

# THE TOASTMASTER

DECEMBER



1970

*Feliz Natal*  
Portugal

*Vrolyk Kerstmis*  
Holland

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China

*С НОВЫМ ГОДОМ*  
Russia

*NUWAN YARSHBHINANDAN*  
Sanskrit

*ISU KA KIN MUBARAK*  
Persia

*Buon Natale*  
Italy

*Feliz Navidad*  
Mexico

*Nadolig Llawen*  
Wales

*JOYEUX NOËL*  
France

*Nollaig Shona Dhuit*  
Ireland

*Chúc Mừng Năm Mới*  
Vietnam

*GLEBILEG JOL*  
Iceland

*SHUB KAMNAYE*  
India

*Fröhliche Weihnachten*  
Germany

*afrehyia pa*  
Ghana

*FELICES PASCUAS*  
Spain

*Mele Kalikimaka*  
Hawaii

*WELICHTER*

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# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE



VOL. 36 NO. 12

DECEMBER 1970

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DR. RALPH C. SMEDLEY 1878-1965

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

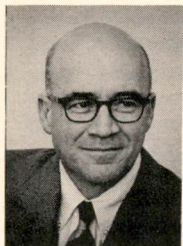
The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communication projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop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

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

# In This Issue...

**LETTER FROM A TOASTMASTER** — Toastmaster Gene S. Selig provides an excellent example of a testimonial letter telling what the TI communication and leadership program is doing for him and his business. It's inspirational. See page 4.

**CHECK YOUR SCORE** — See the TI Membership Sales Scoreboard and find where your club and district stand in one of TI's most important experiences — membership sales! See page 13.



**THE NEEDED MOTIVATION** — International Director Watt Pye tells how to motivate your fellow club members in the all-important communication and leadership program — membership sales. See page 16.

**YOUR PLAN FOR SUCCESS** — TI's new Distinguished Club Plan was mailed to your club president in November. Put it to use in your club. See page 20.

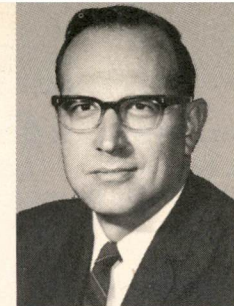
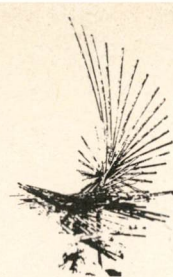
**ARE YOU COMMUNICATING?** — A reprint from the February, 1970, issue of *Manage* magazine provides advice about efficient and effective communication. See page 28.

**HOW'S YOUR READING EFFICIENCY?** — David L. Schmidt presents the nine keys to better reading. This program was presented at your 39th International convention. See page 32.

## Season's Greetings

*Your Toastmasters International Board of Directors and the staff at World Headquarters extend to Toastmasters around the world their best wishes for a happy holiday season. May you and your family share the fellowship and goodwill of the season now and in the year ahead.*

# SUCCESS IS...



## We Need A Plan

In order to determine our success in anything we do, we must first set goals and then establish a method of measuring our attainment of those goals.

So it is with Toastmasters. We know there are certain things we must do if we are to successfully develop our communication and leadership abilities. We want a full roster for our club, and we want our meetings well attended. We *know* this can best be achieved with good club performance.

How do we measure our success?

We need a plan, and that plan is TI's new Distinguished Club Plan. This plan is equipped to measure every phase of our club's progress toward meeting our needs and maintaining the Toastmasters standard of excellence in club operation and programming.

This plan, which begins January 1, 1971, has incorporated all the advantages of the Club Achievement Manual (to be discontinued March 31, 1971) in a new and improved, but simplified, format.

The Distinguished Club Plan is an effective management tool for your club. It can give an accurate placement of your club's status and success in achieving its goals and raising its standard of excellence.

Discuss this plan at your next meeting. It also provides a performance recognition program if your club cares to participate in this International inter-club activity.

Success Is . . . *seeing* your member and club goals fulfilled.

A handwritten signature in cursive script, appearing to read 'Art'.

International President Arthur M. Diamond

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2 October 1970

The Toastmaster  
Santa Ana, California 92711  
Attention: Doug Peterson - Managing Editor

Dear Doug,

My October copy of **The Toastmaster** has just arrived, and needless to say I did not get past page 3, the Happy Anniversary message by President Arthur M. Diamond. It suddenly dawned on me that it is the first anniversary of our little Framingham, Massachusetts (Golden Circle) Toastmasters Club. Reading on, the President poses several important questions, a couple of which I would like to answer. Taking two questions as one, what was our goal, and what did we hope to accomplish . . . I just want to say that my personal goal was to be a better person through the art of communication with others. There are so very many problems to be taken care of these days — from drug abuse to heavy taxation — that one must be able to communicate with others if we hope to conquer these and other ills of our society.

Since joining Golden Circle 2282, I have already been asked to speak before the local Jaycees on the subject best known to me, legal photography, and recently I was appointed to the Framingham Industrial Development Commission, of which I am now serving as Secretary. I am proud to say that I have taken two awards for humorous speech contests and am now representing my club in that category in the regional, to be held next month in nearby Worcester, Massachusetts.

The question now comes, have we made progress? I can only say that personally it is an emphatic YES. In fact, my business-profit picture is starting to look better already, and all of my competitors claim that "business, if anything, is way off." Well, it's not off for me because I feel more confident whenever I am with a new customer, and the proof is that I translate this confidence into orders, sales, profit.

Very gradually I am working toward that day when I too will have my name among the ATMs. In closing, please allow me to wholeheartedly concur with the final sentence of our President. He says, "Success is easier if we chart a course." I have always felt that way. I think the secret is to let Toastmasters International be the vehicle for that successful course.

In conclusion, I wish you the best possible in all endeavors.

Respectfully yours,

Gene S. Selig  
Golden Circle Toastmasters  
2282 - Framingham, Mass. 01701



*Your Success Is...*

## TOASTMASTERS PRIDE

Congratulations Toastmaster Selig. All Toastmasters share with you a sense of pride and personal satisfaction when reading about your success. Every Toastmaster appreciates the time and effort you are investing in the development of your communication and leadership abilities.

World Headquarters is especially proud to share your success with your fellow Toastmasters and with men who not yet are Toastmasters. WHQ also would like to share the successes of other Toastmasters.

Follow Toastmaster Selig's example. Send us your testimonial telling about your successes since becoming a Toastmaster. Don't make it fancy, just say it like it is. Be specific, timely, and maintain relevance.

Be sure to include occupational advancements, company names, elective or appointive offices and dates, other activities resulting from your Toastmasters experience, your club number and name, and your district number.

# educational happenings

## CALLING ALL ATM'S — LOOK AGAIN

The all-new *Communication and Leadership Program* manuals present a unique opportunity for all Able Toastmasters (ATM's). There are few occasions in life when you can "go back" and repeat something to produce better results. Here's your chance.

Many Toastmasters earn their ATM certificate of achievement, only to begin again on their "Ice Breaker." Many men have more than one ATM certificate.

Remember your first "Ice Breaker"? Or would you rather not remember it? Your ATM certificate is your ticket to go ahead and start over again — doing the projects the way you wish you had the first time!

Challenge the ATM's in your club, area, and district to do the same. The progress each of you make toward better communication and leadership can be as much or more than you made in achieving your first ATM certificate.

TI's two *Communication and Leadership Program* manuals offer many new and valuable experiences. They were prepared specifically for Toastmasters International to help you develop your ability to meet society's number one challenge — communication and leadership.

Your ability to communicate and lead has a direct effect upon your success in your job and your social and private life.

There is no place to complete your training in this area except at the end. If you could now do much better on your "Ice Breaker," then think about how much more your abilities will have developed by the time you earn your second ATM certificate.

The degree of success you achieve from your Toastmasters training depends upon the amount of effort you devote to it.

# for YOU and your club



## CREDIT FOR YOUR CAPER

TI's Communication and Leadership Progress Report Form (946) should be used by your club's educational vice-president to report your manual project completions to World Headquarters (WHQ).

The result is an accurate record of your progress toward your Able Toastmaster (ATM) certificate of achievement. It also enables WHQ to help your club maintain its educational standard of excellence. It is a basis with which your area governor and district educational lieutenant governor can help in planning club educational programs which stimulate your continued interest, participation, and progress.

## DID YOU FORGET YOUR MANUAL?

Forgetting your speech project manual on the day you are scheduled to speak at your club meeting can hamper not only your development, but also that of your fellow members.

There are two ways the crisis is averted: either you remember to bring your manual for your evaluator, or your club has a supply of Communication and Leadership Program Evaluation Guides (228) and the Advanced Communication and Leadership Program Evaluation Guides (229).

These guide lines are the same as those in your manual, and come in sets of 15, one for each project in the first and second sections of the *Communication and Leadership Program*. They are made available for the program by TI specifically to assure preparation so that you can give and receive effective evaluations in your club.

Each evaluator should follow the specific evaluation guide designed especially for the manual project he is evaluating.

# TOASTMASTERS ON THE MOVE



## Public Honor

**Josef Seidel** was the subject of a feature story in the "St. Charles (Mo.) Journal" because of his election as District 8 lieutenant governor.

## Elected Governor

**Edward J. Reilly** of Golden Circle Club 2282-31 in Framingham, Mass., was elected 1970-71 governor of New England Kiwanis Clubs.

## Nominated

**Robert D. Garton** of Columbus (Ind.) Club 549-11 was nominated by his political party for election to the Indiana State Senate.

## Community Awareness

Meeting announcements of Safford (Ariz.) Club 3020-3 are published under the TI emblem in the "Graham County (Ariz.) Guardian."

**GUBERNATORIAL PROCLAMATION** — Georgia Governor Lester G. Maddox signs a proclamation declaring October as **Toastmasters Month** in his state. Participating in ceremonies at the Governor's office are (from left) District 14 Governor John P. Lister, Lt. Governor Orville Dickinson, and Community Relations Chairman John C. Day.



## Good News

The naming of **Owen B. Olson** as District 18 Toastmaster of the Year was given front page coverage in the "Mack Trucks Ink," an employee publication of Mack Trucks Inc., Hagerstown, Md. Mr. Olson, a Toastmaster for 17 years, is manager of production and material control for Mack.

## Director Interviewed

International Director **Clarence C. "Pete" Petersen** was interviewed about Toastmasters International for an article published in "The (Van Nuys, Calif.) News."

## Coaching Scouts

**District 36** Toastmasters are coaching and testing more than **450 Boy Scouts** to help them earn public speaking merit badges. The activity is conducted in conjunction with the Boy Scouts of America **Operation Patrick Henry**.

## On The Move

Past International Director **W. Don Buckner** of Phillips 66 Club 3266-16 in Bartlesville, Okla., was named Chairman of the 1972 Engineers' Week Committee of the **National Society of Professional Engineers**.

## New Job

**Richard Flis** of Towns of York Club 1609-60 in Newmarket, Ont., Canada was promoted to marketing coordinator for **Imperial Oil, Ltd.**, in Edmonton, Alberta.

## Named Vice-president

**Joseph P. O'Donnell** of Greater Williamsport (Pa.) Club 2960-38 was named vice-president of finance for Clifton, a division of Litton Industries.



**NAMED BEST** — **Frank Lazatin** (left) of NRSO Club 2285-46 accepts trophy and congratulations from Rear Admiral Douglas H. Lyness, commander of the Navy Resale System Office (NRSO), after Toastmaster Lazatin was selected to represent NRSO and his club at a division speech contest.

## Named Chief

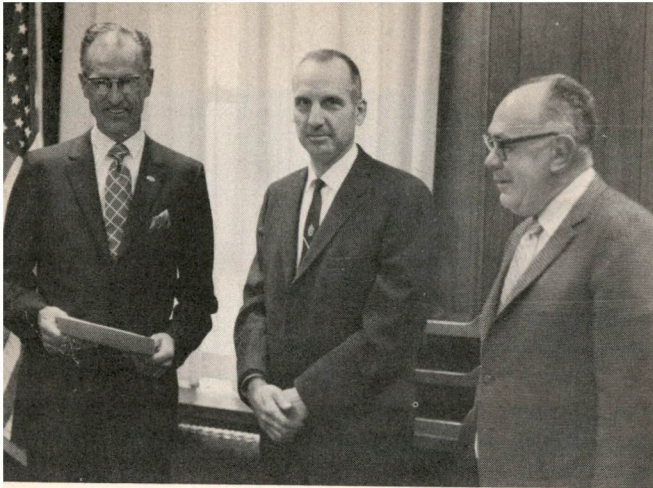
**William J. Kinney** of High Lines Club 206-39 in Sacramento, Calif., was named Chief of Police of the **Sacramento Police Department**.

## Elected Parliamentarian

Past International Director **Dr. Steve Rouss** was elected parliamentarian for the house of delegates and the main assembly of the **Alabama Dental Assn.**, as well as the **Birmingham, Ala., Dental Society**.

## Georgia Airwaves

Residents in the Macon, Ga., area learned about the TI communication and leadership program when International Director **Philip R. Viviani**, ATM; District 14 Governor **Cecil Passmore Jr.**, ATM; and District 14 Public Relations Chairman **Harvey Shifrin** participated in a one-hour program on radio station **WCRY**, Director Viviani also appeared on **WMAZ-TV** in Macon.



**IN SPOKANE, WASH. —** Spokane Mayor David Rogers (center) congratulates District 9 Lt. Governor Henry Rozeboom (left) and Area Governor Victor Cole, Spokane City Councilman, after signing a proclamation declaring October as **Toastmasters Month in Spokane.**



**IN KANSAS —** Kansas Governor Robert Docking (center) presents proclamation designating October as **Toastmasters Month** throughout the State of Kansas to District 22 Governor Joe D. Hall. Participaing in the ceremonies are (from left) Toastmasters Philip Slagel, Durwood Henricks, John Schesser, Ray Schaffer, Les Frazier, Wilber Johnson, and Al Acker.

### Nominated Candidate

Lawrence G. Linekin, past president of Equitable Club 3507-46 in Glendale, N. Y., was nominated by his political party as a candidate for the **New York State Assembly.**

### In Spanish

Al Cook, president of Downtowners Club 3663-25 in Dallas, Tex., also has speaking experience in Spanish. He teaches Spanish every Wednesday noon to 20 of his co-workers at **Fireman's Fund American Insurance Co.**

### Membership Builder

The **Toastmasters Council of Australia** has sent letters to the 100 "top" managers of large organizations, companies, and service clubs in Australia telling them about the benefits of the Toastmasters Communication and Leadership Program.

### Life of a President

The 1969-70 year in the life of Past International President **Ralph E. Howland** was presented in a photo-feature article published in the "**Oconomowoc (Wisc.) Enterprise.**"

### Appointed Vice-President

Past International Director (1964-66) **A. Ernie Pallister** was named vice-president of science and development of **Kenting Ltd.**, a Canadian-based oil and mining exploration firm.

### New Responsibilities

Toastmaster **John A. Mullins** of Monsey, N. Y., was named director of marketing planning by Geigy Agricultural Chemicals, a division of **Geigy Chemical Corp.**, Ardsley, N. Y.

**ON THE MOVE —** Toastmasters and their families leaving on the **post-convention tour to Hawaii** after the 39th International convention in Portland, Ore., pause to wave goodbye to friends at Portland International Airport.



**FIRST IN THAILAND —** Past club President **Samuel Kublic Szeto** (right) of Laem Thong Club 1635-U in Bangkok, Thailand, accepts the **first ATM certificate of achievement in Thailand;** the first in five years in Southeast Asia. Club President Ole Witt presents the certificate.



# NEW CLUBS

As of September 30, 1970

## District 2

MBA Club 3916-2. Meets Tues., 11:30 a.m., Balmer Hall, University of Washington, SEATTLE, Wash. Contact: 543-6313.

## District 3

BIG TOWN Club 734-3. Meets Tues., 7:00 p.m., Smitty's Big Town Coffee Shop, 1112 S. 16th St., PHOENIX, Ariz. Contact: 254-5555. **Sponsoring Club: VALLEY CLUB 3354-3.**

## District 9

QUINCY Club 2263-9. Meets Wed., 6:30 a.m., Turf Cafe, QUINCY, Wash. Contact: 787-3571. Area: Three. **Sponsoring Club: EE-QUIP-SHA CLUB 501-9.**

## District 18

UNION MEMORIAL Club 1571-18. Meets alt. Tues., noon, Union Memorial Hospital, 33rd and Calvert Sts., BALTIMORE, Md. Contact: 235-7200. **Sponsoring Club: POINTERS CLUB 3113-18.**

## District 26

T-N-T Club 3882-26. Meets Tues., 11:30 a.m., Falcon Grill, USAF Academy, COLORADO SPRINGS, Colo. Contact: -472-3870, 472-3426, 472-2276, or 472-3787.

## District 31

RAYTHEON Club 3807-31. Meets alt. Thurs., 11:00 a.m., Lewis Lodge, Route 44, TAUNTON, Mass. Contact: 822-7711, Ext. 2826. **Sponsoring Club: RAYTHEON EQUIPMENT DIVISION CLUB 2621-31.**

## District 47

BOCA RATON Club 2300-47. Meets Mon., 6:30 p.m., Ramada Inn, 1401 S. Federal Hwy., DEERFIELD BEACH, Fla. Contact: 390-0200. Area: Fourteen. **Sponsoring Clubs: FORT LAUDERDALE CLUB 2004-47 and POM-PAHO BEACH CLUB 3003-47.**

## Gaining Recognition

More than 350 persons attended special recognition ceremonies at the Lorton (Va.) Reformatory for 23 members of **Lorton Gavel Club 154**, who completed TI's Speechcraft program.

## News Conscious

**Conductron Club 3420-8** in St. Charles, Mo., has a substantial following in the local news media, including "The Antenna," the monthly employee publication of the **Conductron Corp., Missouri.**

# TI MEMBERSHIP SALES SCOREBOARD

## THE LEAGUE-LEADING DISTRICTS

The league standings shifted during September with Districts 25 and 23 exhibiting some "open field" maneuvering to grab the top two slots on the TI Membership Sales Scoreboard. One team fell off the Scoreboard down to 20th position, but District 57 was quick to fill the open spot, jumping into 11th place. Top ratings are based upon the percentage of membership increase in each district between July 1 and Sept. 30, 1970.

District 25	9.90%	District 33	8.18%
District 23	9.35%	Founder's	8.05%
District 55	8.73%	TCA	7.76%
District 12	8.66%	District 47	7.46%
District 39	8.57%	District 57	7.23%
District 56	8.39%	District 50	6.78%



## THE LEAGUE-LEADING CLUBS

Congratulations to the committees and members of the following 20 clubs for their demonstration of outstanding enthusiasm and participation in sharing their TI communication and leadership program. Listed clubs lead the league for the period July 1 through Sept. 30, 1970. The number of new members appears in parentheses.

**Sharpstown Club 2243-56 (22)**  
Houston, Tex.

**Triple Ah'z Club 1171-28 (20)**  
Detroit, Mich.

**Pacesetters Club 1895-33 (18)**  
Walla Walla, Wash.

**WSTF Club 3242-23 (17)**  
Las Cruces, N. M.

**Downtowners Club 3663-25 (13)**  
Dallas, Tex.

**Kaohsiung Club 1904-U (12)**  
Kaohsiung, Taiwan

**Peachtree Center Club 2261-14 (11)**  
Atlanta, Ga.

**Ponca City Club 1846-16 (11)**  
Ponca City, Okla.

**Hamilton Club 1893-U (11)**  
Hamilton, New Zealand

**Ft. McClellan Club 3071-48 (10)**  
Ft. McClellan, Ala.

**Texas Talkers Club 3731-56 (10)**  
Houston, Tex.

**Rockhampton Club 3732-TCA (10)**  
Rockhampton, Queensland, Australia

**The Big 'D' Club 713-25 (9)**  
Dallas, Tex.

**Laramie Club 2546-55 (9)**  
Laramie, Wyo.

**Cavaliers Club 2323-TCA (9)**  
Townsville, Queensland, Australia

**Forty Liners Club 2419-4 (8)**  
San Francisco, Calif.

**William E. Borah Club 2701-15 (8)**  
Idaho Falls, Idaho

**Des Plaines Club 1645-30 (8)**  
Des Plaines, Ill.

**State Farm Club 1178-47 (8)**  
Winter Haven, Fla.

**Mid Pacific Club 2728-U (8)**  
Wake Island

## HOW TO MAKE THE LEAGUE

Placing your club or district among the league leaders requires teamwork toward this goal. The place to start is within your club membership committee. This is the place to identify who are your "first-stringers."

Then divide your club into three teams: one team has no competition, two teams create a mild rivalry, but three teams create a position that nobody wants — third, or last place.

Next, define the period of time for your club's competition — two, three, but not more than four months. Allow for "playoffs" in case of a tie. Then determine the type of recognition your club can provide for first, second, and last place.

Selecting the teams can be done in "sandlot" style by getting three men as captains to choose up sides. Be sure to have a goal, a scoreboard, and a program, so you readily can recognize the teams and the players.

Say "GO" and they're off and running, perhaps into the "President's 40" category of top clubs. For other membership sales ideas review TI's *Membership Sales Program* manual (1159).

## WILL YOUR GUEST BECOME A MEMBER?

Frequently the benefits of the Toastmasters communication and leadership program are self-evident; however, every Toastmaster has different and very personal needs and goals. If you can demonstrate to your prospective members that your club can meet their needs, you will have no trouble achieving a full membership roster by the end of TI's special three-month, October-through-December, Membership Sales Project.

Review TI's "Prospect Orientation Program" (402), a handy one-page guide to reviewing the benefits of Toastmasters membership with your prospects.

Show your guest what he can achieve by becoming a Toastmaster. Demonstrate that your club is interested and wants to understand his needs and goals so that your club's benefits can be utilized for the most effective development of his communication and leadership abilities.

Discuss the variety of programs available to your prospect, and show him how he can select what he needs for his best development. Be sure to tell him about the benefits you have received from your club. Tell him about other members and their occupations. Show him the variety of TI educational manuals in your Club Reference File (1550).

Your Membership Sales...

# Where to Start

By WATT PYE

Ever use "psycho-cybernetics" to boost your club membership?

## IT WORKS!

*Psycho-Cybernetics* is the name of the best-selling book by Dr. Maxwell Maltz. It has helped many individuals get on the "road to success."

Dr. Maltz stresses the importance of using your imagination to form a new "self-image." He recommends concentrating on the goal — the "what" — rather than the "how." (Your powerful subconscious helps take care of the "how.")

Here's a method for using these dynamic, proven principles to increase your club's membership.

1. Decide upon your club's goal — a specific number of members. Involve all members in setting the goal.
2. Then *imagine* the goal as having already been reached! *Visualize* what your club will be like with the new members. Devote an entire meeting to your new fellow Toastmasters.

*Describe* the improved programs and broadened fellowship that your revitalized club is going to provide.

3. Don't immediately concentrate upon the "how." (Remember how many plans never "got off the ground" because you couldn't agree upon the specifics — the "hows?") Instead, keep talking about the "what" until everyone is enthused about your goal. (Dr. Maltz tells the story about a group of basketball players who, just by *thinking* about it beforehand, made almost as many baskets as did another group that practiced regularly!)
4. *Believe* your club can do it! There will be obstacles, but don't dwell upon them. Don't even mention them. Strong belief — confidence — will find ways to dissolve the roadblocks. (The late Vince Lombardi said that his Green Bay Packers never "lost" a game . . . sometimes they just ran out of time before they

had more points than the other team!)

5. Constantly *remind* your fellow members about your goal — not in a carping, nagging way, but enthusiastically and confidently. Mention it several times at each club meeting and in each club bulletin.
6. Report each success, each additional step toward your goal. Recognize each member who sponsors a new member. Each new member will be welcomed more warmly than the previous.
7. When you reach your goal, set another goal for your club, perhaps in programming or in community activities. Why? *Because reaching goals is the most fun we have in life!* And success in reaching Toastmasters goals becomes a success habit — a habit that carries over to all your other activities.

## Many "Hows"

There are a thousand "hows" to increase club membership. Some techniques work for some clubs, others for other clubs.

Yet, the one essential ingredient, regardless of which "how" or combination of "hows" you use, is the psycho-cybernetics approach of *setting* a specific goal, *visualizing* it as already achieved, and then *believing* you can achieve it!

## Then Research

Just establish the six steps described above. Then study the excellent *Membership Sales Program* manual (1159) published by World Headquarters. There are more terrific ideas in this manual than you can use. Choose the ones that best suit your club, then put them into *action*.

Also check the pamphlet, "From Prospect to Guest to Member" (108), for ideas that can make you a top TI "salesman." Don't forget the most effective prospect approach of all: "Toastmasters turns *me* on because . . ."

International President Arthur M. Diamond says, "Success is . . . sharing your Toastmasters opportunity with others." Can you *visualize* it? Do you *believe* it? Then it's already starting to happen . . . right now!

---

## ABOUT THE AUTHOR

*International Director Watt Pye is a member of South Denver (Colo.) Club 1588-26 and is president of Communications Programs, Inc. He has been chairman of two civic drive speakers bureaus and is a member of the Association of Industrial Advertisers.*

# Honor Roll



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

## ABLE TOASTMASTER (ATM) Certificate of Achievement

- |   |  |
|---|--|
| <b>Kenneth S. Jagolinzer, ATM</b><br>Valley Club 3354-3             | <b>George S. Petkoff, ATM</b><br>Sunrise Club 3035-43          |
| <b>Robert E. Elliott, ATM</b><br>Los Gallos de la Bahia Club 3400-4 | <b>Hartley A. Steeves, ATM</b><br>Downtown Club 297-47         |
| <b>Everett S. Frye, ATM</b><br>Los Gallos de la Bahia Club 3400-4   | <b>Edward J. Wrobel, ATM</b><br>Pathfinders Club 2271-47       |
| <b>James D. Sanford, ATM</b><br>North Hennepin Club 2464-6          | <b>Emmett A. Clary Jr., ATM</b><br>St. Petersburg Club 2284-47 |
| <b>Bob B. Morris, ATM</b><br>Totem Pole Club 610-7                  | <b>Arthur Burton, ATM</b><br>Pompano Beach Club 3003-47        |
| <b>Harry Wann, ATM</b><br>Daybreakers Club 1015-7                   | <b>Robert W. Webb Jr., ATM</b><br>St. Augustine Club 3774-47   |
| <b>Phil G. Wise, ATM</b><br>Frankfort Club 2712-11                  | <b>A. W. "Art" McGaha Jr., ATM</b><br>Jaycee Club 1416-48      |
| <b>Norman T. LeClerc, ATM</b><br>Maumee Club 3656-11                | <b>Anthony K. Brooks, ATM</b><br>Honolulu Club 119-49          |
| <b>Lowell L. Bracher, ATM</b><br>Will Rogers Club 1032-16           | <b>Leonard A. Hardin, ATM</b><br>Greater Houston Club 2386-56  |
| <b>Ferris C. Purviance Jr., ATM</b><br>Tinker Club 1362-16          | <b>A. W. Stillwell, ATM</b><br>Texas Talkers 3731-56           |
| <b>Nathan R. Small, ATM</b><br>Killeen-Hood Club 3047-25            | <b>Samuel Hill Jr., ATM</b><br>West Berkeley Y Club 3609-57    |
| <b>James E. Hileman, ATM</b><br>York Club 2435-38                   | <b>Jerrold J. Haley, ATM</b><br>Pathfinder Club 3635-57        |
| <b>Alfred T. Rehm, Jr., ATM</b><br>Nor'easters Club 2494-38         | <b>Paul K. Fain Jr., ATM</b><br>Early Bird Club 2361-63        |

## DISTINGUISHED TOASTMASTER (DTM)

TI's highest member recognition, the *Distinguished Toastmaster* award, was presented to these four men since July 1, 1970:

- |   |  |
|---|--|
| <b>Harold O. Story, DTM</b><br>Convair Club 3745-5        | <b>Arthur D. Donnelly, DTM</b><br>Pompano Beach Club 3003-47 |
| <b>Alvin J. Markwardt, DTM</b><br>Richardson Club 2690-25 | <b>John F. Diaz, DTM</b><br>Radiation, Inc. Club 1423-47     |

## THE 1970 PRESIDENT'S 40 CLUBS

The following 19 Toastmasters clubs have achieved and maintained the 40-man maximum club membership and have been designated *PRESIDENT'S 40* clubs in 1970. (\* indicates clubs which also were *PRESIDENT'S 40* clubs in 1969)

- |   |   |
|---|---|
| <b>*Papago Club 2694-3</b><br>Phoenix, Ariz.              | <b>New Holland Sperry Rand Club 3155-38</b><br>New Holland, Pa.         |
| <b>Professional Men's Club 624-5</b><br>San Diego, Calif. | <b>*DSPC Club 3403-38</b><br>Philadelphia, Pa.                          |
| <b>Early Words Club 3657-7</b><br>Longview, Wash.         | <b>*Fort Lauderdale Club 2004-47</b><br>Fort Lauderdale, Fla.           |
| <b>St. Clair Club 496-8</b><br>Belleville, Ill.           | <b>*Water and Power Club 3629-52</b><br>Los Angeles, Calif.             |
| <b>*New Albany Club 410-11</b><br>New Albany, Ind.        | <b>Texas Talkers Club 3731-56</b><br>Houston, Tex.                      |
| <b>*Ponca City Club 1846-16</b><br>Ponca City, Okla.      | <b>Joliette Club 1669-61</b><br>Joliette, Que., Canada                  |
| <b>*Anthony Wayne Club 1380-28</b><br>Toledo, Ohio        | <b>Business and Professional Men's Club 1169-68</b><br>New Orleans, La. |
| <b>Schlitz Club 1989-35</b><br>Milwaukee, Wisc.           | <b>Sea Eagles Club 2951-TCA</b><br>Sydney, N.S.W., Australia            |
| <b>*Raleigh Club 843-37</b><br>Raleigh, N.C.              | <b>Aruba Club 2688-U</b><br>Aruba, Netherlands Antilles                 |
| <b>*Queen City Club 1420-37</b><br>Charlotte, N.C.        |   |



## In Speech Contest

John Jennette of Queen City Club 1420-37 in Charlotte, N.C., placed third in a regional speech contest conducted by the **American Institute of Banking** in New Orleans, La.

## Front Page News

The charter presentation by Past District 19 Governor Jack Hotchkiss to members of **Story Tellers Club 1383-19** in Story City, Iowa, earned front page news coverage in "The Story City Herald."

## Passes Bar Exam

Thomas L. Stirling Jr. of Waikiki Club 3680-49 in Honolulu, Hawaii, has passed the state bar examination and has been admitted to practice law in Hawaii.

## Photo News Coverage

Members of **Greater Indiana (Pa.) Club 1440-13** gained substantial news and photographic press coverage in the "Indiana Evening Gazette" in their celebration of the club's seventh anniversary.

# SUCCESS IS...

## THE DISTINGUISHED CLUB

### *Good-Bye To The Club Achievement Manual*

The new Distinguished Club Plan — a plan for success, for accomplishment, and for excellence — was mailed to your club president in November.

The Distinguished Club Plan is your club's yardstick for measuring progress in achieving a high standard of excellence in its total operation — educational programming, management, membership sales, and community activities.

The Distinguished Club Plan provides:

- ***A checklist for the Toastmasters International standard of excellence***
- ***The management profile for club operation***
- ***Ideas for program variety to meet members' needs***
- ***A blueprint for recognition***
- ***A performance record for each officer and committee***

#### • ***Your club's history***

Your club executive committee should begin using it starting Jan. 1, 1971. Your club president should have his copy now. USE IT — It's simple — It's rewarding — It's motivating...

The responsibility for achieving and maintaining your club's standard of excellence is shared by your club president and each of the officers and committee members. Their imagination and enthusiasm, when applied to the information and ideas in the Distinguished Club Plan, will assure your club of meeting your needs.

With the direction and coordination of your club president, the six sections of the plan are to be distributed to the appropriate club officers. The plan challenges each officer to meet his club responsibilities efficiently and effectively.

# ACTION PLAN IN YOUR CLUB

All club accomplishments are recorded in the plan, which is the basis for recognition of your club.

Each section of the plan — executive, education, membership and attendance, community relations, social and reception, and inter-club activity — is allotted points for your club's participation.

Clubs which score 1,200 or more points during the year will receive a TI certificate declaring them a "Distinguished Club." Clubs recording 1,800 or more points will be declared "Blue Ribbon Distinguished Clubs." Three certificates will be provided to your district governor upon request.

Clubs achieving 2,000 or more points will have their records forwarded to World Headquarters by their district governor and entered in TI's Top Ten Club competition. The Top Ten

Clubs will be recognized in the Hall of Fame ceremonies at your annual International convention.

Every club can use the Distinguished Club Plan to:

- ***Set its standard of excellence***
- ***Meet its members' needs***
- ***Build membership***

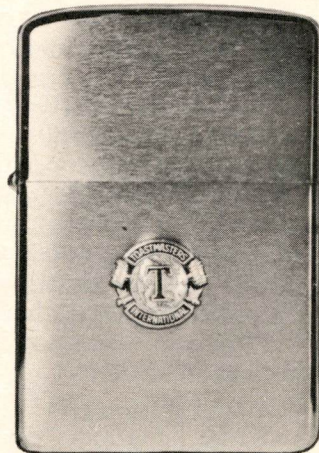
Don't wait until January 1. That's too late to begin *planning*. Start now in your committees and in your club so you can develop the momentum that will make your club one of TI's Distinguished Clubs, Blue Ribbon Distinguished Clubs, or Top Ten Clubs.

Don't pass by any opportunities to distinguish your club, but, above all, don't let your club fall below the 1,200-point mark. It might be all alone!

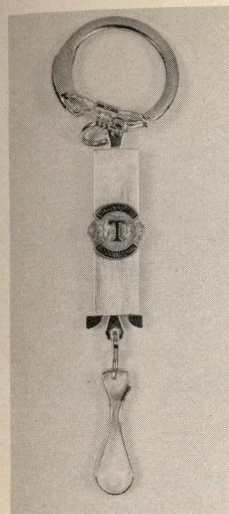
# Last-Minute Holiday Shopping Ideas For Toastmasters



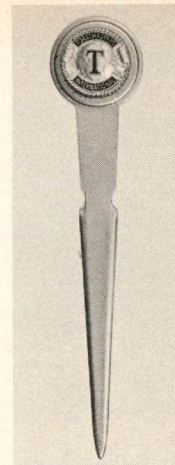
**POCKETKNIFE-MONEY CLIP**  
Gleaming stainless steel pocketknife-money clip combination (5762) sports a polished TI emblem. Includes knife blade and nail file. Only \$3.50 plus 30 cents packing and shipping.



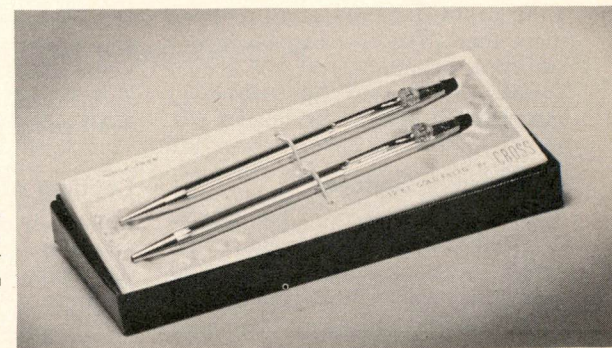
**CIGARETTE LIGHTER**  
This satin finished, windproof lighter (5761) with the TI emblem is the appropriate gift for a Toastmaster or a community leader who has helped your club. Available for \$5.60 plus 30 cents packing and shipping cost.



**KEY CLASP**  
This handsome, gold-plated clasp combination (5760) separates with a press of your thumb. Accented with the TI emblem. Available for \$2.25 each. Add 30 cents packing and shipping cost for each item ordered.



**TI LETTER OPENER**  
This attractive gold-tone letter opener (233) displays the TI insignia on the handle and looks great on any desk. Available for \$2.00 plus 15% packing and shipping.



**CROSS PEN AND PENCIL SET**  
Attractive 12K gold filled pen and pencil set (6601) with the TI emblem on each clip. Only \$17.00 in a gift presentation box. Cross pen available separately (6602) for \$8.50. Add \$1.00 packing and air mail insured postage for each item ordered.



**TI PLAYING CARDS**  
Two plastic-coated decks, one red and the other blue, sport a distinctive TI emblem (353) and are packed in a high-impact plastic case. Only \$2.75 a set plus 15% packing and shipping.



ORDER FROM TOASTMASTERS INTERNATIONAL,

P O BOX 10400, SANTA ANA, CALIFORNIA 92711

## INTERNATIONAL NEWS

### To 75,000 Persons

Members of **Woodland Club 3051-12** in Santa Barbara, Calif., spoke to more than 75,000 persons when they served as announcers for the annual community parade and fiesta, **El Desfile Historico**.

### Community Concern

Members of **Mercury Club 2864-37** in Winston-Salem, N.C. conducted a special program honoring the **Winston-Salem Police Dept.** and hosting several police department members.

**HONORED GUEST** — Thailand Prince Wan Waithayakorn (left), who presented the charter to **Laem Thong Club 1635-U** in Bangkok, Thailand, in 1960, revisits as guest speaker during the club's 10th anniversary and installation ceremonies. He is seated with past club president Pakorn Thavisin.



### Fair Members

Members of **Highland (Ill.) Club 662-8** expanded their club membership roster by six — four new members and two former Toastmasters — as the result of a display at the **Madison County Fair**.

### Leading Attendance

More than 55 persons, including nine past club presidents, attended the 20th anniversary observance meeting of **Triangle Club 242-13** in Pittsburgh, Pa.



**INTERNATIONAL GUEST** — The Honorable **Juan Guerrero** (second from left), Mexican Consul in Fort Worth, Tex., was the special guest of **Southwesterners Club 862-25** in Fort Worth. With Mr. Guerrero are Toastmasters (from left) James Ragsdale, Fred Harlan, and Jack Ligon.

### FROM YOUR BULLETIN

Lew Davis and Don Henderson of **Cap Sias Club 864-19** in Waterloo, Iowa, spoke at the SAE 54th Annual Farm, Construction, and Industrial Machinery Meeting in Milwaukee, Wisc. . . Bob Crouch of **Brunswick Club 1411-14** in St. Simons Island, Ga., spoke at a local Civitan Club meeting. . . Brooks Haisten of **Brunswick Club 1411-14** was speaker at the St. Simons Women's Club meeting. . . Four members of **Rockford (Ill.) Club**

**1752-54** volunteered their time at the Winnebago County Fair to work for the election of combining city and county health services. . . Vince Butz and Maynard Ullery of **Conoco Nooners Club 806-16** in Ponca City, Okla., were guest speakers at a meeting of data processing managers. . . David Arthur, Carl Burley, and Frank McLaughlin of **Bellwood Club 3282-66** in Richmond, Va., appeared on Radio Station WRVA.

**YLP IN ITALY** — William C. Ozbun, a 14-year charter member of **Tuscany Club 2194-U** in Leghorn, Italy, links arms with five trophy-winning high school students enrolled in the club's **Youth Leadership Program**. From left are Evelyn Carter, Reny Diaz, Gloria Ledford (best speaker), Ozbun, Brenda Anderson, and Roy Germano Jr.





**OLD TIMES REMEMBERED** — Past District 37 Governors talk over old times and new programs at a District 37 conference. From left are Leonard C. Butler, DTM; Bill Hylton; John Edwards; Al Wolfen; Peter Gerns; and Dr. F. L. Smith.

## CLUB ANNIVERSARIES - JANUARY

### 35 YEARS

**Keystone Club 48-52**  
Los Angeles, California  
**Forty-Niner Club 49-4**  
Salinas, California  
**First Canadian Club 38-21**  
Victoria B.C. Canada

### 30 YEARS

**Mankato Club 175-6**  
Mankato, Minnesota  
**Reno Club 178-59**  
Reno, Nevada

### 25 YEARS

**Metropolitan Club 348-8**  
St. Louis, Missouri  
**Vancouver Club 353-7**  
Vancouver, Washington  
**Gourock Club 360-TCBI**  
Gourock, Scotland

### 20 YEARS

**Baton Rouge Club 906-68**  
Baton Rouge, Louisiana

### 20 YEARS CONTINUED

**Butler Club 630-13**  
Butler, Pennsylvania  
**McKeesport Club 901-13**  
McKeesport, Pennsylvania  
**Hub Club 924-41**  
Aberdeen, South Dakota  
**Stirling Club 937-TCBI**  
Stirling, Scotland

### 15 YEARS

**Pass Club 1969-F**  
Banning-Beaumont, California  
**Timberline Club 965-26**  
Denver, Colorado  
**Fort Lauderdale Club 2004-47**  
Fort Lauderdale, Florida  
**New York Club 1949-46**  
New York City, New York  
**Sea-Ren Club 1994-2**  
Renton, Washington  
**Strato Speakers Club 1990-2**  
Seattle, Washington  
**Sunrise Club 160-9**  
Spokane, Washington  
**Bremerhaven Club 1981-U**  
Bremerhaven, Germany

# BOOK NOOK

Recently published books on topics of interest to Toastmasters may be helpful in learning more about effective communication. Toastmasters International is not specifically recommending the books; rather it is directing your attention to the fact they are available. They are *not* available through World Headquarters. *Contact your local library or book store for a copy.*

## BUSINESS AND PROFESSIONAL SPEAKING

by Dr. William S. Tacey

The author of this 211-page volume is a frequent contributor to *The Toastmaster* and author of the *TI Humor Handbook*. Dr. Tacey is a professor of speech in the department of speech and theatre arts at the University of Pittsburgh in Pittsburgh, Pa. The book is designed for use by anyone who is aware of his need to improve his interpersonal communication. Whether he speaks to one person or to one thousand, he will find that the principles described in this text apply to his endeavors. William C. Brown Company, Publishers.

## MOVING MOUNTAINS

by Henry M. Boettinger

An urbane guide to the art and craft of gentle persuasion. A stimulating explanation of making presentations, conducting discussions, and developing speeches, memorandums and reports. The Macmillan Company.

## 1400 IDEAS FOR SPEAKERS AND TOASTMASTERS

by Herbert V. Prochnow

This compact, 158-page volume contains 1,400 humorous stories, witticisms, quotations, illustrations from famous lives, and examples that may be used in the preparation of the speaker's remarks. An aid to thorough preparation and complete content in your speech. Baker Book House.

# You're Making Words But Are You Communicating?

By JOHN CUMMINGS

The year was 1958. The project engineer was very earnest, very stuffy, very young.

We were way over our budget. The heavy fall rains had begun, and the road was still several wilderness miles of Northern Ontario muskeg short of the vital river-crossing.



I had phoned headquarters that morning and explained the situation. Should we continue to buck the muskeg and the rising costs or shut the job down and wait for freeze-up?

Two hours later a bored clerk received and copied this message from the engineer. *“Despite the complexities of the terrain and the precipitation, top management have decided that you should retain your mobility and disregard the possibility of increased expenditure. The importance of reaching the river transcends all other considerations.”* The clerk gave the message to a passing foreman and asked him to find me.

## What's It Mean

“What's all this junk supposed to mean?” he asked, handing me the note. “I can't make head or tail of it.”

I read the message. “It simply means: *Keep slugging away in the rain and to hell with the costs.*” I told him.

He grinned. “That's an awful lot of big words for a simple order. You'd think an engineer could do better than that wouldn't you?”

Indeed you would, but you'd be surprised how often they don't.

There is a mistaken impression in our word-conscious, modern world that only people with wide vocabularies possess

the ability to write and speak well. Perhaps some of them do, but are they understood? That's what counts.

Our richly-descriptive English language contains around a half-million words. It is estimated that the average college graduate recognizes 70,000 of them and *could* use around 15,000. The man in the street has a nodding acquaintance with some 20,000 words of which over 2,000 are slang. This gives the college type an edge of 50,000 words that the average person can't understand. Strangely enough, almost *all* of us use only 2,000 words in our normal everyday conversation, half of which is encompassed in a scant fifty words. A mere ten one-syllable words — *the, I, and, to, a, of, that, is, it, and in* comprise a quarter of all English that is spoken or written.

## Nickels and Dimes

So why use the five-dollar words with an audience that is far more at home using the nickel and dime variety?

This point can be emphasized by the old story of the pompous plant manager whose pride and joy was the decorative gardens surrounding the main office building. In a memo to his maintenance crew, he wrote, *“Please eliminate all unnecessary vegetation on the periphery of our administrative facilities.”* The



crew, after puzzling over the message, went ahead and pulled up every plant and shrub in the gardens.

What the now-furious manager had really meant was, "Weed the flower bed."

### Costly Messages

Misunderstood messages and orders are costly. Valuable time is wasted by the writer thinking up his impressive verbiage, and by his readers standing in bewilderment, wondering what the message is supposed to convey. Consider the appalling waste of time and material in industry if all messages were even half as garbled as the previous examples.

The ability to express himself clearly in both words and writing is essential of the modern executive. Unless he can successfully communicate his ideas to other people his effectiveness is limited. Many executives can talk clearly and convincingly at their own level, but for some unknown reason, when they attempt to write or dictate, they are so seized by the urge to impress that the result sounds like this classic Washington gobble-dygook describing a new, low-calorie diet recommended for the Army... "The diet is applicable for use with personnel who have consistently put on weight due to the consumption of higher caloric value than re-

quired by their normal activity." That's a heck of a long winded way of saying, "The diet is for lazy slob who sit around and eat too much."

The main object of all communications in industry should be to send and receive ideas and suggestions, not to impress people. A successful motivator writes and speaks not only to be understood, but so that he can't possibly be *misunderstood*. A well-written letter or memo sounds as if an interested human being wrote it, not a word-producing machine in a distant office. A good speaker doesn't just talk. He says something that is clear, intelligent and understood by his audience.

### Simple Rules

The basic rules of successful communication are so simple that most people seem to overlook them. Properly used, the six C's of business writing will increase anyone's writing ability. Letters should be:

**CLEAR:** Completely understood in one reading.

**CONCISE:** Just long enough to make their point, no more.

**COMPLETE:** Data arranged in logical order.

**CAREFULLY WORDED:** Watch for words that might contain unintended implications.

**COURTEOUS:** With genuine consideration for the reader.

No false flattery.

**CONVERSATIONAL:** Write in a natural manner. Do not be over-familiar.

The words of Bruce Catton, author of *A Stillness Over Appomattox*, sum it up neatly. He wrote, "The essence of all satisfactory writing comes down to the matter of saying what you have to say in the clearest possible manner, so that the person who reads it will understand precisely what you are trying to convey. It goes without saying that you have something to convey in the first place. If your thoughts are hazy to begin with, what you write will also be hazy."

Successful speaking and writing depends not only on your

choice of words, but on their *accepted* meaning. A good communicator writes and speaks for his specific audience and to its level of comprehension. Common-sense alone can be your guide in this matter. The final test is in whether your audience got the message.

That is what an embarrassed advertising executive once found out after his stately wife had discovered that the seat belt on the passenger's side of his sporty new Jaguar was a good four inches shorter than her normal adjustment... "It wasn't telling her about it that was so difficult," he observed ruefully to his colleague the next day. "The problem was in getting her to understand it."

## SAN GABRIEL VALLEY (CALIF.) CLUB 200-F IS FIRST WITH SEMI REPORT

San Gabriel Valley (Calif.) Club 200-F was the first club in Toastmasters International to submit its semiannual report for the current reporting period. The next nine clubs to have their reports to World Headquarters were:

**Dynamic Whittier Club 873-F**  
Whittier, Calif.

**High Desert Club 1043-F**  
Victorville, Calif.

**• Toastmasters Number One Club 337-11**  
Evansville, Ind.

**\* Chaparral Club 1205-23**  
White Sands Missile Range, N.M.

**Tower Talkers Club 3537-30**  
Chicago, Ill.

**Farmers Insurance Club 458-22**  
Kansas City, Mo.

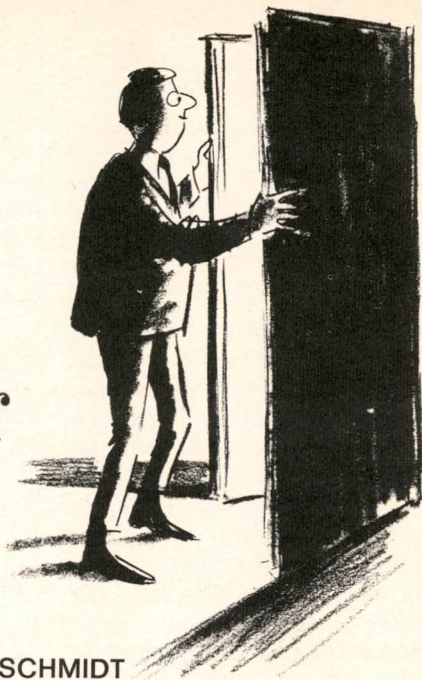
**• Hartwell Club 2078-14**  
Hartwell, Ga.

**• La Habra Club 2164-F**  
La Habra, Calif.

**The Dalles Club 620-7**  
The Dalles, Ore.

- Was among the first ten clubs to submit report in October, 1969.
- \* Was among the first ten clubs to submit report in April, 1970.

# Read To Remember



By DAVID L. SCHMIDT

The world is exploding with information. We stew, we fret, we worry. Half a million of us will take a reading course in the coming year because we want to master the information explosion.

This article outlines several techniques you can use to read faster and better. If you want to know how well you are doing right now, read the article at your normal rate and determine how much time it requires. Begin now by writing your starting time in hours, minutes, and seconds:

\_\_\_\_:\_\_\_\_:\_\_\_\_.

The largest commercial reading corporation in America will do nearly \$18-million worth of business in 1971, and that is only a small portion of the investment persons are making to improve the most basic skill of intelligence — *reading*. The adage, "If you read well, you will do well," applies today as never before. Newsprint consumption in the United States has nearly doubled in the past 15 years. There were 30,000 new book titles in 1968 in the United States alone. Even more importantly, 427-million copies of



*David L. Schmidt, senior consultant for the management consulting firm of Lawrence-Leiter Co., specializes in management development, with emphasis in communication training, executive recruiting, and management organization. Mr. Schmidt has a varied background both in business and education. He has developed and presented training courses in "Read and Remember," "Effective Speech," and "Business Communication." Mr. Schmidt's reading improvement program was presented to Toastmasters at the 39th International convention in Portland, Oregon.*

magazines, periodicals, and trade journals are distributed with each publication. This means there are almost five magazines printed each month for every man, woman, and child in the United States.

The office desk is stacked with reading material that gathers dust. Best sellers go wanting for readers because of the crush of time commitment upon every person. Mail is circulated at the rate of more than 80-billion pieces a year. This is an explosion of knowledge in print that will account for one-half of the gross national product by the mid-1970's.

The irony is — despite our development of skill and intellectual capacity in many areas — we are still reading with the same techniques we learned as children. What can we do about it? We can examine and build on the strengths that enable us to get the most out of what we read.

This article is divided into nine basic steps that will enable you to double your speed with any kind of reading material while improving the amount you remember and retain for use. There is nothing magical or mystical about reading techniques. There is something wonderful about mastering these skills and techniques. It will enable you to double your production or complete your task in half the time.

## The First Key — Alert, Alive, Active

Students stand in line to take reading courses at universities, especially after they experience a semester of failure. The adage

about reading well and doing well is driven home in no uncertain terms if the student is anxious to remain a student.

Busy executives enroll in commercial reading programs to get the basics in as little time as possible. Housewives and working men enroll in the evening and Saturday programs at colleges, universities, and high schools.

These persons recognize that in order to develop maximum potential in reading it is necessary to first recognize the need to improve. Not one of us is reading at our potential. Research with nearly 2,000 participants in Kansas City reading programs indicates the average adult can improve from a reading speed of 250 words a minute to nearly 800 words a minute with average material. Ironically, these adults' experience also has established a 10 percent growth in understanding. *Untapped potential!*

The reader who is active does two things: He confronts the printed work whenever he gets the chance, and he reads a variety of materials. He projects himself into his reading and identifies with the content. The alert reader doesn't look up everytime a mini-skirted girl passes. You have to make sacrifices to be a good reader, but the impressive thing is that your sacrifices pay off in lifetime benefits.

### The Second Key — AAA of Attitude

"This bores me," is one way to begin the reading task, but it is not the most successful way. "Seek and you will find," not only is sound theological advice, but it has real application to the reading act.

The first "A" of the "Triple-A" approach to reading is to *accept* the idea that, in order to change, you must build on the strengths you have. *Persons don't resist change, they resist being changed by others.*

If you decide to change, you can. Industrial psychologist Dr. Edward Carr tells us that individuals who listen with their arms folded are not receptive to new ideas or change. The reader who begins with the arms of his mind folded can expect to gain less than the reader with an open mind.

The second "A" is *attack!* Did you ever watch a dog chew a bone? Perhaps you noticed that the dog's hind paws were squarely on the ground as he attacked each morsel of gristle and marrow. His front paws most likely were in contact with the bone throughout the eating act.

The reader who takes that same approach to the printed page

and plants both feet on the floor, while holding both sides of the book, will find his powers of concentration help him attack the page, and his touch with reality (earth and page) multiplies efficiency. This technique can result in up to 50 percent improvement in adult reading speed and understanding.

Many of us matured with the idea we had to "clean" our plate whenever we sat down to the dinner table. That same idea has carried over to the printed page.

The third "A" of the "Triple-A" approach is *abandon*. The willingness to omit portions of what we read is a key to improving reading ability. You left much behind in the morning newspaper and feel no guilt. Why should you feel guilty about leaving words behind as you read what you need?

### The Third Key — What Do I Do Correct?

In early work at Rockhurst College in Kansas City, the writer called this step "eliminating bad habits." This title grew to a more recent, "eliminate your habit hang-ups," and has grown today into a more positive approach of, "What did I do correct?" It is upon our strengths that we build successful improvement. In fact, you will find as you develop good reading habits, you will eliminate some of the bad ones.

For example, readers who do not move parts of their body and the oral anatomy while they are reading will read more effectively than those who move. A pencil between your lips will enable you to develop lip control. A light touch of the larynx will remind you to read without vibrating your vocal bands.

Concentration will enable you to notice whether or not you are forming words in your mouth. You see, many of us have grown up doing nothing more than talking to ourselves as we read.

A *thought unit* is a group of words that expresses a group of words. "Over the river and through the woods to grandmother's house," is how many thought units?

There appears to be three, but there only is one. If you are reading properly, you will say to yourself — in your mind — river, woods, house: perhaps only woods. The key is to be able to see a word and think the words around it. If you will circle every third word of your favorite magazine article, and read only those words, you will be able to summarize the article more completely than by trying to see every word.

Try this technique for one page. Then, read every word of the next page and write a short summary. Research indicates that

eight out of 10 persons will write a more lengthy and complete summary of the section in which they read only every third word.

Read only what you need!

#### The Fourth Key — Eye Movement Control

The eyes and the brain are the only two anatomical parts needed when confronting information. It might be necessary to use your fingers to turn the page and the elbow to rest on the table, but these are not the essential elements for reading. Your eyes can be regulated to move as do the fingers across a typewriter keyboard. The typist who develops rhythm — regular forward movement — accomplishes the most work in the least time.

The reader who has regular forward eye-movement remembers most of what he reads.

Many colleges and universities use reading machines to force the participant to train his eyes to eliminate regression and to make regular movement. You can do the same thing through the power of concentration. Try this exercise. Focus on the first word, move immediately to the last word of a line. Focus on the first word of the next line and immediately the last word of that line. Try that for a couple of pages.

This will help you warm up your eyes by eliminating regression and making forward eye movements. It can help you double your speed and improve your effectiveness on almost any type of material.

Adam Clayton Powell said, "Keep the faith, baby." Whether or not you agree with his philosophy, Powell's statement has widespread application. Psychologically, if you tell yourself you will get something the first time, you are much more attentive and you try harder. *DON'T GO BACK!*

The eyes have it. They have the power to keep you moving, to keep your mind in action, and to control what your mind will confront.

#### The Fifth Key — Previewing For A Purpose

Reorganize your reading pattern. Instead of reading the paragraphs in the order in which they are printed, begin changing the order in which you read. Read the title, change it to a question.

For instance, if the title is "Sources of Discontent," change it to "What Are The Sources of Discontent, Why Are They Important?" This technique will help turn your mind on. Next, read the

introductory information after the title. Read the first paragraph; then stop and think.

Move through the article looking for two things: First, read the heading; second, carefully read the captions under the illustrations and notice what the illustrations mean. Now read the article's last paragraph.

What have you read? You've read what the writer is *going* to tell you, what the writer thinks he *told* you, his *outline of ideas*, and what he considers his *most important ideas*.

Now you can practice reading's highest speed, and you can stop and tell yourself you have everything you need from nine out of 10 items you read. This technique is called preview or survey, and it works. It's a pattern of organization that enables you to meet your objectives, remembering the main ideas and the details, the most important points of what you read. It allows you to take to the printed page more than you would have if you didn't preview.

#### The Sixth Key — Finding The Answer

When you read with the idea that you're going to find something, you are likely to find it. Formulating questions in your mind helps you to read and find the answers to those questions.

When you have previewed, you can take to the printed page a specific question. Your questions can be answered, perhaps by reading the entire article. Perhaps it only will be necessary to read a given section of the article or chapter of a book. Without a question, it is difficult to concentrate. With a question, reading becomes purposeful.

This technique is an easy one to talk about but a difficult one to practice. It requires an active, alert reader.

#### The Seventh Key — Selective Perception

A seven-course dinner is delightful to the taste. It might not be so delightful to the figure and, therefore, might require restraint. This same kind of restraint is necessary when reading. We don't need everything we read even though we would like to read it.

In many commercial reading programs, the emphasis is on subliminal perception. The subliminal approach means the reader deliberately does not focus on words. He focuses only on an idea and depends upon his subconscious to relate to his conscious the ideas he confronts. This technique is partially valid. Unfortunately,

we live in a conscious world, and we must rely first upon the conscious and then on the subconscious as a back-up.

Colleges and universities in the United States do not accept the subliminal approach of the commercial courses. They emphasize the need to select the main ideas and the facts of what you read. "Skimming" is the word applied to reading for a main idea. "Scanning" is the technique used to grasp the paragraph's basic detail.

Whether you call it skimming or scanning, selective perception or subliminal perception, the technique of selecting certain things to read is essential. It is so essential that it should be your basic reading gear.

Read the first sentence of every paragraph. That sentence will give you — 92 percent of the time, according to research — the main idea of a given paragraph. Now move your eyes directly down the page if it is printed in narrow columns, or diagonally left-to-right if it is printed in wide columns. This is called scanning-eye-pattern.

Scanning is the technique for locating dates, names, and places. Use capital letters as clues, use numbers as clues, and remember they often are hyphenated. Gear yourself to select the main idea and the detail through rapid, successive eye movements. *Do NOT go back!*

### **The Eighth Key — Flexible Reading Gears**

It's been tough, but if you have developed the skills and techniques offered by the first seven reading keys, you are well on your way to developing into a 500 to 1,200 word-a-minute reader. A reader who can read at that speed, using this technique, also will remember more of what he reads. But knowing these gears is not enough. These techniques must be applied at the right time and in the right way.

Picture yourself with a "four-on-the-floor" in the latest, hottest car. Your low gear as you begin is the gear of careful idea-by-idea reading. This involves no regression, regular forward eye movement, and thinking about what you read. It can result in reading speeds of 400 to 600 words a minute. This is more than twice the average adult reading speed.

The second gear is that of selective perception. This means you read first sentences, key words and phrases, and occasional last sentences. It is the basic reading gear that enables you to read at 500 to 800 words a minute.

The third gear is one of the highest gears. It is used in the preview or survey process. If you read only the first and last paragraphs, and the other items mentioned in the *fifth key*, you will be reading at more than 1,000 words a minute. Most of what you think you *have* to read can be read in this manner and then distributed, either by delegation or by deposition.

Reading's highest gear is the ability to apply the scanning technique in moving from one section of an article or chapter to another. This involves near skipping of large portions of material. It's reading's highest gear, but it also is one of the most dangerous. Apply scanning only if you're searching for questions.

### **The Ninth Key — Remember What You Read**

The main reason for not remembering something is that we don't impress it into our mind in the first place. Get stronger impressions from what you read. Make them sensual. Use your senses to smell, taste, or feel everything you read.

Associate what you read with what you already know. If you can learn a technique of memory-peg association, you will be on the way to remembering five or six very important points from each article. After all, when the forgetting curve sets in a few days, weeks, or months after you've read something, isn't that about all you can remember even when you've read every word?

The ultimate of all memory is the storage of information in the subconscious; the conscious technique of being selective and associative helps the conscious mind to know and the subconscious mind to store the data you want to remember.

### **Forming Lifetime Patterns**

Mark Twain said, "A habit cannot be tossed out the window; it must be coaxed down the stairs one step at a time." It is the same when changing your reading habits. The individual who realizes that new habits take a little coaxing, practices his reading techniques until they are natural, and is willing to apply the flexible reading approach will reap the harvest of lifetime benefit.

The suggestions for better reading offered here do not have to be applied in the laboratory. You have a laboratory at you fingertips; magazines, newspapers, books all are available by simply reaching for them. If you read this article with the attitude of picking up something to make you a more effective reader, you're the kind of person who will make a life-long application of what you could learn in a reading improvement program.

Write the exact time now: \_\_\_\_:\_\_\_\_:\_\_\_\_. You have just read an article of about 2,600 words. Circle the time required to read the article. How fast did you read?

You can read two to four times as well as you read this article by practicing the nine keys it outlined. You can read 50 books a year with only 15 minutes a day if you read at a rate of 500 words a minute.

TIME	WPM	TIME	WPM	TIME	WPM
4:00	650	7:30	347	11:00	236
4:30	578	8:00	333	11:30	226
5:00	520	8:30	303	12:00	217
5:30	473	9:00	289	12:30	208
6:00	433	9:30	272	13:00	200
6:30	400	10:00	260	13:30	192
7:00	371	10:30	247	14:00	186

WPM = words per minute.

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If you're planning to move, let us know your new address eight weeks prior to the scheduled move. Be sure to complete all the necessary information. This will insure uninterrupted delivery to you of **The Toastmaster** magazine and other TI materials. Send to: **Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A. 92711.**

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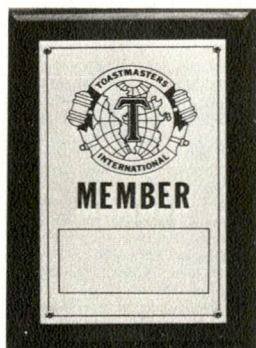
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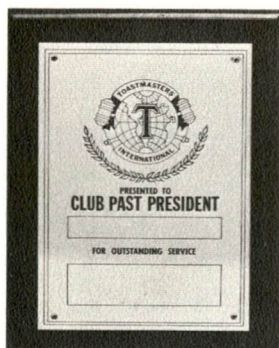
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