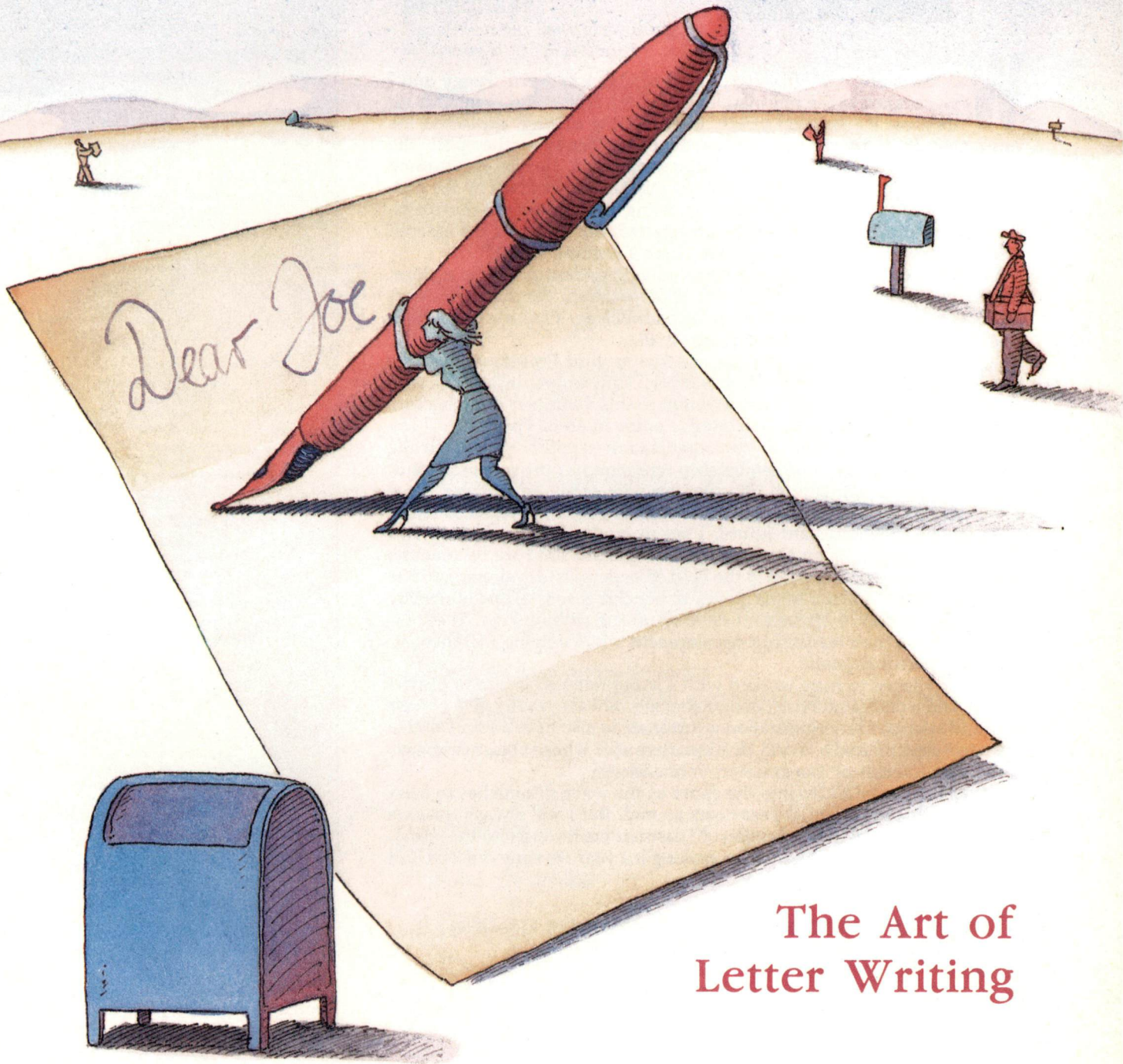


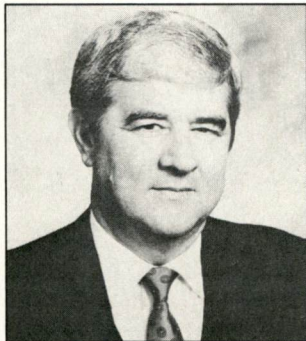
# THE Toastmaster

AUGUST 1989



The Art of  
Letter Writing

HAGNER



## Reflections on the year that was...

**W**hile visiting the Hawaiian island of Oahu in April, Peggy and I were taken to the internationally known North Shore, famous for its great waves. Our guide, in describing surfing, explained the various kinds of waves and surfboards, the difficulty of the sport, the dangers involved and the skills and fitness required. He also commented on the exhaustion of the surfer's arms and upper body caused by the paddle out, and told of the pressures of knowing when to mount the board, maintain balance and anticipate the unexpected. But he ended the in-depth description with, "But oh, the ride! There's nothing like it!"

As my year as Toastmasters International President draws to a close, I must tell you that despite the years of preparation, despite the balancing of a demanding career and family responsibilities, it has been a glorious year. Yes, the "ride" has been worth it all.

I thank you for this opportunity to serve as your President. My wife and I are so impressed with your warmth, your unparalleled efforts to make us feel welcome and your devotion to this volunteer organization. We found a true, beautiful Toastmaster spirit in all of you!

It has been a good year for our organization—another year of strong growth. Our emphasis on membership retention has proven successful, and I believe we will launch into the '90s with many advantages. I see a bright future for Toastmasters International: 200,000 members and 10,000 clubs in the not-too-distant future. I see us continuing to improve and develop our emphasis on teaching leadership skills until we become the world's primary organization in the field of leadership development. The key to our future is found in the quality of our club meetings and our ability as an organization to attract and develop strong club officers. These officers continue their leadership development while helping members attain their personal goals.

I feel privileged to have worked with a super-talented group of district officers and a dedicated board of directors who always readily give of their time and talents. Our organization is fortunate to also have a very capable executive director and a World Headquarters staff whose objective always is the best interest of Toastmasters International.

Just as the surfer glides into the shore as the wave diminishes to meet the beach, this Presidential year nears an end. But I will always treasure this year. Because of the dedication of Toastmasters throughout the world, it has been a great ride. Thanks for making it a year we truly did TOUCH TOMORROW TODAY!!!

**TOM B. RICHARDSON, DTM**  
International President

# THE Toastmaster

EDITOR Suzanne Frey  
ART DIRECTOR Bob Payne  
ASSOCIATE EDITOR Sean Smithson  
TYPOGRAPHER Melanie Monros

To Place Advertising Contact:  
Toastmasters International  
Publications Department  
2200 N. Grand Ave., P.O. Box 10400  
Santa Ana, CA 92711  
(714) 542-6793  
FAX: (714) 543-7801

## TI OFFICERS AND DIRECTORS

### Founder

Dr. Ralph C. Smedley (1878-1965)

## OFFICERS

### President

Tom B. Richardson, DTM  
2704 Sleepy Hollow Drive, Lafayette, IN 47904

### Senior Vice-President

John F. Noonan, DTM  
2536 Derbyshire Way, N. Vancouver, B.C., Canada V7H 1P8

### Second Vice-President

A. Edward Bick, DTM  
2712 W. 24th St., Sioux Falls, SD 57105

### Third Vice-President

Jack Gillespie, DTM  
114 Savoy Crescent, Winnipeg, Manitoba, Canada R3R 2N9

### Immediate Past President

John A. Fauvel, DTM  
P.O. Box 3114, Auckland 1, New Zealand

### Executive Director

Terrence J. McCann  
Toastmasters International, P.O. Box 10400  
Santa Ana, CA, 92711

### Secretary-Treasurer

Frank Chess  
Toastmasters International, P.O. Box 10400  
Santa Ana, CA 92711

## DIRECTORS

Lydia Boyd, DTM

19009 Laurel Park Rd., #93  
Dominguez Hills, CA 90220

Earl Chinn, DTM

13745 Rostrata Rd., Poway, CA 92064

Renate E. Daniels, DTM

907 S. Thompson St., Carson City, NV 89703-4930

Beverly Perl Davis, DTM

555 Pierce St. #1305, Albany, CA 94706

Ian B. Edwards, DTM

4017 Stonebridge Rd., W. Des Moines, IA 50265

Margaret Flory, DTM

4 Tower Lane, Morristown, NJ 07960

Ray Floyd, DTM

1306 9th Ave., N.W., Conover, NC 28613

William (Bill) Gardner, DTM

34 Ivy Green Crescent,  
Scarborough, Ontario, Canada M1G 2Z3

Evan A. Hass, DTM

198 Woodcrest Drive, North, Fargo, ND 58102

Muriel A. How, DTM

Box 7066, Vanier, Ont., Canada K1L 8E2

Scott W. Long, DTM

3708 Cassidy Court, Midland, TX 79707

Doris Anne Martin, DTM

409 N Street, S.W., Washington, D.C. 20024

Clare Murphy, DTM

172 Lutzow St., Tarragindi, Brisbane, Qld., Australia 4121

Jay R. Nodine, DTM

1316 N. Juniper Ave., Kannapolis, NC 28081

Pauline Shirley, DTM

2220 Stirrup Iron Lane, Herndon, VA 22071

Patricia Van Noy, DTM

3138 Welch Dr., Indianapolis, IN 46224

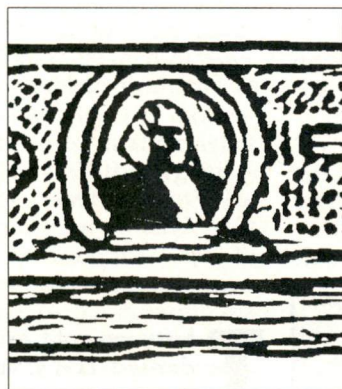
Frances Weaver, DTM

5824 Greenleaf Blvd., Racine, WI 53406

Cover illustration  
by Dirk Hagner



PAGE 4



PAGE 14

**4 AVOIDING TOASTMASTERS BURNOUT**

Personal initiative and club atmosphere are the keys to membership retention.

by Terence J. Sacks, CTM

**6 ARE YOU CONTENT WITH THE CONTENT OF YOUR SPEECHES?**

Showmanship isn't everything.

by Leonard M. Serafino, Jr., ATM

**8 THE ART OF LETTER WRITING**

It's easier than you think—and the rewards are beyond measure.

by Alma Denny

**11 SENDING THE RIGHT MESSAGE**

Personal stationery and a fountain pen add clout to your correspondence.

by Don Wallace

**12 SAYING NO—WRITING LETTERS OF REFUSAL**

Put yourself in the reader's position.

by Sandra S. Nutting

**14 TIPS ON ENTERING THE PROFESSIONAL SPEAKING CIRCUIT**

Find a need and fill it!

by Lillet Walters

**16 CRUISING FOR FREE: A SPEAKER'S DREAM BOAT**

Cruise lines are looking for speakers to entertain and enlighten their passengers.

by W. Lynn Seldon, Jr.

**22 YOU DON'T HAVE TO BE THE TOASTMASTER**

Everyone has an important function at the club meeting.

by Leslie Boyd, DTM

**24 COMPLAIN WITH POWER**

Use these powerful weapons in your battles with incompetence.

by Carol Richardson

DEPARTMENTS

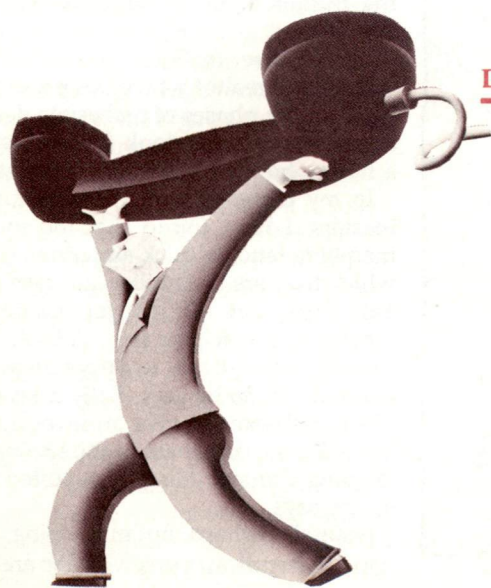
**23 LETTERS**

**27 HALL OF FAME**

**31 1989-90 DISTRICT GOVERNOR DIRECTORY**

THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 2200 North Grand Avenue, Santa Ana, CA 92711. Second-class postage paid at Santa Ana, CA, and additional mailing office. POSTMASTER: Send address changes to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, CA 92711.

Published to promote the ideals and goals of Toastmasters International, an organization dedicated to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright 1988 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and circulation should be addressed to THE TOASTMASTER Magazine, P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793 Non-member price: \$12.00 per year. Single copy \$1.25.

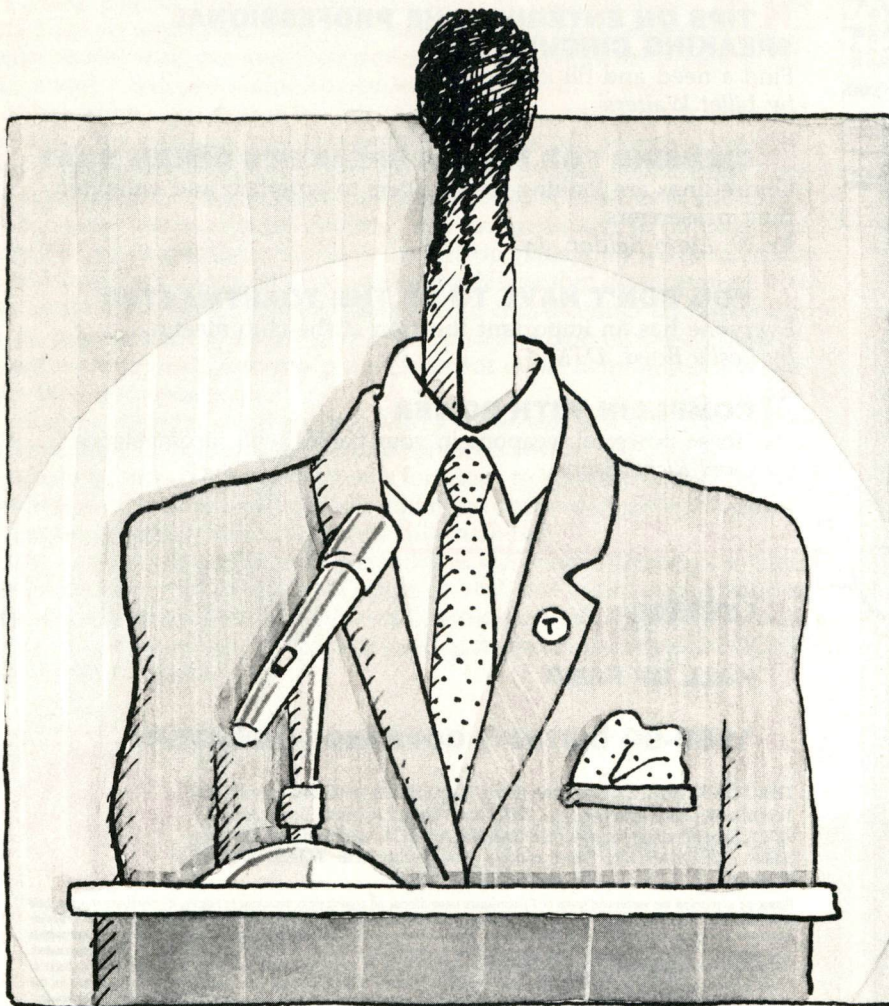


PAGE 24

# Avoiding Toastmasters Burnout

The keys to membership retention: personal initiative and ambition, coupled with an inspirational club atmosphere.

BY TERENCE J. SACKS, CTM



**T**hirty-year-old Andy is a sharply dressed, ever smiling jeweler and Toastmaster who can be counted on to give fascinating talks about gems and gem appraising at club meetings.

Jim, 55, also a Toastmaster, is more conservative and tends to give well-planned and serious speeches. He has a hard time relaxing—speeches involving humor or persuasion are not his specialty.

Then there is Sally, an attractive widow and realtor who gives presentations on the phases of real estate deals: appraisals, what to look for in buying a home, how to select an agent, etc.

In my more than 20 years in Toastmasters, I have found that too many members tend to duck situations with which they are unfamiliar and take the easy way out. Andy, for example, refuses to participate in a debate. He cannot reply quickly to opponents' arguments, or so he says. Sally does not like to tell jokes or give an invocation. Jim will not participate in the Dramatic Reading Contest. He is "not suited for it," he says.

Natural? Perhaps. But in so doing, we tend to handicap ourselves. We are not

using Toastmasters to its full advantage. We are not growing, accepting new challenges or mastering new skills.

Most of us took a quantum leap when joining Toastmasters International. Clearly we wanted to advance, not just as speakers, but as listeners, leaders and parents as well.

But it seems that somewhere along the way, the spark has faded. We have lost our initiative, our sense of adventure. We have settled into a comfortable status quo. In short, we are in a rut.

So what do we do about it? I recently asked two long-time Toastmasters whom I admire and respect what they thought causes some senior members (with five or more years of club membership) to burn out, to seek the easy way out; and what can be done to revive their interest.

The two, Walt Sala and Marv Klein, have been members of the Niles Township Club 665-30 for more than 20 years.

Sala sees the problem primarily as one of personal initiative and motivation. "People need to analyze what they want to get out of the organization. What do they want to learn?" He believes that no one should join Toastmasters who does not "want to get something out of the organization and isn't willing to go through the various projects in the Basic Manual."

World Headquarters supplies material that helps Toastmasters perfect their skills. "If members follow the manual, they cannot help but improve," he says.

Also, members must be able to cut problems down to size. As Sala puts it: "A member must realize that you cannot come into Toastmasters and expect to become a great speaker overnight."

New members must understand that they can only master one skill at a time. Toastmasters that burn out—lose their desire to take challenges and progress—have reached their goals and have no ambition to strive further.

But progress involves commitment—a desire to achieve. In addition, it requires a willingness to stick your neck out, to accept criticism and possible abuse and to sacrifice comfort, security and pleasure for the challenge of the unknown.

Sala believes that a challenging and inspirational club atmosphere can encourage a "burned out" Toastmaster to advance.

As Klein sees it, personal development in Toastmasters has three components. First, members need timely, high-quality educational materials. "In

this, we are blessed with a series of Toastmasters manuals, guides and educational materials second to none," he says.

Second, the club must give the program shape and structure. "No two meetings should be the same," Klein continues. "Each meeting should have variety. The club must provide leadership and structure by organizing fun, challenging programs that also take into account members' needs."

Finally, the individual must have the desire to progress in Toastmasters. When all three areas—club, individual and

**Step Three: Recognition.** Ensure that members who invest their time in club activities and achieve educational awards are properly recognized at the officer installation dinner or at other club functions.

Our club formerly used a large wall chart that showed the achievement of each Toastmaster, new and advanced. As the members completed each speech, each person's progress was charted on the wall. The Toastmasters could then compare results with each other. This motivated unsatisfied members to improve.

## A challenging and inspirational club atmosphere can encourage a "burned out" Toastmaster to advance.

organizational—are working together, the result is synergistic.

"It's like teamwork," Klein explained. "When one Toastmaster puts forth greater effort, his or her enthusiasm and excitement motivates other members."

Additional steps to prevent membership burnout include the following:

**Step One: Awareness.** Make sure that senior club members are aware of the 12 advanced manuals available from World Headquarters, each of which deals with a specific aspect of communication. (Editor's Note: For more information and a complete listing of available manuals, please see the advertisement on page 11 in the July issue or contact World Headquarters.)

Perhaps the club can regularly highlight each of the Advanced Communication and Leadership manuals and explain main features and benefits to members in short 15-minute educational programs.

The program also could include different aspects of public speaking, such as the benefits of humor and its proper use in speeches, or the advantages of participating in the dramatic reading contest. Members must understand what is available and how these materials can benefit them.

**Step Two: Planning.** Consider the needs of advanced speakers as well as of the beginners when planning the meeting. Get members involved in every phase of the program, from the planning stage through the execution and evaluation.

**Step Four: Senior member involvement.** The skills and expertise of senior members could be used when planning and presenting programs on parliamentary procedure or audiovisuals.

The senior member is a club resource who, when properly motivated and challenged, has much to contribute. The skilled club leader will recognize and capitalize on the special needs of senior members.

**Step Five: Programming.** Above all, plan exciting, meaningful and challenging meetings. Members must feel that they are getting something out of the meeting—either as participants or observers.

**Step Six: Toastmasters as a laboratory.** Members must understand that Toastmasters is a laboratory for learning—the gateway to ever greater achievement in their personal and professional lives. They should be encouraged to participate in civic clubs and other community groups to enhance skills they have learned in Toastmasters.

Only through acceptance of the challenges offered in Toastmasters and perfected in the outside world can members continue to grow as leaders and human beings. ♦

**Terence J. Sacks, CTM** is a 25-year member of Niles Township Club 665-30 in Morton Grove, Illinois. As president of Terence J. Sacks Associates, he advises corporate clients on a wide range of communications-related topics.

# Are You Content with the Content of Your Speeches?

Showmanship isn't everything.

BY LEONARD M. SERAFINO, JR., ATM

**H**ave you ever listened to a speech that was absolutely spellbinding only to discover later that you could not remember a single point from the speech?

It happens once in a while. A speaker with a dynamic style and a powerful voice can capture an audience without having anything important to say. Certainly the audience has been entertained. But has its time been well spent? Unless the purpose of the speech was to entertain, probably not.

All of us became Toastmasters to learn how to communicate more effectively. In five years as a Toastmaster, I have come to the conclusion that the ability to consistently have something interesting to say and be clearly understood by the audience is, in the long run, a Toastmaster's greatest challenge.

In observing new members over the years, I have noticed a clear pattern in the development of speakers who join Toastmasters as novices and stay with the program a while. The majority of these speakers go through the following three stages in their development:

## Phase One

*"Anything that can get me through this alive is good enough for me."*

The beginning speaker often lacks confidence and appears very nervous in front of an audience. The novice uses few gestures, little vocal variety and depends heavily on notes.

## Phase Two

*"Hey. It's not bad up here!"*

The ability to consistently have something interesting to say and be clearly understood by the audience is, in the long run, a Toastmaster's greatest challenge.

The speaker has conquered his initial nervousness and is trying to incorporate basic Toastmasters skills into his presentation. He may even take a few risks, like using forceful hand gestures or moving from behind the lectern for a few seconds. The speaker's confidence is growing.

## Phase Three

*"It's almost like sitting around the dinner table."*

Very relaxed in front of an audience now, the speaker clearly knows how to handle himself. Risk taking is routine and he has developed a speaking style unique to his personality. The mechanical techniques of public speaking have been mastered. However, speakers should not settle at this comfortable stage, but concentrate on mastering the fourth phase.

## Phase Four

*"I have something to say."*

The Phase Four, or accomplished, speaker always seems to have an interesting topic and appears to be well prepared. Having mastered the mechanical techniques of good public speaking, the accomplished speaker concentrates his energy on improving the content of his material. He tests it for logic, keeping the speech lean and choosing words that are familiar to the audience and yet exciting.

The accomplished speaker knows how to keep his story moving, mixing fact and opinion and spicing both with appropriate anecdotes. The resulting ideas are carefully formulated and easily understood. The audience never has to guess the purpose of the speech or its main theme.

Naturally, some speakers always seem blessed with the ability to consistently fill their speeches with superior content quality. But for many of us, this is difficult to achieve. Frankly, it requires hard work.

As Toastmasters, we all should strive to reach Phase Four status. This is not to suggest that we need not improve our vocal variety, add to our complement of gestures or become more comfortable with visual aids. Far from it. However, if we focus too much on showmanship and not enough on the content of a speech, we risk reducing the clarity of our message.

How can we achieve Phase Four status? Ideally, the process begins in Phase One of our development. But we can take steps to improve the content of

our speeches at any level of competence. Here are five suggestions you may find helpful in improving your performance:

#### 1. Read voraciously

Read what you find interesting, but force yourself to read about subjects that are unfamiliar to you as well. New material will stimulate your thought process and help you develop new interests. It's surprising how seemingly unrelated bits of information can come together dramatically in a speech.

Biographies are also useful, particularly in developing anecdotes. People love stories about the successful and the famous.

#### 2. Research

Research your topic thoroughly as much in advance of your speech as

to choose words that convey your meaning as closely as possible.

#### 4. Reflection

Naturally, you may prefer to deliver your speech using notes rather than a full text. However, writing the entire speech gives you the opportunity to review it and reflect on your ideas. Are your facts correct?

Are your opinions reasonably supported by the facts you've assembled? Facts often lead to conflicting opinions.

I find it useful to consider what other opinions might be drawn from the facts I am presenting. This process often results in changes in the tone of my speech, if not the content.

#### 5. Evaluation

As Toastmasters, we evaluate each other's performances to help us improve

If we focus too much on showmanship and not enough on the content of a speech, we risk reducing the clarity of our messages.

possible. Just giving your subconscious mind a chance to sift through the information will help to develop interesting ways to use it. Be prepared to go back to the library for more information when you hit upon an idea that needs just one more fact to make your presentation extra special.

Find out how to get information from the wide variety of reference sources in your local library. If you use a personal computer, learn how to access data bases. Many are inexpensive and will save research time.

#### 3. Write. Then re-write

Write the complete text of your speech. Be willing to rewrite it until you are satisfied that your choice of words and phrasing will have the most desirable impact. Not only will you improve your chances of being clearly understood, you will develop a unique style. For example, Frank Sinatra has often been recognized as a singer who can make any song sound unique with his phrasing of a lyric.

Make liberal use of the dictionary and thesaurus, remembering that the best word is always one that your audience is familiar with. Your target should be

our communication skills. Too often, though, we shy away from criticizing the content of a speech. We tend to focus on mechanical skills, rather than address problems with logic, insufficient research or the lack of a coherent point of view.

These are sensitive areas and they require tact on the evaluator's part. The key is not to disagree with the speaker's points but to suggest ways he or she could have strengthened the arguments. Our reluctance to discuss content is, in my opinion, one reason why it is so difficult to reach Phase Four: We don't get enough constructive criticism to push us on to better performance.

As students of public speaking, we know that becoming an accomplished speaker means more than being comfortable before an audience. We must also have a message that is worth the audience's time. And, we must present our thoughts clearly so that they can understand it. After all, isn't that why we became Toastmasters? ♣

**Leonard M. Serafino, Jr., ATM** is a member of Moorssetown Club 4887-38 and an advanced club, the Silver Tongue 6692-38, in New Jersey.



### SPEAK WITHOUT FEAR INTERNATIONAL, INC.

Announces . . .

an intensive readiness program for people too timid to join or fully participate in public speaking programs. We can increase your chapter's enrollment and maximize benefits to your members.

The *Speak Without Fear*™ system was designed by a speech pathologist with professional performing experience and training in neurophysiology and the behavioral sciences.

Do you know someone who can benefit from *Speak Without Fear*™?

**Contact:** Speak Without Fear Int'l., Inc.  
328 West 86 Street, Suite 9B  
New York, N.Y. 10024

**Or call:** 212-724-4880

*The specialists in overcoming speaking anxiety.*

*Ronnie Schor, Founder and President*

### A Top Ten Tool For Your Club's Personal Computer



**Version 3.6 with over 20 significant new features**

Meeting schedules and agendas, Education planning, Club Management Plan, Member interest, Progress charts, Reminder letters, Guest Status, Guest letters, Mailing list,

Promotional letters, Year end status, Checkbook, Dozens of reports, Club History, much more...and easy to use.

Requires: IBM/PC/XT/AT or workalike with 512K RAM.

Proven success in Top Ten Clubs  
Inquire about upgrades and versions for other Personal Computers

Send \$42.00 for four disk set to  
ATC, 804 Jordan Lane,  
Huntsville, Alabama 35816  
Satisfaction Guaranteed.

**(205) 895-9187**

# The *ART* of Letter Writing

It's easier than you think—  
and the rewards are beyond measure.

BY ALMA DENNY

**R**emember the sad song from 1935 (by Fred Ahlert and Joseph Young) that begins: "I'm gonna sit right down and write myself a letter and make-believe it came from you?" It spoke to the decline of the Age of Correspondence, which may have started 2,500 years ago in Persia when the Empress Atossa, pining for news of her distant family, inscribed a parchment and dispatched a royal courier to Egypt with orders to wait for an answer. Shortly thereafter her father, Cyrus, established the first postal system, and people began to exchange letters.

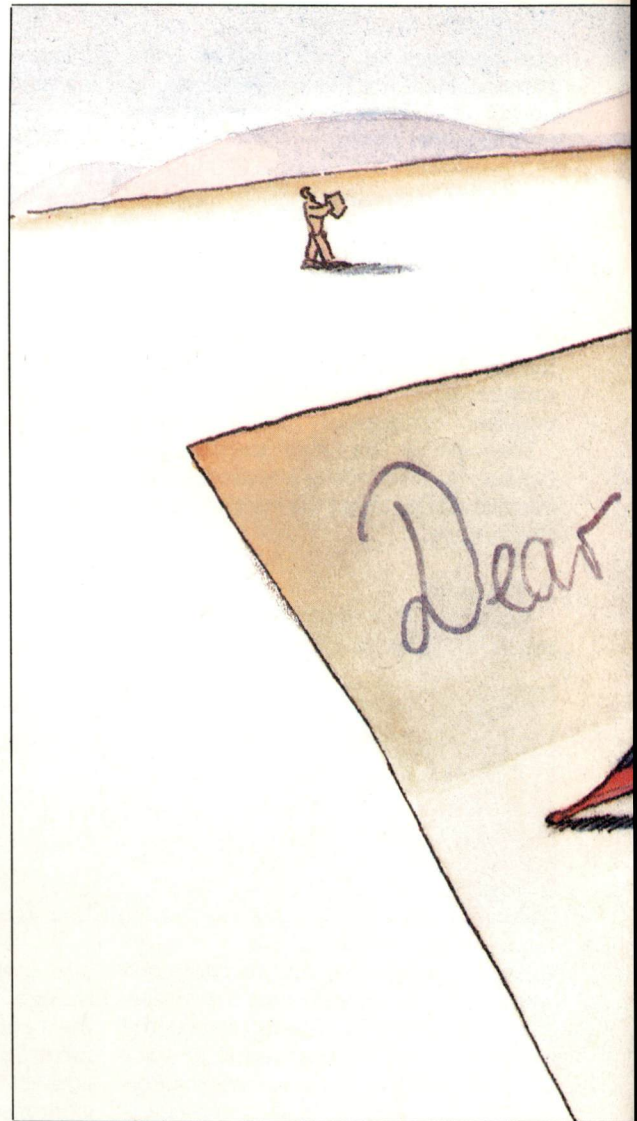
But today, who writes letters? I mean personal letters, preferably handwritten, in which you really unfold, choosing your words and organizing your thoughts. The hey-day for that sort of letter came in wartime, during forced separation, when warm words, penned on paper touched by the loved one, could bring a measure of comfort and closeness in a bleak world. Now people reach for the telephone, or even the car keys, to nourish ties with friends and family.

More's the pity. A telephone call ends and fades into thin air. It's been called a form of "non-

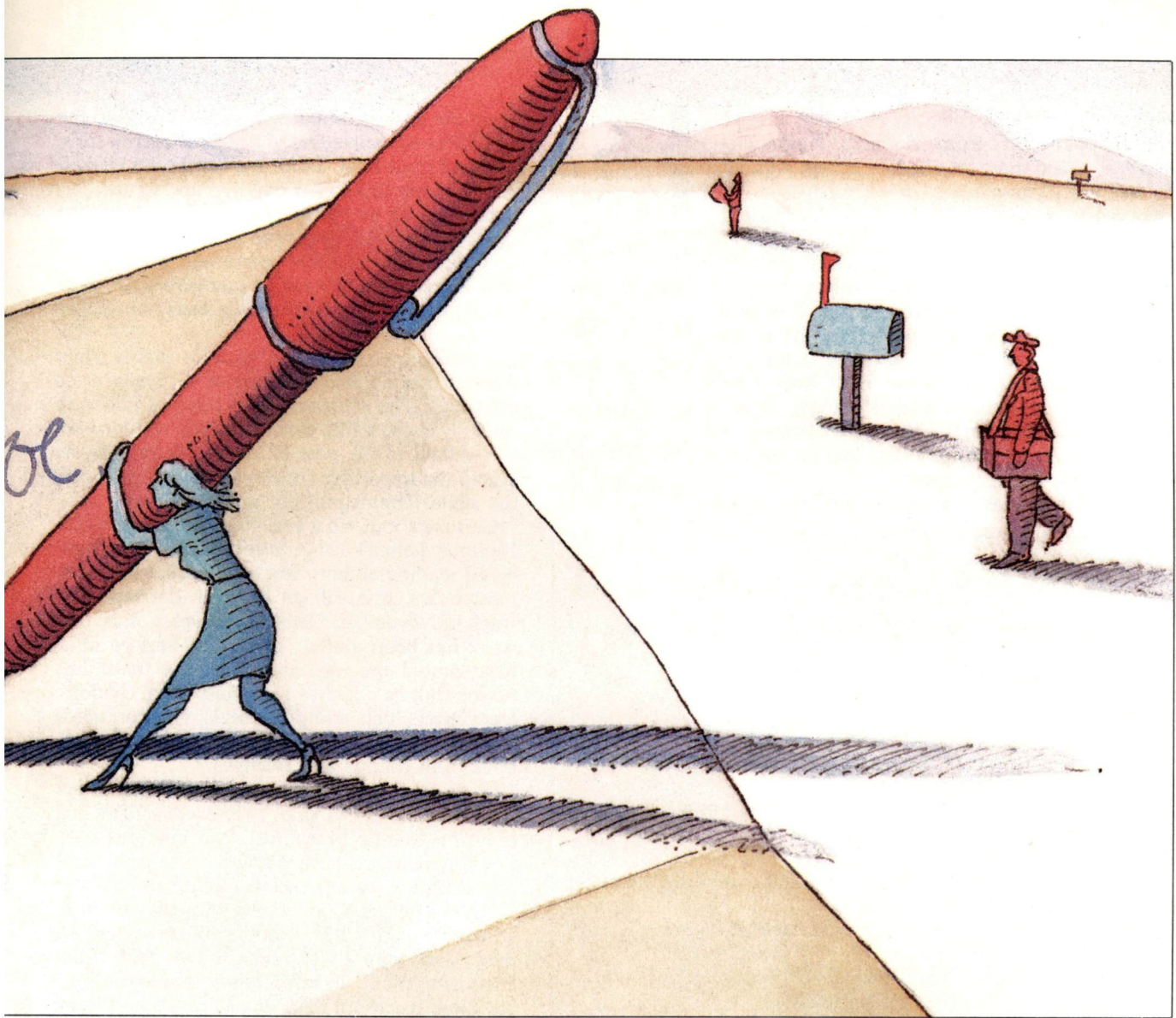
communication." But a letter has a long shelf life. It can be read quickly, then re-read at leisure, perhaps shared. It can be stored inside an empty candy-box or tied with a satin ribbon inside a bundle as part of a family history. But so few people bother. It means setting aside a quiet time, assembling stationery, stamps and thoughts.

Well, I bother. Actress Helen Hayes bothers. I recall her telling an interviewer that she has kept track of friends from kindergarten through her correspondence. Actress Uta Hagen also writes letters. She credits one to Eva LeGallienne in 1937 with opening the door to her acting career. A new biography of Georgia O'Keeffe, the great American painter, credits her correspondence with Alfred Stieglitz, the eminent photographer, with fostering their romance and later marriage. Through letters, they were able to reconcile the demands of work and love.

Perhaps letter-writing scares some people. They may worry about "going on record" in an unretractable form, and not trusting the recipient to protect the privacy of the relationship. Other people are daunted by the mechanics of organizing a prop-







er "handmade" communication. Still others suffer writer's block immediately after writing, "Dear Auntie Flo."

As for sitting down and getting the job done, you'll plunge in if you realize it's *just getting* a letter, as much as what's in it, that excites the recipient. The shortest one I've heard of had just one word: "Come." It was carved in crayon by a six-year-old to his grandmother. The longest one I know of was 183 meters (200 yards) long on 10-centimeter (4-inch) teletype paper, handwritten by a young lady to her fiancée, a serviceman stationed overseas. And the laziest one was from a 10-year-old at summer camp, quoted here in its entirety: "Dear Mom and Dad. Can't think of a thing to write. Love, Joe."

Don't worry about spelling or punctuation. Your participles may dangle like Pauline from a Peril, but it's a good letter if it adds up to: "Hello. I'm thinking of you." Legibility counts, of course, and handwriting is at risk, although much preferred over typing. Thomas Bailey Aldrich addressed this reply to a "scribbler" whose penmanship he couldn't decipher: "There's a singular and perpetual charm

**Items  
that sound  
dull to  
you serve  
to fill in  
the blanks  
about you.**

in a letter of yours. It never grows old, it never loses its novelty. Other letters are read and thrown away and forgotten, but yours are kept forever—unread. One of them will last a reasonable man a lifetime."

As for what to say, start with the here and now. The words will come. Focus on old Uncle Bill living alone and housebound, hungry for mail. "Just had supper. Finished a watermelon. Took my shoes off." Boring to you, but to Uncle Bill it's a cozy visit. A page fills up. You ask a few questions and share something current in your life, trivial or momentous. Getting new wallpaper for the bathroom? Enclose a sample of the design. Somebody graduating? Clip the news from the local paper. Items that sound dull to you serve to fill in the blanks about you, so that when you and your correspondent meet or talk, you both are more *au courant* about the other's status than if there had been utter silence.

The main reward of maintaining a rich letter-to-letter relationship is the chance to know another person intimately and in ways he doesn't even know himself. Alone, addressing another human

being in a one-to-one colloquy on paper, strange things happen. You become eloquent. Tongue-tied men wax poetic and compose love letters, without the aid of a Cyrano.

My busy mother, with no time for patient answers and discussions with her 10 children, revealed herself as a talented raconteur and wit in the letters she wrote to my brother, the first child to attend an out-of-town college. This was a mother I'd have never known but for the letters my brother saved. Another brother, halting of tongue and dubbed "the silent one," blossomed into a 10-page written "chatterbox" during his Army stint. From Needles, California, we learned of his desert maneuvers and how to make a glass of water serve a dozen purposes!

I learned the power of a letter when I was eight

It's just getting a letter, as much as what's in it, that excites the recipient.

## The Club Secretary's Dos and Don'ts on Writing Minutes

BY JACQUELINE MARAZZI

1. DO use a copy of the agenda as a guide in taking minutes and to help write them.
2. DO record the name of the mover, but not the name of the seconder of motions unless ordered by the assembly.
3. DO record the names of all officers and committees from whom reports are received in the meeting, and only the most pertinent facts of these reports.
4. DO record all lost motions as well as those that are adopted.
5. DO record all the names of persons appointed to committees and of members elected to office.
6. DO write the minutes as promptly as possible after a meeting. Call unfinished business items to the president's attention.
7. DO take the following to every meeting: the minute book, a copy of the bylaws and the standing rules, a list of the officers, chairmen and committee members; and any other records which may be needed in the meeting.
8. DO be specific when recording corrections in the minutes. Record the date, page, line in the minutes of the meeting in which the correction is made. Also, use a contrasting color of ink to record the corrections in the margin of the minutes that are corrected, and note the date of the correction.
9. DO send a copy of the minutes to those who, in accordance with the organization's rules, are to receive it.
10. DO issue notices of meetings and write correspondence as required.
11. DO NOT record discussion unless directed to do so by the assembly and DON'T record personal opinions.
12. DON'T record main motions or any subsidiary motions which are not stated by the chair.
13. DON'T include "Respectfully submitted" at the close of the minutes.
14. DON'T forget to sign the minutes and to initial them after approval.

years old and accompanied Auntie Bessie to the post office to mail letters to her three roving sons. She was stone deaf, alone and lived with us. Letters were her link to her children and to life. Our mailman said he felt like forging a letter for her during a long wait between the envelopes from Singapore, Chicago and Tennessee. He couldn't bear to look at her. And he quickened his steps when he carried one of the invigorating envelopes for her.

In writing to each son, Auntie Bessie went through rituals akin to those of a Japanese tea ceremony. The stationery and color of ink were carefully chosen. The corner mailbox wouldn't do. We walked to the post office and Auntie Bessie kissed the departing envelopes, asking me to do the same. Then came the wait for a reply.

Curious about what ever happened to the U.S. National Letter-Writing Week, which I remembered reading about years ago, I called the postmaster. Yes, it is still on the calendar—the first week in November. But it's been years since that week has been touted. The postal service must have muted the idea as an exercise in futility, noting that its pouches were filled with catalogs, form letters, bills and periodicals, and contained fewer personal, hand-addressed, colorful envelopes from friends and relatives.

Is the Age of Correspondence really over? George O'Connell wrote in *The New York Times* that his Aunt Maude proclaims: "Ma Bell and even Cousin Hallmark have displaced the postman." She longs for "caring and literate letters" to hold a family together. Good letters will continue to be written, though only by people who enjoy getting them and who don't make a big deal about answering them. To bring others inside their orbit, these reach-out folks just sit down and write a few (or many) sincere lines, enclose a snapshot or a maple leaf or any artifact inside an envelope, and mail it.

People who have nobody to write to can contact several agencies that furnish names for penpals. The USO World Headquarters, for example (1146 19th St., Washington, D.C. 20036, U.S.A.), offers names of servicemen around the world, both on duty and in hospitals, who would welcome special Christmas greetings. The project is named Mail Call. Other sponsors are: **World Pen Pals** at 1690 Como Ave., St. Paul, MN 55108, U.S.A.; and **Dating for Disabled** at P.O. Box 452, Katonah, NY 10536, U.S.A.

So why not dust off the old address book and surprise someone who hasn't had a letter from you in years? You may surprise yourself, too, by producing a letter so excellent that you feel like an author who has clicked! ♣

*Alma Denny is a freelance writer who lives in New York City.*

*Reprinted with permission from the March 1989 issue of The Rotarian.*

# Sending the Right Message

Personal stationery and a fountain pen  
add clout to correspondence.

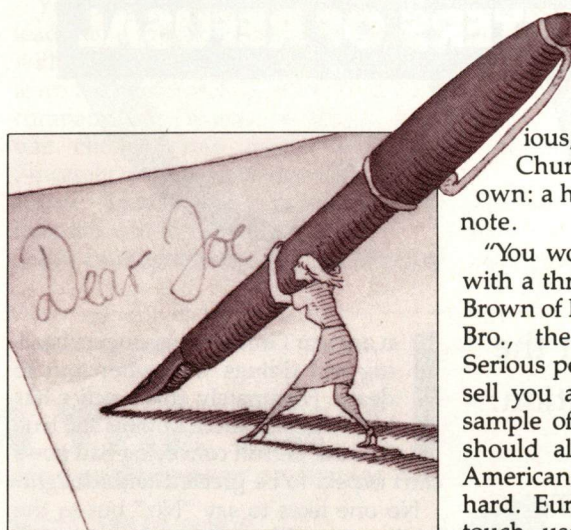
BY DON WALLACE

Letter writing," says etiquette specialist Letitia Baldrige, "is a lost art." Not, however, among today's CEOs. When Reg Jones was head of the General Electric Corporation, for instance, he had an acquaintance network that literally included tens of thousands of people to whom he would write regularly over the years.

In general, explains Harvard Business School professor John Kotter, author of *The Leadership Factor*, "People who are doing well have several points in common: 1) They have a communications range inside and outside their organization; 2) They use this network to get information; 3) They use it to set their own agenda; and 4) They treat it as an influence mechanism to help them get things done."

The letter—not the fax, the phone or the computer—is the heart and soul of networking. "It is a given that someone who writes notes to show his appreciation establishes a strong relationship," says Baldrige, author of *Letitia Baldrige's Complete Guide to Executive Manners*.

With the right tools and a knowledge of what is appropriate where, you can cross the threshold between mediocre and memorable communications. Example: You want to establish a first-name relationship with a leader in your field. The appropriate technology: a small, personal note written by fountain pen on a 7-inch by 9-inch high-rag, 20-pound bond paper. Attach an article that might interest her, or simply say



you found her remarks thought-provoking. Sign it your first name (your full name is engraved at the top).

"Little details mean everything in business," says Baldrige, who tells of one executive whose secretary routinely lays out a card and an addressed envelope before he goes to lunch. All he has to do when he returns is write a sentence and sign his name, and it's done.

Kotter reinforces the point that such correspondence is not superfluous activity. "The network itself becomes the work. It is not something that you can simply do on the side."

Along with a watch and a ring, the fountain pen is one of the few objects a businessman legitimately incorporates into his wardrobe. A fountain pen says that you value tradition and esthetics. It also enables you to communicate more impressively. If that sounds spec-

ious, ask yourself which Winston Churchill autograph you'd like to own: a handwritten letter or a typed note.

"You wouldn't go to a job interview with a throw-away pen," says Marilyn Brown of Manhattan's Arthur Brown & Bro., the international pen center. Serious pen dealers, like Brown, won't sell you a pen unless they've seen a sample of your penmanship. The nib should always be gold, 14 karat for Americans, who tend to bear down hard. Europeans, who have a lighter touch, use only 18-karat nibs.

Your stationery should be engraved, with the name and address in simple block letters (never script). True engraving is recognizable by the indentations of the printing on the back side and produces an effect of elegance, solidity and tradition.

The paper should be high-rag content, 20-pound bond; cockle finish is a nice touch. White, cream or pearl gray are the right colors.

For regular business letters, use 8-1/2-inch by 11-inch with business letterhead; for personal letters, the same size with home address; for in-house memos, a large pad for regular communications and a small pad for saying "Great Job!"; for networking notes, 7-1/4-inch by 10-1/2-inch; and a 5-inch by 5-inch notecard.

Now go forth and communicate. ♦  
*Reprinted with permission from Success magazine. Copyright 1989 by Hal Holdings Corporation.*

# Saying NO

## WRITING LETTERS OF REFUSAL

Put yourself in the  
reader's position.

BY SANDRA S. NUTTING

In ancient Greece, messengers bearing bad tidings were often put to death. Fortunately, this practice has been discontinued, but it is still true that the person conveying bad news can't expect to be greeted with delight.

No one likes to say "No," but in the business world we often have to. We must refuse credit or claim adjustments to customers. We have to turn down requests for charitable contributions, speaking engagements or salary raises. How well we write these letters of refusal determines whether we lose or keep the good will of a customer or business associate.

Because refusing a request is usually an unpleasant task, many people try to get it over with quickly, writing letters that are short and to the point. This approach is fine for letters containing good news, but refusal letters written this way are often cold and abrupt, destroying good relations between a company and its customers.

Writing a *good* letter of refusal requires care. But, by following a few simple precepts, you can write letters that gracefully say "No" and still maintain good customer relations.

Before you begin your refusal letter, put yourself in your reader's position.

People who take the time to make a request or voice a complaint do so because they honestly believe they are right. If you try to understand the reader's position before you begin your letter, you will be able to approach your writing in a frame of mind that will allow you to be caring and friendly. You will also be able to state reasons for your refusal that your reader can accept.

**1. Begin with a neutral comment,** one that will establish a rapport with your reader and make him/her see you as a person rather than a letterhead. Find an area of agreement that is not far removed from the subject of the letter.

Don't express pleasure: "I was so pleased to hear of your fund drive for Devorah Hospital." You may imply an acceptance that isn't there. But don't signal a rejection either. You want to use this opening paragraph to set a positive tone and make your reader want to read the rest of your letter. For example: "We have carefully considered your request for funds for Devorah Hospital."

**2. Give reasons for your refusal.** "Good news" letters can get right to the point, but letters of refusal need to be arranged indirectly so that the reader understands the reasons for the refusal before the refusal itself. If you begin by stating the refusal, the reader will often not bother to read the rest of the letter. The reader asked; you refused, so she doesn't want to talk to you anymore.

You want to state your reasons for refusal so clearly and completely that your reader sees your logic as inescapable. For example, compare the two responses below to the same customer's request to return sale merchandise:

- "Company policy prohibits the return of sale merchandise."

- "Our January white sale is designed to offer our customers an opportunity to buy quality bedding at a discount. To do this, we must consider all sales final. This is mentioned in our advertisements as well as in posters in the store entrance."

Many people will view the citing of "company policy" in the first response as a cop out. The second response, by citing company policy fully, shows the reader the reasons why the writer can't comply with the request.

**3. State your refusal directly.**

Unless your refusal can be easily inferred, be sure to couch your refusal in

terms that cannot be misunderstood. For instance: "I will be in London for a business meeting September 4; otherwise, I would be happy to speak to your organization." But some instances don't allow this approach. In those cases, state your refusal directly, but do so without being excessively negative. Avoid using words such as "impossible," "regret," "sorry" and "cannot." This wording: "The warranty on your 1983 car covers parts and labor for only the first 50,000 miles" is more positive than, "The warranty does not cover parts and labor after the first 50,000 miles." Yet it gets the refusal across.

**4. Offer an alternative when possible.**

Even though you may not be able to comply fully with the reader's request, you may be able to offer an alternative. Offering a counter proposal shows that you identify with the reader and want to help her solve the problem. For instance, if you must refuse an organization's request to solicit funds for a charity during business hours, you may be able to enclose a small donation with your letter of refusal.

**R**eaders eye-movement studies show that people read letters in the following way:

- They first look at the salutation. In a non-personalized sales letter, they focus on the headline.
- Most readers then glance at the signature to see who sent the letter.
- Next, they scan the P.S. if one exists.

## How People Read Letters

• Finally, they return to the salutation area and begin reading the first paragraph.

*Tip:* Include a P.S. especially in sales letters. Make it function like a headline—to entice, to promise, to sell, etc.

*Reprinted with permission from Communication Briefings, March, 1989.*

**5. End on a positive note.**

Your counter proposal may naturally lead into a graceful ending. If not, end with a positive statement designed to leave the reader feeling good about your company. Don't restate the refusal, don't use cliches, and don't apologize. Sincerely wish your reader well. For instance, "I know your fundraiser for the hospital will be a success."

You can't guarantee that any letter of

refusal will leave your reader praising you for turning her down. But a courteous, carefully organized message that focuses on the reader makes the refusal easier to bear and, more importantly, keeps the good will of your customer.

*Reprinted from Manage magazine (1985) with permission from the National Management Association.*

# REACH FOR THE SKY

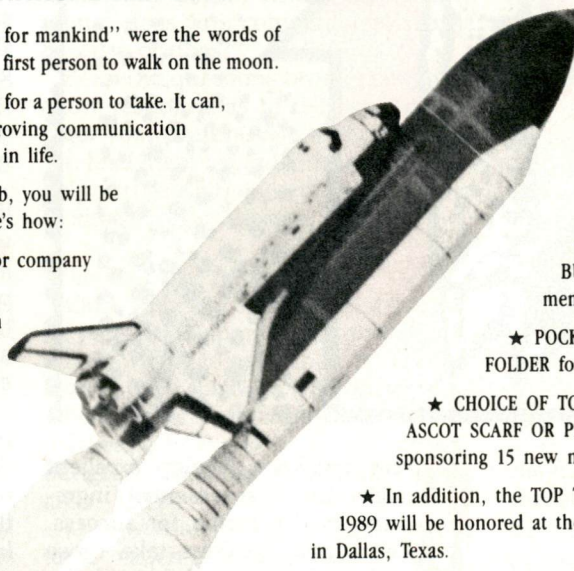
## WITH TOASTMASTERS' 1989 ANNUAL MEMBERSHIP PROGRAM

"One small step for man, one giant leap for mankind" were the words of Neil Armstrong in 1969 when he became the first person to walk on the moon.

Joining Toastmasters also is one small step for a person to take. It can, however, become a giant leap toward improving communication and leadership skills necessary to succeed in life.

By bringing new members into your club, you will be helping others take that "giant leap." Here's how:

- ★ Send press releases to the local media or company newsletter
- ★ Place posters on bulletin boards and in store windows
- ★ Distribute promotional flyers at shopping centers or in employee pay-check envelopes
- ★ Mail copies of the club newsletter to former guests, community officials and corporate management



### WHERE OUR SMALL STEPS WILL TAKE US:

- ★ TOASTMASTERS MEMBERSHIP BUILDING PIN for adding 5 new members
- ★ POCKET-SIZE EVALUATION GUIDE FOLDER for bringing in 10 new members
- ★ CHOICE OF TOASTMASTERS NECKTIE, LADIES' ASCOT SCARF OR PERPETUAL WOOD CALENDAR for sponsoring 15 new members.
- ★ In addition, the TOP TEN MEMBERSHIP SPONSORS for 1989 will be honored at the 1990 International Convention in Dallas, Texas.

**FOR MORE INFORMATION, CONTACT THE MEMBERSHIP AND CLUB EXTENSION DEPARTMENT AT WHQ**

**ONE SMALL STEP. . . ONE GIANT LEAP. . .**

# Tips on Entering the Professional Speaking Circuit

Become an expert on a topic.

BY LILLET WALTERS



*"If you'll spend one extra hour each day in the study of your chosen field, you'll be a national expert in five years or less."*

*Earl Nightingale*

**G**reat speakers develop excellent skills—the first essential ingredient in the recipe for success. Great *paid* speakers take those skills and combine them with the other two ingredients: a sellable topic and a professional image.

It is not enough to be a good speaker. You must be good at speaking on a topic that people are willing to *buy*. The most

common statement from Toastmasters and others who come to our seminars is: "I can speak on *anything!*"

Unfortunately, meeting planners do not buy just anything: they want proven experts and specialists on specific topics.

## Be an expert

To begin in the paid speaking industry, find your area of expertise. Most successful speakers began with topics they knew well: music, humor, stress, time management, etc.

Don't assume that you don't have anything to say that people will want to buy. Take a serious look at your life. A social worker I know is a fairly good singer who likes to lead her church group in sing-alongs. She now talks on "Reaching the music that is in all of us." She makes \$1,750 per talk, approximately \$61,250 yearly.

Look at your own life: You have a lifetime of interesting material from which to draw. The lessons you have learned through business or personal problems can be valuable to others. The trick is to present them in such a fashion as to entertain and educate your audiences.

Sometimes your area of expertise may need a reversal. One man I know is a dog expert. However, "The importance of loving your dog" is not a selling title. To market this topic, he considered large industries that might be concerned about dogs. For example, the postal services, meter-readers, real estate people. His new title? "How to avoid dog attack."

Will Rogers, the highest paid speaker of his day, is remembered for saying, "I

only know what I read in the paper." The image he projected was that of a simple country boy. What he didn't tell was that he read almost every major news publication in the country. He knew that to be a successful political humorist, he had to be a leading expert on current events.

### Be the best!

When you've decided the subject in which you are (or will be) an expert, read every book and magazine available on that topic, and attend courses and seminars that will expand your knowledge.

Most important, listen to other speakers presenting topics similar to yours. Watch the way they walk, talk and dress. Study the way the audience responds to them. Then customize and change what you have heard and learned. Be unique. Plan on doing at least 500 to 1,000 speeches for free before you become good enough to get paid for them.

Record every talk you give. You are your own best—and least expensive—critic, coach and speech consultant.

### Develop a passion for your topic

No one in your audience should know more about your topic than you do. You must be more than an expert, be a passionate expert. Try the following tips:

- Ask the reference librarian at the local library to help you find every book on your subject.
- Haunt used-book stores. Search for out-of-print books in your field.
- Get the list of trade publications from the library. Subscribe to all magazines in your topic area. This puts you on the mailing lists of others in your field.
- Subscribe to "Dialog" or other computer research teams that will find all articles written in your area of expertise.
- Join the associations in the areas of business you intend to address. Attend their meetings, meet people, make contacts. Ask which speakers and subjects they have used recently.
- Listen to other speakers on your subject—not to copy, but to learn what is available in the marketplace. If you do use other speakers' material, give them credit.
- Offer to assist other speakers and experts in your field with their room setup, sales or slide projector operation. You will learn invaluable information by working with a pro and will make a

business friend at the same time. Speakers recommend each other to clients.

### Who will "buy" you?

Who needs to know about your topic? Take a big piece of paper. At the top, write, "Who cares?" If your expertise is "Dealing with difficult people," tailor it to the groups that might be interested: neighbors, relatives, employees, nurses, clients, etc.

Find a need and fill it. Don't make the mistake of trying to sell a title *you* think people need, rather than titles that *they* think they need! People *should* want to know about dental hygiene, ice cream and cancer in parakeets. But getting them to buy it for a banquet presentation can be a real problem.

The key to success  
is to find a need  
and fill it.

The best way to find out how to 'fill the need' is to ask. Take a survey of your potential buyers. The dog expert, for example, would have been wrong to ask, "Do members of your organization want to know how to love their dogs?" Instead, he asked, "What are the problems that your people might be facing concerning dogs?" And, "How much money does your company lose yearly because of dogs?"

Keep the questions broad enough to allow respondents to tell you how to tailor your presentation to their needs. Yet, lead them toward answers that will help you prove the worth of your topic to similar organizations.

### Who will pay for your talk?

Once you have decided what you can be passionate about, you must decide who is willing to pay to hear it. It's common to have speakers who are experts, who care for their audiences and are marketing to the point of exhaustion, but get no bookings. Why? Their topics aren't selling.

One woman in this category had a topic called "Health: The Use of Vitamins." She had been near death and brought herself back to vibrant good health by eating well and using vitamins extensively. Although she presented many free speeches, no one wanted to *pay* to hear about the need

for taking vitamins. Yet it is an important topic, and she is a passionate expert on it. She loves her audiences and they love her. This is a common problem when the topic is one that people may listen to, but won't pay for.

If you are in this situation, ask yourself, "Who will pay for it?" We told her to contact the company that manufactures the vitamins she uses. She found out they pay speakers to hold *free* seminars nationwide to promote their products. She now speaks constantly, at an excellent salary, doing what she loves. She found the right group who wanted to hear what she had to say, *and* she found somebody to foot the bill.

But remember to finalize your topic. Is it one people are willing to buy? If not, you must either find a new angle or a new topic.

### How to get the audience to love you

Every speaker dreams of having a following like that of Zig Ziglar or Norman Vincent Peale.

Many orators develop an impressive following. Few are able to maintain it, however, because they lack a sincere interest in their audiences. Although you get speaking opportunities by being a passionate expert, to be truly memorable you must couple your expertise with a *compassion* for the audience. Cavett Robert, founder of the National Speakers Association, says it best: "They don't care how much you know 'til they know how much you care!"

Discover each audience's unique problems and needs, and tailor your topic to these needs. You can determine the audience's special needs through surveys or personal interviews; take careful notes of what the buyers told you during your conversations.

When you are prepared with background information about the audience, you show them you care, and they'll love you for it.

### Your potential buyers are right in front of you

The best source of buyers for your speech are your current "free" audiences. If they are not hiring you, give them a push. Give attendees a rating sheet and *ask* them to fill it out. Ask, "Do you know any groups that would be interested in this speech?" Ask for the contact's name and phone number.

Don't ask them to rate you on a scale.

*Continued on page 30*







# CRUISING FOR FREE:

## A SPEAKER'S DREAM BOAT

Cruise lines are looking for speakers to entertain, allure and enlighten their passengers.

BY W. LYNN SELDON, JR.

Putting your speaking skills to work while on vacation may sound too much like work. But speaking isn't as bad if you are vacationing for free.

"For the discerning vacationer, there simply is no better way to get away from it all than a cruise," says Douglas Ward, executive director of the International Cruise Passengers Association in his book, *The Berlitz Complete Handbook to Cruising*. "Those who have cruised before will be unstinting in their praise of its joys. They may talk about a specific trip, line or cruise, but always with enthusiasm. So will you—that is, if you choose the right ship for the right reasons."

### Background

One right reason for taking a cruise as a lecturer is that it's free. Many cruise lines are willing to barter a free trip for your unique speaking skills.

In this situation, the players trade two valued commodities: You desire a vacation and the cruise lines desire someone who can help fill the many hours their captive audience spends on board.

The trade agreement allows the speaker to travel with the benefits of a paying passenger while retaining the privileges of a staff member. Except for speaking time, the specialists' time is their own.

Generally, speakers are given the best cabins available, but sometimes are asked to share a room with another speaker or instructor. Speakers can also bring their spouses or companions at a discount rate. Cruise lines often hire husband and wife speaking teams because they get two speakers for the space of one cabin.

When speakers can combine their special skills with lectures and activities, they have a commodity that cruise lines desire. Informational lectures cover topics like bridge, financial matters, earth sciences, self-improvement, training courses, cooking, computers, medical information and health.

Cruise lines need lecturers in all areas, but speakers have to find the ship that requires their special skills. Some speakers are so busy during the year that they don't have time or knowledge to arrange a speaking vacation. However, it's just a matter of making the right contacts.

### The right contact

Speakers can market their services directly to cruise lines by sending a resume and video to all cruise lines of interest. The addresses can be found in *The Guide to Cruise Ship Jobs*, by George Reilly (Pilot Books, 103 Cooper St., Babylon, NY 11702, \$3.95).

However, such contacts may be fruitless. Matching the right speaker with the right cruise line involves information that is often too fragmented to make a search productive. An organization called Working Vacations, Inc., helps alleviate this problem for speakers.

"If you have not spoken on board a cruise ship, the time to take action is now," says Laurretta Blake, founder of Working Vacations, Inc. "Many of the pluses of cruise speaking are obvious. The general feeling is that the resort industry is going afloat. All sorts of speakers and topics are needed."

Blake started this unique firm seven years ago, when the cruise ship boom began. Since then, she has placed more than 500 speakers and instructors on cruises.

Blake's firm matches the needs of cruise ships with the skills and desires of specialist speakers. Because she knows the needs and personalities of each line, she is able to mold the speaker's skills into something that will suit the needs of the specific ship.

Her success rate for placement of speaking applicants is one out of three. Applicants are required to submit a resume and video illustrating their speaking skills. Then Blake's firm provides direct and simple access to current and available cruise openings.

The charge to the applicants for the service averages about \$300 per trip, if her legwork is successful in placing the applicant on a cruise.

### What to Expect

There is a cruise and ship to suit every personality and speaker. They basically come in four sizes:

**M**any cruise lines are willing to barter a free trip for your unique speaking skills.

---

intimate, small, medium and large. Whatever the dimensions, each cruise offers the same basic amenities: accommodations, food, activities, entertainment, good service and ports of call.

The length of the cruise will also vary from days to months. The "standard" time is seven days. Speakers are in higher demand for the longer trips, which results in some cruise lines offering modest stipends along with the free cruise.

Speaking time can range from one to several hours depending on the cruise ship's needs. The demand for lecturers is also a factor. The speaker must understand this fully before signing on with a cruise line.

"We specifically match speaker specialties with the various needs of several principal cruise line companies," says Blake. "The speaker receives the stateroom, meals and all other amenities. In some very rare situations, the cost of airfare to the port of embarkation is also furnished."

Elwood Chapman of Seal Beach, California, recently took a two-week cruise to the South Seas that Blake had arranged. He is an author and speaker who specializes on the topics of attitudes and retirement. Chapman had four speaking engagements on board, as well as talks to several interested spinoff groups.

"This cruise was filled with retirees, an ideal audience for me," Chapman says. "I don't think my speeches would go over too well on the Love Boat."

Before boarding, it's important to know what is expected of a cruise ship lecturer. For example, it is necessary to establish rapport with both passengers and the cruise staff. This is crucial for immediate success, as well as for a return engagement. The ships' cruise directors want the speakers to be self-directed, flexible and congenial.

Ward says the most visible man on board, the cruise director, has the ultimate responsibility of planning and operating the passenger entertainment and activities program. A good speaker will make the cruise director's responsibility easier and therefore be invited for future cruises.

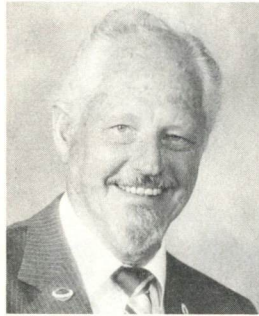
Interested speakers should provide the cruise line with a press kit containing glossies and a short, typed introduction. The lines are looking for speakers who are entertaining, alluring and enlightening. Your own warmth and charm are what draws the reappearing audiences. The rating and evaluation of your sessions, along with passenger comment cards, are your tickets for return cruises and trips on other lines.

While on board, speakers also improve their business by networking. Word of mouth and coverage in the daily ship newsletter will draw crowds to your speaking engagements. Some ships also have radio programs and might interview you on board.

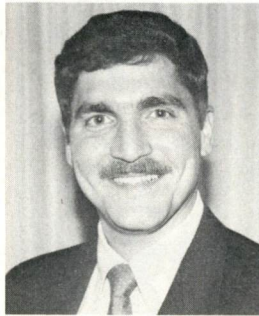
Check the site of your speeches. Check the room early and arrange it for best effect. Equipment varies and so does its availability. Many speakers

*Continued on page 31*

# Meet Your 1989-90 District Governors



1. **F. William J. Doane, DTM**  
Seal Beach, CA



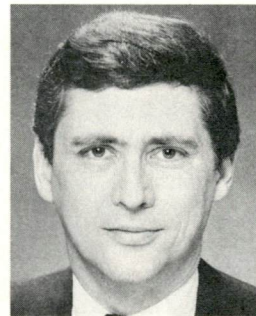
2. **Joe Jarzombek Jr., DTM**  
Lawndale, CA



3. **Paula L. Huls, ATM**  
Seattle, WA



4. **Glenn Knudson, DTM**  
Phoenix, AZ



5. **Alan M. Dower, DTM**  
Pacifica, CA



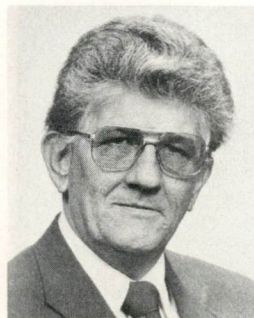
6. **Norman E. Drew, DTM**  
Chula Vista, CA



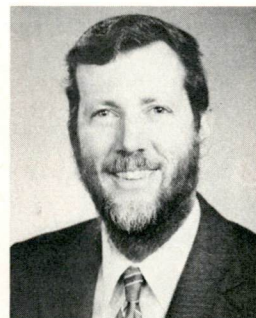
7. **Sally B. Muraski, DTM**  
Inver Grove Heights, MN



8. **Ronald R. Wyffels, DTM**  
Lake Oswego, OR



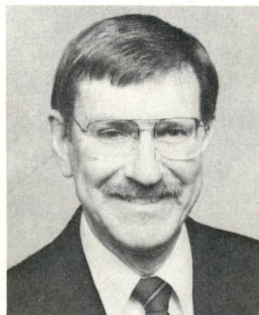
9. **David Smith, DTM**  
Quincy, IL



10. **Les C. Davenport, DTM**  
Richland, WA



11. **Nicolette M. Boros, DTM**  
Cleveland, OH



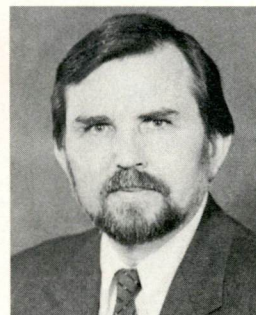
12. **Donald A. Campbell, ATM**  
West Lafayette, IN



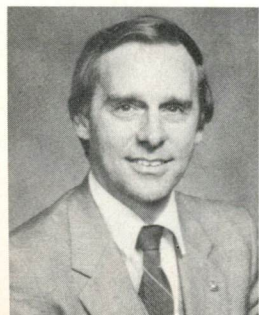
13. **Marian Bell, DTM**  
Rialto, CA



14. **Gloria M. McKeever**  
Irwin, PA



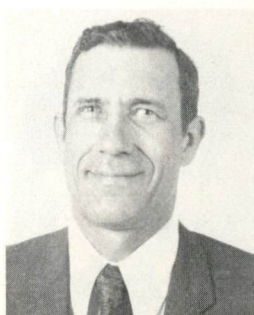
15. **James R. Dawson, DTM**  
Marietta, GA



16. **Lawrence Geisler, DTM**  
Murray, UT



17. **Barbara Joslin, DTM**  
Tulsa, OK



18. **Hal Vosen, ATM-B**  
Miles City, MT



19. **Earl E. Warren, DTM**  
Glen Burnie, MD



20. **Charles Ness, DTM**  
Des Moines, IA



20. Janet E. Schultz, ATM  
Valley City, ND



21. Addie I. Derby, DTM  
Burnaby, BC, Canada



22. Thomas Gumbert, DTM  
St. Joseph, MO



23. Mary-Beth Inglis, DTM  
Los Alamos, NM



24. Douglass Couto, DTM  
Omaha, NE



25. Gary Smith, DTM  
Richardson, TX



26. Roberta Sevey, DTM  
Littleton, CO



27. Doris E. Gillispie, DTM  
Temple Hills, MD



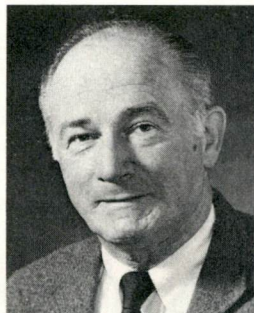
28. Emily J. Olivero, DTM  
Warren, MI



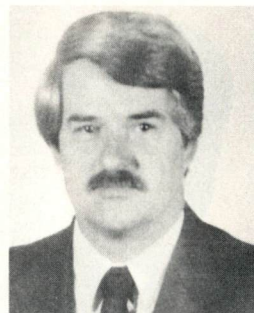
29. Victor R. Smith, ATM  
Pensacola, FL



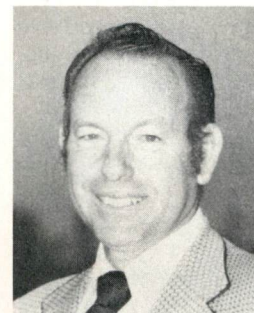
30. Mike Burnham, DTM  
Wheaton, IL



31. Ted Verdone, DTM  
Bolton, MA



32. Harold (Bill) Slach, DTM  
Bremerton, WA



33. Jim Sullivan, DTM  
Ventura, CA



35. Dave Wegner, DTM  
Milwaukee, WI



36. Sharon A. O'Brien, DTM  
Silver Spring, MD



37. Patricia Tierney, ATM  
Raleigh, NC



38. Dora C. Zug, ATM  
Lancaster, PA



39. Marilyn L. Minden, DTM  
Stockton, CA



40. James A. Voge, ATM  
Cincinnati, OH



41. Ron R. Giedd, ATM  
Sioux Falls, SD



42. Clif Skrypnyk, DTM  
Saskatoon, Sask., Canada



43. Barbara Rhinehart, DTM  
Pine Bluff, AR



44. Mary A. Koester, DTM  
Lubbock, TX



45. George W. Foushi, DTM  
Merrimack, NH



46. Maria E. Wojcicki, ATM  
Edison, NJ



47. Rosella R. Bonham, DTM  
Lake Mary, FL



48. Bill Gray, ATM  
Huntsville, AL



49. Timothy R. Keck, DTM  
Honolulu, HI



52. Edwin J. Dockus, DTM  
West Hills, CA



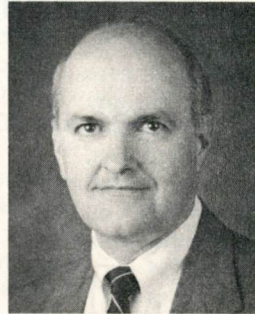
53. Barbara Mutino, ATM  
Chester, NY



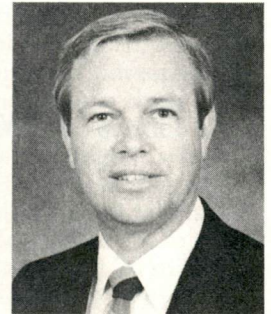
54. Larry Shipman, DTM  
Dunlap, IL



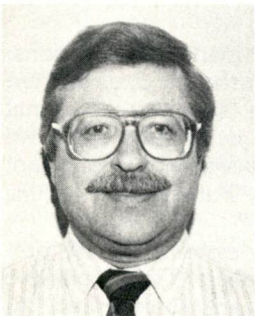
56. Paula Tunison, DTM  
Austin, TX



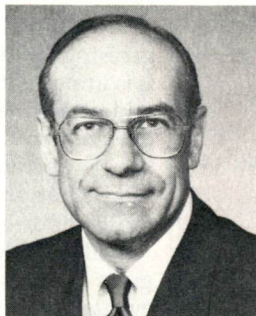
57. Paul R. Shotts, DTM  
San Rafael, CA



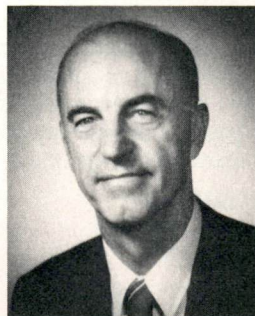
58. Ned E. Wallace Jr., DTM  
Columbia, SC



60. Roelof Vis, ATM  
Kitchener, Ontario, Canada



61. J. P. Champagne, CTM  
St. Leonard, Que., Canada



62. Richard Emery, DTM  
Flint, MI



63. Charles L. Mills Jr., DTM  
Hixon, TN



64. Joseph P. Masi, DTM  
Winnipeg, Manitoba, Canada



65. John C. Sleeth, ATM  
Baldwinsville, NY



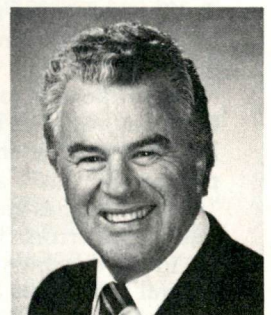
66. Helen K. Foeshe, DTM  
Portsmouth, VA



68. Lee R. Cates, DTM  
Lake Charles, LA



69. Desley Cooper, DTM  
Maryborough, Qld., Australia



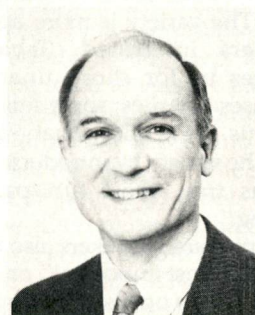
70. Pierce J. Williams, ATM  
Sydney, NSW, Australia



71. Joe Prendergast, DTM  
Tipperary, Ireland



72. Len Jury, DTM  
Auckland, New Zealand



73. Richard Bennett, ATM  
Gardendale, Vic., Australia



74. Howard Steinberg, DTM  
Rivona, RSA



75. Carmelita Dayco, DTM  
Quezon City, Philippines

# You Don't Have to Be the Toastmaster

Everyone has an important function at the club meeting.

BY LESLIE BOYD, DTM

**Y**ou don't have to be the Toastmaster of the day to learn from each meeting you attend. All aspects of the meeting will strengthen you as a speaker and leader.

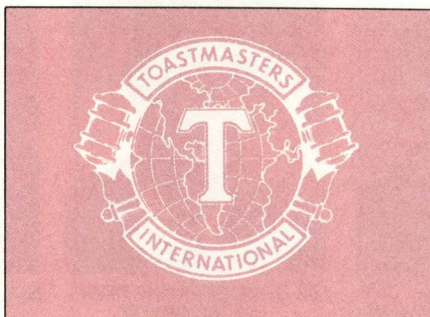
Have you ever heard the sergeant-at-arms introduce the Toastmaster as the "most important person on the agenda today?" This introduction would make the grammarian, the timer and the evaluators feel rather incidental. In fact, the Toastmaster of the day would feel intense pressure from such an introduction.

My purpose is to highlight some of the many ways we learn when "merely" serving as timer, ah counter, grammarian—or "just" as listener.

When acting as grammarian, we listen intently for errors. This listening tunes us in to our own grammar and in general grooms us as better listeners.

When our duty is to time the speakers, we are again fine-tuning the skill of listening, while performing a service. Timing is one of the first hard knocks for a beginning Toastmaster. We may be nervous and stop short on Table Topics, or we may have a prepared speech and not yet know how to pare it down when time gets short. The timer helps us develop in this area.

If serving as Word Master, we select words not commonly used, but words that should be commonly understood by an audience. The experience obtained by practicing the new words builds



our vocabulary and enables us to insert "key" words—words listeners want to hear—in situations like job interviews or sales pitches.

Sometimes we make the same type of mistake when introducing the Topic Master as when introducing the Toastmaster: "Now, it's time for the *fun* part of our meeting." No, Table Topics really isn't any more fun than the rest of the meeting. Table Topics can be fun and usually is, but occasionally some very heavy, heated debates take place during the Table Topics session. This is good. The variety is more apt to keep members interested. Table Topics prepares us for short, unannounced responses to issues; some serious, some hilarious. But, allow that—don't preclude the variety by introducing the session as the "most fun part of the meeting."

The prepared speakers also have been dubbed "most important" on the agenda. Again, no one is most important. It is important for the speakers to be pro-

gressing in their manual completions. It is important for the rest of us to listen and watch the speakers' personal development. It is important that we have prepared speeches or we may not have a program. But please, not "the most important."

Evaluators are essential to the progress of all speakers. Good, positive evaluators who are sincere and interested in helping the speakers improve learn how to criticize with sensitivity.

The sergeant-at-arms plays an important part. He or she prepares the meeting place and welcomes everyone, guests and members alike. But, the sergeant-at-arms is no more important than the president, who sets the tone for the meeting—and indeed for the entire club.

Could it be that the all-knowing and observant general evaluator is the most important participant at the meeting? But, no, general evaluators merely present their interpretations of Toastmasters International's intentions with the communications and leadership programs.

We are not clones; we are unique individuals, and the general evaluator is another who is just learning along with the rest of us.

Guests are important, too. We want them to know they are, because we want them to return and become members.

As a guest or member, even if we do nothing but observe and listen during

the meeting, we absorb new information. When we hear helpful hints and good ideas, we learn new applications or approaches.

No, you don't have to be *the* Toastmaster of the day to be important. You don't have to attend meetings only when you have an "important" assignment.

Now, finally we all know who is the most important person at your Toastmasters meeting: *you are.* ♣

**Leslie D. Boyd, DTM**, is a member of *Tinker Club 1362-16 and Plane Talkers 6012-16. She is a member of the American Society of Military Comptrollers and an analyst at the Oklahoma City Air Logistics Center, Tinker Air Force Base.*

## Who is the Best Speaker?

Is it the person who is the funniest?  
Is it the person with the most experience?

Is it the person who speaks without notes?

Is it the most dramatic speaker?

Is it the person who gives a speech within established time frames and who meets the established objectives in the speech manual?

## Who is the Most Important Person in the Club?

Is it the president (who sets the tone)?

Is it the Toastmaster of the day (who runs the meeting)?

Is it the educational vice president (who sets the schedules)?

No, it is YOU, the Toastmaster. You are the most important person because:

- You present new ideas and thoughts.
- You add fun and excitement to the meeting.
- You set an example for new and old members.
- You provide encouragement to others.
- You help the club move forward because of your individual growth.
- You make the meeting complete.

**YOU are important!**

*Courtesy of Interior Toastmasters Club 2157-36*

## Peculiar Name and Logo

I don't understand the Toastmasters logo. The name seems a bit peculiar, too. The emphasis is on the international aspect of the organization. The logo is a miniature globe featuring half the world (excluding Australia) with a large "T" on it. A couple of gavel "heads" hang off it like a pair of ears—like an afterthought. So it's an international organization—big deal!

Toastmasters is all about improving communication skills, especially public speaking. You wouldn't guess it from the logo!

And the "master" in Toastmaster—is this a subtle way to keep feminists out of the organization?

If you're after a good, catchy name and logo, then I suggest "Toastbusters" as a name; the logo could be a no-smoking sign (minus the cigarette) or a Ghostbuster sign (minus the ghost) with a nervous (or terrified) man *and* woman in it. And maybe a slogan under it, e.g., "Speaking in the '90s."

With a name, logo and slogan like those, Toastbusters would appear to be a dynamic, exciting organization.

*John Cleland, ATM  
Benjamin Club 5070-70  
Canberra, Australia*

## Speak Up So All Can Hear

One of the disappointing and often frustrating experiences of listening to a speech is to follow a seemingly very interesting story or joke and then have the speaker lower his voice when delivering the punch line, making it impossible to hear.

Picture this scenario: A seminar speaker raises his voice and asks, "Can everyone hear me?" Someone in the rear with the hearing acuity of a German shepherd waves his arms and yells, "Yeah." The speaker then drops his voice to normal speaking volume so quite a few in the audience have to strain throughout the lecture to grasp the essence of his presentation.

Toastmasters do not seem to stress enough the need to speak clearly and forcibly. In some speech contests, inadequate attention is given to correct usage of the microphone. The speaker will stand at varying distances from it, and if the microphone is hand-held, will wave it around from six inches to two feet from his lips. The result is that many audience members miss the context of the speech.

At the fall district conference this past year our International President Tom B. Richardson and Communication and Leadership award recipient Thurl Ravenscroft, who both have outstanding voices, still held the microphone correctly, as taught in our Toastmasters seminars: at chin level, two to three inches from their lips.

Speech evaluations during club meetings are supposed to include remarks about the clarity of the speech, but the area of voice intensity is not stressed enough. In addition to the timer, ah counter and grammarian, our club has added a "volume controller" whose duty it is to sit in the rear of the room and rate the speakers' voice intensity and volume on a scale from one to five (five being ideal and one inaudible.) This really has helped in improving members' voice quality.

I'm hoping that more stress will be placed on "speaking up" in our clubs and contests. Everyone does not hear well. Many Toastmasters have hearing deficiencies: try to give them a break. One of our organization's precepts is good listening. But you can't listen if you can't hear.

*Louis Hansen  
Clubs 4-F and 290-F  
Grand Terrace, California*

## March Issue to be Shared

The President's message and the articles featured in the March issue are positive examples of the foresight of this organization. The editors and authors of each article can be assured of the positive effect on all who are fortunate enough to read them.

I shall share this issue with my fellow employees. The information confirms a teamwork style in accomplishing a goal or initiative. People are the key to the success of a good leader. Open communications are essential. Positive feedback is demanded if people are to succeed. Constructive criticism can be a part of that positive effort, the result of which will be reflected in constant personal improvement.

Toastmasters, you and your staff may take a "bow." You have succeeded in this issue to take a "giant step" in the leadership versus management technique of running a business.

*Lurece J. Hunter  
Division Naval Plant Representative  
Pomona, California*

# COMPLAIN WITH POWER!

Firmness and serenity are powerful weapons  
in the battle with incompetence.

BY CAROL RICHARDSON

**Y**our carpet installers have disappeared, apparently raptured to the Bermuda Triangle of subcontractors, leaving you up to your ankles in tacks and shredded foam padding.

The phone company threatens to reach out and pull the plug unless you pay up on a thousand dollars' worth of calls made on your stolen credit card.

You have noon luncheon reservations with your biggest client, and at 12:40, you're still waiting for a table.

Civilization has this knack for putting kinks in your mortal coil. Its capacity for the inept and bureaucratic is limitless. On the surface, the many goods and services at our fingertips promise convenience, even economy. But over and over you're forcibly reminded that anything involving phones, computers or subcontractors is an accident waiting to happen.

What can you do? Homicide, though sometimes tempting, is not the answer. A good primal scream will probably make you look like a troublemaker.





And now, say the experts, even the simple pleasures of hostility may shorten your life.

There are, however, steps you can take to get your problem rectified in the shortest possible manner and still leave your—and your assailant's—dignity intact. Because, after all, courtesy, like opposable thumbs, is one of those human characteristics that enables you to rise above mere circuitry.

#### **Be timely**

Learn to be the "One-minute complainer." When your neighbor's dog lunges for you on your morning jog, when your shirt comes back from the dry cleaner sans buttons, speak up. Your chances of clearing up the dispute are greater when you seek a remedy on the spot. Don't go home and stew about it. And don't write a letter. Letters are easy to ignore. Two steely eyeballs are not.

Unfortunately there are times when you must register your complaint by phone or letter, particularly when the perpetrator is a mail-order house, a bank, a power company, or some other remote organization. But face-to-face meetings are, as a rule, the quickest, most painless way to settle a dispute.

#### **Be direct**

Complain to the person who can make a difference. Don't simply walk out of a department store when the sales clerk is busy taking a personal phone call. Find the manager. Put the merchandise at his feet. Let him know that he has lost a sale because his staff was slow or inept.

Likewise, the maitre d' of that expensive restaurant should know that reservations must be honored within reasonable limits. Walking out in a huff may be a grand gesture, but one that is easy to ignore. Chances are the manager or headwaiter will offer to serve you on the spot. Resist that temptation. This is not a ploy to get special favors. To make your point, you must follow through and leave. A simple "thank you, but I really don't have the time" gives you the final, polite word.

#### **Remain calm**

Firmness and serenity are powerful weapons in the battle with incompetence. Get angry and you lose more than your temper; you lose sympathy and credibility. If you act outraged or belittle the people around you, you very likely snuff out their inclination to come to your aid. Instead, simply state your difficulty.

Say, for example, your sofa that was promised in one month is still not delivered by six weeks. You call the department store, and they promise it by the end of the week. Two more weeks pass. You call again, and now they admit they cannot find your original order. They assure you they'll locate it immediately. Another week passes.

When you call again, remember to get a grip on yourself. The person who takes your call is almost

**C**ivilization has this knack for putting kinks in your mortal coil. Its capacity for the inept and the bureaucratic is limitless.

---

certainly not the person who made the mistake. Don't get angry with him. Say something like, "You have an angry customer on your hands. I've tried to settle my problem through ordinary channels without success. Please let me talk to your supervisor."

You've made your point by stating rather than expressing your anger. Not only that, but you allow the representative to pass along your call without losing face. And the supervisor, having been tipped off about the angry customer, is likely to be solicitous.

#### **Be cheerful**

Remain cheerful throughout a dispute. As Mark Twain said about doing right, "It will gratify some and astonish the rest." Like composure, a pleasant demeanor deflates confrontation and inclines others to help rather than obstruct. Beginning with "Good morning" or ending with "Thank you" has a calming effect on both you and your antagonist.

Oddly enough, a well-lodged complaint does not always end with a messy confrontation of wills. In my own case, it got me a job offer. As an insufferable college sophomore, I made a hobby of meeting with professors whose testing or teaching methods I deplored. I felt duty bound to rescue them from their ambiguous tests, their outdated syllabi, and their uninspiring curriculum.

One teacher in particular had managed to turn his classes into multiple-choice-memorization factories. All that was necessary to succeed was to make a good set of flash cards and to have a powerful short-term memory. Deliberation and nuance were strangers to a class whose subject matter deserved better than his trivialization.

At the end of the quarter, after my "A" was safely, if somewhat cynically, a sure thing, I met with the instructor, who was easily 35 years my senior. I have no doubt the syllabus he gave us was the same one he distributed a quarter-century earlier.

After I had finished describing the many shortcomings of his class, he was quiet. I anticipated a defense of his methods, and perhaps a debate about the multiple-choice format. What he said next, I did not expect. "Would you like to work for me this summer and rewrite the syllabus? I've been meaning to do it for a while, but I haven't had the time."

Although I had already transferred to another university and was unable to take the job, the impact of his offer remained.

Confrontations, it seems, may be inevitable, but they need not be unpleasant. Certainly, demanding change is the best way to get it. But how you make your demands often determines how easily you will succeed. If handled promptly and agreeably, a complaint is a most powerful weapon in the endless struggle against bureaucratic entropy and chaos. ♣

**Carol Richardson** is a freelance writer residing in Laguna Hills, California.

**DTM**

*Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.*

- Theodora Hackenberg, 748-2
- Doris Furness, 4878-6
- Len Jennings, 5369-6
- George E. Peo, 3804-8
- Howard G. Malin, 3226-18
- R. Harvey Drdul, 738-21
- Jack Boddington, 2392-21
- Richard W. Payton, 4110-25
- Kathleen Waters, 4031-31
- Molly A. Maher, 3374-33
- Ronald R. Gabrielsen, 4046-35
- Frankie Gladden, 5898-36
- Paul N. Edman, 5333-37
- William H. Fairbrother, 6344-42
- Sofia S. Anderson, 2852-52
- Karen M. Ritchie, 2640-63
- Hillel A. Hahn, 7130-63

**ATM BRONZE**

*Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.*

- Violet Gillen, 4062-F
- V. Neal Nikolaisen, 3480-3
- M. Lorrayne Burton, 4368-4
- Peter Myskiw, 2392-21
- Charles E. Peet, 1207-25
- Margaret Cranson, 2429-26
- Sherrill Lojewski, 2683-30
- James M. Chesser, 2012-33
- Robert G. Waters, 4023-33
- Peter Macalka, 2056-57
- Muriel E. Godden, 1617-60
- Joan Graham, 4080-60
- Jared W. Stiles, 5460-65
- Richard M. Stacey, 1821-70
- Jayant B. Bapat, 1060-73
- Pedro D. Genato, 1088-75

**ATM**

*Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.*

- Mury S. Fields, 1-F
- Thomas Key, 586-F
- Donald R. Beck, 1969-F
- Laurie Molsberry, 4244-F
- Charles G. Kenney, 6658-F

- H. Gene Denos, 328-1
- Frank U. Muth, 328-1
- William V. Hack, 6088-1
- Mark L. Fristo, Jr., 791-2
- John P. Acord, 3931-3
- Martin Del Campo, 1771-4
- Fred L. Curry, 3873-4
- Julie Sappington, 3873-4
- Robert C. Leach, 4004-4
- Joanne Velarde, 5430-4
- Joanne E. Kutzler, 6607-4
- Marie E. Miller, 161-5
- Carol E. Slater, 851-5
- Carolyn L. Tomacelli, 905-5
- Nancy Thweatt, 1546-5
- James F. Richardson, 4197-5
- Ralph Engman, 2342-6
- James H. Davidson, 3534-7
- Stephen Henley, 4661-7
- Michael Henning, 4587-8
- Ben S. Curatolo, 1472-10
- Debbera A. Diehn, 5652-14
- Gary A. Berna, 1489-15
- Thomas Webb III, 1367-16
- Daniel Martinez, 1680-16
- Pat Fox, 2297-18
- Jane Knecht, 4010-20
- Phil W. Berg, 4116-20
- Alf H. Soderholm, 1611-21
- Sandra Ford, 2590-21
- Myra E. Smith, 2969-21
- Nelson D. Cournoyer, 799-23
- Dorothy R. Conway, 2984-23
- Patricia Godfrey, 5235-23
- Peggy E. Webb, 4025-25
- Richard C. Scheibe, 4432-25
- Ron Smith, 5286-25
- Gene Grice, 5801-25
- Sharon Wells, 5984-25
- Robert L. Heinonen, 6043-25
- Carolyn Pevey, 6332-25
- Tim Nickerson, 6530-25
- Kendrick T. King, 2228-26
- Dennis West, 2668-26
- Fred Eggleston, 2977-26
- Michael L. Stabler, 3022-26
- Connie Mauldin, 3191-26
- Lora J. Maes, 3413-26
- Marie Andersen, 4950-26
- James Dunaway, 5316-26
- Bryan A. Holt, 5316-26
- Joseph P. Thompson, 5349-26
- Alene Davis, 5587-26
- Arlene M. McKeon, 2260-28
- Charles E. Wilson, Jr., 2357-28
- Phyllis K. Sullivan, 3748-28
- Joye Davis-Kirchner, 2095-29
- Barbara Bergstrom, 1837-30
- Marguerite Pierce, 2709-30
- Peter M. Cerf, 4789-30
- Jan Stojack, 5577-30

- Bettye J. Stanford, 5762-30
- Jean Balmforth, 3981-31
- Raymond J. Tremblay, 5700-31
- David P. Olson, 2063-32
- Cherie Tessier, 4785-32
- Sinclair Wall, 24-33
- Richard Temple, 878-33
- Arthur L. Lay, 947-33
- Joann M. Wedding, 1224-33
- Linda M. Wheeler, 1388-33
- Dwight Langdon, 1675-33
- Janet E. Lapp, 1850-33
- Joe L. Norcross, 2490-33
- Robert Berkeley, 4023-33
- Linda Graves, 4260-33
- Charles N. McCormick, 5575-33
- George L. McLeod, 3627-35
- Jerome L. Merz, 4937-35
- Vincent E. Treague, 5743-35
- Belynda Gentry, 2157-36
- Robert Markham, 2937-36
- Carolyn H. Lawson, 3682-36
- Angela M. Upshur, 5491-36
- J. R. Hafer, 1193-37
- Archie Harding, 1854-37
- Ellen S. Dorsett, 5095-37
- William Gorham, 6391-37
- Dilip R. Abayasekara, 2706-38
- William N. Hague, 2960-38
- Dorothy E. Goldberg, 985-39
- Mary L. Well, 1735-39
- Leo E. Ellis, 2695-39
- W. Ross Smith, 2777-39
- Kurt Carlson, 3130-39
- Betty Hague, 3372-39
- Bruce Younggreen, 4527-39
- Jimmy Henderson, 5169-39
- Jim Vogege, 453-40
- William V. Raison, 524-40
- Bill Doerman, 1619-40
- Leo Hauguel, 2126-40
- Michael Drawbaugh, 4271-40
- Dorothy M. Rosby, 2820-41
- Sheila A. Cooper, 438-42
- John D. Thompson, 1318-42
- Barry Stotts, 1860-42
- Eduardo O. Agoto, 2161-42
- Louis J. Richard, 2291-42
- Leigh F. Anderson, 2882-42
- Robert H. Hiew, 4104-42
- J. Marcel Barnabe, 4310-42
- Alice M. Hanlin, 5921-42
- Herb Lemke, 6436-42
- Sharon Rand, 6372-42
- Mary J. Brewer, 3111-43
- Charlotte Buchanan, 4180-43
- Peggy M.G. Allen, 1071-44
- Richard Klass, 1949-46
- Jerry Whittemore, 2099-46
- Vincent Algeri, 3187-46
- James A. McGillicuddy, 363-47

- Spencer Cobb, 2346-47
- Lawrence Gould, 2903-47
- Saunders R. Sacks, 3003-47
- Vivian M. O'Dell, 3331-47
- Larry Kittinger, 3674-47
- Charles Coates, 3774-47
- Joyce C. Wolf, 4170-47
- Sheldon H. King, 4918-47
- Virginia Bryant, 4541-47
- Rollie Johnson, 4541-47
- Lynnette Henderson, 6860-47
- Elizabeth A. Brown, 2186-48
- Don Sledge, 5304-48
- James A. Jones, 3841-49
- Michael W. Thacher, 4676-52
- Lesla M. Lane, 5515-52
- Leonard Hoffman, 5665-52
- Lucine F. Paul, 921-53
- William Walsh, Jr., 921-53
- Judith Pustell, 2785-53
- Muraleedharan Gopinathan, 3176-53
- Mamie St. Clair, 3610-53
- James Jelacic, 3707-53
- Thomas DeMercurio, 5883-53

**NEW CLUBS**

- Riverside Communications, 3059-F**  
Riverside, CA-Mon., 12:10 p.m., Riverside County Office of Education, 3939 Thirteenth St., (714) 788-6582
- Alps Echo, 4844-F**  
Garden Grove, CA-2nd & 4th Tues., 11:35 a.m., Alps Manufacturing, 7301 Orangewood Ave., H.R. Training Room, (714) 897-1005
- 3M, 7451-F**  
Irvine, CA-Tues., noon, 3M Company, 17132 Pullman St., (714) 250-9237
- Bergenmeisters, 7493-F**  
Orange, CA-every other Fri., noon, Bergen Brunswig Corp., 4000 Metropolitan Dr., (714) 385-4000
- Sun Shine, 7404-U**  
Taipei, China-Sunshine International English Club, 286 Chilin Rd., 7th Floor, (02) 551-0427
- Eloquence 45, 7468-U**  
Orleans, France-2nd & 4th Tues., 8 p.m., Le Pailon, 3 Rue Jean Hupeau, (38) 53-01-89
- Long Beach Memorial, 7412-1**  
Long Beach, CA-Mon., 4

p.m., and Thurs., 11:30 a.m., Memorial Medical Center, 2801 Atlantic Center, (213) 595-3022

**Sullivan Companies I, 7420-1**  
Los Angeles, CA-Wed., 7:15 a.m., Sullivan Companies, 4700 Wilshire Blvd., (213) 626-1100

**Sullivan Companies II, 7421-1**  
Los Angeles, CA-Mon., noon, Sullivan Companies, 4700 Wilshire Blvd., (213) 626-1100

**American Expressors, 7406-3**  
Phoenix, AZ-Tues., 7 a.m., American Express, 20022 N. 31st Ave., (602) 492-4900

**Mumbleweeds, 7428-3**  
Phoenix, AZ-Wed., 12:30 p.m., Paradise Valley Comm. College, 18401 N. 32nd St., (602) 493-2809

**"Good Hands," 7465-3**  
Phoenix, AZ-Thurs., 7 a.m., Allstate Insurance Co., 2111 E. Highland Ave., Ste., 300, (602) 224-4554

**H.E.A.T., 7490-3**  
Tucson, AZ-Wed., 4:45 p.m., Hughes Aircraft Co., P.O. Box 11337, 801 N-5, (602) 794-5705

**Sierra Communicators, 7427-4**  
San Jose, CA-Wed., 5 p.m., Horizon Ctr., (408) 974-1887

**Mac N' Talkers, 7430-4**  
Cupertino, CA-Wed., 5:30 p.m., Apple Computer, Inc., 10275 DeAnza Blvd., (408) 974-1887

**Business Roundtable, 7450-4**  
San Francisco, CA-Bechtel Building, 45 Fremont St., (415) 359-8635

**SCO, 7481-4**  
Santa Cruz, CA-Thurs., noon, Santa Cruz Operation, 400 Encinal, (408) 425-7222

**Dinosaurios, 7440-5**  
Ensenada, Mexico-first Mon., 8 p.m., Restaurant Rey Sol, Avenue Lopez Mateos, 6-66-41

**Hudson Hooters, 7443-6**  
Woodbury, MN-Tues., 11:45 a.m., 500 Bielenberg St., (612) 738-4705

**JosTalkers, 7425-6**  
Minneapolis, MN-Mon., 11:30 a.m., Jostens, 5501 Norman Ctr. Dr., (612) 830-8488

**Control Masters, 7491-6**  
Edina, MN-Fri., noon, Honeywell, Inc., 7300 Metro Blvd., (612) 830-3667

**Ontario Government Employees, 7492-6**  
Thunder Bay, Ontario, Canada-Wed., noon, Government Bld., 435 S. James St., (807) 475-1221

**Klamath Falls, 7462-7**  
Klamath Falls, OR-Thurs., noon, College Union, Oregon Institute of Technology, 3201 Campus Dr., (503) 882-1058

**L.T.D., 7487-7**  
Eugene, OR-Mon., noon, Heritage Restaurant, 2105 W. 7th Ave., (503) 687-5581

**Fort Wayne Mirth Masters, 7439-11**  
Fort Wayne, Indiana-3rd Wed., 6 p.m., Richard's Restaurant, 629 E. Paulding Rd., (219) 745-4380

**Michiana, 7454-11**  
Niles, MI-Tues., noon, The Pickwick Club, 221 N. 4th St., (616) 684-0552

**Brown-Forman Speakeasies, 7457-11**  
Louisville, KY-2nd & 4th Wed., noon, Brown-Forman Corp., 850 Dixie Highway, (502) 774-7539

**Brown-Forman Toasters, 7458-11**  
Louisville, KY-2nd & 4th Thurs., 7:15, Brown-Forman Corp., 850 Dixie Highway, (502) 774-7539

**Vital Voices, 7474-11**  
Fort Wayne, IN-Wed., 7 p.m., Oxford Community Center, 1421 Oxford St., (219) 425-5727

**E.B.C. 7424-14**  
Atlanta, GA-Tues., 7:30 p.m., Elizabeth Baptist Church, 3675 Martin Luther King Jr. Drive, N.W., (404) 766-1640

**Elk City, 7417-16**  
Elk City, OK-Tues., 6:30 p.m., Flamingo Restaurant, 2010 W. Third, (405) 225-0694

**Point Breeze, 7461-18**  
Baltimore, MD-Tues., noon, Maryland Dept. of the Environment, 2500 Broening Hwy., Training Room, (301) 757-0467

**Harbour City, 7460-21**  
Nanaimo, B.C., Canada-Thurs., noon, Charlie's Restaurant, 123 Commercial St., (604) 756-1132

**Signetics Energetic Eye-Openers, 7433-23**  
Albuquerque, NM-Wed., 6:50 a.m., Signetics, Inc., 9201 Pan American Freeway, N.E., (505) 822-7269

**Pro A.M., 7407-25**  
Arlington, TX-Tues, 6:45 a.m., St. Mark's Episcopal Church, 2024 S. Collins Ave., (817) 640-1523

**Add Libbers, 7452-25**  
Irving, TX-Thurs., 5 p.m., Abbott Laboratories, 1921 Hurd Drive, LC5, (214) 518-6230

**DSC Communicators, 7484-25**  
Plano, TX-Thurs., noon, DSC Communications, 1000 Coit Rd., (214) 519-3439

**Crosstalkers, 7441-28**  
Detroit, MI-1st & 3rd Tues., 5:30 p.m., American Red Cross, 100 Mack Ave., (313) 494-2736

**L-O-F, 7480-28**  
Toledo, OH-noon, L-O-F Tech Center, 1701 E. Broadway, (419) 247-4664

**Saturn, 7483-28**  
Troy, MI-2nd Thurs., 11:30 a.m., 4th Thurs., 5 p.m., Saturn Corp., 1400 Stephenson, (313) 528-3608

**Resinators, 7467-29**  
Hattiesburg, MS-Wed., noon, Hercules, Inc., W. 7th St., (601) 584-3260

**Waste Management, Inc., 7446-30**  
Oak Brook, IL-Mon., noon, Waste Management, Inc., 3003 Butterfield Rd., (312) 572-3020

**Easy Speakers, 7486-30**  
Schaumburg, IL-alternate Thurs., noon, State Farm Insurance Co., 1717 Penny Ln., (312) 391-4993

**Wordsmiths, 7429-31**  
Shrewsbury, MA-Tues., 11:45 a.m., Digital Equip. Corp., 333 South St., (508) 841-2058

**Mount Wachusett, 7434-31**  
Gardner, MA-Wed., 7 p.m., Mount Wachusett Comm. College, 444 Green St., (508) 632-6600

**Elk Hills, 7478-33**  
Elk Hills, CA-Wed., 11:30 a.m., Naval Petroleum Reserve, 28590 Highway 119

**Truax, 7471-35**  
Madison, WI-2nd & 4th Wed., 11:45 a.m., Wisconsin Dept. of Transportation, 2101 Wright St., (608) 246-3844

**Correctly Speaking, 3070-36**  
Washington, D.C.-Wed., noon, Department of Corrections, 1923 Vermont Ave., N.W., (202) 673-7300

**B & B, 7415-36**  
Washington, D.C., Bryant & Bryant Architects, 4301 Connecticut Ave., N.W., Ste. 450, (202) 244-1950

**Success Expressed, 7469-36**  
Greenbelt, MD-Wed., 11:45 a.m., Chesapeake Directory Sales Co., 6404 Ivy Ln., 6th Floor, (301) 220-5225

**Word Bankers, 7473-36**  
Washington, D.C.-Tues., noon, World Bank, 1818 H. St., (202) 473-3777

**WSSU, 7472-37**  
Winston-Salem, NC-Fri., noon, Winston-Salem State University, R.J. Reynolds Center, (919) 750-2348

**Advanced Speechmasters, 7448-38**  
North Wales, PA-4th Mon., 6:15 p.m., Bentley's Restaurant, Route 202 & 63, (215) 757-4080

**Valley Voices, 7413-39**  
Reno, NV-Tues., 7:15 a.m., Valley Bank of Nevada, 401 S. Virginia St., (702) 789-7081

**Bear River, 7475-39**  
Lake of the Pines, CA-Mon., 7:15 p.m., Lake of the Pines Golf Lounge, Lakeshore N., (916) 269-2259

**Golden State Capitol, 7489-39**  
Sacramento, CA-Fri., noon, Calif. State Capitol, Hearing Room 437, (916) 445-4293

**Beaverlodge, 7437-42**  
Beaverlodge, Canada-Tues., 7:15 a.m., Beaverlodge Motor Inn, Dining Lounge, (403) 354-8339

**Hanna Honkers, 7445-42**  
Hanna, Canada-Thurs., 6:30 p.m., Old Court House, 506 Center St., (403) 854-2432

**Biggar & Better Thinkers, 7449-42**  
Biggar, Canada-Wed., 7:30 p.m., Biggar Credit Union, 302 Main St., (306) 948-3671

**Kelsey Trail, 7453-42**

Carrot River, Canada-1st & 3rd Tues., 8 p.m., Carrot River Town Hall, (306) 768-2542

**Noon Nee Nockers, 7470-42**  
Grande Prairie, Alberta, Canada-Tues., 12:05 p.m., Queen Elizabeth II Hospital, 10409-98 St.

**Rural Expressions, 7496-42**  
Rosetown, Saskatchewan, Canada-Thurs., 7:30 p.m., Provincial Government Building, Boardroom, (306) 882-3253

**Day-Brite, 7431-43**  
Tupelo, MS-1st & 3rd Thurs., noon, Day-Brite Lighting Inc., 1015 S. Green St., (601) 842-7212

**TI Masters, 7432-44**  
Lubbock, TX-Tues., 7 a.m., Texas Instruments, 2301 N. University, (806) 797-6206

**MAD Toasters, 7444-46**  
New York, NY-1st & 3rd Mon., 2nd & 4th Tues., 4:35 p.m., New York Life Insurance Co., 51 Madison Ave., Room 152

**Roaring Lions, 7476-47**  
Miami, FL-Mon., 7:30 p.m., Florida Memorial College, 15800 N.W. 42nd Ave., (305) 623-4288

**Adventurers, 7488-52**  
Granada Hills, CA-2nd & 4th Thurs., 7 p.m., Numero Uno, 17062 Devonshire, (818) 248-1623

**Promethian, 7408-53**  
Latham, NY-3rd Mon., 6:30 p.m., Century House, Rt. 9, RD 1, Box 287, (518) 346-8684

**Texaco Star, 7477-53**  
Beacon, NY-1st & 3rd Thurs., 4:15 p.m., Texaco Research Center, P.O. Box 509, (914) 831-3400, ex 451

**Research Park, 7423-54**  
Champaign, IL-1st & 3rd Tues., noon, Construction Engineering Research Lab., 2902 Newmark Dr., (217) 373-7217

**State Farm Northwest, 7410-56**  
Houston, TX-Thurs., 4:30 p.m., State Farm Service Center, 6707 N. Gessner, (713) 895-2286

**Houston Debate, 7414-56**  
Houston, TX-monthly Tues., 7 p.m., Don Fisher's Law Office, 3033 Chimney Rock, Ste. 600, (713) 228-5364

**Heart of Texas, 7416-56**  
Austin, TX-Tues., 5:30 p.m., ACORS, 1000 Peyton Gin Rd, (512) 339-6707

**Lockheed, 7455-56**  
Nassau Bay, TX-Mon., 5 p.m., Lockheed Plaza IV, 2100 Space Park, (713) 333-6786

**Boeing Canada, 7479-60**  
Downsview, Ontario, Canada-Tues., 4:30 p.m., Boeing Canada DeHavilland Div., Garratt Blvd., (416) 633-7310, ex 3374

**Heartline, 7409-63**  
Clarksville, TN-Fri., noon, Clarksville Memorial Hospital, 1771 Madison St., (615) 552-6622

**Agassiz, 7436-64**  
Beausejour, Canada-Tues., 7:30 p.m., Edward Schreyer School, 85-5th St. S.

**Bundy Bell, 7464-68**  
New Orleans, LA-2nd & 4th Wed., 7:30 a.m., South Central Bell, 6767 Bundy Rd., (504) 528-2494

**Xavier Gold Rush, 7466-68**  
New Orleans, LA-2nd & 4th Thurs., noon, Human Resources Hall, Xavier University

**Claims to Fame, 7485-68**  
Baton Rouge, LA-last Wed., noon, State Farm Claim Office, 4811 Harding Blvd., (504) 358-2012

**Deux Speak, 7494-68**  
Monroe, LA-1st & 3rd Tues., 11:40 a.m., State Farm Regional Office, 22 State Farm Dr., (318) 362-6444

**Caloundra, 7418-69**  
Caloundra, Australia-1st & 3rd Tues., 7 p.m. Meals on Wheels Rooms, Second Ave., (71) 94-7229

**Willows, 7435-69**  
Townsville, Australia-Wed., 7 p.m., Willows Waterworld Restaurant, Carthew St., Kirwan, (077) 213588

**High Noon Bankers, 7422-72**  
Wellington, New Zealand-Tues., noon, Banker's Institute Boardroom, 11th Floor-Grand Arcade, (04) 735069

**The Famous First, 7456-72**  
Hamilton, New Zealand-Wed., 5:45 p.m., (071) 436728

**Grand, 7482-72**

Invercargill, New Zealand-Wed., 7 a.m., Grand Hotel, Dee St., (021) 44-199

**Westpac Eastern, 7411-73**  
Ringwood, Australia-2nd & 4th Wed., 7:15 p.m., Westpac Regional Office, 27 Ringwood St., (03) 723-0248  
**ANZ Talk of the Town, 7419-73**

Melbourne, Australia-1st & 3rd Mon., 6 p.m., ANZ Banking Group 355 Collins St., (03) 658-1220

**Plascon, 7442-74**  
Johannesburg, South Africa-1st & 3rd Mon., 5:15 p.m., Access City, 5 Beacon Rd., 5th Fl., New Doornfontein, (011) 402-1300

**Carletonville, 7463-74**  
Carletonville, South Africa-2nd & 4th Wed., 7 p.m., (01691) 70-2585

**Dashing, 7495-74**  
Rosebank, Johannesburg, South Africa-Thurs., 6 p.m., Dashing Office Furniture (Pty), Ltd., Dashing Centre, Balk Ave., (011) 880-5600

**ABCAR-PARAGON, 7405-75**  
Paracale, Philippines-Thurs., 6 p.m., Abcar-Paragon Mining Corp., Longos

**Ellinwood Malate Church, 7426-75**  
Malate, Manila, Philippines-Sat., 3 p.m., Ellinwood Malate Church, 1660 A. Vasquez St., Board Room 59-36-37

**Tacloban City, 7438-75**  
Tacloban City, Philippines-2nd & 4th Tues., 7:30 p.m., Don's Cabin, Justice Romualdez, 321-2254

**Cebu South, 7447-75**  
Cebu City, Philippines-Sat., 8 a.m., Town & Country Restaurant, Osmena Blvd.

**Cubao Merchants Association, 7459-75**  
Cubao, Quezon City, Philippines-Thurs., 12:30 p.m., Tratoria Restaurant, 3rd Floor, Ali Mall, Araneta Center, 921-2601-10

## ANNIVERSARIES

### 60 Years

Aylesbury 762-71,  
Aylesbury, England

### 40 years

Taku 724-U, Juneau, Alaska

### 35 years

Sooner 1615-16, Norman, OK

Queen City Founders 1619-40, Cincinnati, OH

### 30 years

Southwest 2066-16, Oklahoma City, OK

Westinghouse Air Arm 3026-18, Baltimore, MD

Trans-Speakers 2945-35, Milwaukee, WI

Navy Brunswick 2156-45, Brunswick, ME

Northern Brookhaven 2413-46, Port Jefferson, NY

### 25 years

Hemet-San Jacinto 3806-F, Hemet, CA

### 20 years

Corona 1976-F, Corona, CA  
Kashim 3243-U, Anchorage, AK

TRW 990-1, Redondo Beach, CA

Success/Leadership 1952-4, Sunnysvale, CA

Buffalo 2438-26, Denver, CO

### 15 years

Greyhound Early Risers 213-3, Phoenix, AZ

Hewlett-Packard Spokester 3539-26, Briargate, CO

Honeywell Communicators 3326-31, Waltham, MA

Amway 2263-62, Ada, MI

Hampton Roads 1471-66, Virginia Beach, VA

Manly Civic 2618-70, Manly, NSW, Australia

Banyandah 1285-73, Perth, W.A., Australia

### 10 years

Peddler's 1648-F, Orange, CA

Loquacious Nooners 3121-5, San Diego, CA

Breakfast 2981-24, Fremont, Nebraska

Waterways 3881-42, Fort McMurray, Alberta

Presidents 3751-64, Winnipeg, Manitoba

Port Hunter 2776-70, Newcastle, NSW, Australia  
Indaba 2483-74, Sasolburg, South Africa

## Working with Speaking Bureaus and Agents

BY LILLET WALTERS

**O**ne of the first speakers ever booked was Ralph Waldo Emerson, whose fee was \$5 plus oats for his horse. Since then, the market for a talented speaker has grown significantly. A well marketed professional speaker in the non-celebrity class can now earn \$1,500 to \$3,500, plus full expenses, per speech.

If you plan on entering the professional speaking circuit, here are some definitions you may need to be familiar with:

**Agent**—Most celebrity speakers have agents to handle their business. The agent works for the speaker and the speaker usually is under an exclusive contract with the agent. Often the agent also handles publicity for the speaker and arranges promotional articles and radio and television appearances.

**Bureau**—A bureau works for the meeting planners and buyers and is much like a head-hunter who's on a "search and find" for the meeting planners. Two kinds of bureaus exist: the commercial bureau and the community service type.

A commercial bureau finds professional speakers for meeting planners. They are paid a commission from the speakers' standard fee.

The community service bureau sends people into the community to speak for public relations reasons. Most large companies, hospitals and political parties have a speakers bureau. These speakers receive salary by their hosting companies.

**Management**—Its role is basically the same as that of an agent. Most agents are now starting to call themselves personal management companies. Some of these companies help design your brochures and

demo tapes. Non-celebrity speakers usually pay a fee and a 10 to 50 percent commission to the agent for managing them. Celebrities generally only pay a commission. All expenses for operating the speaker's business are generally paid by the speaker.

### Working with bureaus

Non-celebrities get most of the work they don't book themselves from bureaus. The speaker can and should establish a relationship with as many bureaus as possible. But it is an extremely competitive field. I get an average of five calls daily from prospective speakers who would like me to start booking them.

However, I don't know of a single speaker who has 'made it' because of the efforts of a bureau. In fact, only those speakers who are marketing themselves and working with several bureaus are truly successful. Once you have really launched yourself in your speaking career and are getting booked regularly for at least \$500 per talk, bureaus will be more interested in talking to you. They just can't risk booking you with their clients until you are an established professional.

The most successful speakers I know only get a maximum of 25 to 40 percent of their work from bureaus. The majority of their bookings are secured through their own efforts.

As a professional consultant, the best advice I can offer for speakers is usually ignored: Don't wait for an agent or bureau to 'discover' you.

True, an agent or bureau may get you one or two jobs that will help you excel in your own marketing efforts. But you must do everything within your own power to get bookings. Gain the knowledge and wisdom to be competitive in this very competitive field!

### Tips on Entering the Professional Speaking Circuit

*Continued from page 15*

Those ratings are subjective to the listener's mood at the time. What you and buyers want to know from your audience is, "What was the most valuable tool you learned today?" "What ideas did you gain that you will use tomorrow at work?"

Although rating sheets are the most valuable sources of leads, attendees may be so excited by your speech that they forget to fill them out. Try the following techniques to get them collected:

1. Make sure the person introducing you mentions the rate sheets.
2. At the end of your presentation, have the introducer tell the audience to fill out the rating sheets.
3. Assign assistants to collect the forms.
4. Have a drawing for a gift. The introducer may say, "The completed rating sheets will be used for a drawing for a gift that the speaker has provided."

### The image of the "paid" speaker

The third ingredient in our recipe for success is the image you must create of yourself as a paid professional speaker. Written materials promote your image as a speaker. Demo tapes, brochures, business cards, letterhead, a fee schedule, a client list and articles you have written should all be part of your promotional package.

When buyers try to reach you, they have to get the impression they are contacting a *professional* speaker's office. Even if your office is in your home, you can train your family to answer the phones and respond to inquiries in a professional manner.

### It's all up to you

You will face incredible changes as you prepare your speaking skills, topic expertise and image for the professional speaking circuit.

But it won't matter how prepared you are if you don't learn to market yourself. The key to success is to find a need and fill it. ♦

*Lillet Walters is Executive Director of Walters International Speakers Bureau and a founding member of the International Group of Agents and Bureaus. Lilly and her mother, Dottie Walters, will speak at the International Convention in August on the topic, "Speak and Grow Rich."*

# 1989-90 District Governor Directory

- F. William (Bill) J. Doane, DTM, 1401 Skokie Road #83-A; Seal Beach, CA 90740
1. Stanley (Joe) J. Jarzombek Jr., DTM, 4221 West 156th Street; Lawndale, CA 90260
  2. Paula L. Huls, ATM, 13937 15th Place South West; Seattle, WA 98166
  3. Glenn E. Knudson, DTM, 14252 North 33rd Avenue; Phoenix, AZ 85023
  4. Alan M. Dower, DTM, 108 Esplanade #193; Pacifica, CA 94044
  5. Norman (Ned) E. Drew, DTM, 1738 Ithaca Street; Chula Vista, CA 92010
  6. Sally B. Muraski, DTM, 9075 Barnes Avenue; Inver Grove Heights, MN 55075
  7. Ronald (Ron) R. Wyffels, DTM, 4124 Harvey Way; Lake Oswego, OR 97035
  8. David Smith, DTM, 819 North Fifth Street; Quincy, IL 62301
  9. Les C. Davenport, DTM, 1922 Mahan Avenue; Richland, WA 99352
  10. Nicolette (Nicky) M. Boros, DTM, 9641 Melody Lane; Cleveland, OH 44144
  11. Donald A. Campbell, ATM, 461 Maple Street; West Lafayette, IN 47906
  12. Marian Bell, DTM, 540 Bonnie View Drive, Rialto, CA 92376
  13. Gloria M. McKeever, 1300 Eighth Avenue; Irwin, PA 15237
  14. James R. Dawson DTM, 2446 North Forest Drive; Marietta, GA 30062
  15. Lawrence E. Geisler, DTM, 4901 South State Street, Suite J; Murray, UT 84107
  16. Barbara Joslin, DTM, 7810 East 77th Street; Tulsa, OK 74133
  17. Hal Vosen, ATM-B, 614 South Montana Avenue; Miles City, MT 59301
  18. Earl E. Warren, DTM, 743 Hyde Park Drive; Glen Burnie, MD 21061
  19. Charles (Charlie) Ness, DTM, 1221 Edgemont; Des Moines, IA 50315
  20. Janet E. Schultz, ATM, 249 6th Street North East; Valley City, ND, 58072
  21. Addie I. Derby, DTM, #1803 - 5652 Patterson Avenue; Burnaby, BC, Canada V5H 4C8
  22. E. Thomas (Tom) Gumbert, DTM, 3212 Oakland; St. Joseph, MO 64506
  23. Mary Beth Inglis, DTM, P.O. Box 1172; Los Alamos, NM, 87544
  24. C. Douglass (Doug) Couto, DTM, 5102 Underwood Avenue; Omaha, NE 68132
  25. Gary Smith, DTM, 311 Brookwood Drive; Richardson, TX 75080
  26. Roberta (Bert) Sevey, DTM, 5328 South Jellison Street; Littleton, CO 80123
  27. Doris E. Gillespie, DTM, 3805 Hemlock Place; Temple Hills, MD 20748
  28. Emily J. Olivero, DTM, 31968 Gilbert; Warren, MI 48093
  29. Victor R. Smith, ATM, Gulf Power Co., P.O. Box 1151 - Room 448; Pensacola, FL 32520
  30. Mike Burnham, DTM, 1125 Underwood Terrace; Wheaton, IL 60187
  31. Ted Verdone, DTM, 163 Still River Road; Bolton, MA 01740
  32. Harold (Bill) Slach, DTM, 4868 North West Eldorado Boulevard; Bremerton, WA 98312
  33. Jim Sullivan, DTM, 279 Manzanita Avenue; Ventura, CA 93001
  35. Dave Wegner, DTM, 6535 North Alberta Court; Milwaukee, WI 53217
  36. Sharon A. O'Brien, DTM, 302 St. Lawrence Drive; Silver Spring, MD, 20901
  37. Patricia Tierney, ATM, 420 Chadwick Drive; Raleigh, NC 27609
  38. Dora C. Zug, ATM, 7 Parkside Avenue; Lancaster, PA 17602
  39. Marilyn L. Minden, DTM, 3308 Riverton Way; Stockton, CA 95209
  40. James (Jim) A. Vogeles, ATM, 2367 Chickasaw Street; Cincinnati, OH 45219
  41. Ron R. Giedd, ATM, 5105 Tomar Road, Sioux Falls, SD 57105
  42. Clif Skrypynk, DTM, 437 McMaster Crescent; Saskatoon, Saskatchewan, Canada S7H 1A8
  43. Barbara E. Rhinehart, DTM, 3500 Cherry Street; Pine Bluff, AR 71603
  44. Mary A. Koester, DTM, P.O. Box 5135; Lubbock, TX 79408
  45. George W. Foushi, DTM, 435 South Baboosic Lake Road; Merrimack, NH 03054
  46. Maria E. Wojcicki, ATM, 11 West Gate Drive; Edison, NJ 08820
  47. Rosella R. Bonham, DTM, 335 True Place; Lake Mary, FL 32746
  48. Bill Gray, ATM, 4921 Westwood Drive North West; Huntsville, AL 35810
  49. Timothy (Tim) R. Keck, DTM, 2333 Kapiolani Boulevard #2108; Honolulu, HI 96826
  52. Edwin J. Dockus, DTM, 7038 McLaren Avenue; West Hills, CA 91307
  53. Barbara Mutino, ATM, 15 Vivian Road; Chester, NY 10918
  54. Larry Shipman, DTM, 1507 West Woodside Drive; Dunlap, IL 61525
  56. Paula Tunison, DTM, 500 East Anderson Lane, #162P, Austin, TX 78752
  57. Paul R. Shotts, DTM, P.O. Box 3288; San Rafael, CA 94912
  58. Ned E. Wallace Jr., DTM, 107 Sterling Bridge Road; Columbia, SC 29212
  60. Roelof (Roel) Vis, ATM, 2969 Kingsway Dr., Apt. 1010; Kitchener, Ontario, Canada N2C 2H7
  61. Jean Pierre (J.P.) Champagne, CTM, 6239 Val Marie; St. Leonard, Quebec, Canada, H1P 1C9
  62. Richard (Dick) Emery, DTM, 622 Buckingham Avenue; Flint, MI 48507
  63. Charles (Charlie) L. Mills Jr, DTM, 420 Pitts Road; Hixon, TN 37343
  64. Joseph (Joe) P. Masi, DTM, 339 Edward Avenue West; Winnipeg, Manitoba, Canada R2C 2H9
  65. John C. Sleeth, ATM, 8118 Emerick Road; Baldwinsville, NY 13027
  66. Helen K. Fooshe, DTM, 1613 Ann Street; Portsmouth, VA 23704
  68. Lee R. Cates, DTM, 3601 Whispering Woods Drive West; Lake Charles, LA 70605
  69. (Ms.) Desley Cooper, DTM, P.O. Box 168; Maryborough, Queensland 4650, Australia
  70. Pierce J. Williams, ATM, P.O. Box 237; Sydney, New South Wales 2159, Australia
  71. Joe Prendergast, DTM, Ballinara; Kilsheelin, Co. Tipperary, Ireland
  72. Len Jury, DTM, P.O. Box 4400; Auckland, New Zealand
  73. Richard Bennett, ATM, 118 Head Street; Gardenvale, Victoria 3185, Australia
  74. Howard Steinberg, DTM, P. O. Box 2741; Rivona 2128, Republic of South Africa
  75. Carmelita (Lita) Dayco, DTM, 119 Anonas Extension; Sikatuna Village, Quezon City, Philippines

## Cruising for Free

Continued from page 18

bring their own equipment, or triple-check to ensure their needs are met.

Be prepared for unusual problems during your speeches. Swaying seas, traffic through your speaking room, or dolphins running with the ship may not make for the most captive audience.

Before and after your speeches, you're just expected to have a good time along with the other passengers. You might even have a better time when you remind yourself of the money you're saving. ♦

## Resources

To learn more about cruise ship speaking possibilities, contact Lauretta Blake at *The Working Vacation, Inc.*, 1221 McIntosh Ave., Sunnyvale, California, 94087, (408) 733-0331.

For more information on cruising, check Douglas Ward's *The Berlitz Complete Handbook to Cruising*, P.O. Box 886, F.D.R. Station, New York, New York, 10150-0886, for \$13.95.

W. Lynn Seldon, Jr. is a professional travel writer based in Richmond, Virginia.

# A picture is worth a thousand words!

Wear the emblem that lets everyone know you belong to a great organization. The Toastmasters symbol says eloquently what words can't express. It tells about achievement—yours and that of Toastmasters International.

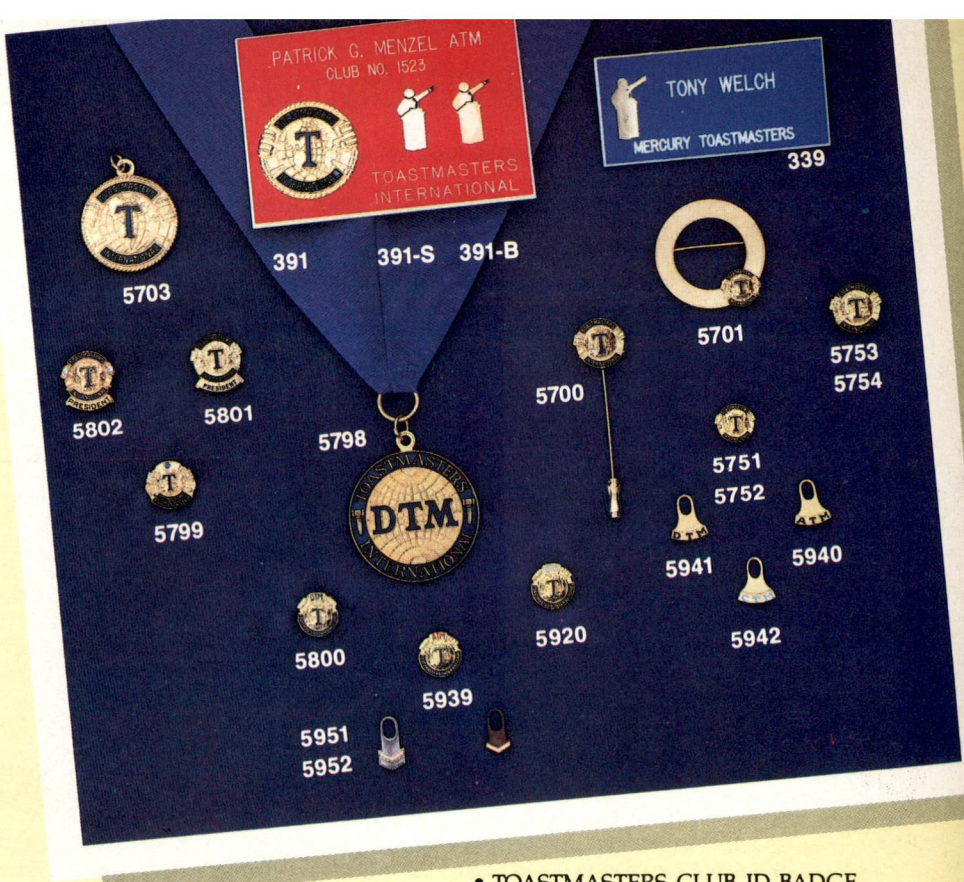
## PINS

- Miniature membership pin (5751), 1/2" diameter, \$2.00; 12 or more (5752), \$1.80.
  - Large membership pin (5753), 5/8" diameter, \$2.25; 12 or more (5754), \$2.00.
  - Women's membership pin (5702), 5/8" diameter with guard clasp, \$4.00.
  - Club President (5801), \$6.00.
  - Club President with two zircons (5802), \$14.75.
  - Administrative Vice-President (5803), \$6.00.
  - Educational Vice-President (5804), \$6.00.
  - Secretary (5805), \$6.00.
  - Treasurer (5806), \$6.00.
  - Sergeant-at-Arms (5807), \$6.00.
- See the Supply Catalog for Past Officer, District Officer and Area Officer Pins.

## TOASTMASTER TAGS

Gold-type CTM, ATM and DTM tags attach to any membership pin.

- CTM tag (5942) has white letters, \$3.75.
  - ATM tag (5940) has red letters, \$3.75.
  - DTM tag (5941) has blue letters, \$3.75.
- See the Supply Catalog for a complete listing of member anniversary tags honoring membership and service.



## IDENTIFICATION BADGES

- TOASTMASTERS ID BADGE (343 pocket, 343-A pin back)...special white badge with name, office and club name engraved in red, \$7.50 each.
- CTM ID BADGE (340 pocket, 340-A pin back)...special brown badge with name and club number engraved in white, \$7.50 each.
- ATM ID BADGE (391 pocket, 391-A pin back)...special red plastic badge with name and club number engraved in white, \$7.50 each.

Your ATM badge can show your level of ATM achievement. These polished bronze and silver speaker figures adhere to your ATM badge. \$2.25 each:

- ATM Bronze attachment (391-B).
- ATM Silver attachment (391-S).
- DTM ID BADGE (389 pocket, 389-A pin back)...Special gold plastic badge with name and club number engraved in black, \$7.50 each.

- TOASTMASTERS CLUB ID BADGE (339)...Small blue plastic badge, pin back with name and club name engraved in white, \$3.50 each.

Be sure to print all information for engraving. Blank badges are not available. You can turn a pin-back badge into a clip-on badge with the clip-on attachment (390), \$1.00 each.

## MARK OF DISTINCTION

Provide yourself with some added recognition.

- FOR CTMS: CTM Pin (5920), \$6.00.  
 FOR ATMS: ATM Pin (5939), \$6.00.
- ATM Bronze Chevron (5951), \$3.75.
  - ATM Silver Chevron (5952), \$3.75.
- FOR DTMS: DTM Pin (5800), \$6.00.  
 DTM Pin w/blue sapphire stone (5799), \$11.00.  
 DTM Medallion (5798), \$15.00.

## FOR OUR WOMEN TOASTMASTERS

- Scarf-Pin (5700), \$3.75.
- Membership Brooch (5701), \$11.00.
- Membership Pin (5702) \$4.00
- TI Earrings (5704) pierced only, \$6.00

## OFFICIAL TI PENDANT

Gold antique finish, TI emblem, with polished back for engraving (5703), \$13.50

See the Supply Catalog for more samples of official TI pins and jewelry. California orders add 6% sales tax. Add postage and handling charges as follows: Miniature and large membership pins, 1-12 @ 50 cents; 13-24 @ \$1.00. All other items add 50 cents per item. Air mail extra. Where postage charges exceed these figures, customer will be billed for the excess.

Mail to: Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711

### PAYMENT MUST ACCOMPANY ORDER

Enclosed is \$\_\_\_\_\_ (U.S.) check or money order payable to Toastmasters International. (Be sure to include postage, handling and tax charges as stated.)

Charge my: MC/Visa (circle one)

CARD NO. \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_ CLUB & DISTRICT NO. \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

___5751	___5801	___5806	___343*	___391-A*	___339*	___5952	___5701
___5752	___5802	___5807	___343-A*	___391-B	___390	___5800	___5703
___5753	___5803	___5942	___340*	___391-S	___5920	___5799	___5704
___5754	___5804	___5940	___340-A*	___389*	___5939	___5798	
___5702	___5805	___5941	___391*	___389-A*	___5951	___5700	

\*Please print engraving requirements here: \_\_\_\_\_