  52. JoAnn S. Williams, DTM, 4904 Inadale Avenue, Los Angeles, CA 90043
  53. Richard C. (Rich) Williams, DTM, 5 Dogwood Hill Road, Wappingers Falls, NY 12590
  54. Augustus B. (Buzz) Swett III, ATM, 117 Shady Lane, Rantoul, IL 61866
  56. Carole Gaynes, DTM, 1822 Barker Cypress #1706, Houston, TX 77084
  57. Ginger Kane, DTM, 3921 Almondwood Court, Concord, CA 94519
  58. John E. Penland, Jr., DTM, P.O. Box 12859, Charleston, SC 29412
  60. Sandra (Sandy) Williamson, DTM, 260 Sheldon Ave., N. #807, Kitchener, Ont., Can N2H 6P2
  61. Dan O'Connor, ATM, 1979 Marquis Ave., Gloucester, Ont., Can K15 8J5
  62. Robert (Rob) M. Cairns, DTM, %Polysar, Ltd., P.O. Box 5024, Port Huron, MI 48061-5024
  63. Coley Pardue, DTM, 945 Brantly Drive, Knoxville, TN 37923
  64. Jim Fethers, ATM, 205-3275 Pembina Hwy., Winnipeg, Man., Can R3V 1T7
  65. Dennis Froio, DTM, Box 14, Route 38, Berkshire, NY 13736
  66. Harold Shepherd, ATM, 3735 Chesterton Street, Roanoke, VA 24018
  68. L. J. (Jerry) Lauzon, ATM, 1503 Florence Drive, Orange, TX 77630
  69. Clare Murphy, ATM, P.O. Box 309, Innisfail, Qld., Aust 4860
  70. John Keen, DTM, 16 Mimosas Street, Oatley, N.S.W., Aust 2223
  71. Norman Rhodes, CTM, 4 The Precincts, Burnham, Bucks, England
  72. Mary Walker, ATM, P.O. Box 51266, Auckland 6, New Zealand
  73. James G. Pearce, ATM-B, 15 Denbigh St., Seaford, Vic., Aust 3198
  74. Hennie Lemmer, DTM, 3 Antoinette Road, Florida Park, South Africa 1710
  - 75P. Manuel (Manny) L. Salenga, ATM-B, %Benguet Corp., P.O. Box 100, Baguio City, Phil

## IMPORTANT!

The date printed in previous issues of *The Toastmaster* for the 1987 International Convention was incorrect. The correct date is **August 11-15, 1987**. The location, Hyatt Regency in Chicago, Illinois, remains the same.

### 1986 INTERNATIONAL CONVENTION

MGM GRAND HOTEL  
**AUG. 26-30**  
Reno, Nevada

### 1987 INTERNATIONAL CONVENTION

HYATT REGENCY  
**AUG. 11-15**  
Chicago, Illinois



# SALUTE THE ACHIEVERS



1810



1842



1843



1840



1844



1917



1980



1976



1977



1978



1984

Honor club members' achievement with distinctive awards. Each of these new Toastmasters awards is unique and offers recognition with quiet grace and elegance. Perfect for saluting—and inspiring—excellence in communication.

## INTERNATIONAL CUP COLLECTION

Following the line of awards presented to the International Speech Contest winners. Perfect for District Contests. Goldtone figure and cup on a walnut base.

1980	17½"	\$32.00
1981	14"	\$25.00
1982	12½"	\$16.00
1983	10"	\$11.00

## GOLDEN TI FIGURE

The beautiful TI figure and logo on a handsome walnut base makes this the perfect recognition for Area and Divisional Speech Contests.

1984	12"	\$23.00
1985	10½"	\$22.00
1986	9¾"	\$21.00

## GEOMETRIC BEAUTY

The modern TI speaker figure stands in goldtone backdrop by a striking walnut triangle with a goldtone TI logo. Walnut base. A uniquely contemporary award.

1987	12"	\$18.00
1988	10½"	\$17.00
1989	9¾"	\$16.00

## SPEAKER RECOGNITION

1976 - A handsome plaque with modern TI speaker figure. Large engraving plate allows space for recognition of dignitaries or contest winners. 7" x 10½" \$18.00

1977 - A uniquely dimensional design in walnut and goldtone finish provides an affordable way to recognize your speakers or contest winners. 7" x 9" (Engraving plate 5" x 2") \$16.00

1978 - Large TI emblem in goldtone finish mounted on beveled walnut panel. Engraving plate incorporates modern TI speaker figure in color. Perfect contest recognition award. 7¾" x 11" \$17.00

## FOR THE DESK TOP AND BOOKSHELF

1842, 1843, 1844 - Male, female and TI goldtone speaker figures (respectively) on walnut bases. Each 7" \$8.00

1917 - Stunning goldtone medallion award with TI logo. 6" \$7.00

1810 - Solid walnut lectern and gold-tone engraving plate; 5½" \$8.00

1840 - The Bull Thrower, a unique trophy for speaking events, especially for Tall Tales. Goldtone figure, walnut base. 6½" \$8.00

## Other Sizes:

1811	12"	\$14.00
1812	13½"	\$19.00
1813	16"	\$24.00

1841 - Goldtone ear of corn is perfect for those humorous award occasions. On walnut base. 6" \$8.00

See the 1985-86 Supply Catalog for a special four-color insert introducing these and other elegant awards in Toastmasters' line of trophies and plaques. Engraving is 20 cents per letter (allow 3 weeks).

TOASTMASTERS INTERNATIONAL  
P.O. Box 10400, Santa Ana, CA 92711

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

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Prov. \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_ 1980 \_\_\_\_\_ 1978

\_\_\_\_\_ 1981 \_\_\_\_\_ 1842

\_\_\_\_\_ 1982 \_\_\_\_\_ 1843

\_\_\_\_\_ 1983 \_\_\_\_\_ 1844

\_\_\_\_\_ 1984 \_\_\_\_\_ 1917

\_\_\_\_\_ 1985 \_\_\_\_\_ 1810

\_\_\_\_\_ 1986 \_\_\_\_\_ 1840

\_\_\_\_\_ 1987 \_\_\_\_\_ 1811

\_\_\_\_\_ 1988 \_\_\_\_\_ 1812

\_\_\_\_\_ 1989 \_\_\_\_\_ 1813

\_\_\_\_\_ 1976 \_\_\_\_\_ 1841

\_\_\_\_\_ 1977

Add 20% for packing and shipping.  
California residents add 6% sales tax.

Total amount enclosed \$ \_\_\_\_\_