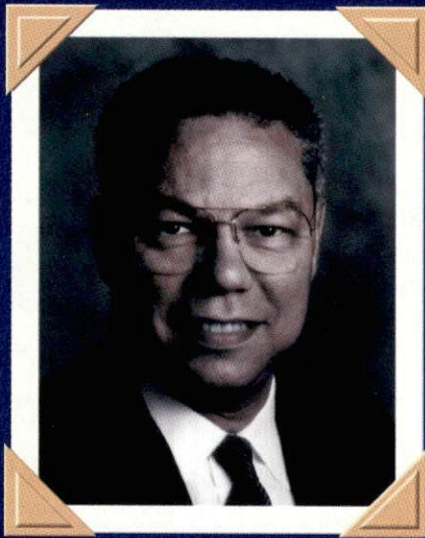
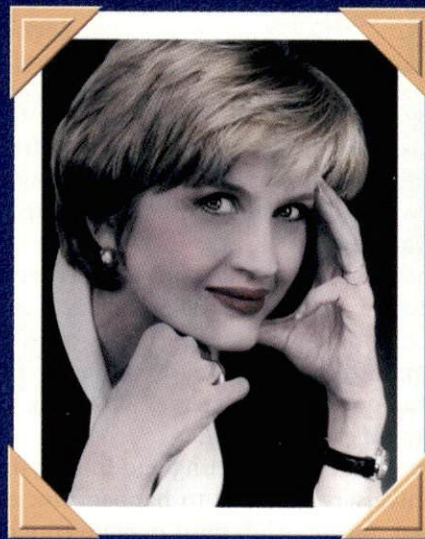


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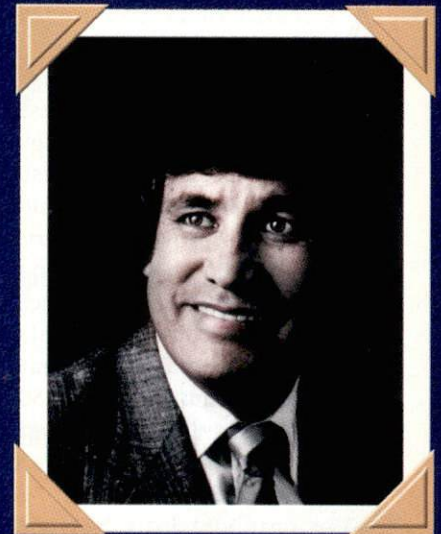
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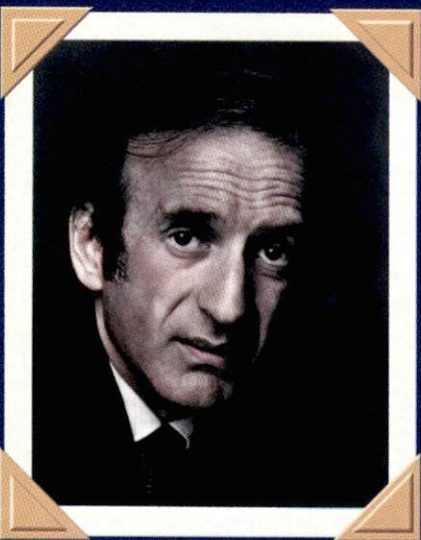


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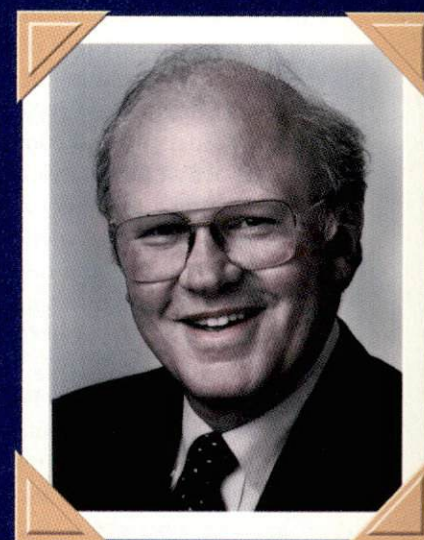


BILLY MILLS

The Five Outstanding Speakers of '96

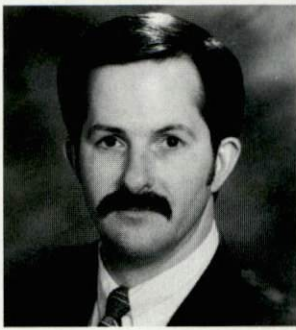


DR. ELIE WEISEL



DR. KENNETH BLANCHARD

Also Inside: Spreading the Word
How to Keep Members from Slipping Away



VIEWPOINT

You Deserve the Best

As Toastmasters, you are investing your most valuable asset: your time. Given the time commitment required to receive the full benefits of Toastmasters training, you deserve the best from your investment. How can you guarantee that your investment won't be wasted? By making sure you belong to a quality club! But how can you do that?

First, it's necessary to understand that each member is both a customer and employee of Toastmasters. While all clubs exist to serve the members, it is the members who provide the service. A club is only as strong as its members. Unless each member is personally committed to fulfilling the Toastmaster's Promise, the club can never achieve the quality you deserve. Achieving club quality must become a personal objective of each member.

Second, quality is demonstrated in both the club meeting and in club operations. Every club deserves a 50th anniversary. For this to happen, not only must every meeting be a showcase event, but the club must operate correctly. Too often, club operations are treated as a superfluous activity, but there is more to a quality club than "good" meetings. Members must be achieving their educational goals. New members must be recruited, so more people can enjoy the plethora of Toastmasters opportunities. Every meeting can be great once the officers become passionate about superior club operations.

Finally, becoming a Distinguished Club must be at the heart of every club. The Distinguished Club Program (DCP) provides specific activities and enables every club to make quality part of the club's culture. If all you see is a point game, you are missing the meaning of the Distinguished Club Program and the benefits of being a Distinguished Club. The DCP focuses on four key areas: education, membership, leadership and communication. If a club spends its efforts on these four areas, its activities will assure quality in both meetings and operations. Anything short of being a member of a Distinguished Club means you are not getting the most out of your investment.

With the start of the new year, I challenge each club to re-examine its commitment to its members and its mission. If your club truly wants a mutually supportive and positive learning environment, then quality must become expected. By reconfirming each member's pledge to the Promise and the club's commitment to being a Distinguished club, your club can become the place where you can achieve your full potential and realize your dreams. Given your time investment, you do not deserve anything less.

In passionate pursuit of excellence...

Robert E. Barnhill DTM
Robert E. Barnhill, DTM
International President

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email: sfrey@toastmasters.org
World Wide Web: <http://www.toastmasters.org>

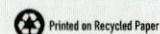
THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Member subscriptions are included in the \$18 semi annual dues.

The 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 the authors of other articles.

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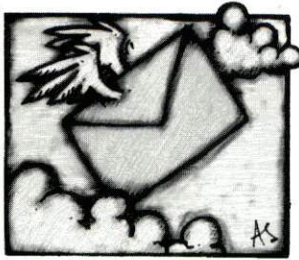
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

The Toastmasters Mission:

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

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

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



LETTERS

WHAT HAPPENED TO DARROW'S PERSUASIVE POWERS?

I am wondering why William H. Stevenson did not make at least passing mention of the famous Scopes trial in 1925 in his article, "Clarence Darrow: The Attorney as Orator" (September). This trial attracted at least as much media attention as did last year's infamous O.J. Simpson trial.

It should be noted that Darrow's "formidable powers of persuasion" were no match for William Jennings Bryan. John T. Scopes, a county high school teacher, was tried for teaching Darwin's theory of evolution, an act that violated a recently passed law. William Jennings Bryan assisted the prosecution, and Clarence Darrow along with two other lawyers provided the defense. Scopes was convicted and Darrow lost the case.

Dean T. Burnham
Beacon Club 2421-40
Dayton, Ohio

MULTIMEDIA NEWS

The article, "Multimedia Madness" (September) brought up an important and timely subject. However, many LCD projection devices shown at the INFOCOMM exhibition (Philadelphia, June 13-15, 1996) proved that multimedia does not imply a plethora of equipment displaying a poor image in a dark room, as the article implies.

A business report that includes video footage projected onto a 150" screen (or wall) with bright, sharp images and stereo sound can be informative and interesting. Computers and other audio/visual devices now can hook up directly. And lights can stay on.

Vincent McRae, CTM
Metro-Dade Club 8251-47
Miami, Florida

ADVICE FROM TOASTMASTERS INTERNATIONAL'S NEWSGROUP

Your article in July's magazine, "Get Connected," mentioning the Toastmasters Newsgroup (alt.org.toastmaster) was wonderful! Everyone in the newsgroup is helpful and it's a great way to get ideas for your next speech.

Several experienced members subscribe and are great for advice. I think all Toastmasters can benefit from it.

Sharon Serre
Last Word Club 3853-53
Pittsfield, Massachusetts

IN FAVOR OF EDUCATIONAL CHANGES

What a change in the educational award system! I had glanced at the awards beyond CTM, but felt they were many years away, and probably not attainable with my schedule. The time limits on some of them made me think I might lose credit by the time I was eligible for anything.

I hope the people who are already at or near the DTM don't get discouraged by newer people getting the award differently (I don't think it's easier). I do think that if more people can attain advanced awards, and ultimately DTM, more people are likely to continue in Toastmasters. The very large gap between CTM and ATM may have been a reason for many members leaving Toastmasters.

Jerry L. Davis
Stentors Club 6401-56
Austin, Texas

LIKES "OUTSIDE" SPEECHES

As an area governor, I had been hearing about the new educational system (October) and was eager to read about it. I am very pleased to see that Toastmasters updates its

programs – it shows openmindedness and a refusal to stagnate.

One question though: Why has the requirement for outside speeches been dropped? One of the reasons I joined was because I was scared to present speeches to strangers. When it came time to get my ATM I had to face my fear of speaking to strangers and it was the best thing that happened to me!

David Kendall, ATM
Vital Words Club 2375-64
Winnipeg, Manitoba, Canada

Editor's Note: For years Toastmasters International has been concerned about the lack of participation in its advanced program. Research conducted by an outside firm revealed that many members do not have the opportunity or time to speak outside the club. The new award requirements are flexible enough to accommodate these members. Of course, those who do have the time and opportunity may give outside speeches if they wish.

BE OUR GUEST

As a guest at a recent Toastmasters meeting, I happened to take a look at *The Toastmaster* magazine. I really enjoyed Patricia Fry's article urging people to write letters (August). I agree with her that this lost form of communication should be re-awakened. Letter writing provides a more formal means of communication than public speaking, but it can be very rewarding. *The Toastmaster* is absolutely right in recognizing that we should learn to use all forms of communication; not just speaking.

Matt McDonald
Chicago, Illinois



By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

Exceed Your Expectations

It isn't just in the Olympic games that individuals can surpass and surprise themselves. The ingredients for such achievement are within us all. It is merely a matter of recognizing opportunities and sharing our best ideas.

The following tips empower us to become more effective communicators. They point to specific, concrete actions or behaviors that can be incorporated immediately into our speeches or speech preparations.

Here is a selection of the latest tips submitted by our readers:

■ *Several years ago, I attended a business lunch where one of our clients asked me to respond to a question. I was caught totally off guard and gave a disappointing talk – especially for a Toastmaster. Now, prior to attending a function, I always prepare a speech outline even if I'm not expected to speak. This way I have a rough framework to guide me, should my name be called. If not, the preparation efforts are valuable for future use.*

PATRICK KELLY, CTM, SOUTH AFRICA

■ *Consider starting over at speech No. 1 in the CTM manual. I realize this may not appeal to everyone. But you'll be surprised at the number of benefits to be gained by taking it through a "second time around."*

MALCOLM C. MADDY, SYLVANIA, OHIO

■ *It might sound silly, but I practice drafting Toastmasters speeches while I mow the lawn. I don't worry as much about the length of my speeches in the early stages as I do about orally "cutting and fitting" pieces until they seem to flow well.*

DUANE YOTHERS, CTM, WORTHINGTON, OHIO

■ *Use your computer to expand your mind. For example, there are several programs that check grammar and find synonyms. These programs will help you spot problems before you utter a word in front of a group.*

MATT CUTTS, ATM, STRONGFIELD, OHIO

■ *At our meetings, we added a new job to our task list... that of listener. At the end of the meeting, the listener gives a 20 question oral quiz, choosing Toastmasters at random.*

SHARON WHITE, RAINIER, OREGON

■ *When opportunity knocks, say "yes" – then figure out how you will do it. You will always find a way. The more you procrastinate and vacillate, the further away opportunity flies, never to return. By saying "yes" to opportunity – in spite of inconvenience and sacrifice – you ensure a life filled with satisfaction, achievement and personal growth.*

DON ENSCH, DTM, VENTURA, CALIFORNIA

■ *I leaped the precipice between requiring notes and speaking without them by incorporating what I had learned from Table Topics. I arrange my manual speeches around three main points, each of which is stated in the form of a question. Each main point has two minutes of supporting material presented as if I were answering a Table Topic question. Simply add a 30 second opening and closing and you will have given a seven-minute speech without relying on notes.*

SUSAN D. BELISLE, CTM, WEYMOUTH, MASSACHUSETTS

■ *I've found that a great place to practice my speeches is in the car while I commute to and from work. Doing so takes time that is normally wasted in transit and makes it incredibly productive.*

LINDA LOVE-LA PRAD, CTM, ATLANTA, GEORGIA

We want to hear from you! Share with us your favorite tip, strategy or lesson learned by sending your Topical Tip via postcard, letter or electronic mail. Be sure to include your name and address.

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 "Topical Tips"
 1255 Walnut Court
 Rockledge, FL 32955
 or E-Mail: mark.majcher@truemedia.com



There's more to being Santa than Ho Ho Ho!

Santa Claus, Toastmasters Style



Does Santa Claus belong to a Toastmasters club? That's difficult to say. But while World Headquarters doesn't have anyone in its records by that exact name, it can be verified that many Santa trainees have benefited from the Toastmasters program.

In the December 1960 issue of *The Toastmaster* magazine, Richard Westerman, president of the North Pole Santa Company of Compton, California, told his fellow Toastmasters what it was like to train and place more than 100 Santas each year for duty in department stores, supermarkets and at civic functions. As a member of Progressive Toastmasters 18-51 of Huntington Park and founder of Compton Toastmasters 464-51, Westerman attributed the success of his business "directly to my 15 years in Toastmasters. Without my Toastmasters training I could never have imparted to others what I know about speech."

Every October, he said, he would begin training candidates for "Santadom" in a six hour, two-night course. At the end of the course, Westerman added, "each prospective Santa makes an 'icebreaker' speech on 'Why I Want to Be a Santa Claus,' then gives a version of a Santa 'pitch' for both boy and girl."

"The whole secret of good Santa Clausing," wrote Westerman, "is just what I learned in Toastmasters: a good introduction, main points – in our case we separate these into recognition and questioning – and a strong close."

Among Westerman's tips:

- Realize that "Ho Ho Ho" is out of date.
- Never, never injure the pride of a young man by calling him "little boy" or of a young lady by addressing her as "little girl."
- Have a good entrance gag calling for group action.

The entrance gag Westerman outlined would be worthy of one of today's "Tall Tales" contests: After greeting everyone, Santa described how Rudolph and the other reindeer had decided to land and graze in a cabbage patch, causing Santa to get sore feet after walking the last three miles.

And the group action? "Well, I wonder if you're glad to see me. I'm going to ask you, and if you are, I want you to shout. Are you all glad to see Santa Claus?" If the replies were faint, Westerman then encouraged Santa to reply, "Say, I think I faintly heard something. Let's try it again."

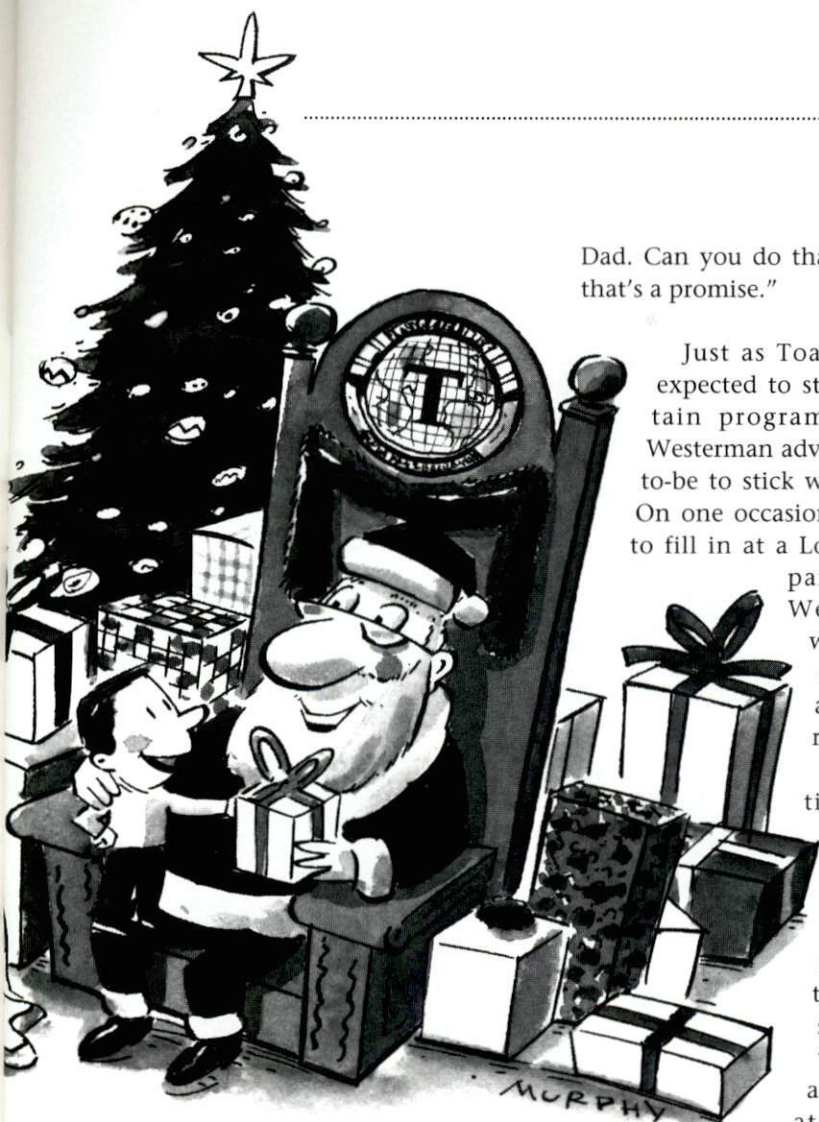
His Santa routine went like this:

The Invitation

"Why, hello there, sister (or junior)! I haven't seen you for almost a year."

The Recognition

For a girl: "Gosh, every time I see you you're looking prettier, and



Dad. Can you do that? O.K., then, that's a promise."

Just as Toastmasters are expected to stay within certain program guidelines, Westerman advised all Santas-to-be to stick with this pitch. On one occasion, when asked to fill in at a Los Angeles department store, Westerman had wandered away from the spiel, and with dire results.

"I was pretty tired, but that was no excuse for looking at the first boy and going off the pitch," he said. "I said, 'Well, is there anything new at your house today?'"

The kid took a long breath and began. 'Golly,' he said, 'it was real exciting. Daddy wouldn't get up so Mom threw a glass of cold water at him.'" Much to Westerman's dismay, the boy

child had advised him to write down his list of toy requests. Feeling exceptionally confident, Westerman bellowed, "Fire away, young man! Old Santa has the brains of an elephant - he never forgets." The child proceeded to list 68 items. "When he left, I was groggy," said Westerman.

But that wasn't all. The boy then reentered the line and "within the hour a vaguely familiar voice was asking, 'Santa, what do I want for Christmas?' 'You tell me,' I countered cheerfully. Whereupon he snorted, 'Brains of an elephant! Boy, Santa, you don't have the brains of a flea. Now get a pencil and paper and let's get this down in black and white.'"

"Meekly, I did," admitted Westerman.

Did this trainer of "jolly old elves" have any suggestions for Toastmasters merrymaking? Clubs could liven up their December meetings, Westerman wrote, by throwing a Santa party. He suggested asking a member who had been inactive for a year or so to visit a week or two before "Santa Night" and familiarize himself with the names and faces of new members. As an alumnus of Progressive Toastmasters, this is exactly what Westerman

"The whole secret of good Santa Clausing is just what I learned in Toastmasters: a good introduction, main points and a strong close."

proceeded to detail the parental brouhaha until a large man suddenly appeared and, grabbing his child, accused Santa of being a busybody.

In true Toastmaster fashion, Westerman also advised Santas not to underestimate their audience or overestimate their own abilities. "Never profess any special powers you don't have," he warned - and with good reason. It seemed one

had done a few years earlier. Then, he said, on the night of the party, he was able to baffle members by recognizing them and making acute observations - "bets were flying around as to my identity!"

As Westerman so aptly pointed out, all it takes is some imagination and planning to put one's Toastmasters skills to creative and even entrepreneurial use. **T**

ILLUSTRATION BY CHRIS MURPHY

what a nice dress! Are you going to be in the movies when you grow up?"

For a boy: "Every time I see you, you're sprouting up like a weed! What are you going to do when you get older, play quarterback for (name a team) or pitch for the (name a team)?"

The Question

"Now tell me, just what do you want for Christmas. (Followed by attentive listening.) Is that all?"

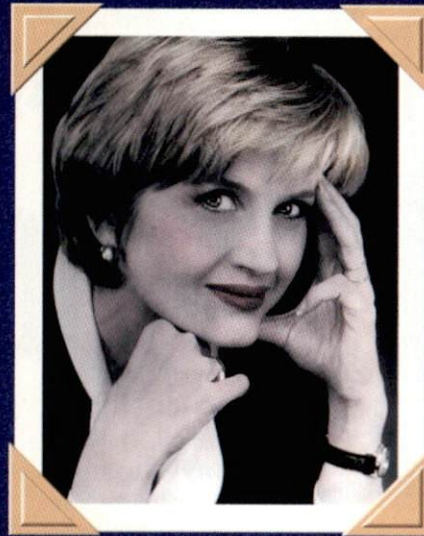
The Close

"All right, you've told me what you want and now I'll tell you what I want. I want you to be good for another 30 days, even after Christmas. I want you to eat your vegetables, drink your milk, brush your teeth twice a day, go to bed on time and be good to Mom and

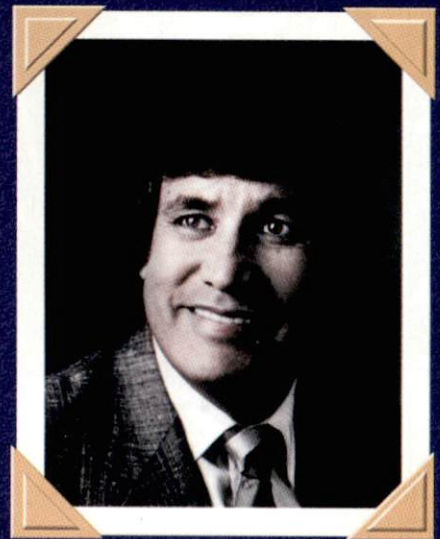
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Outstanding Speakers



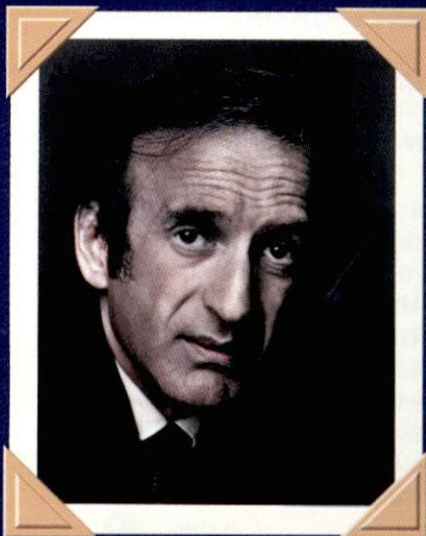
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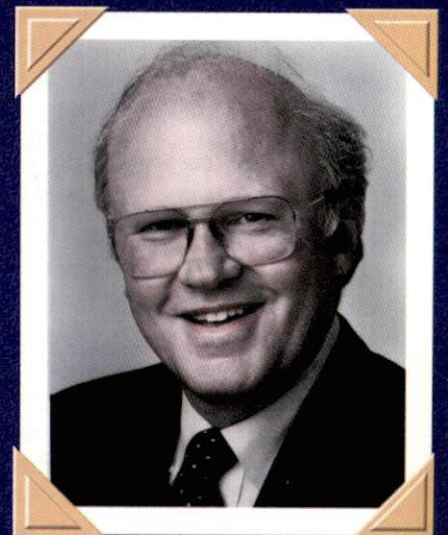
BILLY MILLS



DR. ELIE WIESEL

of '96

*Annual poll
shows Toastmasters
admire communicators
who inspire, inform,
motivate and educate.*



DR. KENNETH BLANCHARD

Even the experts are not perfect. A self-described procrastinator, Diane Sawyer would like to take the time to be better prepared. Kenneth Blanchard wants to end his speeches more effectively, and Billy Mills would like to learn how to present his ideas "in as few words as possible."

While they may not regard themselves as having reached the pinnacle of oratorical excellence, it is clear that this year's Top Five Speakers inspire the many Toastmasters who responded to our "Outstanding Speakers" poll. (See this year's ballot form on page 21.)

For the past five years, we have asked Toastmasters to name their favorite speakers. Nominees are selected to represent five different categories and must meet certain criteria. This year, as in previous years, they were chosen for their achievements or contributions in the following areas:

1. Degree to which the person's success can be attributed to his or her communication skills.
2. Amount of influence on public opinion.
3. Demonstration of leadership.
4. Service to the community, state or nation.
5. Commitment to a cause, product, idea or business.
6. Ability to effect change.
7. Dedication to improving the lives of others.

As in previous years, the responses varied greatly. Some who received a high number of votes were unreachable, and others were disqualified because of already having been named Outstanding Speaker in previous years. Still, plenty of outstanding speakers were nominated. This year's Five Outstanding Speakers exemplify our membership's diverse tastes, but they share one thing: They all effectively use the spoken word to advance their ideas.

So now that the nominations have been tallied, the envelope please...

...AND THE TOP FIVE SPEAKERS OF 1996 ARE:

- ★ **COMMERCE AND INDUSTRY:** **Dr. Kenneth Blanchard**, management consultant, lecturer and best-selling author of *The One-Minute Manager* and other books.
- ★ **GOVERNMENT:** **General Colin Powell**, Chairman of the U.S. Joint Chiefs of Staff 1989-1993; directed Operation Desert Storm in the 1991 Persian Gulf War.
- ★ **INSPIRATIONAL OR MOTIVATIONAL:** **Billy Mills**, motivational speaker and winner of the Gold medal in the 1964 Olympic games.
- ★ **EDUCATIONAL OR SOCIAL:** **Dr. Elie Wiesel**, Nobel Peace Prize winning philosopher, human rights activist and acclaimed author of *Night* and other books reflecting his experiences as a concentration camp survivor.
- ★ **MASS MEDIA OR ARTS:** **Diane Sawyer**, television journalist and co-anchor of the ABC network news magazines *Prime Time Live* and *Turning Point*.

All five of these speakers are proven leaders in their respective fields and masters when it comes to communicating their messages. When they talk, people listen! What can Toastmasters learn from them? Let's take a closer look at the methods and styles of each of the Five Outstanding Speakers of 1996:

KENNETH BLANCHARD: *Making Minutes Count*

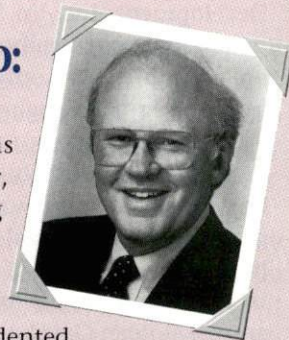
His genre-creating best seller is titled *The One Minute Manager*, but the acclaim surrounding Kenneth Blanchard has hardly been momentary.

Nor has the popularity of his breakthrough book. An unprecedented phenomenon in the business publishing world, *The One Minute Manager* has been translated into 25 languages and sold more than nine million copies. Fourteen years after it was first published, the book continues to be listed in *Business Week* magazine as a current best seller. But as friend and business associate Nick Carter of Nightingale Conant Productions tells it, early on Blanchard realized that having his message in print wasn't enough. "After he was told that 90 percent of the book-buying public didn't read what they purchased, this troubled him. He wanted to get his message across so more people could lead happy, successful lives." So, Carter says, Blanchard decided to take his message on the road, and today he is recognized internationally as one of the world's leading business speakers.

Since co-authoring the 1982 business classic with Spencer Johnson, M.D., Blanchard has maintained an extensive schedule of training sessions and speeches while running a thriving management and consulting company. The success of his first book generated additional volumes, and this year alone saw the release of three collaborations: *Empowerment Takes More than a Minute* with Alan Randolph, *Managing by Values* with Michael O'Conner and *Mission Possible: Creating a World Class Organization* with Terry Waghorn.

Obviously, Blanchard isn't just an expert in leadership and management – he's also a superb team player. "It takes a certain amount of sacrifice to be a good team member," says Blanchard. "You can't always be a superstar at everything and just think about yourself." Blanchard is quick to add, however, that teams must have vision. "The vision usually starts with the leader having a vision that they are able to communicate," he says. "And part of visioning is to lift up the expectations."

Exemplary communication and visionary leadership have been central themes in Kenneth Blanchard's life. After receiving a bachelor's degree in government and philosophy at Cornell University, he earned a master's in



sociology and counseling, then a Ph.D. in educational administration and leadership. During his graduate years at Cornell, Blanchard also was an assistant basketball coach. While working as an independent consultant and professor at the University of Massachusetts, Amherst, the future "businessman's guru" and his wife, Dr. Marjorie Blanchard, founded Blanchard Training and Development, Inc., in San Diego, California. The internationally recognized center advises major corporations on how to receive outstanding results from employees by creating encouraging and positive management surroundings.

Blanchard's friendly and unpretentious speaking style has brought him numerous accolades. In 1991 he received the National Speakers Association's highest honor, the "Council of Peers Award of Excellence." And in 1992 Toastmasters International honored him with its annual Golden Gavel Award.

Blanchard has always remembered the advice of his father, a United States Navy admiral: "If you learn only one skill, learn how to share information, to inspire people."

Today this lesson continues to influence Blanchard's informal style; he has, one reviewer says, "a knack for making the seemingly complex easy to understand." He's also not afraid to be creative or innovative: In one of his most recent video presentations, Blanchard draws comparisons between modern management principles and the characters and storylines from the motion picture classic, *The Wizard of Oz*.

"Ken comes walking on the stage with great power," Nick Carter says. "That's because he's analyzed his audience in advance as much as possible, so he's ready to explore the profound concept that a particular company or organization needs. But his real secret is that he does what he loves to do; his greatest fun is lifting up the spirits of his audience."

***"People who feel good
about themselves
produce good results."***

— KEN BLANCHARD

Blanchard says that audience members often come up afterward and express feelings about their perceived lack of oratorical skills. "Some people have such an aversion to public speaking that they decline career opportunities based on the chance they will have to speak in front of others... But as all Toastmasters know," he affirms, "public speaking is a learnable skill."

Aside from joining a Toastmasters club, what does he recommend? "Observe people who are good at speaking and find out what they do." Blanchard suggests three key elements that affect performance: body language, a

set routine and a belief system. Watch how confident people hold their heads up with shoulders back and proper hand gestures, he says. "It's pretty hard to feel inadequate if you walk and act like you don't."

Next, use a speech preparation format that includes familiarizing yourself with the material, practicing in front of friends and breathing deeply. "When focusing on and caring about the audience, personal fears dwindle and eventually die."

Enthusiasm, conviction and a sincere desire to share his information with others – these are the qualities that continue to make Kenneth Blanchard one of today's most sought-after speakers. As Terrance McCann, Executive Director of Toastmasters International, says: "Ken is the type of speaker who makes friends with the audience. His open, honest delivery makes people believe what he says. He is an extremely good storyteller; he backs up his points with tales that give meaning to his words."



COLIN POWELL:
***The Man Who Wouldn't
Be President***

When General Colin Powell declined to run for the office of U.S. President last year, thousands of voters were disappointed and the campaign managers of the

two leading candidates were relieved. After all, had Powell decided to run, chances were good he would have been elected.

As *Time* magazine put it, "No man in modern American political history has ever had a better chance to become President of the U.S. on his own terms... And no man with such an advantage has seemed less driven to seize the opportunity." Citing a lack of "fire in his belly" for top-level politics, Powell instead opted for a comfortable private life with his family and his new career as a public speaker and author.

A four-star general and decorated war hero, Powell radiates confidence, integrity and reassurance. Former U.S. Secretary of State George Schultz calls him "a big presence." Wherever he goes, he receives applause and acclaim. What accounts for his appeal, both as a leader and as a public speaker?

Military figures often carry an intrinsic appeal as tough, decisive leaders, and Powell projects that quality. He advanced rapidly in the Army, assuming the post of Chairman of the Joint Chiefs of Staff in record time, then received recognition for his organization of Operation Desert Storm in the 1991 war with Iraq. But his popularity transcends the confines of the armed services. When tapped as a potential presidential candidate last year, Powell's comparative ease in discussing his

stance on political issues appealed to many Americans who had grown tired of politicians regurgitating the same rhetoric for fear of offending their constituencies. Granted, Powell had more leeway to discuss his feelings on social issues since he never officially declared his candidacy. But the public clearly perceived him as an honest, trustworthy leader and was ready to support him in a bid for the most powerful leadership position in the world.

"He has that rapport good politicians have with people," says Paul Wolfowitz, former Under Secretary of Defense. "I think it's related to the fact that there are things he cares deeply about. There is an intensely human quality about Powell that I think is exceptional."

Powell's popularity also can be explained by his platform charisma. Former U.S. President Gerald Ford calls Powell "the best public speaker in America." Audiences identify with him as he self-deprecatingly jokes about how he can't even get his wife Alma to make him lunch: "One of the saddest figures in all Christendom is the Chairman of the Joint Chiefs of Staff, once removed, driving around with a baseball cap pulled over his eyes, making his strategic choice as to whether it's going to be McDonald's or Taco Bell."

After a lifetime of Army housing, Powell enjoys being what he calls "General Harry Homeowner." Since he left the Pentagon in September 1993, he has written his bestselling autobiography, *My American Journey*. He receives top fees for his speeches to corporate groups and universities, but also speaks for free at inner-city schools, prisons and veterans hospitals. He has quietly volunteered at homeless shelters and organized a clothing drive. All this contributes to Powell's appeal: A self-made millionaire with a social conscience who has overcome racial prejudice and humble beginnings to rise to the top. To many, he represents the quintessential American success story.

"I am not going to carry this burden of racism. I am going to destroy your stereotype. I am proud to be black."

— COLIN POWELL

As the son of Jamaican immigrants, Powell rose from the inner-city streets of Harlem and the South Bronx and the "stigma" of New York public school education to become, at age 52, the youngest Chairman of the Joint Chiefs of Staff in United States history.

Admitting he was a "C" student in school, Powell is quick to point out that public education prepared him "to write, think and communicate effectively and

equipped me to compete against students from colleges" — colleges he could only dream of attending.

In his formative years, he received the love and guidance of a close-knit family. He discovered his future as a leader in the City College of New York's Reserve Officers Training Corps (ROTC) unit, where he found "the discipline, the structure, the camaraderie, the sense of belonging... I craved."

Powell grew up in a mixed ethnic neighborhood and was spared extreme racial prejudice. In his autobiography, Powell tells of his first encounter with racism at a 1957 ROTC training camp in Fort Bragg, North Carolina: After six weeks of rigorous instruction and hard work, Powell received the award for "Best Cadet, Company D." The night before his unit left for home, "a white supply sergeant took me aside. 'You want to know why you didn't get best cadet in camp?' he said. I had not given it a thought. 'You think these Southern ROTC instructors are going to go back to their colleges and say the best kid here was a Negro?'"

Powell did not let the episode diminish his resolve or ultimate accomplishments. At a speech last year in San Antonio, Texas, Powell rhetorically asked, "How did I deal with racism? I beat it. I said I am not going to carry this burden of racism. I am going to destroy your stereotype. I am proud to be black."

He went home after that summer camp with the proof that he, at age 20, had finally excelled at something: "I had found something that I did well. I could lead."

Powell learned that with leadership comes a great responsibility to solve problems. "The day soldiers stop bringing you their problems is the day you have stopped leading them," he says.

In his career as a military leader, Powell found it necessary to become a skilled negotiator. He learned to listen, observe and evaluate. "Everyone I ever ran into influenced me in some way," he says. "Some more good than others, some very, very much worse than others. I watched people I admired and people I didn't admire to see what they were doing right and doing wrong. So I had hundreds of role models."

Perceptive, intense and a model of decorum, Powell attributes his public speaking acumen to techniques acquired in the Army. "Briefing is a performing art. You stand, pointer in hand, before maps and charts, and have a splendid chance to show your stuff, often to your seniors," he says.

He is proud of his Caribbean and African roots and has succeeded despite encounters of racial hatred and, sometimes, because of them.

"To think that we have reached a point where it's possible for an American who is also a black American to be on the cover of magazines, to be interviewed and taken seriously — that, in and of itself, should tell every young person in America that there is nothing you cannot set your sights on," he says.

BILLY MILLS: *Running Against the Odds*

It is remembered as one of the greatest moments in Olympic history. At the 1964 games in Tokyo, Japan, a virtually unknown 26-year-old American athlete rocketed past the expected medal winners to win the 10,000 meter race – astounding the announcers, his coach and Olympic fans around the world.

Billy Mills surprised even himself that day with his record-breaking time. But he wasn't surprised that his philosophy of persevering against all odds had paid off.

It is that same determination to succeed that Mills uses in his work today as a motivational speaker to thousands of employees in corporations and associations throughout America.

Mills was raised on the poverty-stricken Pine Ridge Indian Reservation in South Dakota. Being part Caucasian and part Lakota Indian left Mills unsure of who he was or where he fit in. "The Indians called me mixed blood," he says. "And the white world called me Indian."

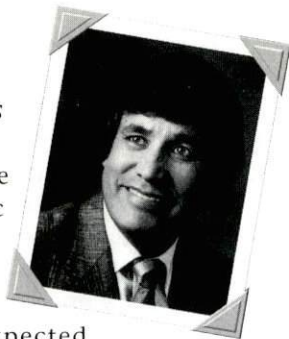
Both of Mills' parents had died by the time he was 12. He was sent to live at a boarding school where he began running to escape his pain. "I would run five or 10 miles on weekends because it allowed me to get away from everybody else," he says. "And I just cried. I'd be crying while I was running. A half-blood and an orphan – you couldn't get much lonelier than that."

Eventually, running became his means of acceptance when he won a cross-country scholarship to Kansas University. But there, too, he struggled to find himself and his place in the world. "I was running in search of my identity," Mills says. "I was running to find Billy."

His years at Kansas University brought Mills a successful athletic career. But the peace that running had once brought him turned into turmoil when he began to feel as if he were simply a machine, running only to please his coach, his teammates and his scholarship providers. It was his personal philosophy of never giving up that kept him dedicated to his sport.

After receiving his bachelor's degree in education, Mills joined the U.S. Marine Corps. He increased his running to 100 miles a week, in preparation for the Olympic trials. In 1964 he made the U.S. track team, although he was not favored to place in his event, the 10,000 meter race.

But with the race under way that day in Tokyo, Mills kept pace with the front runners as 28 arduous minutes of running passed. In the last lap, however, with every stride crucial, Mills was shoved by another runner all the way out to the third lane. He stumbled but recovered,



and caught up with the two front runners. Then, with seconds left, he surged ahead, passing the others just before the finish line to win the gold. Today, Mills remains the only American to have ever won an Olympic medal in the 10,000 meter race.

After the Olympics, Mills finished his Marine career as an officer assigned to the Department of the Interior. He later became a successful life insurance salesman, then switched career to become a professional speaker. He and his wife Pat live in Sacramento, California, where Mills owns and operates the Billy Mills Speakers Bureau.

Mills also uses his speaking skills as an advocate for and role model to young Native Americans. He is the national spokesman for Running Strong for American Indian Youth, a non-profit organization that helps communities with self-sufficiency programs, housing, education, food relief, youth activities and cultural identity projects. He has presented testimony before the Senate Indian Affairs Committee about the challenges that face American Indian youth and served as the National Chairman for American Indians under U.S. presidents Reagan and Bush.

In 1984, Mills' life was made into a major motion picture, *Running Brave*. He has written a book, *Wokini: Your Personal Journey to Happiness and Self-Understanding*, which blends traditional Native American beliefs with modern positive thinking principles.

***"The ultimate is not to win,
but to reach within the depths
of your capabilities and to
compete against yourself."***

– BILLY MILLS

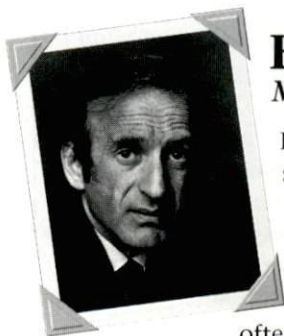
Using an easy, down-to-earth speaking style, Mills speaks to corporations, schools and various organizations, urging his audiences to cling to a personal philosophy that will help them achieve their goals.

In one of his signature speeches, Mills tells his audiences that before he was even halfway through his gold-medal race, he decided to quit because of pure exhaustion and lack of confidence. But while looking for an inconspicuous place along the track to drop out, he thought of his wife sitting in the stands, supporting him as she had through all his training, and through his difficult days at college. "We had a goal and I was pursuing it, and there was really no way that I could quit," he says. So he pressed on. Again, he tells audiences, near the end of the race and in third place, he momentarily decided that was good enough; he would accept the bronze medal. Then he remembered he was committed to doing his best; he needed to give it his all. "Don't quit... one more try... I can

win... I can win..." he thought. "And the next thing I remember," Mills says, "I broke the tape."

Because he had not even been on the list of the top 10 runners, a Japanese Olympic official rushed over to him and asked, "Who are you? Who are you? You won!" For the first time, Mills says, he was able to look someone directly in the eyes and say who he was with complete understanding and confidence.

"We have this incredible opportunity to look somebody in the eyes and to tell them who we are," Mills says to his audiences, an urgency in his voice. "The ultimate is not to win, but to reach within the depths of your capabilities and to compete against yourself to the greatest extent possible. When you do that, you have the dignity. You have the pride. You can walk about with character and pride no matter in what place you happen to finish."



ELIE WIESEL: *Messenger to Mankind*

He is not a speaker in the modern sense, nor an orator in the classic sense. He gives very little thought – if any – to lectern technique. Of some of today's successful speakers, it may be said their style is often the bulk of their substance. But

for Elie Wiesel, the reverse is true: It is his message that drives his method.

As a survivor of World War II concentration camps, Wiesel has spent more than 40 years bearing witness against cruelty and indifference. He does so not through stirring rhetoric or heart-pounding presentations, but with soft-spoken commentary and earnest questioning that compels his audience to ponder rather than reply.

"My whole life has been devoted to questions, not answers," he told journalist Bill Moyers in a 1990 televised interview. "I have read probably every single book on [the Holocaust]. Each time I say to myself, 'Now I'm going to find something.' But the more I read, the less I understand."

In 1943 he was a 15-year-old boy, imbued with the ancient teachings of his faith and destined, so it seemed, to become a great rabbi. Then, without warning, Elie Wiesel, his parents, three sisters and their entire Romanian village of almost 15,000 Jews were deported in cattle cars to Auschwitz, Poland. Soon afterward, Wiesel and his father were transferred to Buchenwald, where the boy watched his father die of dysentery and starvation. Two years later, upon liberation, Wiesel learned that his mother and youngest sister had died in the Auschwitz gas chambers.

For ten years Wiesel worked odd jobs, went to school and eventually worked for several Paris-based newspa-

pers. Of what he had seen in the death camps, however, he said not a word.

"In those years, it was very difficult to talk about the subject," he now explains. "I grew up in a mystical atmosphere, believing in silence, so I tried to use what I learned to purify the words, to purify language." When at last he felt ready to "unite the language of humanity with the silence of the dead," he wrote a novel, *Night*, whose narrator, a teenage boy, is witness to a multitude of Nazi atrocities.

Since that time Wiesel has written more than 30 books and lectured throughout the world on behalf of human rights. Currently a professor at the University of Boston, his language and manner are intense, austere, and – like this passage from *Night* – almost hypnotic: "Never shall I forget that night, the first night in camp, which has turned my life into one long night... Never shall I forget the little faces of the children, whose bodies I saw turned into wreaths of smoke beneath a silent blue sky."

Although his demeanor is that of a courteous academic, Wiesel is no stranger to controversy. In April 1985, soon after it was announced that President Reagan would make a reconciliatory visit to the graves of German soldiers – many of them SS troops – in Bitburg, Germany, Wiesel was invited to the White House to accept the Congressional Gold Medal of Achievement. A national television audience looked on as Wiesel accepted the award, then asked the President to alter his plans. "The issue here is not politics, but good and evil. And we must never confuse them, for I have seen the SS at work and I have seen their victims." His diplomatic choice of words was criticized by some, but few understood the anguish Wiesel had felt in having to publicly challenge the president – or his despair afterward in thinking he

***"I wanted to give the
victims a voice."***

– ELIE WIESEL

had failed. Except for a hastily added sidetrip to a concentration camp, the presidential itinerary remained unchanged, but Wiesel's plea continued to resonate long after the presidential tour had ended.

In 1986 he received the Nobel Peace Prize. In awarding the prize, Egel Aarvik, Chairman of the Nobel Committee, said that "Elie Wiesel has emerged as one of the most spiritual leaders and guides in an age when violence, repression and racism continue to characterize the world... Wiesel is a messenger to mankind. His message is one of peace and human dignity. His belief that the forces fighting evil in the world can be victorious is a hard-won belief."

Three months later Wiesel and his wife Marion established the Elie Wiesel Foundation for Humanity. The

All five of our Outstanding Speakers were asked to answer six questions regarding speech. Here are some valuable tips from the four who responded:

1 What do you consider your greatest strength as a speaker and communicator?

Kenneth Blanchard: My sense of humor and storytelling ability. People learn best when they are enjoying themselves and when the information ties into a memorable story.

Billy Mills: As a speaker, I recognize the audience's common interests and can share several analogies that the audience can identify with.

Diane Sawyer: Only passion for the content – whether it's journalism, women's health, day care. The opportunity to excite people about what you love.

Elie Wiesel: My reluctance to speak.

Tips from the Outstanding Speakers

2 If you could improve one aspect of your speaking style, what would that be?

Blanchard: To end on a real high. Sometimes I end a speech three or four times but never quite finish it off. It's amazing how often you can get a standing ovation with a rousing ending.

Mills: To communicate the depth of what I want to say in as few words as possible.

Sawyer: I'm still a procrastinator, writing in the cab on the way to the event. A little preparation would calm the nerves.

Wiesel: All aspects.

3 Which do you consider to be the best speech you've ever given? Why?

Blanchard: A baccalaureate talk at my alma mater Cornell University a few years ago. My son Scott was a fifth generation Cornellian, so that institution has a special place in my heart. The auditorium I spoke in was one of my favorite places to hear lectures and concerts. The nostalgia had me higher than a kite and giving my very best.

Mills: It has not been delivered yet!

Sawyer: Informal ones, with great questions and a chance to learn together.

Wiesel: Who am I to tell?

4 Have you had any role models when it comes to public speaking? If so, who?

Blanchard: My father – he was a naval officer who retired as an admiral. Throughout the Navy he was known as a great speaker. He was asked to emcee many a large Navy function. Dad was the one who taught me about humor and storytelling and was a great model. Another [role model] is Norman Vincent Peale. He continued to enthral audiences until he died quietly at home on Christmas Eve at age 95. Norman was a wonderful inspiration and model not only as a speaker but as a human being.

Mills: In the area of public speaking my role models are Chief Seattle and Bob Richards.

Sawyer: We grew up studying the Presidential press conferences. At their best, they were brilliant.

Wiesel: I am not seeking to emulate anyone.

5 What do you consider to be the single most important element of an effective speech?

Blanchard: Focusing your energy and content. Too many speakers try to tell everything they know about a subject. Pick a few key concepts, present them with humor and sprinkle your speech with warm human stories.

Mills: Being able to draw the audience into a story you are sharing and having them live the experience you are relating... to feel all the emotions: the joy, fears, doubt, beliefs, the lows and highs that the story is taking them through.

Sawyer: A clear point, vivid language, strong emotion. All three. And some laughter.

Wiesel: Brevity.

6 What would be your first advice to anyone wanting to become a better communicator?

Blanchard: Join Toastmasters and take every opportunity to get on your feet and talk to groups. Becoming a good speaker is a matter of "times at bat." The more you speak the better you will become.

Mills: Identify the issues you feel strongly about and rely on the passion within you to help you communicate. If properly used, this passion can empower you beyond your wildest dreams!

Sawyer: Research and cherish the material. Think about what you love – know yourself.

Wiesel: Learn to listen.

foundation's first project, "Facing the 21st Century," was an international symposium of Nobel Laureates convened by Wiesel in Paris. *Time* magazine editor Lance Morrow noted "It was Wiesel's moral authority that brought together Vaclav Havel and Nelson Mandela; Jimmy Carter and François Mitterrand; the authors Gunter Grass and Nadine Gordimer; Chai Ling and Li Lu, leaders of the democracy movement in Tianamen Square."

Subsequent conferences have worked to advance human rights and peace, as did a discussion forum presided over by Wiesel last year in Venice, Italy, which convened youth leaders from Africa, Bosnia, Ireland, the Middle East, the United States and other nations.

Through the foundation, his association with the United States Holocaust Memorial Center/Holocaust Museum in Washington, D.C., and his many lecture appearances, Wiesel continues to keep the tragedy of oppressed peoples, both past and present, before the world's conscience. Mindful, however, of ever-changing public tastes, he is careful not to overstate. "Many people do not realize that I actually speak very little about the Holocaust. The subject is so sensitive that I'm constantly aware of the possibility of its being trivialized... That is among the unspoken tragedies of our age. Our century is the noisiest in human history. Never before has there been a time of such tumult – so many people talking, so much shouting – with so little being said and so little inclination to listen."

His themes, then, tend to be spare and life-affirming: "Respect learning. It is for the soul and can make a difference in life." And the message he would most want to be remembered for in the next century?

"For people to be against indifference, to do anything, to be committed to something."

DIANE SAWYER: *Poise Under Pressure*

Whether she conducts a live interview with a world leader or confronts scam artists via hidden camera investigations, Diane Sawyer comes across as both authoritative and appealing – "The most suave TV interviewer in America," in the words of an admiring writer for *Esquire* magazine.

"She always wants to climb a new Mount Everest," says an ABC executive of his network's much-admired news anchor.

People magazine sums her up as "an intriguing combination of fairy princess, tough dame, workhorse and scholar."

"Then there is the rich, honeyed voice, husky and authoritative, but free of the severe tone affected by some females in TV news," writes *Time* correspondent Richard



Zoglin. "As a reader of the news, she is masterly; businesslike but warm, her eyes now wide with the drama of the day, now crinkling ever so slightly with concern. Diane Sawyer doesn't just deliver the news, she performs it."

Ranked as one of the top broadcast journalists in the United States – and, with a reported \$7 million-a-year contract, certainly one of the best paid – Diane Sawyer co-anchors the ABC news magazines *Prime Time Live* and *Turning Point*. During the past few years she has won a number of journalistic awards and led *Prime Time Live* on a comeback with her determined style and tough reporting. She conducts high-profile interviews and the show's trademark hidden-camera investigations that in recent years have focused on subjects such as toxic waste disposal, errors in the medical field, public school bureaucracy, age discrimination, fraud in the diamond industry and the unethical practices of televangelists, attorneys, daycare providers and car salesmen.

"Interviewing is about using good instincts, about listening and curiosity."

– DIANE SAWYER

Known as a gifted storyteller and interviewer, she avoids the confrontational interviewing techniques used by many of her professional colleagues and believes in probing gently; in being smart rather than tough. "I think you really have to use your instincts," she says. "Interviewing is about using good instincts, about listening and curiosity."

She sees interviews as "explorations of character: Within a single interview, you and the subject may go through a whole range of reactions to each other, but I really don't go in with a strategy that says I'm going to beat up a little here and then smooth it over a little there.... My mission is to try to take that kinetic, uncontrollable, unpredictable encounter that is the live interview and make it probing and persevering and penetrating and engaging for the person who is doing it, for myself, and, therefore, for the person who is watching."

The secret to her interviewing technique, she says, is "to overcompensate." She prepares thoroughly by reading the extra book and making the extra phone call. With her gracious and disarming manner, Sawyer often catches her subjects off guard and elicits from them unusually revealing remarks.

In a 1989 *Time* magazine interview, Sawyer said, "I really love what you learn every day in the business. I love the breathtaking way we walk into people's lives and ask them anything we want and then leave. For a moment you have available to you the whole universe of

(Continued on page 20)

Spreading the Word

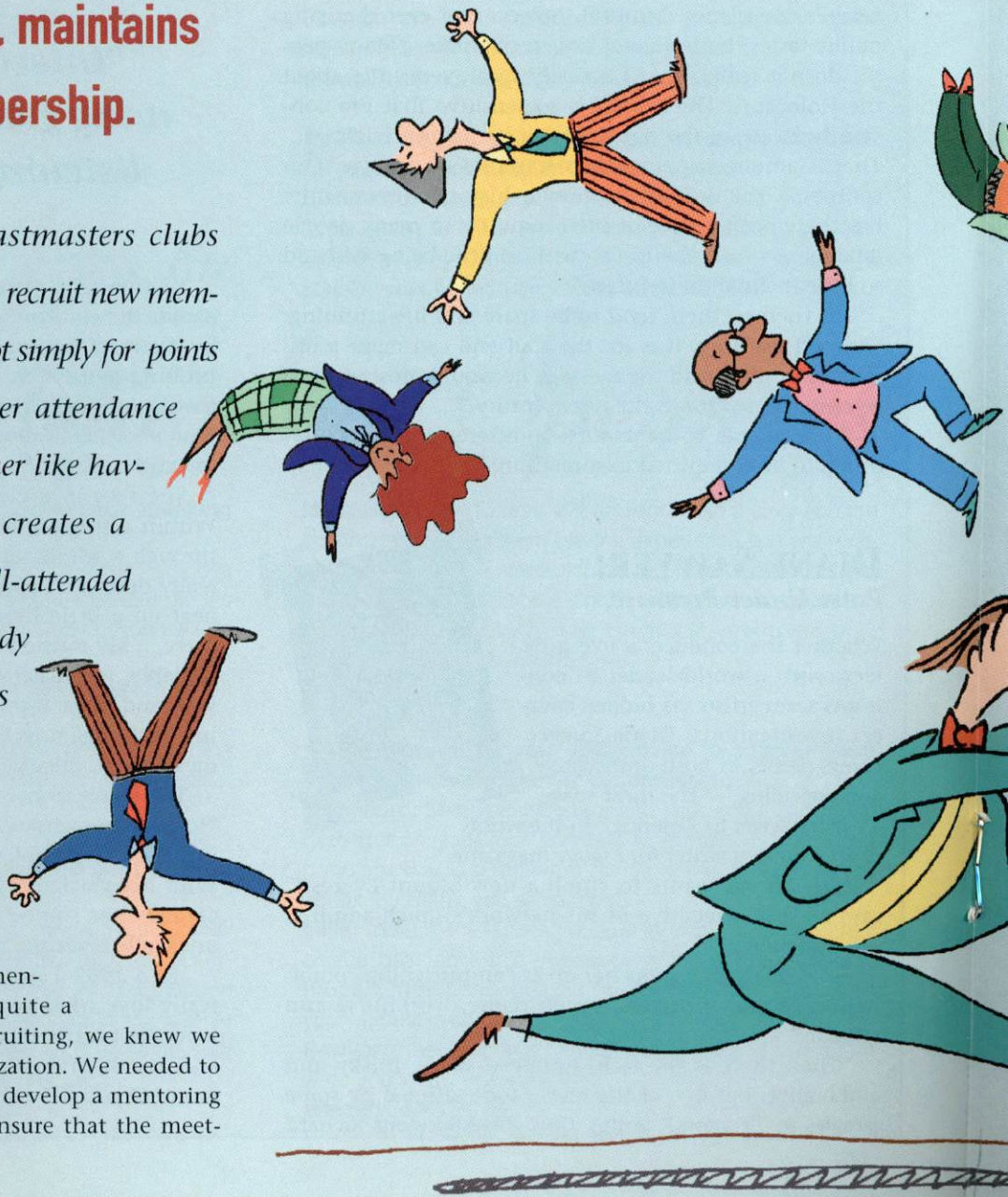
**How this 53-member club
in London, England, maintains
its strong membership.**

BY LES KING, CT

Most Toastmasters clubs want to recruit new members. Not simply for points or awards, but because bigger attendance produces better meetings. Rather like having a party, a good crowd creates a good atmosphere. Even a well-attended club can benefit from a steady influx of new personalities and new ideas.

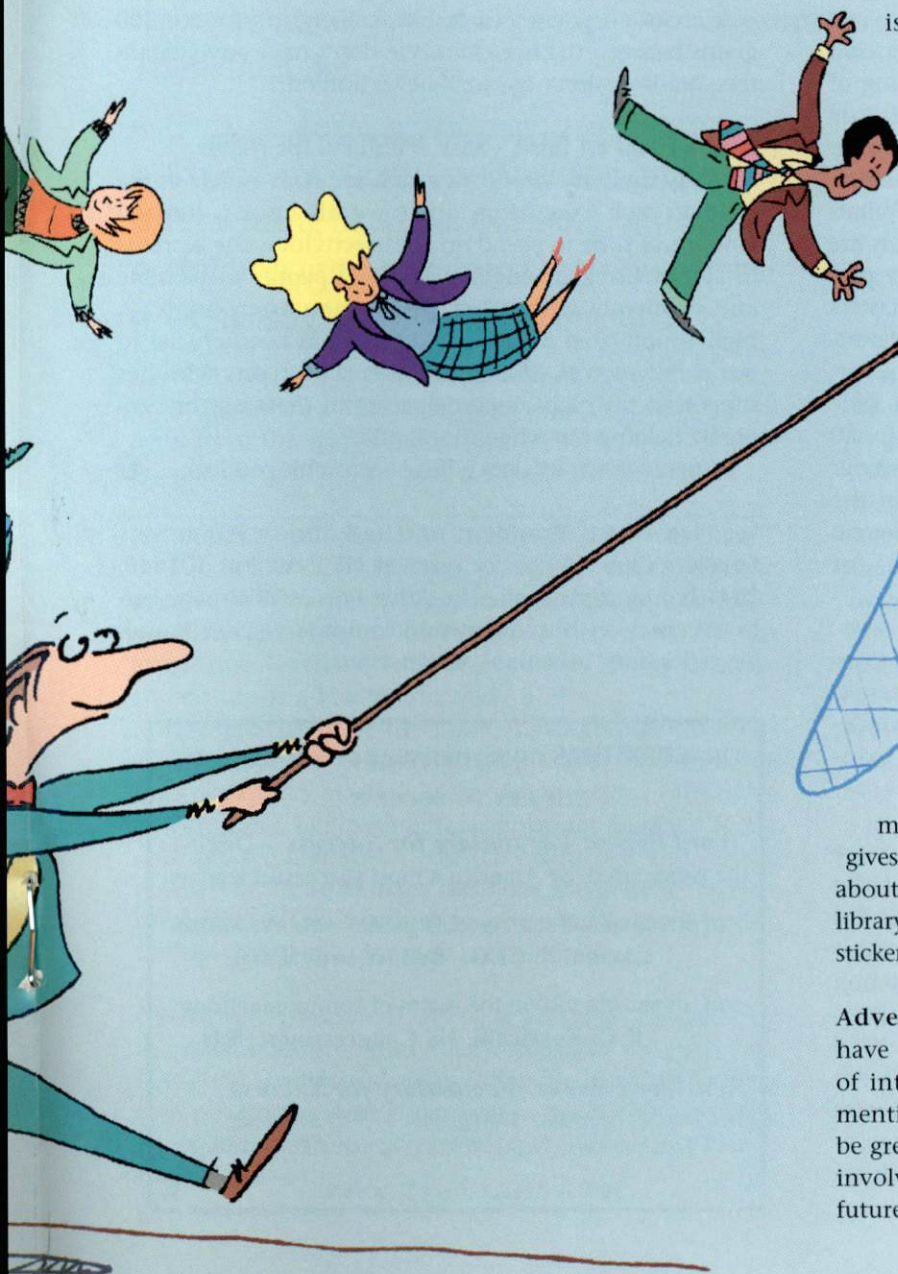
However, there is no point in recruiting new members until you know what to do with them. And growth should never be at the expense of existing members.

My home club, The London Athenians Speakers Club 7365-71, is quite a young club. Before we started recruiting, we knew we needed to create an efficient organization. We needed to establish effective financial control, develop a mentoring program and, most importantly, ensure that the meet-



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CTM ■ ILLUSTRATION BY MICHAEL FLEISHMAN



ings were worth attending. Only then were we ready to recruit new members.

RECRUITMENT SOURCES

Friends and colleagues of existing members are an obvious source of new members. However, I find that relatively few members actually do bring guests – perhaps because people’s natural reserve precludes the “pestering” of friends. It is therefore important that members’ guests are treated with respect and not given the “hard sell” the moment they walk through the door. The Toastmasters training program is excellent and usually sells itself, making excessive sales pressure counter-productive. It’s best to concentrate on just providing information.

PUBLIC RELATIONS

A far better method of generating potential members is to let the outside world know about our club’s existence.

There are many opportunities for doing this. A great deal can be done with properly directed energy and enthusiasm:

Posters – My club has always done quite well with posters in local libraries. We are currently organizing the placement of posters on every public notice board in the community, including council offices, hotels, churches and adult education centers. Anybody with access to a computer can produce a respectable poster at minimal cost. Posters also can be sent to local businesses and members can display them at their place of work, social clubs, fitness or leisure centers.

The Toastmaster Magazine – Although it is primarily American in style, *The Toastmaster* magazine gives a good feel for what the Toastmasters program is all about. Spare copies can be distributed to places such as library reading rooms and doctors’ waiting rooms with a sticker on the front providing information about your club.

Advertisements – In Britain, most local newspapers have a free diary, calendar or events column for things of interest to the community. Toastmasters should be mentioned in every one of them. The response may not be great, but an occasional guest justifies the small effort involved. You never know, that one guest could be your future district governor!

Press Articles – Press articles are a wonderful source of free advertising and most local newspapers are delighted to accept material of interest to the community. Write and submit your own articles or send a press release inviting a reporter to your club meetings and special events.

Whatever your trade or profession, there probably is an appropriate publication to which you could submit articles or meeting notices. Articles should be slanted toward the trade concerned, and the benefit of better speaking skills in that particular profession should be emphasized.

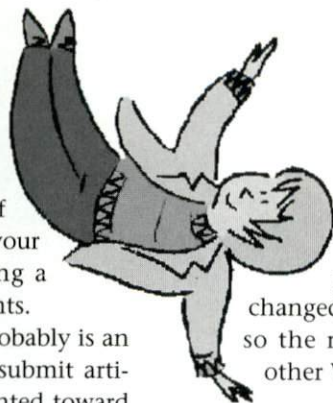
In the past year, our club has appeared in a national newspaper, various local papers and trade publications. During one week we appeared in no less than three publications. The beauty of trade and national press is that you can submit essentially the same article to several different publications and – with any luck – the Toastmasters organization as a whole will receive publicity.

External Speaking – The Athenians Toastmasters club recently organized a presentation to a joint meeting of the British Computer Society and the Institute of Data Processing Management (IDPM). This was followed up with an article in the IDPM Journal and similar presentations for other branches of these organizations. Whatever your trade or profession, communication skills are usually the key to success, so the members of many professional organizations could benefit from Toastmasters presentations. Other organizations also may be interested in this kind of presentation.

Each Toastmasters club has many experts on a wide range of subjects and could easily provide speakers for all sorts of special interest groups. For example, one of our members has been booked to address a branch of the IDPM on the subject of “teleworking.” This will be good practice for him and excellent promotion for Toastmasters and our club.

Personal Recommendation (Contacts! Contacts! Contacts!) – As any marketing expert will tell you, the easiest method of obtaining business is by personal recommendation. Every club can capitalize on the contacts of existing members.

Internet, E-mail and the World Wide Web – Anyone not presently living on the moon knows that the Internet has suddenly become very fashionable. But most importantly, the Internet provides a relatively inexpensive and efficient means of transferring information among some 30 million users worldwide. E-mail messages can be prepared off-line and then transmitted worldwide in a few seconds at local call rates. This has obvious potential for advertising, but I do think it wise to limit transmissions to personal contacts. Although E-mail can be discarded at the touch of a button, there are those who object to “junk” mail.



World Wide Web pages can be used to display club information. Free WWW pages for non-commercial use are now available from CompuServe and other Internet service providers. The information on them may be changed at any time, and links can be incorporated so the reader can send E-mail or jump directly to other WWW pages at the touch of a button.

Direct Mail – Direct mail is the one activity mentioned in this article involving the expenditure of significant funds (significant for a Toastmasters club, anyway). With direct mail, the response is likely to be 1 or 2%, so you need to distribute a few thousand pieces rather than a few dozen, but the results may prove successful in bringing in new members you otherwise wouldn't be able to reach. We are working on a plan to share the cost of a 15,000 piece distribution among five London Toastmasters clubs. It will cost about 50 pounds each, but is likely to produce 300 guests between the five clubs. We don't have any guarantees, but if we don't try, we'll never find out!

SO DON'T JUST SIT THERE – KEEP SPREADING THE WORD!

As Toastmasters, we do not lack ideas as much as we tend to lack execution. Since we all have a limited amount of time to spend on these activities, the secret is to spread the load, involve as many people as possible and cooperate with other clubs when appropriate. A highly-motivated management team has been crucial to our club's success. Thanks are due to everyone who has supported the club by participating in meetings or simply by helping out when they could.

When everybody does a little – we achieve a lot! **1**

Les King, CTM is President of The London Athenians Speakers Club. He can be reached via E-mail at 101640.2041@compuserve.com. The Athenians WWW page can be accessed on http://ourworld.compuserve.com/home-pages/london_athenians_toastmasters.

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By Jill Rowlands, DTM

Tips for Vacation and Holiday Slumps

HISTORICALLY, CLUB ATTENDANCE AND MEMBERSHIP DRIVES TAPER off during vacation periods and holidays. Your club can get through these slumps with the help of some proven tips. These include:

- Inviting guest speakers and evaluators
- Extending contest preparation time and practice sessions
- Presenting Success/Leadership modules
- Holding joint meetings with other clubs
- Designing creative theme meetings.

HAVING GUEST SPEAKERS at a time of low attendance gives members a unique opportunity to question and learn from the speaker on a more intimate level. A smaller audience tends to be a more attentive audience.

HAVE SPECIAL MEETINGS FOCUSING ON ONE PART OF AN UPCOMING SPEECH CONTEST. For example, in preparation for the evaluation contest, the club could schedule three or more evaluators (depending on the attendance level) for one brave speaker. The agenda also could include a Toastmaster and a Timer.

In preparation for the Table Topics contest, you may want to schedule a meeting full of Table Topics, including two Topics Masters. Make the questions interesting and amusing, hand out judging forms for members to use (and get familiar with), and have fun. This reduces the pressure of filling so many positions and gives members a break. With this method you can bring some highly trained members to the club and area contests!

OFFER A WORKSHOP ONCE A MONTH. This relieves the other members from a duty, helps the presenter gain new skills, and provides the club a membership-building tool to attract guests. Most Success/Leadership modules, when followed properly, carry themselves regardless of the skill level of the presenter. However, it's best if the presenter has at least CTM-level skills.

CONSIDER HAVING JOINT MEETINGS WITH ANOTHER CLUB. You can promote these events and target prospective members by calling it a "Demonstration Meeting: Open to the Public." Shy visitors will come to demonstrations if they know they won't be put on the spot.

REGULAR THEME MEETINGS WITH FUN CREATIVE TOPICS or current issues related to the group can fill up meetings. While members may complain about the idea of having a

reverse order meeting (timing reports first, evaluations, then speeches, and Word of the Day last), these types of programs add spice and freshness to the meetings and enhance creative thinking skills. The key is to have something different from the regular routine.

While creative membership building ideas are enacted, don't forget to recognize dedicated club members. Give awards for those reliable members who regularly attend club meetings, come prepared or fill in without notice. You can call them the Preparedness Award or the A.R.T.S. Award – for Always Ready to Serve. Members who feel appreciated will have a stronger bond to the club.

If your club does not have a low membership dilemma, help one who does! See your area or division governor for a list of clubs to help. Helping another club gives your members opportunities to increase their skills in front of a different audience.

All of these opportunities can relieve the pain of low attendance during vacation and holiday slumps. But, more importantly, variety in club meetings is compatible with the mission of the club and helps members follow their personal goals. Make it a habit to look on each of these membership opportunities and meeting enhancements as The Toastmasters Thing To Do! **1**

Jill Rowlands, DTM, is a member of Metro Club 6045-56 in Houston, Texas.

THE FIVE OUTSTANDING SPEAKERS OF 96 - DIANE SAWYER

(Continued from page 15)

a person's life; the pain and the suffering and the joy and the struggle. You can learn from it and take it with you, and then come back the next day with somebody else. That's what I like to do."

But great interviewing skills and journalistic credentials aren't enough to warrant one of the highest salaries in the TV news business. The crucial quality is on-camera charisma; to attract viewers, high ratings and network advertisers. With her polished and articulate delivery, soothing voice and glamorous looks, Sawyer does it all. As a result, when her contract with ABC expired in 1994, she was courted by all major U.S. news stations in a much publicized bid for her star power. She opted to stay with ABC and her successful *Prime Time Live* show, and was offered an unprecedented salary and her pick in prime time exposure.

Sawyer reached the top with the classic blend of talent, drive and hard work. Born in 1945, she grew up with her parents and older sister in Louisville, Kentucky, where she attended public schools. Her father was a county judge, her mother taught elementary school. In her senior year in high school, Sawyer won first place in the annual national Junior Miss contest, much as a result of her poise in the final interview. She says winning the Junior Miss title was "a frightening experience, but there was education in the terror," for as she traveled around the country making public appearances, she learned to think on her feet and to speak extemporaneously.

She attended the prestigious Wellesley College on a scholarship and, after graduating with a bachelor's degree in English, reportedly "talked her way into" a job as a "weather girl" and part-time reporter for a Louisville television station. To compensate for her lack of meteorological experience, the enterprising young reporter

attempted to liven up the highs and lows of her weather reports by quoting from appropriate poems. Her initiative and composed performance on the air soon earned her a promotion to full-time correspondent.

In search of new challenges, Sawyer moved to Washington, D.C., landing a job as assistant press secretary in the Nixon White House. She was quickly promoted and eventually became a staff assistant to President Richard Nixon. As the Watergate scandal unfolded and Nixon resigned from office in August 1974, Diane Sawyer was among the staff members asked to accompany him to his home in San Clemente, California. She accepted out of loyalty and spent four years working closely with Nixon on his autobiography, *R.N.*

Returning to the nation's capital in 1978, Sawyer signed on as a general assignment reporter with the Washington bureau of CBS News. To combat criticism that her political connections had tarnished her credibility as a reporter, she became known as a tireless worker who would go anywhere for a good story. Again, she was quickly promoted to correspondent and co-anchor of the show, *Morning With Charles Kuralt*, and ultimately, in 1984, to the all-male team of reporters for the renowned *60 Minutes* news magazine.

A self-described "dreary believer in self-improvement," Sawyer is an avid reader of books on a wide variety of subjects. Married to film director Mike Nichols, she enjoys a glamorous lifestyle that sometimes threatens to overshadow her journalistic accomplishments. No need to worry. Surveys show that Americans listen to her, respect her and trust her. According to industry analysts, Diane Sawyer still hasn't reached her potential: They predict she might just become the first woman in the U.S. to successfully anchor a nightly news show. **T**

Editor's Note: See next page for a ballot form for next year's Outstanding Speakers. Don't forget to cast your vote!



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TOASTMASTERS INTERNATIONAL

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Each year Toastmasters International selects and officially honors Five Outstanding Speakers, one each from specific categories listed on the ballot below. By recognizing individuals for their communication skills, we hope to create greater public interest in, and understanding of, the art of speechmaking.

You are invited to fill in the nomination form below and send it to World Headquarters. The Board of Directors will review the nominations receiving the most votes and select the Five Outstanding Speakers. The final list of names will be published in *The Toastmaster* and announced via press releases to the media.

Vote for Your favorite Speaker

DRAWING A BLANK? Who do you think best exemplifies excellence in public speaking? Just to break the ice, we've listed the names of some prominent speakers you may wish to consider when marking your ballot. But since this is, at best, a limited listing, we encourage you to vote for whomever you feel best meets the judging criteria.

- | | | |
|---|---|---|
| <ul style="list-style-type: none"> ■ Steve Allen - humorist, author and television personality. ■ Christiane Amanpour - foreign correspondent with CNN and "60 Minutes" ■ Tony Brown - PBS talk show host ■ William F. Buckley - political commentator ■ Jimmy Carter - former U.S. president ■ Dr. Barbara de Angelis - radio talk show host, psychologist and author ■ Elizabeth Dole - American Red Cross president ■ Dr. Dean Edell - syndicated radio doctor ■ Linda Ellerbee - media commentator ■ Mary Fisher - founder, Family AIDS Network ■ Betty Ford - former U.S. First Lady ■ Rev. Franklin Graham - evangelist | <ul style="list-style-type: none"> ■ Spalding Gray - author, actor and storyteller ■ Vaclav Havel - president of the Czech Republic ■ John Hockenberry - reporter, advocate for the disabled ■ Lou Holtz - former Notre Dame football coach ■ Michael Jackson - award winning radio commentator ■ Clive James - BBC commentator ■ Charles Kuralt - media commentator ■ Robert MacNeil - TV news journalist ■ Lynne Martin - former Secretary of Labor ■ Charles Osgood - TV and radio commentator ■ Anita Perez Ferguson - president, National Women's Political Caucus | <ul style="list-style-type: none"> ■ Patrick Reynolds - anti-smoking activist ■ Ann Richards - former governor of Texas ■ Cokie Roberts - National Public Radio reporter ■ Dr. Laura Schlessinger - radio talk show counselor and author ■ Bernard Shaw - TV journalist ■ Margaret Thatcher - former British prime minister ■ Terry Waite - human rights activist ■ John Walsh - advocate for missing children ■ Christine Todd Whitman - New Jersey governor ■ Zig Ziglar - author, motivational speaker |
|---|---|---|

JUDGING CRITERIA - The nominees' abilities as "outstanding speakers" will be evaluated in terms of message and delivery. A great speaker has "something to say," so factors such as importance, timeliness and relevance of the message to the audience will be considered. Nominees will be selected based on their achievements or contributions in the seven areas listed on page 9. *Please Note:* This year's Outstanding Speakers and those from previous years are not eligible for nomination. All ballots must be postmarked by Saturday, March 1, 1997.

Outstanding Speakers Ballot

1. COMMERCE AND INDUSTRY

Nominee _____

I think this person is an Outstanding Speaker because _____

2. GOVERNMENT

Nominee _____

I think this person is an Outstanding Speaker because _____

3. INSPIRATIONAL OR MOTIVATIONAL

Nominee _____

I think this person is an Outstanding Speaker because _____

4. EDUCATIONAL OR SOCIAL

Nominee _____

I think this person is an Outstanding Speaker because _____

5. MASS MEDIA OR ARTS

Nominee _____

I think this person is an Outstanding Speaker because _____

Submitted by: _____

Club/District No.: _____

Please mail this form by **March 1, 1997** to:
 Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690



Before entering the International Speech Contest, study the rules, especially those pertaining to eligibility, speech length, originality, timing and protests.

In addition, attend the pre-contest briefing for all contestants, held by the contest chairman, who will tell you when the briefing of rules and procedures will be held. During the briefing, contestants draw for speaking positions and become familiar with the speaking area. This is your opportunity to ask any questions about the contest.

Familiarity with contest rules and procedures often makes the difference between winning and losing. Be a winner – know the rules and procedures.

1. PURPOSE

- A. To provide an opportunity for speakers to improve their speaking abilities and to recognize the best as encouragement to all.
- B. To provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.

2. APPLICABILITY

These rules, unless otherwise noted, apply to all Toastmasters speech contests which select contestants for the annual International Speech Contest, which is conducted in English only. These rules may not be supplanted or modified, and no exceptions may be made.

3. SELECTION SEQUENCE

- A. Club, Area, District. Each Club in good standing may select a contestant to compete in the Area contest. An alternate should also be selected. The Area speech contest winner then proceeds to the Division contest (if applicable). The Division winner then proceeds to the District contest. Should an Area or Division contest winner be unable to participate in the next level contest, the highest placed available contestant will advance to that level. NOTE: The District contest chairman informs World Headquarters of the name and address of the winner and alternate in the District contest. Information concerning the Regional contest is then mailed to the winner and alternate.

- B. In those Areas with four assigned Clubs or less, Districts have the option to allow the two highest placed available contestants from each Club to compete in the Area contest. In those Divisions with four assigned Areas or less, Districts have the option to allow the two highest placed available contestants from each Area to compete. In Districts with four assigned Divisions or less, Districts have the option to allow the two highest placed available contestants from each Division to participate in the District contest.

- C. Each Region shall select a winner and an alternate. The contest chairman, usually the first-year Director, informs World Headquarters of the name and address of the winner and alternate in the Regional contest. Information concerning the International Speech Contest is then mailed to the winner and alternate. Eight speakers, one from each Region, compete in the International contest. A ninth speaker, selected in a special speech contest among Districts outside of North America, also competes in the International contest.

4. ELIGIBILITY

- A. To be eligible to compete at any level of the International Speech Contest, an individual must:
 - 1. Be an active Toastmaster in good standing of a Club in good standing.
 - 2. Have completed at least six manual speeches in the Communication and Leadership Program manual.

- 3. If a new, dual, or reinstated member, have dues current with Toastmasters International.

- B. Only one kind of exception may be made to the requirements listed above. A charter member of a Club chartered since the previous July 1 is eligible to compete. (The Club must be officially chartered prior to the Area contest.)

- C. The following are ineligible for competition in any contest: incumbent International Officers and Directors; District Officers (Governor, any Lieutenant Governor, Division Governor, Area Governor, Secretary, Treasurer, or Public Relations Officer) whose terms expire June 30; International Officer and Director candidates; Immediate Past District Governors; District Officers or announced candidates for the term beginning the upcoming July 1.

- D. The winner of the contest finals held each August during the International Convention is not eligible to compete again at any level.

- E. Toastmasters who are members in more than one Club and who meet all other eligibility requirements may compete in each Club contest in which membership in good standing is held. However, should they win more than one Club International Speech Contest, the contestant may represent only one of the Clubs at the Area level. No contestant can compete in more than one Area International Speech Contest, even if the two Areas are in different Divisions or different Districts.

- F. A contestant must be a member in good standing of the Club, Area, Division, District, or Region being represented when competing in a speech contest at the next level.
- G. Each contestant must complete the Speaker's Certification of Eligibility and Originality (form 1183) and submit it to the chief judge prior to the contest.

5. SPEECH SUBJECT AND PREPARATION

- A. Subject for the prepared speech shall be selected by the contestant.
- B. Contestants must prepare their own five- to seven-minute speeches, which must be substantially original and certified as such in writing to the chief judge by the contestants prior to the presentation of the speeches (on form 1183, Speaker's Certification of Eligibility and Originality). Any quoted material must be so identified during the speech presentation.
- C. All contestants will speak from the same platform or area designated by the contest chairman with prior knowledge of all the judges and all the contestants. The contestants may speak from any position within the designated area and are not limited to standing at the lectern/podium.
 - 1. A lectern/podium will be available. However, the use of the lectern/podium is optional.
 - 2. If amplification is necessary, a lectern/podium fixed-mounted microphone and a portable microphone should be made available, if possible. It is suggested that the fixed-mounted microphone be nondirectional. The selection and use of a microphone is optional for each contestant.
 - 3. All equipment will be available for contestants to practice prior to the contest. Contestants are responsible for arranging their preferred setup of the lectern/podium microphone and other equipment in a quiet manner before being introduced by the Toastmaster.
- D. Every participant must present an entirely new and different speech for the Regional and for the International contests than given in any contest that same year. Up to and including the District contest, contestants may use the same speech, but are not required to do so.
- E. Winners of each District contest shall present a detailed outline of their winning speech in the District contest to the chief judge of the Regional contest. Winners of the Regional contest will prepare and mail to World Headquarters outlines of their District and Regional winning speeches, which will

be given to the chief judge at the International contest.

6. GENERAL PROCEDURE

- A. At the Club or Area level contests, a contest chairman, chief judge, at least five judges, three counters, and two timers are appointed. These appointments will be as far as practical at the Club level, but required for the Area level.

At the Division or District level contests, there should be at least seven judges or equal representation from the Areas composing the Division or District in addition to a contest chairman, chief judge, three counters, and two timers.

At the Regional or International contest, there should be at least nine judges or equal representation from the Districts or Regions respectively; no judge shall be a member of the Club represented by a contestant. In addition to these judges, five qualifying judges, a contest chairman, chief judge, three counters, and two timers are appointed.
- B. Before the contest, contestants are briefed on the rules by the contest chairman. Judges, counters, and timers are briefed on their duties by the chief judge. Contestants will then draw for their speaking position with the contest chairman.
- C. If a contestant is absent from the briefing, the alternate speaker, if present, may be included in place of the primary contestant. When the contest Toastmaster is introduced, if not present, the primary contestant is disqualified and the alternate officially becomes the contestant. Where the primary contestant arrives and makes this known to the contest chairman and has all required paperwork in good order prior to the introduction, and missed the briefing, disqualification shall not occur and the primary contestant may speak in the drawn order, but waives the opportunity of a briefing.
- D. Introduce each contestant by announcing the contestant's name, speech title, speech title, and contestant's name.
- E. There will be one minute of silence between contestants, during which the judges will mark their ballots.
- F. Contestants may remain in the same room throughout the duration of the contest.
- G. In contests with five or more participants, a third place winner (if wanted), second place winner, and first place winner will be announced. In contests with four participants, a second place winner and first place winner will be announced. In contests with three or fewer participants, only the first place winner will be announced.

H. Announcement of contest winners is final.

7. TIMING OF THE SPEECHES

- A. Speeches will be five to seven minutes. A contestant will be disqualified from the contest if the speech is less than four minutes 30 seconds or more than seven minutes 30 seconds.
- B. Upon being introduced, the contestant shall proceed immediately to the speaking position. Timing will begin with the contestant's first definite verbal or non-verbal communication with the audience. This will usually be the first word uttered by the contestant, but would include any other communication such as sound effects, a staged act by another person, etc.
- C. Timers shall provide warning signal lights to the contestants, which shall be clearly visible to the speakers but not obvious to the audience.
 - 1. A green light will be turned on at five minutes and remain on for one minute.
 - 2. An amber light will be turned on at six minutes and remain on for one minute.
 - 3. A red light will be turned on at seven minutes and remain on until the conclusion of the speech.
 - 4. No signal shall be given for the overtime period.
 - 5. Any sightless contestant may request and must be granted a form of warning signal of his or her own choosing, which may be an audible device. The contestant must provide any special device required for such signal.
 - 6. In the event of technical failure of the signal, a speaker is allowed 30 seconds extra overtime before being disqualified.

8. PROTESTS

- A. Protests will be limited to judges and contestants. Any protest will be lodged with the chief judge and/or contest chairman prior to the announcement of the winner and alternate(s). The contest chairman shall notify the contestant of a disqualification regarding originality or eligibility prior to that announcement before the meeting at which the contest took place is adjourned.
- B. Before a contestant can be disqualified on the basis of originality, a majority of the judges must concur in the decision. The contest chairman can disqualify a contestant on the basis of eligibility.
- C. All decisions of the judges are final.

WHILE YOUR CLUB STRIVES TO GAIN NEW MEMBERS -

ARE YOUR 'OLD' MEMBERS SLIPPING AWAY?

HERE'S HOW SOME SUCCESSFUL CLUBS KEEP THEIR MEMBERS INTERESTED

As a club leader, you'd probably stand on your head and do back flips to attract new members. But what about your current membership? Are you losing as many members as you bring in? While wooing prospective members, do you neglect those you already have?

Keeping members is probably even more crucial to the health of your club and the personal growth of its membership than getting new members. Why?

- A constant membership base ensures a stronger club foundation.
- Experienced members provide the backbone of your club.
- Incoming members have more confidence in a club with built-in mentors or coaches and where policies are well-defined.

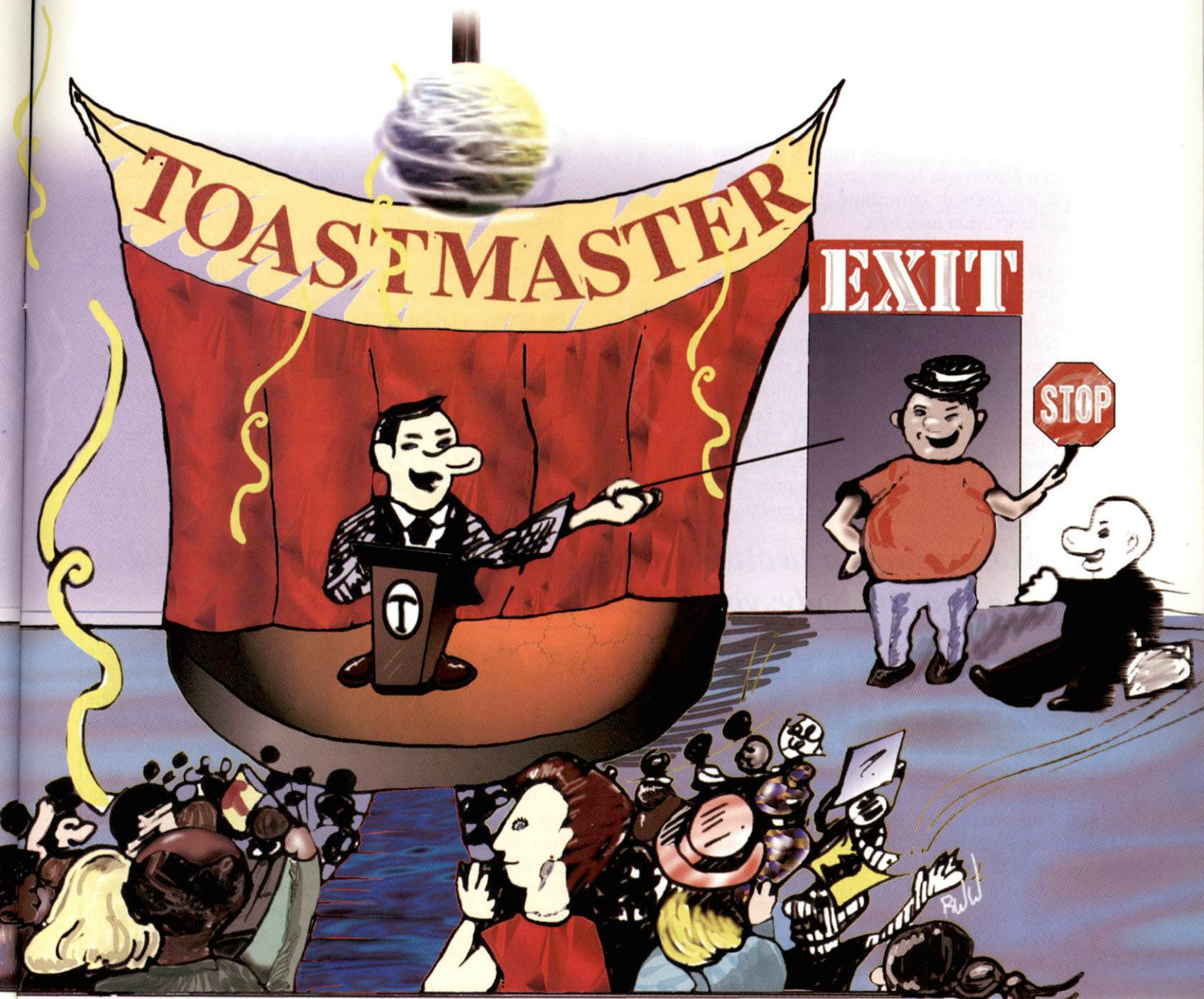
Don't take your members for granted. Keep your club strong by keeping your membership intact. Here's how:

1 Stay in touch. People need to feel valued and accepted. A club that can accomplish this will have loyal members.

Assign a committee to call members who miss a meeting. Call to offer encouragement or assistance to someone who is scheduled to speak or who is nearing the completion of an educational award. Send a note of congratulations when someone meets a personal challenge, such as giving an Ice Breaker or getting a promotion at work.

Charla Davis, an active member of Success For Singles club 2330-12, in Ontario, California, attributes her dedication to her club in part to its telephone campaign. She says, "When I first joined this club, members would call me up periodically and that made me feel so special." When members found out that her car was in the shop, they even called to offer her a ride to the meetings. "I've never had people be this caring," Davis said. "It just made me want to get more and more involved in the





club." And now she's involved in the telephone network. She says, "No one in our group can say, 'I would have come to the meeting, but I didn't have the money or a ride.'"

When a member shows signs of discontent, fails to show up at meetings, neglects to pay dues or announces

solutions. You may be able to lure that person back into the club.

2 Establish a club newsletter. A newsletter is an outreach effort that links members and makes them feel appreciated and recognized. People like to know what's

BY PATRICIA L. FRY, CTM • ILLUSTRATION BY ROBERT WAINWRIGHT

that he or she is leaving Toastmasters, contact the member to find out why. Maybe this person no longer feels challenged through the club. Perhaps he or she is feeling overworked and overwhelmed because other members aren't carrying their share of the load. If you ignore this person you've lost a member. Instead, talk to him or her about concerns or problems and think of viable

going on. It also makes them feel a deeper sense of belonging.

- Print club business, announcements and a roster of upcoming events.
- Give highlights of previous meetings.
- Include a list of guests and new members.

- Recognize members' accomplishments both in and outside the club.
- Interview members and publish member profiles – this is a great way to encourage camaraderie.
- Ask members to contribute informative articles that may help other members.

3 Challenge, entertain and “bribe” members. In other words, keep them interested.

The LSI Speaks Club 7596-4 is a corporate Toastmasters club through LSI Logic Corporation in Milpitas, California, that organizes an annual raffle. Members earn tickets for speaking, evaluating, helping out at meetings and even for just showing up. Richard Preston, the club's Vice President Public Relations, said, “The idea was that the more active a member was, the more tickets he had and the more opportunity to win a prize.” Prizes are raffled off at the club's annual election meeting.

“Maintaining a healthy club membership is like maintaining a healthy body: you get out of it what you put into it.”

And the King of Clubs 447-6 in Roseville, Minnesota, operates a speakers bureau through which members are given opportunities to use their speaking skills.

Specialty meetings also go a long way toward maintaining member interest. Star Performers Club 8452-68 in New Orleans, Louisiana, thrives on exciting meetings. This past year, for example, the club had several theme meetings based on events and holidays such as Halloween, Christmas, Black History Month, Mardi Gras and the New Orleans Jazz Festival. In those meetings, the Table Topics, Word of the Day, and even the speeches had the flavor of the designated theme.

A recent Star Performers Club meeting featured a “grab bag event.” Willing participants were given an object around which was wrapped a paper bag with a speech outline written on it. Each speaker was given 10 minutes to create a speech around that object and outline. Objects could be anything from a stalk of celery to a spark plug or a toy rubber duck.

4 Listen to your members. As an officer, don't get so caught up in your own desires for the club that you neglect to meet the members' needs. Make it your business to know what each member is seeking through his or her Toastmasters experience and support them in attaining it. Ask, listen and learn.

The leaders of Star Performers feel they can better serve their members' needs when they know what those needs are. Periodically, the club's executive board sends out questionnaires asking members' opinions about meeting format, membership, accelerated speechmaking and how to get better attendance. For example, in its last

survey, under “Better Attendance,” members were given five answer choices and a place for comments. The choices to entice better attendance were: 1) Advertise more. 2) Have more phone and mail reminders. 3) Change the meeting day. 4) Offer more advanced topics for seasoned Toastmasters. 5) Offer free dues for perfect attendance.

Charla Davis agrees with the use of member surveys. She says, “You can't get so complacent that you assume you know what the members want. We send out member surveys at least once a month.”

5 Keep members involved. Make them feel needed and useful. Everyone who comes to the club brings something different and unique. Discover each member's strengths and areas of interest and employ them for the benefit of the club.

The first night Davis attended a Success For Singles Club meeting, she was approached by the Area Governor

who said, “I understand you are a school teacher. We want you to be very active in this club because we feel you have a lot to share.” And share she did. One of the things Davis became involved with was Youth Leadership programs in schools and churches throughout her community.

The LSI Toastmasters club sponsors a contest to encourage member participation. The membership is split into two teams, each bent on earning the most points. Points are given to team members who mentor new members, bring guests, attend meetings and assume meeting roles. Each member on the winning team is awarded a Toastmasters pin and treated to lunch by the losing team.

6 Take responsibility. As a Toastmaster, you have a responsibility to your club, to its members and to yourself in your own membership role. It's your responsibility to get the most from your membership.

Rather than complaining to others when there's something you don't agree with, discuss the problem with your club's officers and suggest a solution. Participate to the fullest, always seeking new challenges for yourself. Become involved in the leadership of the club.

We should always stand ready to welcome guests to our Toastmaster meetings, for new members add a new dimension to our clubs. But don't be so focused on building a big organization that you neglect the strength and stability you have in your current membership. Maintaining a healthy club membership is like maintaining a healthy body: you get out of it what you put into it. **T**

Patricia L. Fry, CTM, lives in Ojai, California.

IS TOASTMASTERS GROWING?

YES! Since our organization's beginning in 1924 we've grown from just a few members to more than 170,000, meeting in 8,300+ clubs in about 60 countries. Where were we ten years ago? Just 123,000 members in 5,700 clubs.

Maximum growth occurred during the 1980s, in part because of the popularity of company-sponsored Toastmasters clubs. During the early 90s, corporate downsizing affected virtually all Toastmasters clubs. Members were more pressed for time, and Toastmasters participation was often high on the list of "optional" activities. This climate prompted difficult times for many Toastmasters clubs during the years 1993 to 1995.

But now the organization is growing again! Last year 625 new Toastmasters clubs were organized, and during

the last dues period, membership increased nearly three percent to 170,000.

You may wonder if all this growth is good for your club? Yes, new members add variety, and they also bring more new members! When a club has 20 to 30 members it is easy to fill each week's program and divide up club responsibilities so members don't "burn out."

Is your club growing? If not, you may need a check up. *Moments of Truth* is a terrific self-diagnostic program that you can conduct during a club meeting. It will help you recognize your strengths, and possibly point out some areas that need improvement. If you need specific membership building ideas or sample membership programs your club can conduct, consider buying a copy of the *Membership Growth* manual. You can order either by calling (714) 858-8255.

MEMBERSHIP BUILDING MATERIALS

The world is changing quickly, and so are the expectations of today's Toastmasters. These new promotional materials have been designed to help your Club attract the members you need to continue succeeding. All are available for a minimal charge from Toastmasters International.

Better Communication is One Word Away

This brochure gives a quick summary of the benefits of Toastmasters, featuring testimonials from Toastmasters and celebrities. Each Club can request 10 free copies every six months when placing a supply order. Additional copies are 20 cents each. Catalog No. 99

Toastmasters is the Cure

This attention-grabbing brochure describes symptoms of the fear of public speaking, and how Toastmasters can help anyone overcome it. Fifty cents. Catalog No. 100

To Be Successful it Only Takes One Word

Targeted specifically to the on-the-go business person or professional, this informative brochure outlines the features and benefits of Toastmasters. Features testimonials from Toastmasters and celebrities. Each Club can request 10 free copies every six months when placing a supply order. Additional copies are 20 cents each. Catalog No. 101

Bringing Successful Communication into Your Organization

Looking for a way to build support for Toastmasters within a company or government agency? This folder contains a full description of the features and benefits of Toastmasters, a list of companies that support Toastmasters Clubs, and features testimonials from notable business celebrities. Fifty cents. Catalog No. 103

From Prospect, to Guest, to Member

This booklet could really be titled "How to teach any member of your club to sell the Toastmasters program." It's a how-to journey through the new member recruitment process. Each Club can request three free copies every six months when placing a supply order. Additional copies are 25 cents. Catalog No. 108

All About Toastmasters

A complete description of both Toastmasters International and Toastmasters Clubs: the features, benefits, history, etc. 25 cents. Catalog No. 124

Call (714) 858-8255 to place your order, or fax your request to (714) 858-1207. Shipping charges will be added to your invoice.



Toastmasters International

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HALL OF FAME

The following listings are arranged in numerical order by district and club number.

DTM

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

Stewart Kuehne, 3491-2
 Ashok K. Jain, 1283-3
 Arvid J. Miller, 934-4
 Charlie Rodgers, 683-5
 Gene Cournoyer, 1487-6
 Francilda Ann Venable Erickson, 4626-8
 Edwin A. Keeney, 3463-9
 Robert E. Viancourt, 2917-10
 Richard R. Snyder, 2330-12
 Patricia M. Glenn, 5439-12
 Clayton Williamson, 1901-14
 Angelika M. Bloch, 4465-14
 Janet L. Talley, 6354-16
 Michael O'Leary, 1833-18
 Del O'Shaughnessy, 908-21
 Donald R. Sellers, 2029-32
 Larry V. Courtney, 1675-33
 Donald C. Houle, 2326-33
 Earl T. Akey, 1438-35
 Michael A. Zier, 5377-36
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 Jana B. Barnhill, 6145-44
 Gayle A. Hovorak, 8995-44
 James B. Carvey, 6205-45
 Anil Nirody, 8840-46
 Ronald E. Giddens, 22-47
 Joyce Ouellette, 3342-47
 Garnet L. Cassell, 4541-47
 Sylvia R. Humble, 2251-50
 Jean Michel R. Duval, 2908-53
 Maureen Ross Gemme, 2908-53
 David S. Freedman, 3863-53
 David Wilkins, 1869-56
 Pamela K. Clayton, 6379-56
 Patricia Molloy, 749-69
 Hazel Lyn Jeary, 1281-69
 Rowland Francis Fell, 9471-69
 John Leslie Gibson, 1879-70
 Jill Bucton, 6345-70
 Keith Elwyn Bucton, 6345-70
 Helen Keenan, 6573-71
 Wim. C. H. van Schie, 1749-72
 Horst Wegener, 3807-73
 Elizabeth Ellen (Beth) Thomas, 6940-74
 Perla C. Villamarzo, 6804-75

ATM Silver

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

Donald Wetzel, 53-11
 Grace LeFeure, 105-12
 Violet Gillen, 4062-12
 Lowell H. Bamford, 9501-12
 Reeta Sanatani, 6265-21
 Carl P. Schwartz, 5558-25
 Douglas E. Endicott, 1637-28
 Dan R. George, 4506-28
 Mary Beth Bruce, 3951-30
 Doris B. Powell, 9546-30
 Richard Lance Kull, 2946-37
 Floyd V. Cothran, 1390-39
 Leni Wedenig, 8391-42
 Ray Crozier, 6026-47
 Asha Goldberg, 4293-57
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 Paul McMichael, 2640-63
 Brian Kevin Duckworth, 1921-70
 Albert Cossetini, 5974-70
 Sebastian Sabater, 9723-70
 Zoe Hall, 3432-73
 Eamonn Patrick Moran, 6780-73

ATM Bronze

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

Donald Eddy, 62-F
 Howard Foren, 9509-2
 Gloria Roka, 3198-3
 Arvid J. Miller, 934-4
 Edward C. Weiner, 1886-5
 Margaret Speer, 4155-5
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 Janice Attrill, 2176-72
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ATM

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

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 Kathleen McGuinness, 729-F
 Robin Deschamps, 2387-F
 Peter F. Kenton, 3230-U
 Sherrie Simmonds, 3882-U
 Alfred J. Doyle, 5506-U
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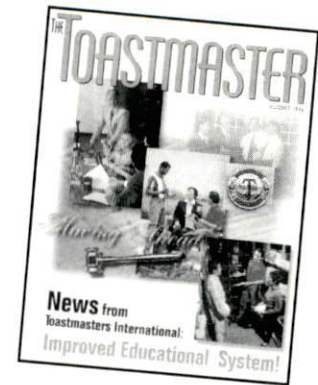
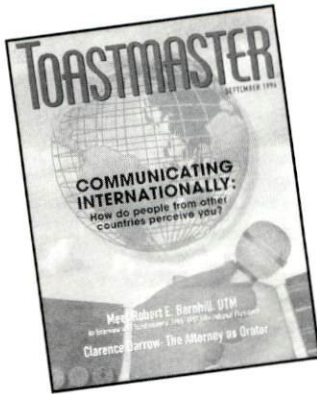
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 Hubert E. Dobson, DTM, International President 1978-79, and Helen Dobson, in memory of Durwood English, DTM, International President 1977-78
 Donald A. Plaskett, DTM, International Director 1974-76, in memory of Tom Bintliff, DTM, Accredited Speaker

Associate

Bismarck Toastmasters Club No. 717-20, in memory of Clifford E. Smith, ATM, International Director 1955-57
 Second Vice President Terry R. Daily, DTM, and Judy Daily, DTM, in memory of Durwood English, DTM, International President 1977-78
 Robert W. Blakeley, DTM, International President 1976-77, in memory of Durwood English, DTM, International President 1977-78
 Jim Green, DTM, in memory of Durwood English, DTM, International President 1977-78

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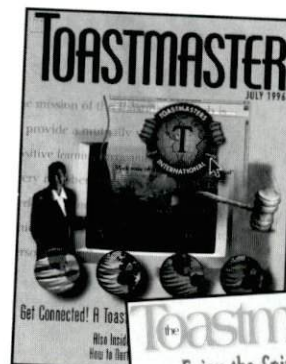


Personal Growth Issue/Pg

You Can Help Students with Competitive Speaking <i>Susan B. Wilson</i>	Jan/15 Feb/6
Advance Yourself with Advanced Manuals <i>Rex Pawlak, ATM</i>	Mar/6
Overcome Your Fear of Public Speaking <i>Judith E. Pearson, Ph.D., DTM</i>	Mar/12
Practicing "Big-Ticket" Generosity <i>Victor M. Parachin</i>	Apr/8
Turn Awards into Action Plans <i>Shawn L. Tapley, CTM</i>	Apr/14
Nobody is Perfect <i>Patrick Mott</i>	May/15
A Second Chance <i>Mark Brown, ATM</i>	July/20
Let There Be Peace <i>Victor M. Parachin</i>	July/24
Dump the Slump <i>Dawn Frail, DTM</i>	Aug/6
In Defense of Failure <i>Brett Cenkus, CTM</i>	Oct/6
Change Happens <i>Janet Whitcomb, CTM</i>	Oct/14
Ten Myths about People with Disabilities <i>Victor M. Parachin</i>	Nov/24
Keeping the "Dis" out of Disabled <i>Dot Nary, CTM</i>	Nov/27

Miscellaneous Issue/Pg

Planning Your Next Conference <i>Kathy Khoury</i>	Mar/24
Meet Us In St. Louis	Apr/24
Well Met In St. Louis	Oct/16
In Memory of Two International Presidents: Sheldon M. Hayden 1908-1996, and Durwood E. English 1935-1996	Nov/14
International Speech Contest Rules	Dec/22



Membership Building Issue/Pg

Build a Team, Build a Club <i>Channy Chow, CTM</i>	Jan/20
Talking Toastmasters <i>Jill Rowlands, DTM</i>	Feb/5
Publicity: Life's Biggest Table Topic <i>Elliot Essman, ATM</i>	Mar/8
Madness at the Mall <i>Lynn C. Brown, DTM</i>	Mar/11
A Recipe for Chartering a Club <i>Sherri Wood, ATM</i>	Mar/22
Write Your Own Promotional Articles <i>Joe A. Holmes, ATM</i>	Apr/16
Replace that Demo Team with a Single Toastmaster <i>David W. McIlhenny, DTM</i>	June/8
What Are You Doing to Build Membership? <i>Richard G. Ensmann, Jr.</i>	July/14
Membership Recruiting the Easy Way <i>Roslyn I. Atwood, ATM</i>	Sept/13
Spreading the Word <i>Les King, CTM</i>	Dec/16
Tips for Vacation and Holiday Slumps <i>Jill Rowlands, DTM</i>	Dec/19

Speaking Techniques Issue/Pg

My Competition Speech <i>Jim Carmickle, ATM</i>	Jan/5
Warming Up for Your First Speech <i>Janet Whitcomb, CTM</i>	Jan/12
The Dreaded First "Outside" Speech <i>Frank Warlick</i>	Jan/24
Tips for Using Flip Charts <i>Jim Carmickle, ATM</i>	Feb/13
Tell Me More About You <i>Joanna Slan</i>	Feb/20
The Importance of Being Ernest(ine) <i>Mary McNamara</i>	Feb/28
Ambushed at Toastmasters <i>Paula Syptak Price</i>	Mar/5
7 Secrets of a Successful Speech <i>Marjorie Brody</i>	Apr/11
Speak Up, Please! <i>Leslie Bamford, CTM</i>	Apr/12



Special Issues Month

Achieving in Toastmasters	March
Get Connected! A Toastmasters Guide to The Internet	July
Spreading the Word	December

TI Time Capsule Issue/Pg

Famous Actor Applauds Toastmasters	Jan/11
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