

December 1985

# THE TOASTMASTER



Dabble in a Brighter Palette of Words

## Club Leadership: Stretch for Excellence

Next month new club officers will be installed—congratulations to those who have been elected to fill these most important positions in our organization and thanks to every Toastmaster member for the continuing support of our club leadership.



The REAL Toastmaster action is in the club. To be involved in the team that allows a club to operate so every member receives a challenging Toastmasters experience is exciting and fulfilling. As officers you will be expected to give of yourself, but in return you will receive. I think the experience gained by serving as an officer is one of the most valuable our organization has to offer. Yours is the priceless opportunity to practice leadership in a non-threatening atmosphere. You learn all the elements of management—planning, organizing, delegating and motivating—without jeopardizing your job or professional reputation.

As you begin your term of office, here are three tips that you can use to make

the experience you are about to receive a sure success:

1. Use the Club Management Plan—this is your road map. It will guide you and your club to a place called EXCELLENCE—a terrific place for you and your club members to be!

2. Do the very best you can in your new position. Attend the club leadership training sessions provided for you. Then do your job and just a little more. Every Toastmaster office carries important duties; each is necessary to maintain your club. Fulfill those duties and then add your own creative touch. A “little more” along with a “creative touch” is the “stretch” that brings about EXCELLENCE.

3. Have fun—I’m not talking about having parties all year, but the fact that you feel good about yourself when you are doing a good job. As you give your leadership job your best effort you will be watching people in your club grow and develop their capabilities. Knowing that you helped is a most “fun” feeling.

The old saying is so true: “When you help someone up a hill, you find yourself closer to the top.” When this year is over, you’ll find that you’ve climbed a considerable distance up your “hill.” Emerson observed, “It is one of the most beautiful compensations of this life that no person can sincerely try to help another without helping himself.” That’s the way it is when you put your best into your office.

Have a great term! Remember, use the Club Management Plan as your guide, do your best in your new position, then “stretch” a little further and have fun along the way.

*Helen M. Blanchard*

**Helen M. Blanchard, DTM  
International President**

- Founder**  
Dr. Ralph C. Smedley (1878-1965)
- Officers**
- President**  
Helen M. Blanchard, DTM  
430 San Antonio Ave. #2, San Diego, CA USA 92106
- Senior Vice President**  
Theodore C. Wood, DTM  
908 Cox Ave., Hyattsville, MD USA 20783
- Second Vice President**  
John A. Fauvel, DTM  
P.O. Box 3114, Auckland 1, New Zealand
- Third Vice President**  
Tom Richardson, DTM  
2704 Sleepy Hollow Drive, Lafayette, IN USA 47904
- Immediate Past President**  
John S. Latin, DTM  
1010 Calle Ortega, San Dimas, CA USA 91773
- Executive Director**  
Terrence J. McCann  
Toastmasters International, P.O. Box 10400  
Santa Ana, CA USA 92711
- Secretary-Treasurer**  
Frank Chess  
Toastmasters International, P.O. Box 10400  
Santa Ana, CA USA 92711
- Directors**
- Andy Anderson, DTM  
RD 2, RT 31, Verona, NY USA 13478
- Peter J. Crabtree, DTM  
1305 Cambridge Dr., Oakville, Ontario  
Canada L6J 1S2
- Mary Margaret Dockendorff, DTM  
1627 W. Indianola, Phoenix, AZ USA 85015
- Anna Frazier, ATM  
1706 Wayne Avenue, San Leandro, CA USA 94577
- Joe Garmeson, DTM  
P.O. Box 61142, Marshalltown 2107  
South Africa
- Jack Gillespie, DTM  
114 Savoy Crescent, Winnipeg, Manitoba  
Canada R3R 2N9
- Margaret F. Hope, DTM  
195 N. Hythe, Burnaby, B.C.  
Canada V5B 1G3
- Henry E. Hyche, DTM  
2260 Farley Road, Birmingham, AL USA 35226
- Louis P. Novak, DTM  
3421 Roosevelt St. NE, Minneapolis, MN USA 55418
- Herbert D. Nowlin, DTM  
309 So. A, Oxnard, CA USA 93030
- Ted Randall, DTM  
R.R. #1 Box 241, O'Fallon, IL USA 62269
- Howard L. Rivenson, DTM  
32 Webster St., Westwood, MA USA 02090
- James E. Seale, DTM  
19 Lenora Dr., W. Simsbury, CT USA 06092
- Frank L. Slane, DTM  
1742 W. Latimer Place, Tulsa, OK USA 74127
- Suzy Smith, DTM  
1922 Huntsman Rd., Aiken, SC USA 29801
- Jerry P. Starke, DTM  
3179 N. 58th St., Milwaukee, WI USA 53216
- Les E. Stubbs, DTM  
2763 Gobat Avenue, San Diego, CA USA 92122

**THE TOASTMASTER**

- Editor**  
Tamara Nunn
- Art Director**  
Bob Payne
- Editorial Assistant**      **Intern**  
Ann Odle      Kristi Heim
- To Place Advertising Contact:**  
Toastmasters International  
Publications Department  
2200 N. Grand Ave., P.O. Box 10400  
Santa Ana, California 92711  
(714) 542-6793



## FEATURES

**4**

### **Bury the Dry-as-Bones Lecture**

by Pacquita Schlicht

**8**

### **Dabble in a Brighter Palette of Words**

by Darlene Barr

**11**

### **Outline Your Leadership Profile**

by Madge Martinez

**17**

### **Band Together to Conquer Evaluations...with Panel Reviews**

by Lee Abramson, DTM

**18**

### **Band Together to Conquer Evaluations...with Audience Participation**

by Michael Lach



## DEPARTMENTS

**13**

### **The Good of Order**

**15**

### **Letters**

**22**

### **1985 Articles Index**

**29**

### **Hall of Fame**

**20**

### **Your Bright Ideas May Be Worth a Fortune**

by Woodie Hall

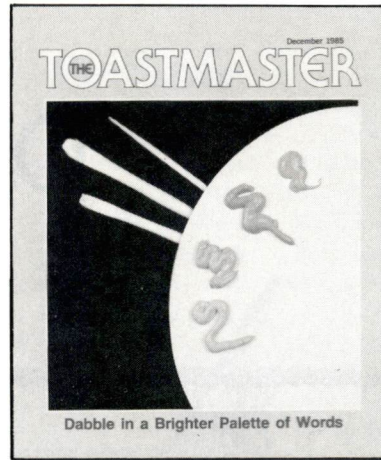
**24**

### **Listen When Your Body Talks**

by David Trembley

**27**

### **TI Board Report and Financial Statement**



## COVER

A speaker should have the same kind of pride in the words he uses as a painter has in his brushes. Choosing the proper action words can create a vivid landscape and captivate listeners. This month's cover story tells how to paint speeches with bolder, livelier words.

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 devoted 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 1985 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.



# BURY THE DRY-AS-BONES LECTURE

by Paquita Schlicht

**S**o you need to give instructions on the use of a new product; to justify funding requirements for the new community playground; to outline the marketing strategy for the new fiscal year; to explain the historical implications of Marco Polo's trek.

Any speech which requires you to present facts, figures and detailed information must often be delivered in the form of a read text or lecture. In these situations, your audience is usually not there merely to be entertained. They have come to learn. Still, most audiences cringe when a speaker approaches the podium with a thick manuscript under his arm. This cringing is caused by past bad "lecture" experiences.

We have all, at some time, been subjected to the miseries of a speaker's monotonous, inanimate recitation of volumes of dry, apparently unrelated facts. So when you read a speech, the audience expects you to do all the work. Surprise them—involve them!

Your lecture has three vital components:

- The introduction, where you tell the audience who you are and what you represent.
- The body, where you present details.
- An effective question-and-answer period.

## Hug the Facts

Emerson stated it this way: "Know the fact—hug the fact. For the essential thing is heat and heat comes from sincerity." You are a spokesperson for your topic, not just a reader of information. The impact of your presentation is closely associated with your own personal credibility.

In June, 1940, Churchill made his famous "We shall never surrender" speech. The press had been calling the previous night's events at Dunkirk "a defeat turned into a victory." Churchill galvanized the nation to tenacious action by correctly describing Dunkirk as a "colossal military disaster" with the loss of all equipment.

He accurately stated the nation's lack of preparedness but captured their fighting spirit to regroup in a manner unique to history. He is reputed to have switched off the microphone at the end of the speech, turned around and growled something to the effect that "they'd hit them over the head with beer bottles if necessary."

In a letter to friends in America, an English woman summed up the impact of this speech on a nation who recognized it as anything but idle rhetoric: "Mr. Churchill is the epitome of British aggressiveness. . . (he) has made a lot of fine speeches but it takes more than words to convince the ordinary man and woman personally. For personal conviction one has to know the man, to recognize the mood he epitomizes in oneself. . . It is going to be 'do it or bust.'"

Few of us have the charisma of Churchill, but the point is that he surged into the political wilderness for his convictions about the threat of Germany. He was known to be an expert on his topic. If you have experience which uniquely qualifies you to speak with authority on a subject, inform the audience of your credentials before the speech and use your particular insight to involve them.

## Outline Is Crucial

The written outline of your presenta-

tion is crucial to your final success. Not everyone needs to read—even from a lengthy dissertation. As a young lawyer, Abraham Lincoln took on the case of a Revolutionary War widow who had been gouged by a pension agent in trying to claim the pension due to her. Lincoln prepared the case by reading a history of the Revolutionary War and a biography of Washington.

Steeped in the feelings generated by his new knowledge of the hardships suffered by foot-soldiers, he produced a soul-stirring tirade which left the jury in tears and the widow with a total settlement of claim.

His speech outline read, "No contract. Not professional services-unreasonable charge. Money retained by Def't-not given to Pl'ff. Revolutionary War. Describe Valley Forge privations. Pl'ff's husband-soldier leaving for army. Skin Def't-Close."

He used the same methods to prepare his famous Gettysburg Address. He made an outline and carried it around in his silk top hat, pulling it out to "give it another lick" whenever he had the opportunity. When it was etched in his mind, he delivered a lasting, historic statement.

As long as you can recall the facts, substantiate your claims and allow your knowledge of the subject to generate feeling in the speech, such an outline may be all you need. Otherwise prepare a text to be read, but prepare it to be *spoken easily*.

Remember that when you read aloud, you have a tendency to gradually speed up. Consciously read at a comfortable pace. To remind yourself, type five or six dashes at the end of sentences and

---

put six or eight lines between paragraphs to reinforce pauses. Mark places where you want to look up. If you don't maintain eye contact with your audience, you'll lose them.

### Know It Intimately

You must have a cleanly typed script and know it intimately to effectively capture the audience. Franklin Roosevelt prepared his speeches meticulously. He researched the facts, pondered and evaluated them, drew his conclusions and arrived at a core of belief resulting from them.

From copious notes, he rapidly dictated his speech so that it would have the spontaneity of the spoken word. He then revised, edited and added to his typed copy, often re-writing it before dictating it again.

In his final reading, he was so immersed in the subject and so comfortable, he could recognize his audience and deliver his lecture to their eager responsiveness.

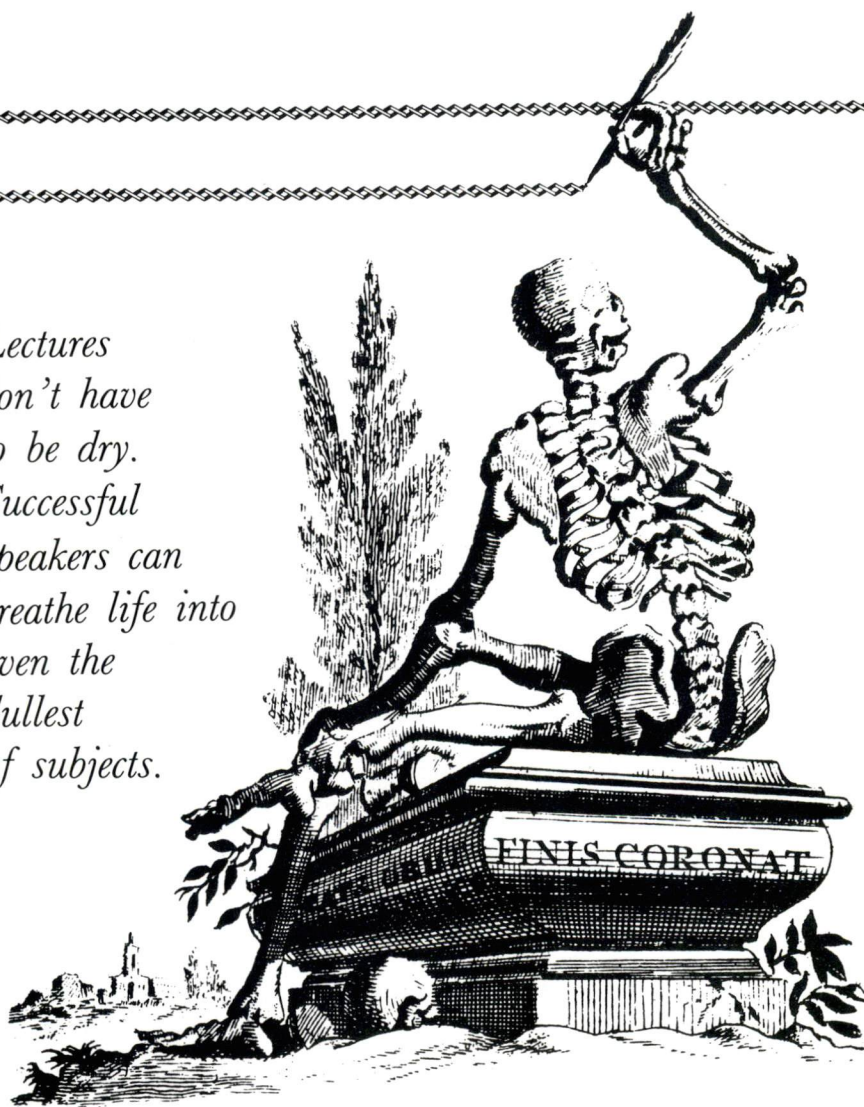
It follows that the depth of involvement which Roosevelt acquired for his topics eliminated any desire for him to lean on the podium. The more comfortable you are with the topic, the more naturally your stance and gestures exude energy and feeling.

Merely looking up at the audience from time to time is not enough. You need the comfort of good practice to speak to each *individual* who makes up the group of listeners.

### Numbers and the Individual

Accent solid blocks of fact with a flavor which your audience can taste. If you quote numbers, break them down

*Lectures don't have to be dry. Successful speakers can breathe life into even the dullest of subjects.*



into manageable portions—relate them to something common. If you say that the population of the Los Angeles area is approximately eight million people, that sounds like a lot, but is hard to relate to.

However, if you add that this number is almost two-thirds of the total population of the entire continent of Australia, whose land area is comparable to the adjoining United States, it is a much more graphic representation. Also round any numbers

you quote: two million instead of 1,987,456.

Similarly, break down mass dollar totals into portions relevant to the individual listener. What does the total mean in terms of her paycheck and how much it costs to run his car? The best rule with numbers is to compile a dossier of relevant statistics to hand out *after* the lecture. Then analyze what job you need numbers to do.

Can you express the point in another way, pictorially, without the numbers? If so, do it. Heed the speaker who started out his lecture by saying, "The only statistic I will mention during this talk is to advise you that I will speak for five minutes."

If your facts are technical, explain them. Listen to John Jay Hopkins, a former president of General Dynamics Corporation, telling about the peaceful use of nuclear material: "... through the use of radio-phosphorous, which checks the over-production of red blood cells in bone marrow, the lives of sufferers of

leukemia have been prolonged. . . The second largest application (of isotopic material) is in the field of medicine."

Here a barely-stated fact would have stood weakly. But by explaining how the medium works, and giving hope to a previously hopeless disease, Mr. Hopkins grasped the audience and demanded a response of feeling as well as listening.

### Training to Be Un-Technical

Major corporations so recognize the significance of effective communication of technical information that many maintain training departments devoted to that

single cause. Within every corporation, departments and divisions need to exchange information daily. Often the data required for decision-making needs to be translated from the technical jargon of a particular science into lay terms for those not familiar with that jargon.

For about 23 years the Shell Presentations Workshop has been presenting one-week seminars to employees who require expert communication skills. This career development program reinforces skills in planning, writing and presenting information.

The workshop stresses the use of

## Enthusiasm Awareness Index

Submitted by Patricia Sanders, associate professor, Central Connecticut State University, New Britain.

Copyright 1985, Training and Development Journal, American Society for Training and Development. Reprinted with permission. All rights reserved.

Below are seven indices related to enthusiastic delivery skills. Assess your level of enthusiasm based on self-knowledge and past performance in speaking

situations. Remember, there are no right or wrong answers. The aim of the index is to assess *self-awareness* of your level of enthusiasm in speaking situations

and not to evaluate your speaking effectiveness. Circle the appropriate level of enthusiasm on each index.

### Level of Enthusiasm

	Level of Enthusiasm						
	Low		Medium			High	
	1	2	3	4	5	6	7
1. Eye Contact	Avoids eye contact; unfocused gaze or blank stare; dull or bored look		Moderately good eye contact; appears interested and occasionally eyes light up			Maintains excellent and constant eye contact while avoiding staring; shining, wide-open eyes	
2. Facial Expressions	Expressionless, deadpan or frowning; little smiling; closed lips		Smiles occasionally; agreeable looking; pleased; expression generally "fits" situation			Vibrant; demonstrative; exhibits many variations and frequent changes in expression; broad smile	
3. Gestures	Arms kept at sides or folded; rigid; infrequent use of arms		Maintains steady pace of appropriate gestures; pointed, occasionally sweeping movements			Quick and demonstrative movements; frequent and sweeping movements of hands, arms or head	
4. Body Movements	Stationary; stands or sits; seldom moves from one spot		Moves freely, steadily but slowly; sometimes paces; uses frequent instructional motions			Large demonstrative body movements to emphasize vocal delivery; rapid, energetic and natural movements	
5. Word Selection	Few descriptors or adjectives; simple expressions; no use of metaphor or simile		Moderate use of descriptors, simile and metaphor, but tends to be repetitive			Highly descriptive; great variety; excellent and frequent use of simile and metaphor	
6. Vocal Delivery	Monotone; minimum inflection; poor articulation; little variation; reads from notes or book		Pleasant variations in pitch, tone, cadence and volume; good articulation; good integration of notes and instructional materials			Highly varied tone, pitch, volume and cadence; uplifting intonations; excellent articulation; variation from rapid, excited speech to a whisper; rarely uses notes or book	
7. Overall Energy Level	Lethargic; inactive; sluggish; appears tired or sleepy		Maintains an even and moderate level of energy; occasional bursts of energy			Exuberant; high and constant degree of vitality, drive and spirit throughout session; inspiring	

Scoring: In general, a score of 42-49 indicates a very high level of enthusiasm. You are "inspired by the gods."  
 a score of 21-41 indicates moderate level of enthusiasm. You are in "apprenticeship to the gods."  
 a score of 7-20 indicates a very low level of enthusiasm. You are "inspired by Morpheus."

ographic examples—word pictures, stories, questions and quotations—which the audience can relate to. It also emphasizes establishing credibility and clearly stating the purpose of the presentation and why the audience should listen.

One of the tools used is to assign unfamiliar and technical topics to workshop participants, and require them to create and present a detailed explanation of the mechanics of that topic; for example, ocean sailing. This teaches research skills and demands the speaker to find ways to get the audience interested in technical facts.

The workshop is typical of those held by many corporations in an effort to enhance the communication of detailed information—whether it's data passed between corporate departments or presented to the public by company spokespersons.

Such skills were superbly demonstrated last Christmas in a church I attended. Before each reading the minister explained who the writer was, from what perspective the passage was written, how it all fit together historically and what its relevance was to the congregation.

While reading to us about the journey of the wise men, the minister explained exactly where they traveled. When the destinations were mentioned, he said, "That's in the north," and "That's in the south." For the first time, I felt an insight into the details of the ancient story.

### Localize Your Facts

You can use these same skills to localize your stories. If you are telling about critical events, relate them to something similar that the audience is familiar with.

If you are reading a litany of results about pollution of a creek in another part of the country, use an aside. Step away from the podium. Talk to audience members about their own local creeks and lakes and bring their feelings about the issue to the forefront. Ask how they would feel if the same thing happened to their water. Then return to the podium, pause and continue. Mark points where you want to make asides in your text.

Professor Hogbin, a noted anthropologist, used to read his lectures with a robust and enthusiastic voice. But what made his content memorable was the way that he made the facts live through vivid asides. He would pause, walk away from his script and describe the

## Try to express points pictorially.

engagement ritual of Melanesian villagers in gesticulating detail.

The facts packed into his lectures were easy to recall because of the punctuation marks of these vignettes. The colorful asides also helped him vary the pace and tone of the lecture. He succeeded in breathing life into the society being studied—his use of illustrative gestures and behavior was like having a native step right into the classroom.

### Let Them Ask Questions

Conclude your lecture with a prepared question-and-answer period. No one

wants to ask the first question, so before the lecture "plant" a question with an audience member to get the discussion going. If your speech sought to inform, you need feedback to ensure that your message was not only delivered, but received. This is your chance to correct anything misleading, to accentuate vital points and to consolidate the weight of emphasis on the facts you presented.

A lecture does not have to be a dry series of loosely connected facts. It can and should be a presentation which involves the audience in the experience of those facts. Successful lecturers literally steep themselves in their subject and then extract that magic elixir, that potent and carefully distilled mixture which best expresses the substance of the topic. 🗣️



**Paquita Schlicht** is an Australian-born freelance business writer, now living in Houston, Texas. She develops training seminars, prepares inhouse manuals and writes company and

retail newsletters.

## JOKES for SPEAKERS!

**For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.**

An up-to-the-minute **Topical Joke-Bulletin** with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$8.50.

Our 13th Year. Send check or M.O. to:

## JOKES UN-LTD.

8033 Sunset Blvd., Dept. 0-1, Hollywood, CA 90046

## 150 Speech Ideas for Toastmasters

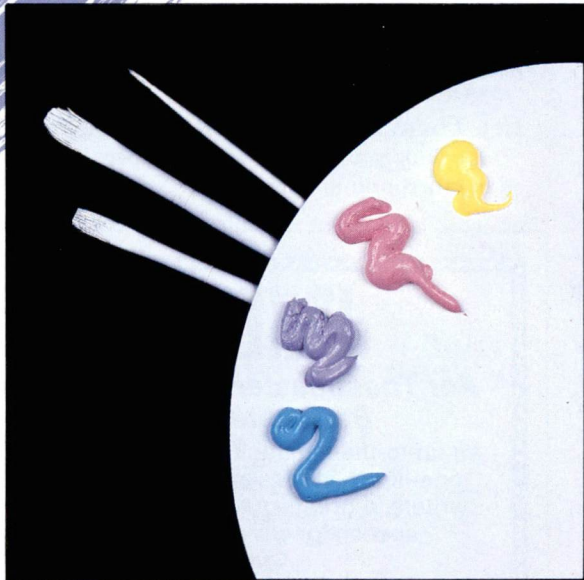
*...and others who need to be creative*

Need some fresh ideas for your next speech?

The TopicMaster will provide you with scores of provocative and intriguing ideas for speeches, table topics, discussions, debates, and creative writing. Categories include humor, current events, business and finance, philosophy, personal development, sports and recreation, trivia and esoterica, and more. Complete with speech-development suggestions, hints on style and delivery, and more than 50 unusual "words of the day".

No Toastmaster should be without one!  
Send just \$6.00 for Fall 1985 edition to:

**The TopicMaster**  
P.O. Box 1068 Waltham, MA 02254





A large, expressive brushstroke in red and blue dominates the background of the page. The red stroke starts from the top right and sweeps down towards the center, while the blue stroke starts from the bottom right and sweeps up towards the center, overlapping the red one.

## Dabble in a Brighter Palette of Words

*Speakers must play with words, like artists play with paints, to give their creations more color.*

A speaker should have the same kind of pride in the words he uses as a painter has in his brushes. They enable him to say exactly what he wants to say. The more words he knows and uses, the more exactly he can interest others, and it's this ability that contributes to his success in speaking. Word savvy is essential to leadership.

Take a look at the speaker and his audience. They are two forces who must understand each other before they can arrive at a meeting of minds. That means the ultimate outcome of their encounter will hinge on words the speaker uses.

Your first words must capture attention and project an image of authority about your subject. Spoken words reflect what you are. If your words are brilliant, precise, well-ordered and human, then that is how you're seen. The right words, shaped and polished, will win the confidence and trust of your audience.

You may think what you have to say is inspiring, but interest may come to an abrupt end if your word reserve is meager

and repetitious.

I was once with a man for an evening who thought everything he saw was "tremendous." To him the word meant delightful, happy, fortunate, magnificent and tasty. No matter what we saw, heard or tasted, if it pleased him, he said, "Wow, that's tremendous!" By the end of the evening I had a "tremendous" headache.

His limited, powerless vocabulary prevented him from discriminating among the varieties of pleasure he received from a fine meal, good music or pleasant sights. It also limited our conversation. By the time the evening was half gone, he had nothing more to say. The same thing happens to speakers who do not command a powerful vocabulary.

### **Choose Action Words**

"Action words" will ignite the interest of listeners but, if not carefully chosen, may cause hurt and resentment. What you say and your attitude while saying it can set off unexpected responses.

Keep in mind the listeners' many desires, motives, hopes, limitations, handicaps and prejudices. A considerate, sympathetic message and the wisest use of words will prevent you from accidentally harming or hurting anyone.

Messages that create resentment usually contain words that strike a blow at ego or self-respect. Anger may result from words that listeners consider unfair. Particularly irritating are authoritarian expressions such as "forbid," "prohibit," "I have decided" and "there is no excuse for." Listeners will not allow for your inadequacy in choosing words and your ability to influence could be lost.

Just as words can set off adverse emotional responses, they also can catch listeners' enthusiasm about a subject. Every time a speaker talks about his subject he uses words that describe. Carefully chosen words supply the spark that activates curiosity, interest and desire to know more. It's just like advertising.

People in advertising select words which satisfy emotional needs. Such

by Darlene Barr

## Your Speeches Can Sparkle with Word Savvy

- When you come upon a word that is new to you, look it up in the dictionary. Just before going to sleep, repeat the word and its meaning two or three times.
- Use a new word at least three times as soon as you first encounter it.
- Make a game of hunting out useful, sparkling words.
- Master words by practice.
- Develop style. Find and use words that will express that which is uniquely you. Shape your words to get the effect you want.
- Read advertisements and business communications with the definite aim of getting the "business feel" of words. You'll soon notice a certain kind of business speech which is stimulating.

words are very powerful sales motivators. They stress the dominant selling theme that best emphasizes the benefits of a product. People buy an image.

For example, words used in selling alarm systems connote security, safety, protection and shielding. To sell English riding trousers, appeal is made to the ego and peer approval: "Tailored by England's finest riding-wear craftsmen, they are dignified, classy and give you a marvelous figure and freedom."

Ads written to sell artists' work stress the intellectual quality original art gives the home. Advertisers select words that appeal to customers' needs, emotions and senses. Every speaker can use such sales motivation techniques.

A linguist of old said his trade was "to make little things appear and be thought great." The skilled use of words was defined as "a science to persuade people" and "a tool for handling and stirring up a mob and an unruly community." Orators in ancient Athens and Rome pushed themselves to high honors with words.

Today teachers, parents and business leaders benefit in more practical ways through the ability to use words skillfully. Today those who have mastered a large vocabulary avoid parading their knowledge. They are effective speakers because they speak simply.

### Use Simple Words

Pompous speaking is insulting. A windbag is bullied by words; they control him. A wordhog is a person who bullies words. He is never spontaneous.

The truly articulate person controls his words confidently and sets whatever pace he chooses in communicating. As one noted writer put it, "The person who uses a lot of big words is not trying to inform you; he is trying to impress you."

Most often speakers who seek to impress never truly communicate. Ironically, when an idea presented orally fails to hit its mark, the speaker often blames the

listener. The teacher blames confusion on the dunce, the foreman blames the "dumb" employee, the executive blames her staff and the salesperson blames her prospect. Yet when the receiver fails to comprehend what is said, the failure to communicate rests with the sender.

Words used by more effective communicators are simple. As a rule, short words are preferred to long words. Why say "accomplish" if you can say "do?" Why say "endeavor" if you can say "try?" And why say "denote" if "show" will do?

H. Phelps Gates once wrote, "There is strength and force in short words that blast and boom, throb and thump, clank and chime, hiss and buzz and zoom." And according to the Bible (I Corinthians XIV:9), long, hard words "blunt the keen edge and dull the sharp point of what we want to say."

### Use Positive Words

Strive always to use words which will have a positive rather than a negative reaction in the listener's mind. Some words have the power either to make or choke a presentation.

For example, the word "if" implies a questionable result and therefore a negative response. "When" is a much better word to use. For example, "When you are an accountant you will have a solid background because you attended our business school," is a much stronger statement than, "If you enroll in our accounting course, you will get the best training available."

In attempting to influence others, a few common everyday words seem to have extraordinary power—"truth" is a good example. We respect the truth. Other words which prompt positive results are "free," "secret," "safe" and "easy."

With these tips in mind, a speaker can gear his language to the group he wishes to influence and choose a few powerful phrases to spur positive reactions.

## How to Develop Word Savvy

How can you develop word savvy? When you read or hear a word that's new to you, look it up in the dictionary and jot down the definition. Then, just before you go to sleep, repeat the word and its meaning two or three times. Psychological studies have demonstrated that anything is remembered more vividly if you expose yourself to it just before going to sleep.

When you come across a word that is new to you, use it at least three times as soon as you can. When an idea comes to you, call up various ways in which you can express it.

Salesman and author Elmer Leterman says, "An unfamiliar word is like a new dish—not to be spurned until tasted."

Conversation is a natural testing ground for words. Many people shy away from certain words because they have never tried using them. The most natural way to overcome this is to use the word in familiar conversation. If you have accustomed your tongue to using new words in ordinary talk, this larger vocabulary will naturally flow over to enhance your public speaking presentations.

The speaker with a large treasury of words will not use all of them in one speaking situation, but every word he does use will carry an extra punch because of the reserves behind it. His conversation will be weighted with the subtle impression of authority. What will register is the strength of his word savvy.

A speaker who is not in practice will not come up with the right word for the special moment, any more than a master chef will not come up with the perfect spice for a dish if he's not in the habit of cooking every day.

To command words, to be able to call from among them those precisely suited to particular situations and to have effective control of them—these are the hallmarks of a successful speaker.

As Henry Clay put it: "There is no power like that of true oratory. Caesar controlled men by exciting their fears; Cicero, by captivating their affection and swaying their passions. The influence of the one perished with its author; that of the other continues to this day." ■



*Darlene Barr is a freelance writer specializing in communications skills. Based in Lakewood, Colorado, she's a former advertising salesperson and a former English teacher.*



# Outline Your Leadership Profile

*Each personality has many sides.  
Good leaders learn to recognize and draw on  
their many moods and quirks.*

---

by Madge Martinez

---

Steve and Ellen, both club presidents, were faced with a common dilemma—inactive members. Mere names on a list, these inactive members provided little or no incentive to active participants. Allowing them to continue as “members in good standing” might jeopardize the proficient image projected by the clubs.

Steve and Ellen attended the same officer training session, where they learned some new techniques for handling club problems. Among the techniques presented was one for overcoming the dilemma of inactive members.

Steve and Ellen each decided to use this technique—they would *challenge* frequently absent members to participate

or resign.

Ellen approached the problem much as she would anything else in her life—efficiently and diligently. A self-professed “organizer,” she proceeded to challenge by meticulously arranging each detail like clockwork. A timetable ensued:

- Week 1—Ask inactive members to perform specific duties.
- Week 2—Assign a duty or project (to those who previously declined).
- Week 3—Request a resignation (from those who continue to refuse responsibility).

Ellen felt a sense of accomplishment at the completion of her three-week timetable. The absentee members resigned.

**WHATEVER IT IS YOU  
WANT FROM LIFE  
CAN BE YOURS WITH  
NEW  
ADVANCED  
PSYCHO  
CYBERNETICS**

**What do you really  
want out of life?**

**Be a more proficient Toastmaster? Earn more money and enjoy greater career success? Increased happiness and personal growth? Improved, more meaningful relationships with family and friends? Develop a more dynamic personality? Greater productivity, concentration, self-discipline? Become more energetic and imaginative? Play better golf or any other sport?**

**FREE BOOKLET  
TELLS HOW**

**Classic Publishers**

150 S. Barrington Ave., #65, Los Angeles, CA 90049

club, sales and  
political meetings  
**SURE NEED HUMOR!**



IF YOU'RE  
INVOLVED,  
SEND FOR  
THIS BOOK

**"UNACUSTOMED AS I AM"**

... gives you 238 pages of good, current humor indexed for easy use. A bonanza for busy chairmen and editors. Good reading for anyone with a sense of humor.

Pointed material to fit any occasion, compiled by the International President of a world-wide service club for his own personal use.

*Now, Second Printing.*

Send Check for \$7.95 plus \$.95 Mailing or your Master Charge-Visa number, Indiana add 4% Tax.

**THE LORU COMPANY**

P.O. BOX 396, NORTH WEBSTER, INDIANA 46555

Yet a number of active participants felt a bit intimidated by her swift and seemingly uncompromising solution. Would they too soon have to "shape up or ship out?"

Steve mounted his challenge campaign differently. An easy-going guy, he felt subtle prodding was a safer alternative than making staunch demands. So he proceeded cautiously.

Over a period of a month he phoned each inactive member and managed to catch a glimpse of the circumstances leading to his/her absence. For another month, he pleaded with them to attend meetings. During the third month, he challenged with duties and projects.

Eventually most of these apathetic members resigned voluntarily. But Steve felt frazzled. Such subtlety and tactfulness were emotionally draining. Was a favorable outcome worth the price Steve paid in time and personal sacrifice?

Steve and Ellen employed the same technique. And for the most part, they fulfilled the same goal. However, some might say that the two club presidents took totally different paths to the same destination. So what was the greatest variable? What factor most affected their methods? *Style!*

**It's All in Your Style**

Style is that obscure, potential-altering ingredient. Ellen's style was efficient, organized. Steve's was pliable, easy-going.

Since a correlation exists between the two, we might use style/personality interchangeably. Let's look at them for a moment.

It's a good bet that a leader the likes of Adolph Hitler was just as domineering and maniacal in private as in public. Likewise, the cool confidence of Dwight Eisenhower was probably present on most levels of his personal as well as political relationships.

Yet we tend to attribute virtues and/or leadership deficiencies more often to background, education or capabilities than to personality/style. Ironically, to be more effective leaders, we *must* become aware of the ways our behavior and manner are demonstrated to and perceived by others. We've got to learn about our own style.

Remember the TV program, "The Odd Couple"? It showcased the effects of style/personality. A spotless kitchen and flawless diction were reflections of "Felix the Perfectionist," whose orderly conduct surfaced in professional and personal contact. And Oscar Madison was

a caricature of "The Procrastinator," evidenced by his delinquent tax returns and slovenly bedroom, replete with half-eaten tuna sandwiches.

President Ronald Reagan has been called a master stylist. Perhaps due to his acting background, he is acutely aware of the power of personality. His flexible style allows him to adapt as handily to ditch diggers as he does to diplomats.

But should you conclude that style is uncontrollable and beyond the grasp of most mortals? To the contrary. We're all capable of grasping and influencing our own personality potential.

Begin by becoming aware of the elusive parallels between leadership qualities and other traits. For instance, an exceptionally efficient business and civic leader might be expected to squeeze the toothpaste, neatly and methodically, from the bottom of the tube.

By the same token, a democratically inclined leader is likely to serve cake to his/her guests in *exact* portions. And a club president is apt to be as frugal or as liberal with an organization's funds as he is with his personal passbook.

**A Look at Different Styles**

Next, you can attempt to identify your style. Most of us fit one of the following. Which one best describes you?

**1. The Organizers**

Like plotting pieces to a puzzle, these individuals plan their lives with blueprint accuracy. Punctuality is the order of their way. Their excessive energy is enviable. Usually compulsive "list-makers," they busily buzz about clearing paper clips from their desk or wiping glass rings from the kitchen table.

Sometimes the Organizers' attention to detail is disarming, especially when they pad their projects with unnecessary steps and procedures. They become impatient when unforeseen snags upset their precisely planned routines.

**2. The Monopolizers**

These outspoken, no-nonsense individuals reel with self-confidence. They are sometimes aloof, usually articulate and almost always authoritative. For them, no challenge is too great!

They relieve others of burdensome decisions. That's because the Monopolizers make them unilaterally. Other people's opinions are an unwelcome intrusion.

Though their abrasiveness sometimes seems arrogant, they invoke loyalty. We find ourselves following their lead; partly because the Monopolizers' candid, take-

# THE GOOD OF ORDER

## You Must Have a Plan

by Bob Leiman, DTM

Two keys for growth and progress in any area of self-improvement are to establish goals and to create a workable plan. Where do you stand on your plan to "make meetings more meaningful?" Accelerate your efforts. Begin contributing to better meetings now. Establish your plan and countdown, using the five steps listed below as a guide. (We've included Supply Catalog code numbers for your convenience.)

1. Review "The Good of Order" columns published since April 1985. Get a basic chart, like that of O. Garfield Jones (25-B), or the slide rule (171) from Toastmasters' Supply Catalog. Also in the Catalog, you'll find a current edition of *Robert's Rules of Order, Newly Revised* (30-B), an indispensable resource used by 80 percent of all organizations.

2. Continue to practice. Increase your vocabulary and your use of parliamentary phrases and schedule some time to observe meeting practices. Give a speech on some phase of parliamentary procedure and check your knowledge with Toastmasters' Parliamentary Quizzes A (1363.1) and B (1363.2).

3. You are now in the middle of the "growth level." You are ready to climb the Toastmaster ladder and become an Area or District Officer and accept leadership roles in your community or your profession. Serve as the parliamentarian. Order the parliamentary scripts (1360.9) from Toastmasters or write your own. Use them in practice sessions or impromptu lessons for 10 to 12 minutes at a time (we plan to have a column on skits and scripts soon).

4. At this point, you should be among the top five percent of people who are good parliamentarians in knowledge and practice. You should be teaching others. Order the Success/Leadership module, "Parliamentary Procedure in Action" (237) and plan to use it in your club or, better still, offer to present it to another club or to the public to gain new members—it's good in addition to Speechcraft. Present a one- to three-hour parliamentary workshop. Other parliamentary books to obtain at this point in your growth are *Demeter's Manual* and *Sturgis' Standard Code*.

5. By now you should be sought after to teach and to serve as a parliamentarian. Consider becoming a professional to let your expertise pay you cash dividends. Some professional parliamentarians earn over \$10,000 per year—part time. Join the American Institute of Parliamentarians to share with others who believe in the democratic process and orderly procedures. Set a goal to become a Certified Parliamentarian or Certified Professional Parliamentarian. The ability to communicate is a great asset in climbing Toastmasters' ladder or that of any other organization. Knowing how to manage people and meetings will add depth to your credentials and reduce your competition.

A four-day parliamentary practicum is one of the best ways to advance quickly in the parliamentary field. In 1986, practicums will be held in Los Angeles, California, January 4-8 and in Williamsburg, Virginia, June 8-12. Write me for information at 124 W. Washington Blvd., Suite 144, Ft. Wayne, Indiana 46802 or call 219-422-3680. In 1986 this column will cover nominations and elections, more of the advanced motions and discuss parliamentary pitfalls and strategies. Send your comments or questions to the author at the address above.

**Bob Leiman, DTM**, Executive Director of the American Institute of Parliamentarians (AIP) since August 1983, operates that organization's World Headquarters in Fort Wayne, Indiana. A Toastmaster for 28 years, Bob is a Past District Governor and was Toastmasters' 84th Distinguished Toastmaster. His parliamentary programs at four TI conventions have been popular and prompted strong interest and activity in parliamentary procedure.

charge approach relieves us from speaking up or becoming directly involved in prickly situations. But, in all likelihood, their most admirable asset is also their greatest liability: They exude a sense of superiority that tends to intimidate.

### 3. The Analyzers

Though these persons are often concerned and caring, they project a cool, controlled exterior image. Diehard realists, they seize logic and resist emotion. Seeing life as a chess game, they carefully calculate each move.

Intelligent problem-solvers, the Analyzers are sometimes seen as "be-ers" rather than as "do-ers." They are often perceived as coolly detached in leadership roles as well as in their personal encounters.

### 4. Sympathizers

Unlike Analyzers, sympathizers' obliging hearts overflow with emotion at injustices inflicted on others. However, they lack objectivity. Usually insightful and sensitive, they are ready to submit a willing ear to the woes of friends, loved ones and strangers.

Sometimes taken for granted, a Sympathizer is hard-pressed to find others equally eager to share in his/her triumph or despair. Feeling disillusioned and put upon, they often yearn to be firm and commanding. This is particularly disconcerting to those who find themselves in leadership positions.

### 5. The Harmonizers

Unlike Sympathizers, whose involvement is mostly emotional, the Harmonizers are activists. These persons place a high value on compatibility. Tactful and diplomatic, they are first to call a conference.

Often intermediaries between warring factions, they are sometimes drawn into stressful no-win situations. In their desire to keep the peace, they are apt to pay the price in terms of time and energy.

### 6. The Neutralizers

These individuals avoid conflict—at all cost! Unlike the peacemaking activists, Neutralizers sidestep involvement. Congenial yet passive people-pleasers, these "niceniks" shy away from adversity and overlook inflammatory comments. They often exhibit a "peace at any price" mentality—they risk compromising their values to achieve tranquility.

### 7. The Equalizers

These democratic people pursue fairness in most any endeavor. For the most part, they do not succumb to prejudice. Whether pouring punch for the kids at home or dispensing awards to club members, they seek total equality.

Public Speakers - Toastmasters  
Program Chairmen - Club Officers  
Sales Managers - Etc. . . .

**This Book is for you!**

## HOW TO BOOK ON HUMOR!



- Basic workbook shows you how to communicate ideas thru humor
- How to captivate your audience with humor
- How to personalize jokes
- How to set up a humor file & much more

Please mail

**DO IT YOURSELF HUMOR** only \$19<sup>95</sup>

TO:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MONEY BACK  
GUARANTEE!**

Plus \$1.20 sales tax for Calif. residents. Add \$2.00 for postage and handling for each book ordered.

**CREATIVE PRESS  
P.O. BOX 814  
LAKE ELSINORE, CA 92330**

## MULTIPLY YOUR COMMUNICATION SKILLS



Are you prepared to handle the speaking situations that come your way—in Toastmasters, on the job, and in the community?

Toastmasters' Advanced Communication and Leadership Program can give you the practical experience you'll need in any of these areas.

The program consists of nine manuals, each dealing with a specific aspect of communications. The two newest manuals, **Technical Presentations** and **The Professional Salesperson**, are the most challenging manuals Toastmasters has produced. You'll also find valuable speaking techniques in **The Entertaining Speaker**, **The Discussion Leader**, **Speaking to Inform**, **Public Relations**, **Specialty Speeches**, **Speeches By Management**, and **The Professional Speaker**.

Select any three manuals at no charge when you submit your CTM application to World Headquarters. Additional manuals are \$2.00 each, plus 20% for postage and handling. California residents add 6% sales tax.

Because they think everyone deserves similar treatment, Equalizers are slow to recognize uniqueness in others. Since they don't prize performance, as leaders they sometimes neglect to honor members for outstanding service.

### 8. The Fantasizers

When we set our sights high, the ability to dream is necessary. But the Fantasizers' aspirations are loftier than most. The realm of reality is often beyond the grip of these positive thinkers. They squat in life's desert envisioning the proverbial oasis.

As leaders, these exuberant dreamers often shoot for the moon without first formulating a game plan. Unlike Organizers and Analyzers, their approach is often haphazard, though their intentions are earnest.

Does your personal style parallel any of the types mentioned? Perhaps you see yourself as a congenial mixture. Maybe you are a balance between the Equalizer and the Organizer or the Fantasizer and the Harmonizer. Or you could be "none of the above."

### Bring out the Best

Did you notice that each of the character descriptions was embellished with as many positives as negatives? Yet, like most people, you may tend to magnify your shortcomings and downplay your good qualities. Augustus Hare once said, "Be what you are. This is the first step toward becoming better than you are." Wise words, simply said!

We might do well to take heed. We are all multi-dimensional. We can dwell on our deficiencies and ignore our assets. On the other hand, personality is not static. We can *choose* to change by bringing out the best in ourselves.

One way to bring out your best is to practice the three Rs: Recognize, Re-assess, Re-direct.

**Recognize.** According to Henry Weaver, "No statue was ever erected to the memory of a man or woman who thought it best to let well enough alone!" This applies to personality change. You don't have to be an expert, bona-fide or pseudo, to grapple with self-analysis. Examine your behavior for habitual patterns that may reveal your style.

You could begin by listing your strong points. Then note your weak ones. Query your co-workers: "How do I come across?" Ask your friends, "How would you honestly describe me?" And if you are married, your spouse and/or children can offer a fresh first-hand appraisal of your personality.

**Re-assess** your attitude toward yourself. Do you have difficulty accepting positive feedback? Do you argue with the idea that others appreciate you? How do you respond to compliments—hastily or hesitantly?

Your private evaluation may point to five assets, three liabilities. But somehow your faults seem more prominent. Don't be too harsh on yourself. Avoid setting an impossible standard.

Use the same yardstick you would apply to others. If necessary, dig deeper into your psyche until you can see the good that is obviously there.

**Re-direct** your efforts. Now that you have pinpointed your best qualities, accentuate these. Think less about your weaknesses. For instance, you may have found that you are a marvelous conversationalist but a so-so listener. Use your gift of gab more creatively to talk less and listen more.

Or perhaps you discovered that you are disorganized but are generally kind and considerate. Vow to expand your thoughtfulness. Write that letter to the co-worker who transferred last month. Or make an effort to mail those birthday cards warming a spot in your bureau drawer.

Maybe you are an independent decision maker; a Monopolizer of sorts. Try to rely more on others for input at work. At home, trust more in your spouse's and children's advice.

Recently the keynote speaker at a banquet I attended illuminated the room with a bright thought. His purpose for speaking that evening was to illustrate the praiseworthy benefits of the organization to which he belonged. But before extolling its virtue, he said, "When I joined this club, I thought it would change me; that it would make me a better person. Well, *I haven't changed*. Instead, this organization has helped me to see the good that was already there."

You too can engage in a pilgrimage of personal improvement. Recognize your worth. Re-assess your potential. Re-direct your efforts. Indeed, you *can* bring out the best that is already there. 🗣️



**Madge Martinez** is a writer in New Orleans, Louisiana. She and her husband present *Marriage Preparation Conferences* and coordinate an all-volunteer speakers bureau, specializing in

*family-related topics.*

# LETTERS

## More on Time

I would like to make a comment about timing lights in response to a letter that appeared in your magazine by Walter Golman (June Letters). Our club found that sometimes the simplest set of lights work best. We purchased a set of lights that work off flashlights. It's fairly easy to make a set. If interested, write to: P.L., 4915 Cordell Avenue, Bethesda, Maryland 20814.

*Mac Krents, DTM  
Old Georgetown Road Toastmasters Club  
Chevy Chase, Maryland*

## Nails off the Blackboard

I read with interest but not support the article "Shatter the Myth of Prepositio" by Laura Wilson, Ed.D. (September issue). Her point was that it's okay to end a sentence with a preposition.

Some people feel so strongly about grammar that they describe infractions (real or perceived) as "fingernails on the blackboard." They lock in on the infraction and lose the message. If we want to successfully convey our messages, we must speak in a manner that loses as few people as possible.

The sentence may flow more easily in the delivery if we place the preposition at the end, but each listener who remembers the rule (and knows what a preposition is) will begin to question our credibility at the infraction. Our Toastmaster friends should evaluate us using the most stringent rules possible. Then, when we are delivering an important message to the general public, we can do so with confidence, knowing that we have passed the test with our most critical audience.

Let's encourage our members to follow President Blanchard's advice (page four of the same issue) and "Commit to Excellence" in our speaking.

*Hugh Curley, DTM  
AMYAC Toastmasters Club  
San Jose, California*

## Conflicting Advice

Mr. Straeter's letter in the October

issue brought up a point of conflicting advice between my article "Skyrocket to Corporate Success" and Mr. DaCosta's article "How Does Your Garden Grow?" (both in July issue). Mr. Straeter completely missed the two different approaches Mr. DaCosta and I took.

Mr. DaCosta addressed corporate success by pointing out steps management can take to cultivate a productive, favorable work environment, while my article was aimed more at the individual and the measures available to him to further himself in a career-wise fashion. At no point in either article were the suggestions offered as "gospel" or cast in stone. Mr. DaCosta and I merely illuminated techniques that have worked for us and others on their way to corporate success.

No, Mr. Straeter, suggestions for corporate success do not need to move into the 21st century as you suggest. Getting back to the basics is the answer—all it takes is for corporations to realize that their employees are their greatest asset and that simple recognition of employees' efforts (good salaries and benefits; praise for accomplishments; room for advancement and increased responsibility) would go far in creating the work environment that *draws* people up the ladder to corporate success.

*Don LeVie Jr.  
Rosenberg, Texas*

## A Degree of Difficulty

I enjoyed the article in your October issue entitled "Abe Lincoln: Passion Ignited His Speeches." The references in the article to Lincoln speaking on "subjects of intense interest to him... from the depths of his feelings" struck a positive chord with me, and made me wonder—once again—why we fail to apply this kind of standard to our own speech contests.

My experience with Toastmasters has been that the higher the level of competition, the greater the emphasis on being inoffensive to the point that ultimately almost no one speaks on anything more meaningful than some aspect of self-improvement. I do not blame the speakers for this particularly. No con-

testant wants to jeopardize his or her chances by taking unnecessary risks and most contestants perceive (probably accurately) that there is a high risk factor in speaking on any topic of substance.

Since we cannot realistically expect the speakers to change the system, I think the burden is on Toastmasters as an organization to take steps to affirmatively encourage the selecting of meaningful speech topics as opposed to the safe, simple, "inoffensive" ones that seem to be the norm today. It is my suggestion that Toastmasters International change its guidelines for speech contests to provide that at least half the weight of any speech be determined by degree of difficulty. Under this approach, the speaker who chooses a difficult, complex or sensitive subject and treats it in a meaningful fashion would be rewarded for effort rather than penalized for it.

In this respect, contest judging would be analogous to the judging of activities like diving or figure skating where the degree of difficulty of the program is at least as important as how well the routine is performed.

If this were to occur, I suspect it would not be long before meaningful themes would begin to creep into our competitions—subjects that maybe even a Lincoln could get passionate over.

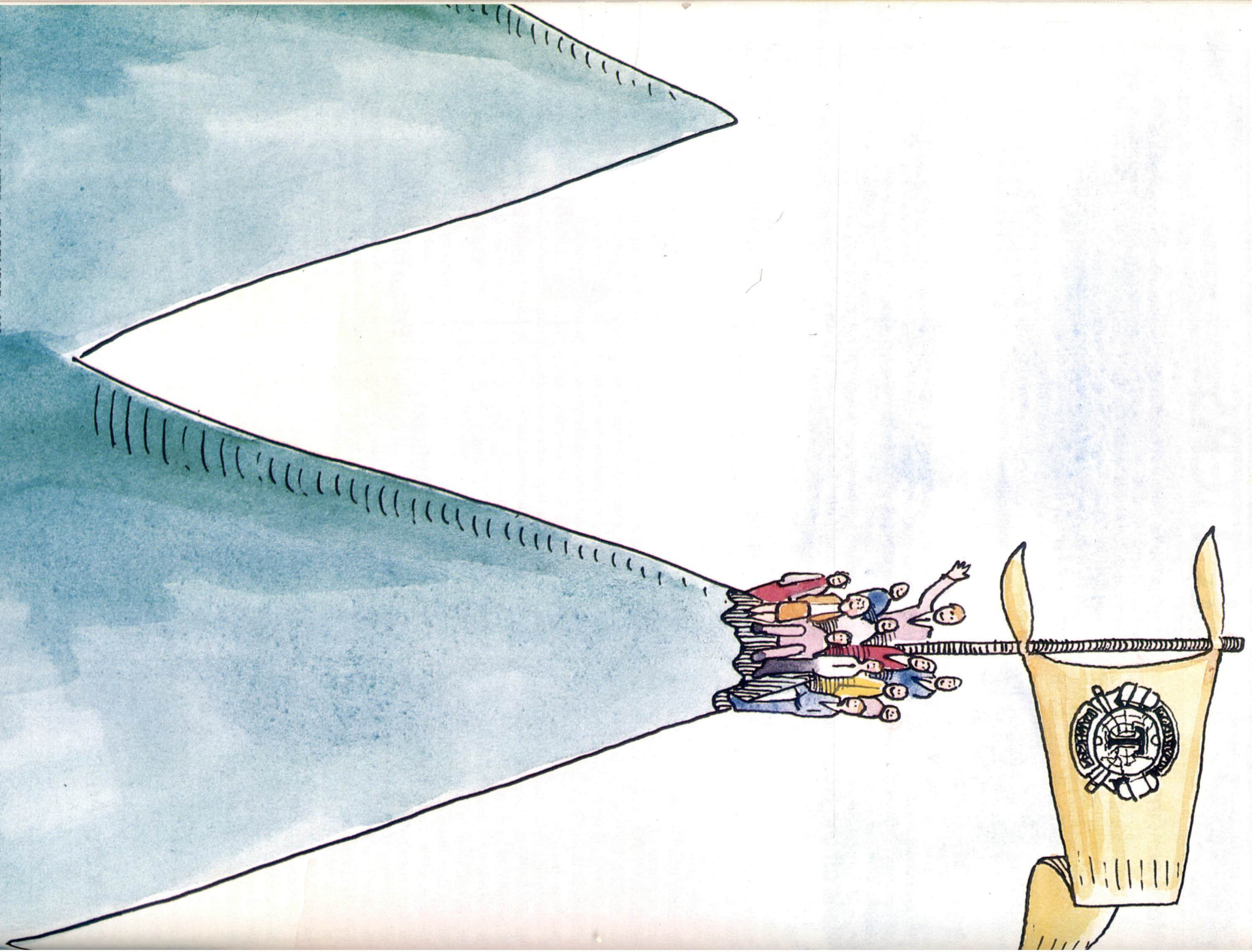
*Classen Gramm, ATM  
Courthouse Toastmasters Club  
San Diego, California*

## Editorial Foresight?

In the November issue's letters, we printed an interesting letter from George Shyrock, ATM. In printing his title, however, we inadvertently promoted him to District 47 Governor, a position he doesn't hold—at least not yet. He's actually Western Division Governor for District 47.

Clara Gelfand, DTM, the "real" District 47 Governor, took it all in stride when she learned of the error. "That's sort of a case of foresight," she said good-humoredly. "I know he'll probably end up District Governor in a few years—he's very capable." Sorry again Clara—and sorry George, for the short-lived promotion.

*The Editor*





# BAND TOGETHER TO CONQUER EVALUATIONS

*Toastmasters can reach the heights of success by using teamwork to improve their speech evaluations.*

## ...WITH PANEL REVIEWS

by Lee Abramson, DTM

**T**he power of Toastmasters to exchange and modify ideas occurs when members of different clubs, areas, divisions, districts and countries get together. One such event took place at an area meeting in New Jersey some years ago, when we learned about a method an overseas club used to conduct panel evaluations of speakers.

As a result of this Toastmasters exchange, we developed a variation of this panel evaluation technique to solve a number of problems our club and several others were experiencing. The problems were:

1. How to cope with last-minute replacements of speakers and evaluators, particularly where novice Toastmasters are asked to evaluate much more experi-

enced speakers.

2. How to help relatively new members overcome the fear and reluctance of giving the speaker positive and constructive feedback.

3. How to avoid perfunctory and "white wash" evaluations.

The answer to all these problems appeared simply to be that we should combine our standard, individual evaluation method with that of the panel evaluation.

### The System

Here is the system we adopted: Each speaker is assigned an evaluator. Immediately after the last speaker of the day finishes, the Toastmaster asks the General Evaluator and the assigned evaluators to adjourn to another room. The General Evaluator leads the group, keeping all discussions brief and on target.

The first evaluator, without embellishment, highlights his/her views of the speaker's performance. Without repetition, each member of the group adds to or modifies the views expressed by previous evaluators.

The second evaluator then begins the



review of the second speaker, and the process continues until all speakers have been reviewed by the panel. If the General Evaluator keeps everyone brief and on track, three speakers can be reviewed in less than ten minutes.

The evaluation panel then returns to the meeting room, and, per standard procedure, the evaluator assigned to each speaker presents the formal oral evaluation.

In a club which has a two-hour meeting, members take a brief intermission while the evaluation panel confers. At our club, where we meet for only one hour during lunch, members conduct Table Topics while the evaluation panel confers.

Although the evaluation team misses Table Topics on this particular day, the rotation of evaluators on the team from meeting to meeting prevents this from being a real problem. And over time, the few Table Topics sessions missed are a small price to pay for the benefits of better evaluations which result.

### The Benefits

Combining panel and one-on-one evaluation techniques as described is very effective and productive. The benefits our club has enjoyed while using this method include:

- New Toastmasters learn to evaluate by listening to other members of the team and by the hands-on experience the panel offers. They gain the confidence to give constructive feedback.
- All evaluators are able to pick up on points they may have missed while listen-

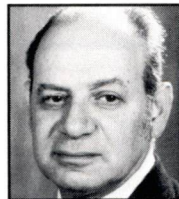
ing to the speaker, and get a chance to see what types of things other evaluators look for.

- The speakers receive positive, constructive feedback regardless of the evaluator's experience. White washes are virtually eliminated. The panel method lends much more objectivity to the evaluation than one person may be capable of contributing.

- In conducting the panel review, the General Evaluator has the opportunity to develop leadership and managerial skills.

- The burden of deciding whether a speaker has failed to meet an assignment's objectives is shifted from the individual evaluator to the group.

New techniques and programs frequently meet with objections, so our club gave the system a six-month trial period. It took time for our members to become comfortable with it, but now, five years later, we feel the procedure has proven itself. We use it almost exclusively and expound its virtue to all clubs in our area, division and district. We hope you will also try using this unique evaluation technique. 🗣️



**Lee Abramson, DTM, District 46 Governor,** is a member of Merck Toastmasters 260-46 and Woodbridge Toastmasters 4864-46, the latter which he organized. He is a research chemist in Process Research and Development with Merck and Co., in Edison, New Jersey.

## ... WITH AUDIENCE PARTICIPATION

by Michael Lach

**A**s Toastmasters, many of us would like to make a quantum leap into the ranks of extraordinary speakers. What keeps us from getting there? Is it our lack of eloquent words or perhaps the inability to memorize and plan? No, it's that we haven't met the first criterion for extraordinary speaking: Be yourself. I submit that great speakers have simply learned to give up trying to copy other people and simply share who they really are!

As an experiment in expanding self-expression, District 26 Toastmasters tested a new evaluation format some time ago, in a workshop at a district conference.

The program, entitled "Enhancing Your Presentation," worked like this: A person spoke on a chosen topic for about two minutes and remained standing. The facilitator then invited the audience to spontaneously evaluate the speaker. He asked them, "What corrections do you suggest to this speaker?"

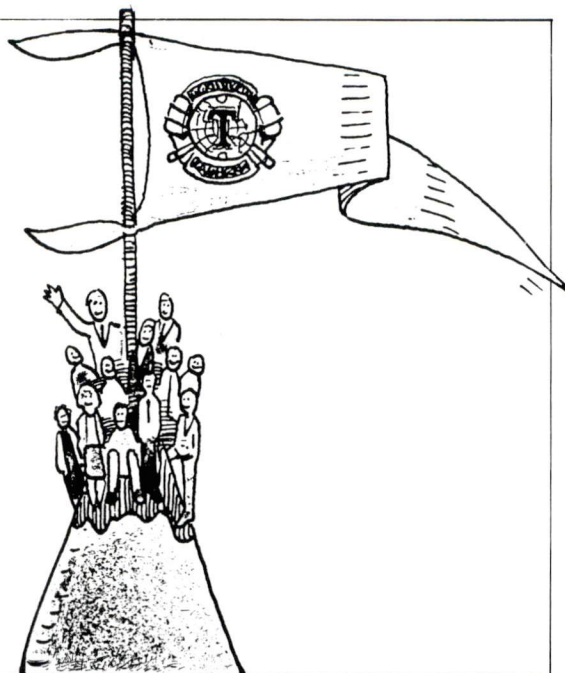
As the audience members answered, the facilitator coached those who made abrasive comments and asked them to re-state the criticisms as suggestions. We asked the speaker to remain quiet during this evaluation session, as comments are more effective when simply absorbed by the speaker.

The speaker then had a chance for "Instant Re-Say." He was given one minute more of presentation time to incorporate the suggestions he'd just heard. The facilitator worked with the speaker to aid him in speaking "with" the audience rather than "at" them. The speaker was then invited to say a few words about his experience.

As a result, many speakers acquired a dramatic sense of increased poise and confidence. Using this technique, speakers seemed to realize more lasting, long-term changes in their speech presentations.

Toastmaster Jim Binford, CTM, created the concept and first used it at his own Centennial Toastmasters Club in Boulder, Colorado. Prior to the district

*White washes are virtually eliminated; the group produces objectivity.*



# READ TO SUCCEED

- 1-B. THE STORY OF TOASTMASTERS.** By Dr. Ralph C. Smedley. Personal reminiscences on the establishment and growth of Toastmasters by its founder. Paperback . . . . . \$1.00
- 3-B. THE GREAT QUOTATIONS.** By George Seldes. More than 1300 great thinkers contributed to this desk-top source for quotations. Paperback . . . . . \$12.00
- 4-B. HOW TO WIN AUDIENCES WITH HUMOR.** By Winston K. Pendleton. Tips from one of America's top funny-men on how to put humor into your speeches. Paperback . . . . . \$3.95
- 5-B. A MASTER GUIDE TO PUBLIC SPEAKING.** By Robert Montgomery. An expert speaker reveals the inside secrets of the most successful speechmakers. Hardback . . . . . \$14.95
- 6-B. KINESICS: THE POWER OF SILENT COMMAND.** By Merlyn Cundiff. One of the world's foremost body language authorities reveals how to unleash this incredible power. Paperback . . . . . \$4.95
- 8-B. THE DEVIL'S NEW DICTIONARY.** By Richard Iannelli. You'll chuckle at the wacky definitions, or dip in and get a funny slant on a word. Hardback . . . . . \$14.95
- 10-B. THE POWER OF ELOQUENCE.** By Thomas Montalbo. If you enjoy Toastmaster Montalbo's articles in *The Toastmaster*, you'll want his book of speech strategies. Paperback . . . . . \$6.95
- 11-B. UNCLE BEN'S QUOTEBOOK.** By Benjamin R. De Jong. A potpourri of unforgettable quotes. Hardback . . . . . \$7.95
- 12-B. ELOQUENCE IN PUBLIC SPEAKING.** By Kenneth McFarland. America's "Dean of Public Speaking" offers insights on how to move your audiences to action. Paperback . . . . . \$4.95
- 13-B. SPEAKER'S HANDBOOK OF SUCCESSFUL OPENERS AND CLOSERS.** By Winston K. Pendleton. Actual examples—811 platform-tested openers and closers. Paperback . . . . . \$7.95
- 14-B. MIRACLE PLATFORM POWER.** By John Wolfe. One of America's top speakers shows you how to get people to respond favorably to everything you say. Hardback . . . . . \$14.95
- 16-B. WHAT TO TALK ABOUT.** By Earl Heasley. Contains 1001 speech titles and subjects, along with tips on speech preparation and delivery. Paperback . . . . . \$1.75
- 20-B. SPEAKER'S LIFETIME LIBRARY.** By Leonard and Thelma Spinrad. This leather-bound resource contains thousands of different speech theme ideas. Hardback . . . . . \$24.95
- 22-B. THE OVERNIGHT GUIDE TO PUBLIC SPEAKING.** By Ed Wohlmuth. Practical tips on speaking and how to motivate genuine applause from your audience. Hardback . . . . . \$8.95
- 26-B. WINNING WORDS.** By Carol Coulter, Ann Duke, Mabelle Curtis, Kim Mitterling. A fresh approach to many speech techniques, i.e. fear control. Paperback . . . . . \$12.95
- 28-B. HOW TO HOLD YOUR AUDIENCE WITH HUMOR.** By Gene Perret. A humor "how-to" that only this professional comedy writer and speaker could offer. Hardback . . . . . \$13.95
- 50-B. I HEAR YOU.** By Eastwood Atwater. A "how-to" guide for developing listening skills that will make you a better leader. Paperback . . . . . \$5.95
- 53-B. 20,000 QUIPS & QUOTES.** By Evan Esar. Contains 900 pages of wit and wisdom for speakers in an easy-to-use alphabetical format. Hardback . . . . . \$14.95
- 54-B. 10,000 JOKES, TOASTS & STORIES.** By Lewis and Faye Copeland. This reference book for speakers is a virtual encyclopedia of wit and humor. Hardback . . . . . \$17.95
- 55-B. HOW TO SPEAK LIKE A PRO.** By Leon Fletcher. A handy, step-by-step guide to overcoming stagefright and becoming a better speaker. Paperback . . . . . \$2.95
- 63-B. PERSONALLY SPEAKING.** By Dr. Ralph C. Smedley. Contains insights on speaking, evaluating, club programs, and many other aspects of communication. Hardback . . . . . \$3.00
- 70-B. THE ART OF SPEAKING MADE SIMPLE.** By William R. Gondin and Edward W. Mammen. Covers formal and informal speeches, pronunciation, composition. Paperback . . . . . \$4.95
- 72-B. 500 POWER PACKED PRONOUNCEMENTS.** By Al Schneider. A handy pocket-sized collection of brief but powerful inspirational messages ideal for speech topics. Paperback . . . . . \$1.95
- 78-B. TOASTS.** By Paul Dickson. An encyclopedia of toasts, blessings and sentiments. Ideal for banquets and other social gatherings. Hardback . . . . . \$12.50
- 79-B. WHEN YOU PRESIDE.** By John D. Lawson. Fifth edition of this popular book. Contains methods and principles for developing strong group leadership abilities. Hardback . . . . . \$8.95
- 80-B. COMPLETE SPEAKER'S AND TOASTMASTER'S DESK BOOK.** By A. L. Kirkpatrick. Tips on audience control, using audiovisuals and other aspects of public speaking. Hardback . . . . . \$14.95

-----  
 Add 20% postage and handling to all items. California residents add 6% sales tax.

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

ADDRESS \_\_\_\_\_

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

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

Enclosed is \$ \_\_\_\_\_ (U.S.) check or money order payable to Toastmasters International for (quantity):

- \_\_\_\_(1-B) \_\_\_\_ (6-B) \_\_\_\_ (12-B) \_\_\_\_ (20-B) \_\_\_\_ (50-B) \_\_\_\_ (63-B) \_\_\_\_ (79-B)  
 \_\_\_\_ (3-B) \_\_\_\_ (8-B) \_\_\_\_ (13-B) \_\_\_\_ (22-B) \_\_\_\_ (53-B) \_\_\_\_ (70-B) \_\_\_\_ (80-B)  
 \_\_\_\_ (4-B) \_\_\_\_ (10-B) \_\_\_\_ (14-B) \_\_\_\_ (26-B) \_\_\_\_ (54-B) \_\_\_\_ (72-B)  
 \_\_\_\_ (5-B) \_\_\_\_ (11-B) \_\_\_\_ (16-B) \_\_\_\_ (28-B) \_\_\_\_ (55-B) \_\_\_\_ (78-B)

Send your orders to: Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711.

ference where we tested his concept, certain committee members expressed concern that speakers might be offended by the "directness" of the evaluations. Those fears did not materialize; in fact, participants responded enthusiastically. Participating speakers commented that, "I really touched my 'self'," "I earned to be real" and "This should be continued in clubs." This enthusiasm encouraged us to present the evaluation at a number of Denver clubs. Continued positive response prompted the writing of this article to share the concept with all Toastmasters.

In summary, we found these four benefits of the "Enhancing" program:

**1. The Truth Gets Told.** As evaluators, we each see what corrections are needed, yet we often tend to edit our comments in order to be "nice." Group spontaneity tends to build the courage needed to be more direct and truthful.

**2. Speakers Experience Growth.** We actually learn most from our own experiences. "Instant Re-Say" allows speakers to have an expanded awareness without time for their minds to insert doubts. The result is a realization of enhanced potential. After incorporating suggestions to produce a better presentation during "Instant Re-Say," the speaker KNOWS he or she can do it! Future doubts can be disregarded more easily.

**3. Many Heads Are Clearer than One.** The synergy of multiple evaluators creates a clearer image for the speaker than he or she generally receives from a single evaluator. As in "brainstorming" sessions, ideas build on one another.

**4. Audience Learns Too.** Accepting truth seems to set many processes in motion. The more clearly the truth is stated, the faster the motion. Audience members observe the speaker's mistakes and can learn from those errors to polish their own speaking skills.

The success of this new concept invites further investigation. Perhaps events like "Enhancing Your Presentation" will become regular occurrences in Toastmasters clubs. 🎤

[Editor's Note: If you'd like more information about this evaluation method, contact Jim Binford at (303) 373-6366 or Mike Lach at (303) 443-1339.]

Michael Lach is a facilitator of personal organization seminars and group communication development programs. A member of Early Risers Club 3022-26 in Boulder, Colorado, Mike has been a Toastmaster since 1981.

# Your Bright Ideas May Be Worth A Fortune

*Good ideas don't care who they happen to. It's up to you to cash in on them.*

by Woodie Hall

**T**here is no force on this earth as powerful as an idea. More fortunes are built on ideas than any other way. Government statistics report that approximately 7000 men and women will become millionaires in the United States this year; most will start with just one idea.

Everything you see in stores and shops was once just someone's idea. The difference between those ideas and yours is that someone did something about theirs.

Maybe your idea is clever, cute or imaginative: You may have the successor to the Pet Rock on the drawing board. Maybe you aren't in the process of perfecting a cure for the common cold, but look around you . . . paper clips didn't just happen did they? Of course not. They are one person's solution to the problem of keeping two or more papers together. The examples are endless.

If you really want to secure success you will have no time for the "I'm only one person" attitude. What can one person do? One person invented the telephone, one person created Mickey Mouse, one person invented the light bulb. And one person will turn one idea into a million dollars. This one person

could be you.

Keep in mind: No one ever grasps the golden ring without having some ambitions at the outset. Rich men and women are just ordinary people with an extraordinary amount of determination, people who wanted to make it big with one or more of their ideas, set out to do it and made it.

The greatest enemy of success is fear of failure. Yet your idea may be worth a fortune if it does something faster, better, easier or cheaper, or if it makes people healthier, happier, stronger or richer. Things that annoy you bother other people too. If you find a way to get rid of some petty annoyance, people will be glad to pay you for the solution.

Don't succumb to the fear of failure—you could be throwing money away. Keep in mind that you don't have to sell a product; you can sell an idea. Not everyone can come up with another Monopoly, Hula Hoop or ballpoint pen, but when you have an idea, it's foolish to do nothing with it. It could be worth a fortune to you in royalties.

## **Sell Your Ideas**

I stopped giving away my ideas in 1968, and since that time, have placed more than 150 products with manufac-

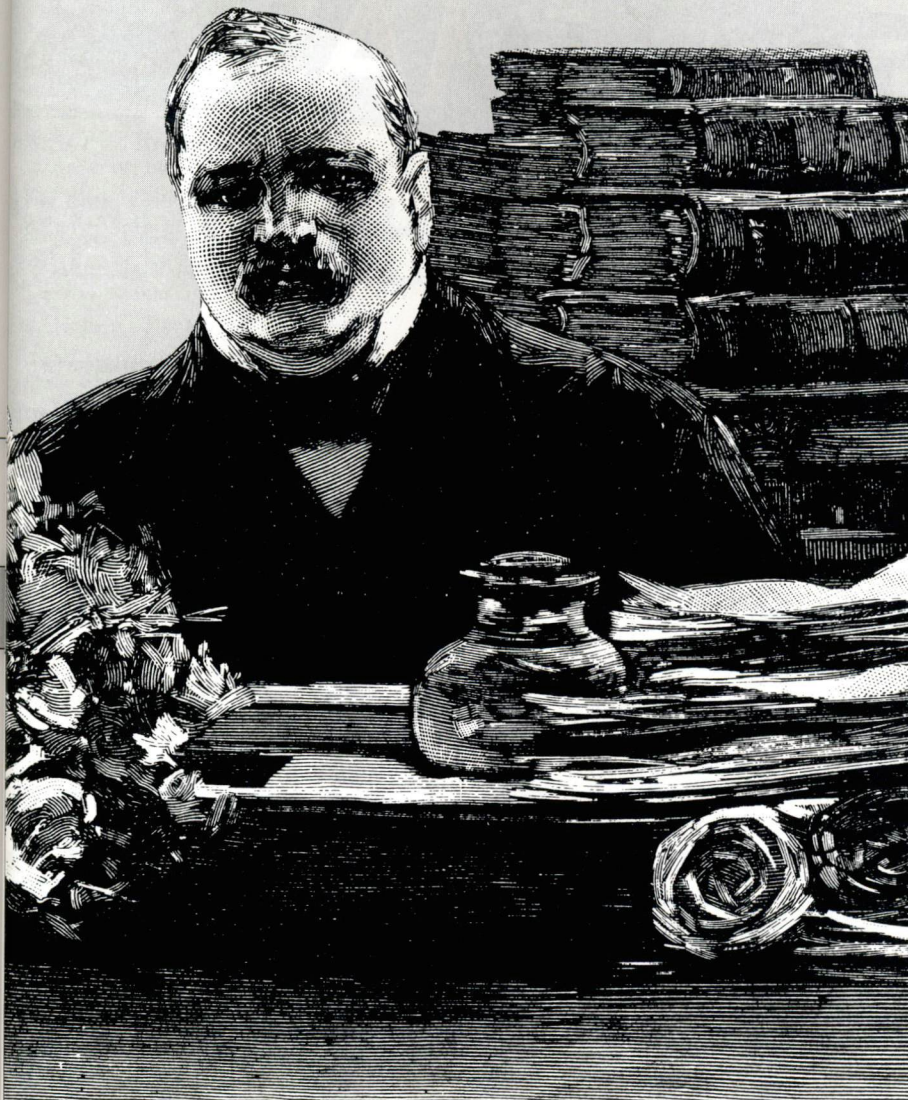
turers. Many of my creations have been fun things like toys, games, puzzles, novelties and "gimmick gifts" such as "Mink Cufflinks," "Happy Face Trophies," "Good Egg Awards," "Phony Credit Cards," "Golf Nut Trophies" and desk sets.

I am a do-it-yourself man. I do not recommend invention marketing firms, with good reason. In the last few years, newspapers have reported how some such firms have been taking the gullible inventor. But it is about to be stopped. The United States Federal Trade Commission is concerned that the 250 major idea promotion firms may be violating federal trade laws in promising to find producers for inventors' products.

If your idea is not complicated, is seasonal or is of a novelty nature, you can find someone to manufacture it without a patent and without the help of a lawyer. But it's important that you don't just let those ideas gather dust.

My book, *Your Ideas May Be Worth a Fortune*, includes a discussion of the four basic reasons creative people fail to show financial gain from their ideas:

1. They second-guess their ideas as absurd or foolish.
2. They feel someone else has already thought of the ideas.



3. They don't know how to protect their ideas and have a natural fear of having them stolen.

4. They have a total lack of marketing know-how.

First, don't second-guess your ideas as dumb or silly. If an idea is any good at all, and if you think about it a second time, it's worth doing something about. If you've never seen the product for sale in stores, you can be safe in assuming you have an original idea.

It's not necessary to hire an attorney or even secure a patent to protect your idea. The first step is to fill out a brief "proof of invention" form. This requires your name, address, title of in-


vention, a brief description of the idea and the date you came up with it. Working models of the invention or idea are not necessary.

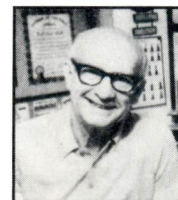
The next step is to write a letter to the new-products manager of a company that manufactures a product line similar to the proposed invention. Do not send full product information at this time—just tell them enough to get their interest, without giving your idea away. End your letter with, "How may I submit my idea for your consideration?" When you have their reply, you will know the direction to take.

#### **Areas to Research**

Other items you should research be-

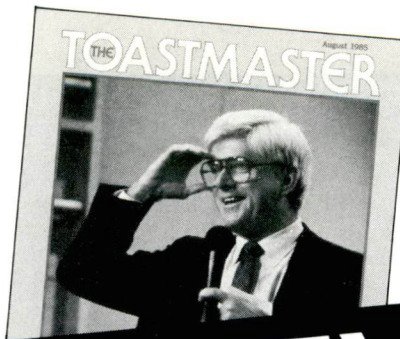
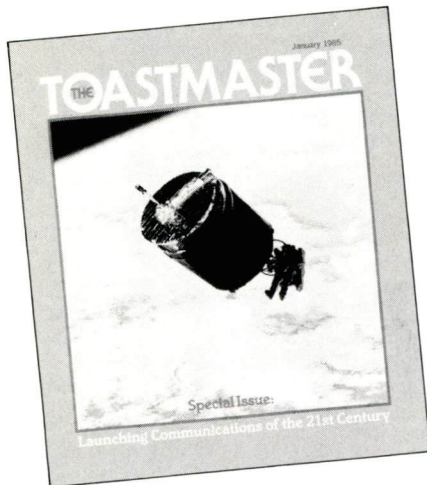
fore marketing ideas are: how to find and how to contact manufacturers; how to write letters that get replies; what kind of action you can expect manufacturers to take; what you should know about patents, trademarks and copyrights; how you will be paid for your idea; how your idea will be evaluated; how royalty agreements work and when you need a patent or a lawyer.

Developing and marketing your ideas can be very rewarding and today is the best day for you to get started. Good ideas don't care who they happen to, and when one happens to you, do something with it! 



**Woodie Hall** is an inventor and author of *Your Bright Ideas May Be Worth a Fortune*. For more information about his book, which is not available at bookstands,

write Woodie Hall, Dept. TI, 1219 La Casa Drive, Lake San Marcos, California 92069.



# THE TOASTMASTER

## Articles Index 1985

### Board of Directors Issue/Pg.

Board Christens WHQ Construction/Board Report . . . . .	May/16
1985-86 Officer Candidates . . . . .	June/26
Helen Blanchard, DTM: "Commit to Excellence" . . . . .	Sept/4
TI Board Report . . . . .	Dec/27

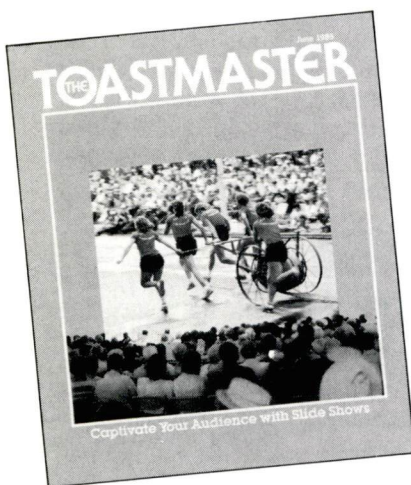
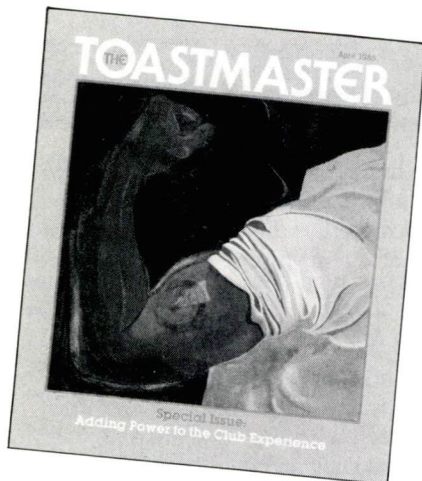
### Convention

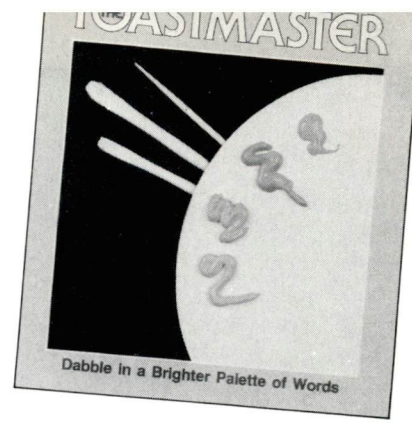
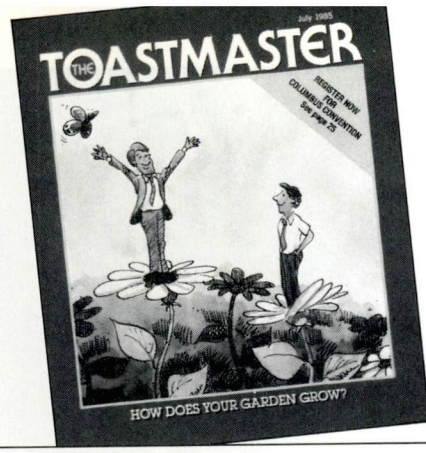
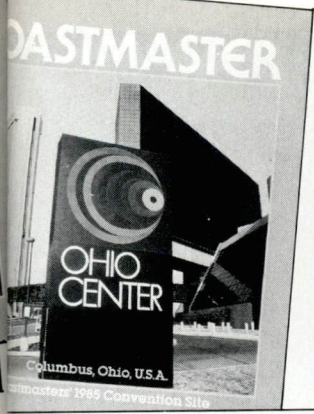
Discover Yourself in Columbus . . . . .	Feb/24
Discover Columbus & Discover Greatness . . . . .	Mar/8
Discover Columbus—Discover Greatness . . . . .	June/21
Toastmasters Discover Greatness at 1985 Convention . . . . .	Oct/8

### Education

Word Processor: The Speaker's 21st Century Tool Leon Fletcher . . . . .	Jan/5
The Challenge of High-Tech Communication Thomas Montalbo, DTM . . . . .	Jan/8
A Cure for Diseases of Technology Dr. Nina Harris, DTM . . . . .	Jan/12
The Communicator's Role in the Future Freda Gronos . . . . .	Jan/22
Toastmasters Ride the Video Wave into the Future Roger Langley, DTM . . . . .	Jan/23
Teleconferences: Space Age Meetings Sam Marshall . . . . .	Jan/25
Navigate through Stormy Conflict Jean Lebedun, Ph.D. . . . .	Feb/4
I Can Relate to That James L. Connell . . . . .	Feb/11
Inspire Yourself with Self-Talk Lawrence H. Bergmann, Ph.D. . . . .	Feb/20

Avoid Communication Breakdowns Paul B. Thorton & Paul J. LeVarge . . . . .	Mar/5
Create Your Own Job! Peter G. Van Der Spek, Ph.D. . . . .	Mar/13
Have the Time of Your Life Dr. William Lampton . . . . .	Mar/24
Cultivate Enthusiasm! David T. Auten, DTM . . . . .	April/19
Tape—and Shape Up! Jack Kerr . . . . .	April/21
Learn Personality Language Stefan Neilson, M.A. & William McKenzie . . . . .	May/9
Can You Come Out and Play? Joanne Haynes-Klassen . . . . .	June/4
Curtain Call for Slide Shows Dorothy May Small . . . . .	June/8
Networking: Linking People with Success Freda Gronos . . . . .	June/17
Networking Nuances Jacqueline de River-Daniels, DTM . . . . .	June/18
Receivers: Intercept Your Messages John D. Stammer . . . . .	July/22
Is Yesterday Riding on Today's Back? Vivian Buchan . . . . .	Aug/12
Harvest the Pearls in the Sea of Print Fred DeArmond . . . . .	Aug/14
The Devil Doesn't Make You Say It Joe Alexander . . . . .	Aug/16
Did Snow White Stick with Prince Charming? Barbara Ellis . . . . .	Aug/25
Diffuse Explosive Situations Mike LeFan . . . . .	Sept/10
Communicate by Changing Shoes Vivian Buchan . . . . .	Oct/17





Words that Endured  
Matthew W. Epstein ..... Oct/20

Stop Time's Drain on You  
Ramakrishnan Krishnan, ATM ... Oct/25

Flex Your Mental Muscles  
Thomas Montalbo, DTM ..... Nov/6

Daydreams: Escape to a Brighter Reality  
Leslie Sherman Jackson ..... Nov/8

How to Unblock  
Desy Safan-Gerard ..... Nov/11

Creativity Takes Sides  
Kristi Heim ..... Nov/16

Try a Change of View  
Alice W. Chen, Ph.D. .... Nov/19

Brainstorming: Unleash the Power  
Sam Marshall ..... Nov/25

Your Bright Ideas Could Make You a Millionaire  
Woodie Hall ..... Dec/20

Listen When Your Body Talks  
David Trembley ..... Dec/24

### Language Usage

Apply Your Tools  
William L. Piel ..... Feb/18

Words: Handle with Care  
Neil H. Campbell, DTM ..... May/4

Magnify the Grammarian's Role  
Mohan Limaye, CTM ..... June/24

Cliches Out of Control  
Kermit D. Small ..... July/8

Shatter the Myth of Prepositio  
Laura Wilson, Ed.D ..... Sept/20

Dabble in a Brighter Palette of Words  
Darlene Barr ..... Dec/8

### Leadership

A Dynamic Duo: Success/Leadership  
John Whitmore, DTM ..... Feb/13

Put Your Club in the Black  
Francis E. Lefler ..... April/4

Club Presidents Spark the Fire  
Thomas Montalbo, DTM ..... April/12

Fly High in Formation  
Jack M. Kantola, ATM ..... April/16

Tell It Like It Is  
David K. Lindo ..... June/12

Skyrocket to Corporate Success  
Don LeVie, Jr. .... July/4

How Does Your Garden Grow?  
Vince DaCosta, DTM ..... July/16

Inject Your Committee with PODCOR  
Joel David Welty ..... July/19

Approach Leadership Scientifically  
Norman P. Klug, ATM & Marvin E. Kline, DTM ..... Oct/14

Outline Your Leadership Profile  
Madge Martinez ..... Dec/11

### Speaking Techniques

The Care and Feeding of Your Speaking Instrument  
Mark Bruce ..... Feb/6

Your Image as a Public Speaker  
Kathleen Bishop, CTM ..... Mar/19

Something to Shout About!  
Rou de Gravelles, ATM ..... June/14

Know Your Audience  
Fred Ebel ..... June/20

Rev Up Your Speeches  
Sharon Thomas ..... July/10

Serving the Roast  
Robert Orben ..... July/26

Speak Up, Hands!  
Chris Rogers ..... Aug/5

Answering Real-Life Table Topics  
Sharon Lynn Campbell, ATM .... Sept/14

Help! I Can't Stop Speaking!  
Leon Fletcher ..... Sept/16

Little Things Make the Big Difference  
Leon Baker ..... Oct/16

Bury the Dry as Bones Lecture  
Paquita Schlicht ..... Dec/4

### Special Features

Working the Crowd with Debbie Reynolds  
George Heymont ..... Feb/9

Woodrow Wilson: Word Wizard  
Paul J. Cathey, ATM ..... Mar/21

Toastmasters is Big TV Hit  
Richard A. Brown, DTM ..... April/23

On Dedication Day ..... May/22

Let's Do a Donahue!  
Dr. Thomas S. Griffin, ATM ..... Aug/8

TWA Flight 847—Hijacked  
Lou Peel ..... Sept/8

Morning Glories Grow with Success  
Virginia Clifford Anders ..... Sept/24

Abe Lincoln—Passion Ignited His Speeches  
Harry Hyman ..... Oct/19

Enthusiasm Awareness Index  
Patricia Sanders ..... Dec/6

### Special Issues

Launching Communications of the 21st Century ..... Jan

Adding Power to the Club Experience ..... April

Awaken Your Creativity ..... Nov

### TI Programs and Services

Educational Improvements  
Enhance Your Future ..... Jan/20

Your World Headquarters ... May/13

Your 1985-86 District Governors ..... Aug/21

TI Financial Statement 1984-85 ..... Dec/28

### Of Interest to the Club

Plug Your Club into the Computer Age  
Toni A. Williams-Sanchez ..... Jan/15

The Threshold Effect  
Carl H. Hendrickson, ATM ..... April/6

Turning the Table on Prospects  
Sharon Lynn Campbell, ATM ... April/10

Raise Your Speakers Bureau Right  
Sharon Lynn Campbell, ATM .... July/13

Band Together to Conquer Evaluations ... with Panel Reviews  
Lee Abramson, DTM ..... Dec/17

Band Together to Conquer Evaluations ... with Audience Participation  
Michael Lach ..... Dec/18





# Listen When Your Body Talks

*Each of us walks a thin line between stress and wellness.  
But if we listen to the messages our bodies send us,  
we can learn to achieve a state of balance.*

by David Trembley

## Three Interpretations

When we experience apparently physical sensations, we can interpret these sensations in three ways:

The first possibility is that the sensation which seems to be physical is indeed so. Being just plain tired is the simplest illustration. If I spend eight straight hours mixing and pouring cement for my new patio, it's extremely likely that the muscles in my arms, legs and back will ache. There is no reason to cast about for a psychological explanation of my weariness.

Weariness, however, is also a good example of the second possible meaning of an apparently physical sensation. Sometimes the whole organism is communicating to itself about its condition. For example, my headache might be "telling me" that I haven't been getting enough sleep. Not only does my body need to rest, but also my consciousness.

Therefore, "My body gives me a headache," and if I am paying proper attention, I take myself to bed. In this case, the meaning is not only physical, but is also a statement about the condition of the entire person.

These first two explanations of physical sensations—predominantly physical causes and messages to the self about the self—account for a vast majority of body messages. However there still remains a significant number of apparently physical sensations with meanings which are primarily "social." The clues to these

sensations are:

- When there is a close connection in time between the physical sensation and a communication event of some importance. For example, I am feeling quite normal until my adolescent son comes to ask me for the family car. He had an accident two weeks ago, which was his fault; but I have decided that I am going to trust him, so I give him the keys.

After he drives away, I discover that I now have an upset stomach. No big mystery here. I am worried about both my kid and my car, and my stomach is letting me know how worried I am.

- When the sensation comes on suddenly with no apparent physical cause. The assumption here is that we have been paying regular attention to our bodies. When we do that, usually even heart attacks do not come as a complete surprise. The very fact that we notice the pronounced physical sensation "all of a sudden" is reason enough to suspect that its cause is not solely physical.

- When the physical sensation is one of a small number of the individual's "favorite responses." For some persons, it's headaches. Others carry their tension in their throats (and therefore get laryngitis), their backs (and therefore "throw their backs out" or are not able to straighten up), their digestive systems (nausea, colitis, diarrhea, constipation) or in virtually any other part of their bodies.

Why particular persons manifest spe-

Do you listen to the messages your body sends you? Back in the Sixties, body language gained popular acceptance as a powerful form of communication. With the growth of the Human Potential Movement, transactions such as shaking hands, walking across a room and folding and unfolding one's arms became the focus of a great deal of analysis and attention.

It's still true of course. One *does* communicate a great deal by means of eye contact, body posture and vocal tone. The competent communicator either already intuitively understands these nonverbal languages or does what he or she needs to learn their vocabularies.

However, there is an even deeper level to be discovered about the communicative power of our bodies. Not only do we send messages to *others* with our bodies, but our bodies also help us send messages to *ourselves*.

I'm sure each of us has used one or more of the following phrases many times:

- He made me see red.
- You make me sick.
- I'm so mad I could scream.
- Jill is a real pain in the neck.
- I've got butterflies in my stomach.

The list goes on, of course. But simply reacting to the list won't do us much good if we don't become aware of—and respond appropriately to—what these phrases and even nonverbalized feelings tell us about our bodies.

cific symptoms in particular portions of their bodies is a subject about which volumes of books have been written.

• When the physical sensation is brand new for this person; one which he or she has never felt before. This last situation is the easiest to illustrate.

### Itching Palms

Two gentlemen—we'll call them Tom and Ralph—were about to begin a business partnership. They didn't know each other very well. In fact, they'd only known each other three months. Each had come highly recommended to the other and each had checked thoroughly into the other's history and references.

Nevertheless, while Tom sat in the lawyer's office waiting to sign the partnership contract, he began experiencing a most extraordinary itching in his palms. He had never felt the sensation before, and it came upon him just minutes before he was expected to take up the pen and sign. In fact it was such a strong sensation that Tom reported he could not *physically* hold the pen.

He finally sat back in some embarrassment, scratching his palms furiously, and reached once more for the pen. The itching sensation returned—even more strongly.

"I don't know what's the matter with me," Tom said, "but I've learned to pay attention to my body. I don't have any reason to explain this, but before I sign I'm going to go home and figure out why I'm having this reaction. I'll call you later, when I know."

That evening, one of Tom's business associates called from New York. "I hope you haven't signed anything," Tom's colleague said.

"Oh?" Tom said. "Why?"

"He's a crook. 'Ralph Peabody' is only one in a long string of aliases he has used. His record is as long as your arm."

Of course! Itchy palms! What else do "itchy palms" mean except the presence of exorbitant greed or poison ivy? At minimum, Tom was spared significant financial loss because he was willing to suffer the momentary embarrassment of paying attention to the wisdom of his body.

This rather far-fetched scenario illustrates how much can hinge on paying attention to your body. A more common and more costly example would be if you ignored tightness in your chest and constant feelings of heartburn. These sensations could be your body shouting at you that you're headed for a heart attack.



*Shrugging your shoulders may shift the burden to a lower point in your body.*

### Learn to Pay Attention

In order to recognize your body's signals and respond accordingly, you need to know two things:

1. Body, mind and heart are all interconnected. Every event of any importance will have an impact on—and find expression in—all three areas of human living.

2. Persons who want to "read" their own body messages must first make the effort to learn the language.

After we've accepted these two assumptions, we can begin the learning process by examining the three possible explanations (previously mentioned) of what a body message might mean. Since the first possibility is that the sensation is indeed predominantly physical, the first requirement is that we get to know our bodies *as they are*.

This does not mean that we must become athletes, but it does mean that we must learn to respect our bodies. If we are grossly overweight, for example, the first thing we must do is discover why. What is the message of our obesity to ourselves?

Almost certainly it is not primarily a physical message, but rather a "level-two" message. One theory is that there is something about our own person which we are trying to hide (from ourselves, as well as from others) with the layers of fat which we carry. In the process, we hide all sorts of other things.

After all, fat is a wonderful buffer be-

tween us and the world. The job of a buffer is to keep things at a distance. Therefore, the theory follows, it is probably impossible for a grossly overweight person to adequately be aware of (much less respond appropriately to) the wisdom of his or her own body.

When we are in touch with our bodies, we eat properly, exercise adequately and don't abuse alcohol or other drugs. Then and only then are we able to know what our bodies *normally* feel like. We cannot detect abnormality if we don't know what normality is.

Once you've discovered your body's "normal" state, you can then embark on step two. In this phase, you'll sense unusual changes in your body and will be prepared to discover what the messages are.

It would be extremely rewarding to pause here at step two and examine the issue in comprehensive detail, but it would also require many thousands of words. Broadly speaking, "step two" is neither more nor less than your personal application of all psychological and philosophical insights to your 'self.' As I say, it would take a great deal too many words!

Besides, "step three" is the real point of this discussion, and if you arrived at the level of awareness that there is a "step three," it will probably be enough. Just as the physical, mental and emotional selves are always interconnected, so too are the personal, relational and cultural selves.

For example, if my wife walks into the room and I suddenly feel light-headed, I may be sure that the two events are connected—and not only in time. I may not know precisely what the connection is (until I have done a great deal of exploring), but I can be quite positive that a connection does exist.

Having read this far, there is only one thing you must now *not* do. You must not "shrug your shoulders" (think about that phrase) and then "move on" to something new. Shrugging your shoulders does sometimes shift the burden off onto the ground. But when it's a burden that is a body message, the weight will inevitably settle down lower in the body. It may become a rock in the pit of the stomach, or may cause lead-footedness—the possibilities are many.

The wisdom of these messages is waiting to be found and obeyed. Listen to your body! 📌

David Trembley is a freelance writer based in Germantown, Wisconsin.

# TI Board Report: 1984-85 Yields Record Gains

*Manual Completions Hit an All-Time High—Tripling Since Last Year.*

**T**his year—1984-85—was the best year in the history of Toastmasters International,” announced President John Latin, DTM, during the Toastmasters International Board of Directors meeting held this August in Columbus, Ohio.

“It was the best year in the number of member completions in the educational program, and the second best year in the number of new clubs added,” he continued. “This success can be attributed to the diligence of the District officer teams, the official and unofficial District visits by the International Directors and to the excellent assistance and service provided by the World Headquarters staff.”

The record growth of Toastmasters International, along with improvements and additions made during the year, laid the foundation for the Board meeting, as the officers reviewed and discussed our organization’s administrative and educational matters. These discussions were highlighted by statistics showing the record growth of Toastmasters during the past year:

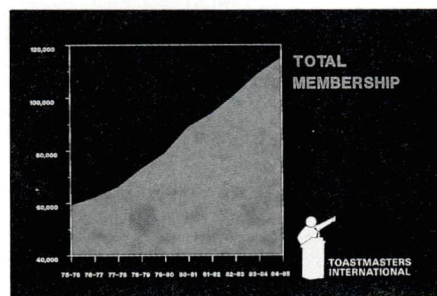
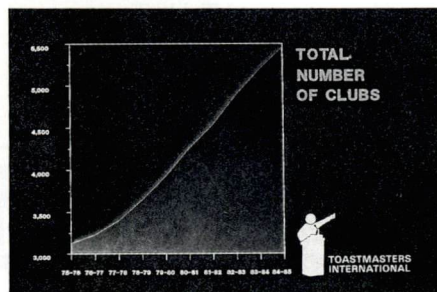
- The new ten-project Communication and Leadership manual resulted in 4,053 CTM awards, nearly tripling the number of completions since last year. Response to the new ATM Bronze and Silver awards has been positive and the number of DTMs awarded increased by nine percent.

- Membership growth for the year resulted in 469 new clubs, for a record-high total of 5461 clubs worldwide. The number of members rose to an all-time high of 115,571, an increase of over five percent above last year’s record.

- The number of Youth Leadership Programs reported was 1289, another record-breaker. This program is being revised and updated, which may result in even more completions next year.

- A total of 434 “President’s 40” ribbons were distributed to clubs this year. And 1221 ribbons were awarded for “President’s 30,” an optional program aimed at districts.

This record growth was complemented by several advances in our educational programs:



- Two new advanced manuals, “Technical Presentations” and “The Professional Salesperson,” aimed at the speaking needs of two of the largest occupational groups in Toastmasters, have both been well-received.

- The introduction of a new Success/Leadership module, “The Art of Effective Evaluation,” has brought tremendous response. Two other Success/Leadership modules, “Building Your Thinking Power, Part I: Mental Flexibility” and “Building Your Thinking Power, Part II: The Power of Ideas,” are also now available.

- Toastmasters International is distributing a new videotape, “Be Prepared to Speak,” a step-by-step guide to public speaking. The incredibly affordable and professional tape is a dramatic and entertaining program about one speaker’s trials and final victory in overcoming the various challenges of speechmaking.

## President’s Visits

In summarizing his presidential activities for 1984-85, President John Latin said he visited 17 districts during his 59 days of travel. A total of 50,050 miles of visits resulted in his meeting with the leaders of 54 corporations and three

universities.

“The leaders I met are aware of the importance of a corporate executive’s ability to communicate in today’s world,” he said, “and they are increasingly looking to Toastmasters International for this training.”

President Latin said he felt all of his visits were well coordinated and resulted in many profitable marketing contacts and in excellent media coverage. He garnered 164 minutes of television time, 399 minutes of radio coverage and conducted 11 newspaper interviews.

“At the beginning of my term, I suggested that maybe the secret behind Toastmasters’ success is that we offer our membership an ‘opportunity for growth,’ an opportunity to be understood by others, an opportunity to gain a fuller life,” stated President Latin. “Having met so many wonderful people who are obviously enjoying life, I think I was right!”

In reflecting on Toastmasters International’s strength and growth, Executive Director Terrence McCann commented that, “Each of the districts makes the difference in the organization’s quest for growth in membership, in educational accomplishments and in the quality of the educational program.”

## Board Actions

To create more learning opportunities and growth, the Board made a number of important decisions. In the most significant actions, the Board:

- Considered the procedure for terminating club membership and amended the Standard Club Bylaws by adding: “Membership may be terminated for just cause” to Article I, Section 3. Guidelines for conducting termination of membership will also be provided in the Club Management Handbook at its next printing.

- Adopted a proposed amendment to the District Constitution, Article V, OFFICERS, to clarify that the six months prior service of candidates for district office (District Governor, Lieutenant Governor) as either a Club President or member of a District Council, shall be

consecutive months. The amendment will be submitted at the 1986 Annual Business Meeting and Convention for delegate action.

- Reviewed the composition and voting action in the Area Council and confirmed that the club Administrative Vice-President is a voting member of this body.

- Discussed and rejected the implementation of attendance awards for club members. Good attendance is encouraged in all clubs. Any club may recognize exceptional achievements in this area by awards which are available through the Supply Catalog.

- Evaluated the need for and approved the concept of a kit designed to be used by groups while forming a new club up to applying for a charter.

- Recommended that World Headquarters develop guidelines for training speech contest judges.

- Reviewed a draft of the revised Youth Leadership Program.

- Reviewed drafts of rules for Evaluation, Humorous and Table Topics contests.

- Discussed the four-year continuous membership requirement as it applies to those Toastmasters desiring more than

one DTM, and recommended that no changes be made at this time.

- Recommended sending semiannual per capita reports to club presidents instead of to club secretaries/treasurers

- Discussed advanced speakers club eligibility for awards and recommended that District Executive Committees explore ways to prevent, at the District level any problems such clubs may generate

The next meeting of the International Board of Directors will be held at World Headquarters February 21, 1986. A report on that session will appear in the May 1986 issue of *The Toastmaster*.

# TI FINANCIAL STATEMENT 1984-85

## STATEMENT OF ASSETS OF ALL FUNDS

June 30, 1985  
GENERAL FUND

### UNRESTRICTED:

Cash and temporary investments, at cost . . . . .	\$ 1,188,407
Accounts receivable . . . . .	93,460
Deposits, prepaid postage and other . . . . .	34,842
Due from General Fund—Restricted . . . . .	1,694
<b>Total—unrestricted</b> . . . . .	<b>\$1,318,403</b>

### RESTRICTED:

Cash . . . . .	\$ 193,719
<b>Total—restricted</b> . . . . .	<b>193,719</b>
<b>Total</b> . . . . .	<b>\$1,512,122</b>

## INVESTMENT (ENDOWMENT) FUND

Marketable securities, at cost (estimated value of \$1,291,065) . . . . .	\$1,130,301
Due from General Fund—unrestricted . . . . .	17,410
<b>Total</b> . . . . .	<b>\$1,147,711</b>

## PROPERTY FUND

Property, building and equipment at cost:	
Land . . . . .	\$ 45,716
Building . . . . .	1,019,670
Furniture and equipment . . . . .	621,885
<b>Total property</b> . . . . .	<b>\$1,687,271</b>
Due from General Fund—unrestricted . . . . .	37,732
<b>Total</b> . . . . .	<b>\$1,725,003</b>

## STATEMENT OF LIABILITIES AND BALANCES OF ALL FUNDS

June 30, 1985  
GENERAL FUND

### UNRESTRICTED

Liabilities:	
Accounts payable . . . . .	\$ 213,391
Sales tax payable . . . . .	3,012
Advance Convention deposits . . . . .	38,233
Due to Investment (Endowment) Fund . . . . .	17,410
Deferred charter fees . . . . .	17,900
Due to Property Fund . . . . .	37,732
Funds held for TMI Regions . . . . .	8,492
<b>Total liabilities</b> . . . . .	<b>\$ 336,170</b>
Unrestricted—General Fund balance . . . . .	982,233
<b>Total—unrestricted</b> . . . . .	<b>\$1,318,403</b>

### RESTRICTED:

Due to General Fund—Unrestricted . . . . .	\$ 1,694
District Fund balances . . . . .	147,123
Restricted Grants . . . . .	488
Ralph C. Smedley Toastmasters International Memorial Fund . . . . .	44,414
<b>Total—restricted</b> . . . . .	<b>\$ 193,719</b>
<b>Total</b> . . . . .	<b>\$ 1,512,122</b>

## INVESTMENT (ENDOWMENT) FUND

Investment Fund balance . . . . .	\$ 1,147,711
<b>Total</b> . . . . .	<b>\$ 1,147,711</b>

## PROPERTY FUND

Property Fund Invested balance . . . . .	\$ 1,687,271
Property Fund Reserve balance . . . . .	37,732
<b>Total</b> . . . . .	<b>\$ 1,725,003</b>

## GENERAL FUND—UNRESTRICTED STATEMENT OF INCOME AND EXPENDITURES FOR THE YEAR ENDED JUNE 30, 1985

### INCOME:

Membership charges . . . . .	\$ 2,527,930
Club charges . . . . .	305,193
Charges for optional educational materials and supplies . . . . .	400,915
Other income . . . . .	73,388
<b>Total income</b> . . . . .	<b>\$ 3,307,426</b>

### OPERATING EXPENSES:

Administrative . . . . .	\$ 197,842
General services . . . . .	359,406
District expenses . . . . .	99,524
Membership and club extension . . . . .	53,467
Publications and communications . . . . .	480,834
Educational development . . . . .	61,421
Educational materials . . . . .	272,065
Club supplies, equipment, and insignia purchases . . . . .	371,668
Employee benefits . . . . .	255,973
General expenses . . . . .	419,628
Maintenance and operation of property . . . . .	142,865
<b>Total operating expense</b> . . . . .	<b>\$ 2,714,693</b>

**EXCESS OF INCOME OVER OPERATING EXPENDITURES \$ 592,733**

### OTHER DEDUCTIONS:

Provision for other replacements and additions to property . . . . .	\$ 460,000
Total other deductions . . . . .	460,000
<b>EXCESS OF INCOME OVER EXPENDITURES</b> . . . . .	<b>\$ 132,733</b>

# HALL of FAME

## DTMs

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

**Harvey Saxon**

Fireside 851-5, San Diego, CA

**Neil Boerger**

Four Seasons 373-6, Roseville, MN

**Christopher D. Lawson**

Corporate Communicators 5870-6, Minneapolis, MN

**Bob Case**

Foremost 507-11, Evansville, IN

**Chittaranjan P. Patel**

Elkhart County 2549-11, Elkhart, IN

**James S. Quick**

Fort Collins 375-26, Fort Collins, Co

**LeRoy G. Gilsdorf**

County 4622-33, Merced, CA

**Clarke Straughan**

The Austin Club 4256-56, Austin, TX

**Karey M. Santos**

Noontimers 5566-58, Aiken, SC

**Narda Wieland**

Boomerang 1791-69, Rockhampton, Qld., Aust

**Eric William Pratt**

Cairns 3779-69, Cairns, Qld., Aust

**Helen Claire Storey**

Cronulla 3034-70, Cronulla, N.S.W., Aust

**Sam Levinrad**

CIS-Johannesburg TMC 1150-74, Johannesburg, RSA

**Arturo P. Pingoy**

South Cotabato 3329-75, South Cotabato, Phil

## ATM Silver

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

**Elise Dee Beraru**

TM-By-The-Sea 298-1, Santa Monica, CA

**Hossein Assadallah**

Challenger 5301-16, Lexington, OK

**George J. Ott, DTM**

St. Joseph 1439-22, St. Joseph, MO

**G. P. Gallagher**

Park Central 4095-25, Dallas, TX

**Robert Douglas Edwards**

Good Time 535-29, Eglin Air Force Base, FL

**Kris Richins**

Soapmasters 2192-39, Sacramento, CA

**H. Carroll Cash**

Dolphin 3170-58, Charleston, SC

**Marvin Leonard**

Lafayette 2678-68, Lafayette, LA

## ATM Bronze

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

**Ivan S. Gerson**

Santa Monica 21-1, Santa Monica, CA

**Jack Martincavage**  
International City 1377-1, Long Beach, CA

**Charlotte Vivian**  
Evergreen 486-9, Spokane, WA

**Keith N. Hood**  
Hi-Noon 1165-11, Ft. Wayne, IN

**Herschel Morgan**  
The Governors 3031-16, Oklahoma City, OK

**Eloise W. Evans**  
Energizers 3010-24, Omaha, NE

**Robert Douglas Edwards**  
Good Time 535-29, Eglin Air Force Base, FL

**Ronald G. Lojewski**  
O'Hare Plaza 2683-30, Chicago, IL

**Leroy G. Gilsdorf**  
Sundowners 4534-33, Merced, CA

**Leonard Fabian Jakubczak**  
NIH 3421-36, Bethesda, MD

**Theresa S. Baker**  
Faux Pas 5364-36, Bethesda, MD

**Katherine R. Carr**  
West Rowan 2225-37, Cleveland, NC

**Edgar Berzins**  
DPSC 3403-38, Philadelphia, PA

**Esme' Temple**  
Queens Park 3234-60, Toronto, Ont., Can

**J. Ralph Murray**  
RAAP 3633-66, Radford, VA

**Randy R. Westfall**  
Rust Northwest 5089-7, Beaverton, OR

**John J. Howard, Sr.**  
Winged Word 1903-8, St. Louis, MO

**Queen E. Hatten**  
Lunchtime Linguists 1472-10, Warrensville Heights, OH

**John H. Potter**  
Berea 2917-10, Berea, OH

**Daniel Leo Taylor**  
Bailey 3628-10, Wickliffe, OH

**Eugenia C. Chandonia**  
The Big "T" 694-11, South Bend, IN

**Steven L. Jackson**  
Hi-Noon 1165-11, Ft. Wayne, IN

**Margaret Blythe Potts**  
Beacon 2259-11, Indianapolis, IN

**Janet S. Blossom**  
St. Elizabeth Hospital 4564-11, Lafayette, IN

**Mary Kay Long**  
St. Elizabeth Hospital 4564-11, Lafayette, IN

**Judith G. Kiely**  
Dogwood 1901-14, Atlanta, GA

**June C. Hoxer**  
IRS Express 3531-15, Ogden, UT

**Gerald H. Dixon**  
Tulsa 148-16, Tulsa, OK

**Nadine D. Seago**  
Conoma 454-16, Oklahoma City, OK

**Roger D. Osburn**  
The Governors 3031-16, Oklahoma City, OK

**Carrie Marie Sackman**  
Magic City 1759-17, Billings, MT

**Dennis Hill**  
Flickertail 581-20, Bismarck, ND

**Michael Lester Lindsey**  
Gate City 759-20, Fargo, ND

**Weldon L. Merritt**  
Capitol 2309-23, Santa Fe, NM

**Robert E. LeBlanc**  
Plaza 954-29, Pensacola, FL

**Norbert E. Stohs**  
The Indian Hill 3503-30, Naperville, FL

**Cathy A. Ricketts**  
Puget Sound Naval Shipyard 1174-32, Bremerton, WA

**Mary Lou Dodd**  
Visalia Breakfast 909-33, Visalia, CA

**Melanie Dobosh**  
Windjammers 2628-33, Las Vegas, NV

**Joseph K. Mitchell**  
Atwater Dynamic 3131-33, Atwater, CA

**David M. Long**  
Alexandria 1748-36, Alexandria, VA

**Paul B. Woodall, Jr.**  
Fun Loving Singles 2957-36, Bethesda, MD

**Betty Smith**

Granite City 2390-37, Mount Airy, NC

**James R. Smith**  
Auburn Sundowners 712-39, Auburn, CA

**Carol Ann Eilerman**  
Nationwide Insurance 753-40, Columbus, OH

**John E. Nichols**  
The Forum 2344-42, Edmonton, Alta., Can

**Neal Johnson**  
Whitehaven 3063-43, Memphis, TN

**Seymour Perlin**  
Northern Valley 1040-46, Dumont, NJ

**Robert Gelfand, DTM**  
Good Morning 2096-47, Hollywood, FL

**Thomas E. Gwise**  
Helmsmen 3764-47, Orlando, FL

**James W. Foreman**  
Redstone 1932-48, Huntsville, AL

**Craig R. Ford**  
Harvey Spaulding YMCA 781-62, Saginaw, MI

**Sue Johnson**  
Lear Seigler 2536-62, Grand Rapids, MI

**Mary Hunta Owens**  
Donelson Early Birds 1298-63, Nashville, TN

**Beverly M. Keesler**  
West End 2661-66, Richmond, VA

**Ginger Bondi**  
Business & Professional 1169-68, New Orleans, LA

**E. C. Savage**  
St. Tammany Ozone 4325-68, Slidell, LA

**Christopher Alexander Matthews**  
Hutt Valley 3839-72, Lower Hutt, NZ

**Barry Y. Hicks**  
Bayside 163-73, Brighton, Vic., Aust

## ATMs

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

**Brian O'Neil**  
Advanced 805-F, Garden Grove, CA

**Joe Rinnert**  
Associates 141-1, Los Angeles, CA

**Charles E. Padias**  
International City 1377-1, Long Beach, CA

**Emma K. Sherry**  
Plane Speakers B-1 2189-1, El Segundo, CA

**John DeGrange**  
West Valley Orators 107-4, San Jose, CA

**James M. Howard**  
Russell H. Conwell 82-6, Minneapolis, MN

**Gary Vance Lewellyn**  
Paramount 657-6, Sandstone, MN

**Roger T. McDonald**  
Paramount 657-6, Sandstone, MN

**Marc S. Renner**  
Speakeasy 1789-6, Golden Valley, MN

**Ethel Sparks**  
Minnehaha 2563-6, Minneapolis, MN

## New Clubs

**5976-F East Orange County Board of Realtors**  
Santa Ana, CA—Wed., 7:30 a.m., East Orange County Board of Realtors, 700 Tustin Ave. (978-0739).

**6008-F Elite**  
Anaheim, CA—Wed., 5:15 p.m., Fujitsu Business Communications, 3190 Miraloma Ave. (630-7721).

**5983-1 Sand & Sea Speakers**  
Santa Monica, CA—Mon., 7:00 p.m., Kings Head Inn, 116 Santa Monica Blvd. (470-5868).

**5985-3 City Voices**  
Glendale, AZ—Glendale Municipal Office Complex, 5850 W. Glendale Ave., Human Resources Training Rm. (435-4373).

**5979-4 Mission Possible**  
Santa Clara, CA—Wed., 7:30 p.m.,

Howard Johnson's Restaurant, Steven's Creek Blvd. (736-1566).

**143-10 Garfield-Perry**  
Euclid, OH—Thurs., 12:10 p.m. (951-2662).

**5990-14 Roswell**  
Roswell, GA—Thurs., 7:30 p.m., Western Sizzlin, 10375 Alpharetta St. (391-9285).

**5997-14 Capitol Hill**  
Atlanta, GA—1st & 3rd Mon., 12:30 p.m., State Health Building Cafeteria, Trinity Ave. (656-6711).

**6012-16 1630 Twilight**  
Tinker Air Force Base, OK—2nd & 4th Thurs., 4:30 p.m., Bldg. 460, Rm. 213 (739-5372).

**5977-18 BDM Briefers**  
Columbia, MD—2nd & 4th Wed., noon, The BDM Corporation, 10260 Old Columbia Rd. (964-6500).

**5980-19 Northwest Iowa Country**  
Sheldon, IA—Mon., 7:00 a.m., Crown Fork Restaurant, North Highway 60 (324-3667).

**5999-19 Esprit de Corps**  
Rock Island, IL—1st & 3rd Thurs., 11:30 a.m., Rock Island District Conference Rm., Clock Tower Building (788-6361, ex. 457).

**6000-19 Capital Squares**  
Des Moines, IA—Wed., 7:30 a.m., Bohemian Club, 400 Locust St. (243-1776).

**5989-21 Burnaby Mountain**  
Burnaby, B.C., Can—Tues., 6:30 p.m., Simon Fraser University, Simon McTavish Rm. (463-8205).

**5998-22 Wesley Communicators**  
Wichita, KS—1st & 3rd Thurs., 7:00 p.m., Wesley Medical Center, 550 North Hillside (688-2291).

**5993-23 Chile Toasters**  
Las Cruces, NM—2nd & 4th Wed., noon, El Paso Electric Co., 201 North Water (526-5551).

**5981-25 Carrollton**  
Carrollton, TX—Tues., 7:00 p.m., Mr. Gatti's Pizza, Rosemead & Josey (233-7101).

**5984-25 Lake Granbury**  
Granbury, TX—Thurs., 7:00 p.m., The Pizza Place, 1102 South Morgan (573-4887).

**5987-25 World Trade**  
Dallas, TX—Thurs., noon, World Trade Board Rm., 2050 Stemmons Frwy, WTC (741-7632).

**5994-28 Federal-Mogul Romulus**  
Romulus, MI—2nd & 4th Tues., 11:45 a.m., Federal-Mogul PFPD, 8111 Middlebelt Rd. (326-9550).

**5996-29 NCSC**  
Panama City, FL—Wed., 11:40 a.m.,

Naval Coastal Systems Center Auditorium (234-4803).

**5988-30 Electric Toasters**  
Chicago, IL—2nd & 4th Wed., 11:45 a.m., Sargent & Lundy, 55 East Monroe (269-2370).

**5986-36 G.U.T.S.**  
Annandale, VA—Sat., 8:00 a.m., Chuck & Lydia's Deli, 7203 Columbia Pike (354-1081).

**6010-40 Skyscraper**  
Columbus, OH—2nd & 4th Wed., noon, Gates McDonald Company, One Nationwide Plaza (227-7233).

**6011-43 Grenada**  
Grenada, MS—2nd & 4th Wed., noon, Monte Cristo Restaurant, Highway 51 South.

**6002-44 Classic**  
Lubbock, TX—1st & 3rd Wed., 9:30 a.m., Lubbock Women's Club, 2020 Broadway (795-8414).

**6003-47 Pembroke Pines**  
Pembroke Pines, FL—Thurs., 7:30 a.m., Pembroke Pines General Hospital, 2301 North University Dr. (432-5544).

**6004-48 Parisian North**  
Huntsville, AL—2nd & 4th Tues., 8:30 a.m., Parisian Madison Square, 5901-D University Dr. (830-2880).

**6005-49 Navy P.W.C. Pearl**  
Pearl Harbor, HI—1st & 3rd Wed., 11:30 a.m., Navy Public Works Center, Maintenance Engineering Dept., Bldg. A-4 (471-0098).

**5995-57 Junior**  
Union City, CA—1st & 3rd Sun., 3:00 p.m., 4844 Carrie Ct. (487-3813).

**6001-58 7:21 Toastmasters**  
Charleston, SC—Thurs., 7:21 p.m., Carey Hilliard's Restaurant, Highway 7 (763-7490).

**5992-63 Ingram Industries**  
Nashville, TN—2nd & 4th Tues., 4:30 p.m., Ingram Industries, 4304 Harding Rd. (298-8300).

**6006-69 T.D.G.**  
Brisbane, Qld., Aust—2nd & 4th Mon., 7:30 p.m., Senior Citizens Centre, 29 Maclaughlan St. (262-7692).

**5982-72 Soliloquy**  
Hamilton, NZ—Tues., 6:00 p.m., Fairfield Baptist Church, Heaphy Tce (73213).

**5991-72 Three Kings**  
Auckland, NZ—Every other Thurs., Fickling Hall, Mount Roskill (658-897).

**6007-73 Price Waterhouse (Perth)**  
Perth, W.A., Aust—1st & 3rd Mon., 5:30 p.m., Price Waterhouse, 200 St. George's Terrace, 15th Floor (322-4911).

**5978-U Taichung**  
Taichung, Taiwan, ROC—1st & 3rd Tues.,

7:00 p.m., Cultural Center, College of Liberal Arts (287-3181).

**6009-U Nini Trevit**  
Mexico City, Mexico—2nd & 4th Mon., 7:00 p.m., Instituto Superior de Estudios Fiscales, Torres Adalid No. 707, Col del Valle Deleg. B. Juarez (536-6060).

## Anniversaries

### 50 Years

**Totem 41-2**, Seattle, WA  
**Jesse L. Arnold 42-11**, Indianapolis, IN

### 40 Years

**Cleveland 351-10**, Cleveland, OH  
**Evansville Number One 337-11**, Evansville, IN  
**Park River 2911-20**, Park River, ND

### 35 Years

**Marin 890-57**, San Rafael, CA

### 30 Years

**Bangkok 2010-U**, Bangkok, Thai  
**Vernon 1929-21**, Vernon, B.C., Can  
**Huntsville 1972-48**, Huntsville, AL

### 25 Years

**Courthouse 1886-5**, San Diego, CA  
**Silver State 3017-26**, Denver, CO  
**Ozaukee 3210-35**, Grafton, WI  
**Exxon 3195-46**, New York, NY

### 20 Years

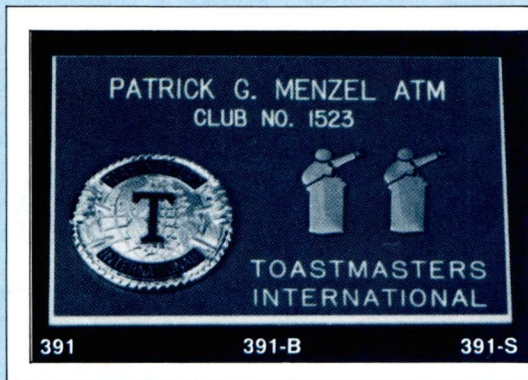
**Kansai 2244-U**, Kobe & Osaka, Japan  
**Spartan Speakers 2376-6**, Rochester, MN  
**Minuteman 2794-33**, Vandenburg Air Force Base, CA  
**Greenville 2673-63**, Greenville, TN

### 15 Years

**The Ordators 3342-4**, Fort Ord, CA  
**Hartland 3587-35**, Hartland, WI  
**Greater Olney 1999-36**, Olney, MD  
**Capitol City 2998-41**, Pierre, SD  
**Cobequid 1368-45**, Truro, N.S., Can  
**Last Word 3853-53**, Pittsfield, MA  
**Fox Valley 3399-54**, Geneva, IL  
**Sun Valley 998-57**, Concord, CA  
**Harbord Diggers 1126-70**, Harbord, N.S.W., Aust

### 10 Years

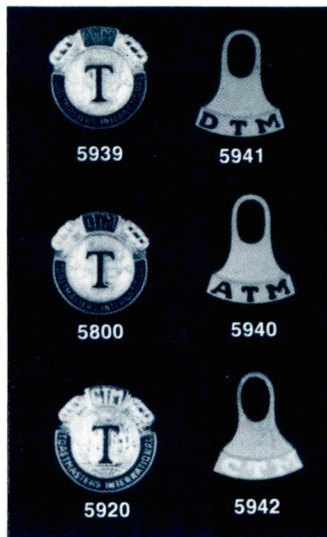
**Sundowners 3086-3**, Phoenix, AZ  
**Thunder Bay 3246-6**, Thunder Bay, Ont., Can  
**Havana 2594-54**, Havana, IL  
**Magic Circle 1458-56**, Houston, TX  
**Sunshiners 483-64**, Winnipeg, Man., Can  
**Golden Boy 2143-64**, Winnipeg, Man., Can  
**Pubspeak 2196-64**, Winnipeg, Man., Can



391

391-B

391-S



5939

5941

5800

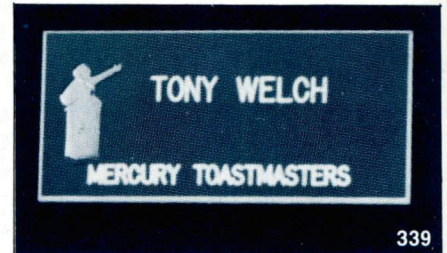
5940

5920

5942



5951  
5952



339

# Share Your Toastmasters Pride Without Saying a Word

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 Toastmasters International's.

So show your pride. Order your special Toastmasters memento today.

## Membership Emblems

Display your Toastmasters pride with a handsome gold-plated pin. Choose from two sizes: miniature (5751), 1/2" diameter, and large (5753), 5/8" diameter. Discounts offered for orders of 12 or more.

5751. \$2 or \$1.80 with discount (5752)

5753. \$2.25 or \$2 with discount (5754)

## Toastmasters Identification Badge

Here's the identification that immediately shows everyone you're a member of Toastmasters. Special white badge (343) comes with name, office and club number engraved in red. 3 1/2" x 2 1/4". Includes three dimensional Toastmasters emblem. \$7.50 each; add 50 cents each packing and shipping.

## Which Club Do You Belong To?

Answer this question before it's even asked with Toastmasters' Club Identification Badge (339). Small, blue plastic badge, pin back, has your name and club name engraved in white, with silkscreened TI logo. 1 1/4" x 2 5/8". \$3.25 each; add 50 cents packing and shipping.

## New ATM Badge Attachments

Now your ATM badge (391) can show your level of ATM achievement. TI speaker figures, 3/4" high, in polished bronze color for ATM Bronze (391-B) and polished silver color for

ATM Silver (391-S), adhere to your ATM badge. \$2 each; add 25 cents packing and shipping.

## Officers' Pins

When elected to club office, give yourself an honorable gift. Officers' pins are 18K gold-plated.

5801. Club President, plain \$6

5802. Club President, with two zircons \$12.75

5803. Administrative Vice-President \$6

5804. Educational Vice-President \$6

5805. Secretary \$6

5806. Treasurer \$6

5807. Sergeant-at-Arms \$6

See Supply Catalog for Past Officer, District Officer and Area Officer pins.

## Toastmasters Tags

Gold-type CTM, ATM and DTM tags show just how much you've achieved as a Toastmaster and attach to any Toastmasters pin. CTM tag (5942) has white letters. ATM tag (5940) has red letters. DTM tag (5941) in blue letters. \$3.50 each.

## Mark of Distinction

Provide yourself with some added recogni-

tion. Beautiful 18K gold-plated pins distinguish you as an achiever of the CTM (5920), ATM (5939) or DTM (5800). \$6 each.

## Show Your New ATM Level

You can order unique chevrons to mark your accomplishments in the new categories of ATM achievement, ATM Bronze and ATM Silver. Bronze-colored (5951) and silver-colored (5952) chevrons each attach to the bottom of your ATM pin. \$3 each.

## Women's Scarf Pin

It's the feminine touch. A beautiful gold type stick pin (5700) with Toastmasters emblem. \$3.75 each.

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, 30 cents; 13-24, 60 cents; over 24, 80 cents. All other pins 30 cents each. Air mail extra. Where postage charges exceed these figures, customer will be billed for the excess.

Enclosed is \$ \_\_\_\_\_ (U.S.) check or money order payable to Toastmasters International.

NAME \_\_\_\_\_

CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

_____ 5751	_____ 339	_____ 5802	_____ 5807	_____ 5939
_____ 5752	_____ 391	_____ 5803	_____ 5942	_____ 5800
_____ 5753	_____ 391-B	_____ 5804	_____ 5940	_____ 5951
_____ 5754	_____ 391-S	_____ 5805	_____ 5941	_____ 5952
_____ 343	_____ 5801	_____ 5806	_____ 5920	_____ 5700

Send orders to Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711.