

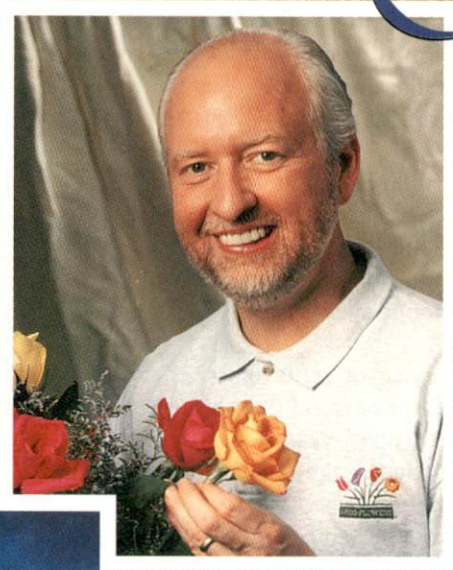
# The TOASTMASTER

DECEMBER 1997

## Meet the Five *Outstanding Speakers of 1997*



Margaret Thatcher



Jim McCann



Elizabeth Dole



Dr. Laura Schlessinger



Zig Ziglar

### ALSO INSIDE:

Network Your  
Way To Success

Do You Qualify  
For the New Awards?



## VIEWPOINT

# All Aboard! Let's Sail

One of the great pleasures in life is achieving what others say you cannot do. In each of us there is that stubborn nature that revels in fighting against unequal odds and winning. Sometimes we are goaded by comments and remarks that draw attention to our lack of progress in projects. Sometimes we are so far ahead of our expected goal that we lose focus and become diverted.

In my opinion, one of the greatest people in history is English Sea Captain James Cook. Cook played an important part in the early history of Canada, the United States, the Pacific Islands, Australia and New Zealand. His first exploration went against the odds both in terms of the type of boat he sailed and, more importantly, the goals he set.

His mission was to observe the transit of planet Venus at Tahiti, and to explore the many islands in the South Pacific. The goal he set for himself was to sail around the world without losing the life of any of his sailors to the dreaded naval disease of scurvy. History tells us that he was successful in all three objectives. He accomplished what his doomsayers said he would not be able to do.

As we enter a new year, let's make this a year of achievements. Let's set goals that are inspirational. Let's achieve goals that extend our abilities.

Reflect for a moment on the successes of this past year. Look back on the achievements you didn't expect until you tried! Take courage because in those successes are the seeds to greater achievement.

Just as Captain Cook sailed and endured unexpected calamities, his success was not his alone. His crew and his ship, appropriately named "Endeavor," were an integral part of his achievements. Because of our contributions to our Toastmasters "ship," our clubs can accomplish much in this second term of the Toastmasters year.

Our clubs are us. The achievements in our clubs are our contributions. The extra efforts we make – often under adverse conditions – inspire our fellow members. Each of us, through our own examples, are effective leaders. I have yet to meet any Toastmaster who finds every speech easy to craft, develop and deliver. Most of us have to look deep inside ourselves for inspiration to craft each of our speeches.

Our success and the success of our clubs may be against unequal odds, but this need not be! Through our club activities, we can achieve rewards, successes and pleasures far beyond our expectations.

Len Jury, DTM  
International President

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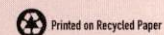
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### *The Toastmasters Vision:*

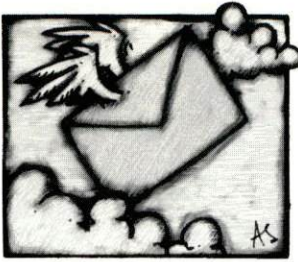
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

### *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

### THE MAGAZINE AS A RESOURCE

I always get a little excited when I reach in my mailbox and find my new issue of *The Toastmaster*. Each month I receive tidbits of information that help me become a better communicator, a better leader and, most importantly, a better person. As a relatively new Toastmaster (a year and a half) I have enjoyed working to become more effective in the areas of communication and leadership. When I received my CTM in May, I decided to accept a new challenge: I became a club officer. My prior experience in other organizations taught me that to be effective, I not only had to educate myself of my responsibilities but be enthusiastic in the performance of my job. But where could I find out how best to fulfill my position? Enter . . . *The Toastmaster* magazine.

As Vice President Membership, I found out immediately that I must help create an atmosphere at each meeting that will draw prospective members. I am a member of a team of officers who all play a vital role in creating that atmosphere. *The Toastmaster* is only one of the many resources I use to find out what makes a great meeting, a great club and, of course, great speakers.

Bryan G. Gerstel, CTM  
Columbus Uptown Club 2037-14  
Columbus, Georgia

I receive seven copies of *The Toastmaster* each month, five that I use for publicity and two that I keep for my long-term reference file.

To start your own Toastmasters "reference library," refer to any December issue of the magazine. Each December issue provides an index of articles. Take, for example, the article index for 1996. Select eight headings that fit your interests, then start col-

lecting articles for your reference file. It is simple, easy and fun.

The wisdom of many Toastmasters is incorporated in these magazines in an easy-to-read format. On those occasions where you are stymied for a topic for your next speech, you have a ready resource. Once you get your reference file established, you will wonder how you ever got by without it.

Marvyn Drake, DTM  
Diamond Club 4056-39  
Sacramento, California

*Editor's Note: Because of limited space in this issue, the annual Article Index will appear in the January issue. We apologize for the inconvenience.*

### ENJOYING RETIREMENT

May I compliment *The Toastmaster* and, in a larger sense, Toastmasters International. My only regret about being an active Toastmaster is that I should have joined years ago, prior to my retirement in 1991.

I joined Toastmasters in April, 1996 and earned my CTM in September, 1997. I have already served as a judge at a speech competition and really enjoyed that experience! There is so much to do that is enjoyable in Toastmasters – as speaker, participant at meetings, judge and club officer.

Like many people, I do enjoy hearing the sound of my voice. At Toastmasters we can improve the lives of others and ourselves by participation. Furthermore, what interesting fellow Toastmasters we are rubbing elbows with!

In retirement, one can either look out through the broad end of the telescope of life and start living a fuller life, or peer down the narrow end and constrict future years

into frustration and misery! Please tell your retired – or about to be retired – friends and relatives about the fun we have in Toastmasters.

Elliott Levitt  
Sandgroper Club 3432-73  
Karrinyup, WA, Australia

### CONFERENCES "DOWN UNDER"

To all globetrotting Toastmasters: You are cordially invited to attend Division Conferences of District 69 in the months of February and March 1998 and the District Convention from the 2nd to 4th of May, 1998. For further details e-mail: bevin.irvine@jcu.edu.au

Bevin Irvine, ATM-B  
Tropic City Club 2987-69  
Townsville, Queensland, Australia

### COUNTERPOINT

I don't agree with Toastmaster Robert A. Richert in his criticism of inspirational and motivational speeches (Letters, August). A speech that inspires and motivates someone to succeed is a speech with value.

Mr. Richert may have reached a point where he doesn't require any form of inspiration or motivation. Perhaps he has made it; got it all wrapped up and figured out. However, some of us need all the help we can get. We are glad to hear speeches with words of advice and encouragement as we travel the highway of life, climbing its hills, walking through its valleys, trying to find our way.

In any speech or writing, there are two words I like to hear or see: "for example." I wonder if the gentleman writing about "myopic" speeches could give us an outline of his recommended "teach me something new" type of speech.

Vincent Foy, ATM  
Palm Beach Noon Club 22-47  
West Palm Beach, Florida



By Scott Heimes

# A Tale of Two Lawyers

I RECENTLY DID A FIRST-TIME STINT OF JURY DUTY. IT OFFERED A fascinating inside look at how our legal system works, as well as an intriguing case study on the importance of good presentation skills.

A criminal trial, such as the one I sat in on, is really just one long presentation. The judge presents the law to the jury. The lawyers give opening statements, present their cases through witness testimony and evidence, and finally offer closing arguments – all in an attempt to persuade the jury to convict or acquit.

But unlike most presentations, the failure to persuade in court has some pretty severe consequences.

In the case of this assault trial, which hinged on conflicting testimony about a bar room scuffle that got out of hand, the presentation skills of the two opposing lawyers largely determined whether the defendant went to jail or walked out of the courtroom a free man.

The trial lasted a week, offering me a unique opportunity to closely compare the two lawyers' presentation skills. One was a far superior presenter, and although the jury was charged with weighing the facts of the case, the comparative communication skills of the lawyers definitely affected our final decision.

I could tell the prosecuting attorney was a masterful presenter from the moment he stepped in front of us to deliver his opening statement. He confidently described the events as he believed they occurred that night, speaking directly to one juror to complete a thought, then moving on to another as he continued his story. He used frequent gestures and dramatic pauses to emphasize key points, and he even brought out an architectural drawing of the bar's layout attached to foam board to use as a visual. When he was done, I had a crystal clear picture of his version of the story.

Then the defense attorney began his opening statement. Instead of slowly pacing in front of the jury box to connect with us on a physical level, he hid behind the lectern. Obviously nervous, he mostly read his statement in halting monotone, rarely looked at the jury, maintained a tight grip on the lectern and didn't use any visuals. But perhaps most striking was his murky, disorganized logic.

Seemingly irrelevant and conflicting points were tossed helter-skelter throughout his presentation. It was a

stunning example of how important it is to organize your message logically or run the risk of delivering a truly forgettable speech.

As the trial progressed, the gap between the two barristers' presentation skills widened even further. When the closing statements were delivered, the prosecuting attorney delivered a gripping presentation featuring several visuals and compelling language and theatrics to persuade us. To my dismay, the defense attorney delivered another rambling, disorganized speech while the jury sat in uncomfortable silence waiting for it to end.

The facts of the case were confusing at times. We knew that the victim was cut by a broken glass wielded by the defendant, but the events that led up to that act and who was at fault were shrouded in conflicting testimony, the lack of an eyewitness and what appeared to be plenty of blatant lying on the stand. Each attorney had to articulate his version to the jury and persuade us to believe it — a classic presentation with big-time consequences.

After sifting through the facts as they were presented to us, we found the defendant guilty.

Don't get me wrong. I don't believe a slick presenter can or should get a guilty person off scot-free, but when the facts can be interpreted different ways and there's conflicting testimony, the defendant's guilt or innocence often rests on the ability of an attorney to persuade the audience that reasonable doubt exists. If the defense lawyer had been a better presenter, he might have been able to convince us of that doubt.

The stakes may be different, but the same holds true for any presenter. When there's a lot on the line, your ability to present your case clearly and logically will make the difference between success and failure more often than not. If your skills aren't where they need to be, do something about it. I know one guy who wishes his lawyer had made the effort. **T**

**Scott Heimes** is editor of *Presentations*, a magazine of technology and techniques for creating and delivering effective presentations, published in Minneapolis, Minnesota.

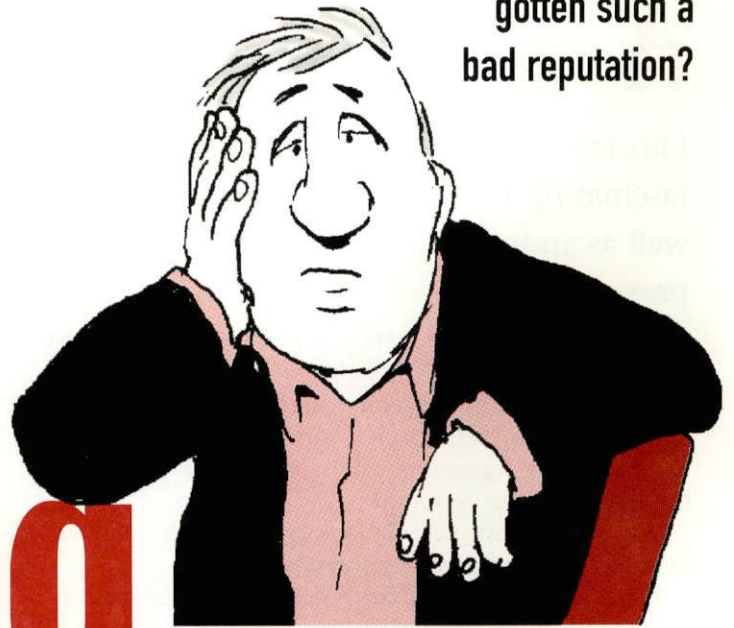
*Reprinted from Presentations, September 1997.*



## MANNER OF SPEAKING

By Alan Perlman, Ph.D.

Why is it that public speaking has gotten such a bad reputation?



# Not Another Boring Speech, Please!

**W**hen I write a speech, I sometimes open with a quote that's relevant to the audience, the subject or the occasion. But I never start out with a quote on public speaking. The problem isn't scarcity. Far from it. Every book of quotations contains a generous number of observations on oratory. The problem is that so many of them are so negative.

Ambrose Bierce defined a "lecturer" as "one with his hand in your pocket, his tongue in your ear, and his faith in your patience." Charles de Montesquieu said: "What orators lack in depth, they make up to you in length." Even when you find something positive, there's something wrong with it. "The broad masses of the people can be moved only by the power of speech" sounds

pretty good – but unfortunately, it was said by Adolf Hitler.

Why is it that public speaking has gotten such a bad rep? Why is it that even the word "rhetoric," which once referred only to the art of effective communication, now implies insincerity and hypocrisy? The answer lies in the quotes themselves: It's the pomposity, verbosity, incoherence, irrelevance and downright ineptitude

of a lot of would-be orators who haven't been able to get a handle on a simple, three-part task: "Be sincere, be brief and be seated." (That one's from Franklin Delano Roosevelt).

It doesn't have to be that way. No matter what your role in the ongoing drama of business activity, you can compose your own soliloquies, and you can make them graceful, eloquent and effective. Of course, getting really good at it, as with anything else, requires lots of practice. But here are a few tips:

■ **Focus on your purpose.** Much more important than what the speech is to say is what it's supposed to achieve. Purpose controls content.

The changes that you seek to make in your audience's lives, minds and behavior will help you decide what goes in and what doesn't.

Your purpose may have as its target the audience's emotions, its beliefs, or its behavior (or any two, or all three of them). And for each of those targets, there are three objectives: confirmation, challenge and change. This gives you nine basic possibilities.

Of course, you may have more than one purpose. And one of the nine may underlie and reinforce another, especially in the "change" category; it's difficult to change behavior unless you attack the beliefs and feelings that underlie it.

■ **Write your speech out completely, in a simple, conversational style.** You may have been told that scripts kill spontaneity. Maybe so – but so what? An effective speech consists of tightly reasoned ideas, articulated with carefully chosen words that sound pleasant and natural. And to create that kind of a gem, you have to do just what a skilled jeweler does: get the whole thing in rough form, then cut and polish. So once you've got all the material that your purpose requires, put it in some kind of natural order (background- issues-outlook; problem-solution-benefits; and so on). Then rewrite until it sounds warm, casual and personal – like a letter to a friend.

■ **Give your speech discernible structure by using signposts and metalanguage.** Signposts are words and groups of words that express the relationship of one sentence to another. Since your listeners have to take in your message all at once (they can't ask you to backtrack, and they can't flip pages to refresh their memory as if they were reading), the signals of the structure of the speech are as crucial as the content itself.

Use signposts such as "however," "thus," "so," "then," "nevertheless" and "in addition" to connect sentences. Between paragraphs, use signposts that reflect your thought structure. If you're recounting historical events, use "then," "next," "afterwards," "after that" and "subsequently." Between large sections of your talk, put in signposts that remind the audience where you are. (Example: "So much for our problems. Now, what might the solutions be?")

Metalanguage is language about language. The idea here is to talk about the content of your speech and your audience's reaction to it, so that the whole thing becomes less of a monologue and more of what I call an implied dialogue. You want to create the impression that your listeners are somehow involved with what you're saying – that you're talking *with* them, not *at* them.

■ **Balance brevity with elaboration to achieve real economy of language.** Ask yourself, for each argument you make, piece of information you include and position you take, whether your audience really needs to know it. (In other words, does it serve your purpose?) Also ask yourself whether it's already available from text or context. On the basis of your answers to these questions, you take material out.

But you also have to assess, from the audience's point of view, the complexity, controversiality or novelty of each argument and piece of information. On the basis of these assessments, you put material in. The result is true economy – optimal use of the language.

One last quote: "Speechwriting is like lovemaking – many do it, but few do it well." I doubt that I've done anything to help you improve the latter skill. But if I've helped you to become a better speechwriter, then my purpose has been filled. ①

.....  
**Alan M. Perlman, Ph.D.**, a professional speechwriter and linguist, is Director of Executive Communications for Kraft Foods in Northfield, Illinois. His latest book, *Writing Great Speeches: Professional Techniques You Can Use*, is available from Allyn & Bacon Publishers at 1-800-278-3525.

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# Meet the Five Outstanding of 1997

Aside from their celebrity status, it may not seem that the three women and two men being honored this year as Outstanding Speakers have a lot in common. But according to all the Toastmasters who responded to our poll regarding their favorite public speakers, they do: all five have the ability to mesmerize audiences. Their personas seize our attention, their messages challenge our intellect, and their eloquence and style send our imaginations soaring. In short, after hearing them speak, we feel enriched.

For the past five years, we have asked Toastmasters to name their favorite speakers in five different categories. The five Outstanding Speakers are then chosen by the Toastmasters Board of Directors 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.

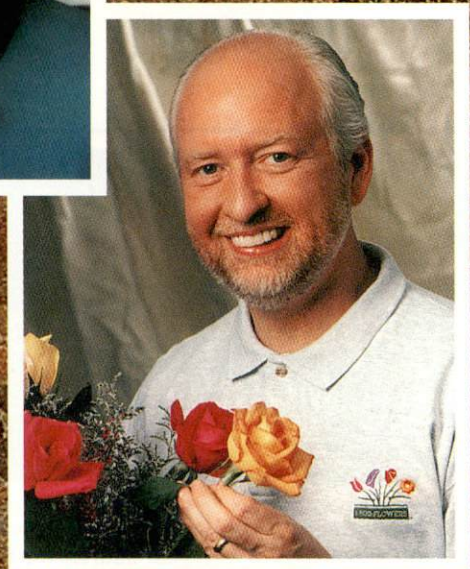
As in previous years, the responses varied greatly. Some who received a high number of votes were



Margaret Thatcher



Elizabeth Dole



Jim McCann



# Speakers

Annual poll shows  
we admire innovative  
communicators who  
inspire us to  
think and act.



**Zig Ziglar**



**Dr. Laura Schlessinger**

unreachable, or were disqualified because of already having been named Outstanding Speaker in previous years. Still, plenty of eligible speakers were nominated.

Now that the nominations have been tallied, the envelope please...

## ... AND THE TOP FIVE SPEAKERS OF 1997 ARE:

- **COMMERCE AND INDUSTRY:** **Jim McCann**, founder and president of 1-800-FLOWERS, a \$300 million floral and gift retailing empire.
- **GOVERNMENT:** **Margaret Thatcher**, former Prime Minister of Great Britain.
- **INSPIRATIONAL or MOTIVATIONAL:** **Zig Ziglar**, motivational speaker, seminar leader and best selling author.
- **EDUCATIONAL or SOCIAL:** **Elizabeth Dole**, President of the American Red Cross who served as U.S. Secretary of Transportation under President Reagan and as U.S. Secretary of Labor under President Bush.
- **MASS MEDIA:** **Dr. Laura Schlessinger**, internationally syndicated radio talk show host and best-selling author.

All five of these speakers are proven leaders in their respective fields and masters when it comes to communicating their messages. What can Toastmasters learn from them? Let's take a close look at the methods and styles of each of the Five Outstanding Speakers of 1997:



## Jim McCann

*Making Things Grow*

Jim McCann, the President and CEO of 1-800-FLOWERS, has a knack for making things grow. Starting with a single flower shop in Manhattan 20 years ago, McCann has cultivated a \$300 million global enterprise that is to flowers what McDonald's is to hamburgers: a retail phenomenon.

Today, his company has more than 150 franchises, as well as 2,500 partner shops in the United States and 1,300 affiliates in countries worldwide. 1-800-FLOWERS generates approximately 10 percent of its sales (\$30 million) on the Internet and with a number of on-line services. And McCann expects to triple the size of the company in the next three years.

A former social worker at a home for troubled and underprivileged boys in New York, McCann entered the floral business to supplement his income. His first shop eventually grew into a 14-store chain in the New York metropolitan area. In 1987, realizing the potential of telecommunications, he bought a faltering floral delivery service called 1-800-FLOWERS for \$7 million.

Using what he calls "common sense and experience" rather than business theories, McCann took on FTD, the only other large floral wire service at that time, and managed to convince people to order flowers by phone, toll free. He then filled their orders at local retail shops and built customer loyalty by offering a freshness and 100-percent satisfaction guarantee on all purchases. The company now offers other gifts as well, such as food and gift baskets. There is a Frequent Flowers Club for repeat customers, and newsletters and interactive seminars on floral care and handling – even a trademarked Gift Reminder Program.

As President, CEO and spokesman for "the world's largest florist," McCann regularly speaks before corporate audiences around the world. At age 46, he may be the leader of one of the fastest-growing companies in the United States, but you wouldn't guess it by his informal communication style and unconventional message.

At his lectures to Fortune 500 companies, McCann shares how he learned more about corporate management from underprivileged children than from Harvard MBAs. "It's important for people to be part of a culture that fosters caring rather than selfishness," he says, explaining that the key to his company's success is his understanding of human behavior. His speaking style is down-to earth, and he doesn't seem to take himself too

***"It's important for people to be part of a culture that fosters caring rather than selfishness."***

seriously. In fact, "laughter is the most common sound at one of McCann's presentations," according to 1-800-FLOWERS Communications Manager Ken Young.

"The fact that I'm informal helps me break down barriers between me and my audience," McCann says. Asked what he considers the most important element of a successful speech, McCann doesn't hesitate: "It's entertainment, and for me, that means humor. Making someone laugh is the most effective tool a speaker can use to get a listener to empathize, relate and understand what he is saying."

At work, he is similarly casual and accessible, and is said to manage "by walking around." He insists that all employees know every aspect of the business and to that end sends them to "Floraversity" training courses. He encourages employees to submit ideas for improving procedures and empowers them to do almost anything to please the customer. "My forte is getting other people to do their best," McCann has said. "I have people in every job now that are probably doing it 10 times better than I ever could have done."

An avid reader, McCann is always looking for new ways of doing things. He listens to tapes, attends conferences and visits other companies. "I'm not a great creative person – far from it; I'm a great copier," he told a reporter for *Management Review* in March 1995. "I'm always stealing ideas from other people. What we are today is a collection of ideas that worked at other places."

In his speeches, he is fond of telling how his early career of being responsible for 150 troubled teens has helped him in business. "When you are a social worker, you have to have entrepreneurial skills and fight the bureaucracy," he said in the *Management Review* article. "You have to be good at balancing and at getting different things to go in the same direction for the common good. That's the same thing we're trying to do in business, right? You have to get different kinds of forces to come together to achieve the vision you have and to get other people to buy into that vision."

McCann's book, *You Gotta Stop and Smell the Roses*, will be published next spring by Ballantine/Random House.



## Margaret Thatcher

*Portrait of an Iron Lady*

Speaking to a reporter in 1974, Thatcher predicted "It will be years before a woman either leads the Conservative Party or becomes prime minister. I don't see it happening in my lifetime."

Yet only a year later, at age 50, she was elected Leader of the British Conservative Party and, in 1979, became the first woman in European history to be elected prime minister. Thatcher was re-elected twice, serving until November 1990, when she resigned amid party disputes. During those 11 years, she became one of the world's toughest political leaders whose policies improved Great Britain's economy and helped end the Cold War.

"I came to office with one deliberate intent," Thatcher once said, "to change Britain from a dependent to a self-reliant society, from a give-it-to-me to a do-it-yourself-nation." By most accounts, she succeeded. And despite the Labour Party's return to power this year, *Newsweek* writer Daniel Pedersen predicts that "Britain at the millennium will almost surely remain the entity [Thatcher] created – a nation of homeowners, one that values wealth creation as the bedrock of society; whose public industries have been privatized and whose trade unions have been routed. It is a country whose place in Europe remains uneasy and whose social policy requires more from the individual than it does from the state. That's the Britain that Thatcher made, and it's here to stay."

Retirement has not kept Thatcher from being a "voice" in Great Britain and the world, but has allowed her time to write two memoirs and become a Baroness. She wrote *The Downing Street Years* (1993) and *The Path to Power* (1995) and was elevated to the House of Lords in 1992 as Baroness Thatcher of Kesteven.

Now at age 72, Lady Thatcher travels widely, lectures at universities and offers her viewpoints at conservative political gatherings. She has declared herself "fighting fit" and is busy promoting her legacy of "Thatcherism" by, for example, speaking up against what she sees as the "dangerous complacency" of the Western world in regards to the threat of neo-communism in Russia and the proliferation of nuclear, chemical and biological weapons by hostile states.

In April 1996, Thatcher was invited to speak at Westminster College at Fulton, Missouri, where 50 years earlier her idol, Winston Churchill, foretold the coming Cold War in his historic "Iron Curtain" speech. While Churchill's speech centered on the aftermath of World War II, Thatcher spoke of problems concerning the aftermath of the Cold War. She warned: "The world remains a very dangerous place, menaced by more unstable and complex threats than a decade ago." And never one to mince words, she stepped on some political toes on a visit to Peking that same year, telling Chinese leaders to embrace democracy and release political prisoners.

"I am in politics because of the struggle between good and evil," Thatcher declared early in her career. "I believe that in the end good will triumph."

This conviction stems from her Methodist upbringing and the influence of her father, a hard-working grocer and

lay preacher who was active in local politics. When she first took office as prime minister, she told reporters, "I owe almost everything to my father . . . He taught me integrity, that you can first sort out what you believe in. You then apply it. You don't compromise on things that matter."

Thatcher's political interests started early. Studying chemistry at Oxford, she became the first woman president of the Oxford University Conservative Association. After her marriage to Denis Thatcher and the birth of their twin son and daughter, she became a tax lawyer and ran for Parliament. On her second attempt, in 1959 at age 34, she was elected. Described as analytical, articulate and ambitious, Thatcher soon became prominent among other politicians. Because of her debating skills, she frequently was called on to respond to political opponents.

Her political career was not always well regarded, however. As prime minister, Thatcher became known as the "Iron Lady" because of her strict control over her cabinet and the country's economic policies. Her firm approach extended into foreign relations, where she oversaw (and was criticized for) the successful British seizure of the Falkland Islands from Argentina. She also supported the campaign to keep Northern Ireland within the United Kingdom, a position that almost cost her her life: In 1984 terrorist bombers nearly succeeded in killing her and several members of her administration.

The Iron Lady nickname is an apt description of her speaking style as well. Known for being forceful and unabashedly undiplomatic, Thatcher once said, "I don't like the word 'consensus.'" One member of her cabinet complained, "She doesn't have discussions; she states her opinion." Aware of her tendency to become strident when speaking, Thatcher took elocution lessons and is said to have asked the legendary actor Sir Laurence Olivier for advice on voice training.

Nevertheless, by now she has perfected the art, as evidenced by the rave reviews of audiences at her lectures. After hearing Thatcher address the topic of peace in the Middle East recently, at Tufts University in Boston, Massachusetts, the university's Assistant Director of Communications, Gail Bambrick, was impressed: "She is the best speaker I've ever heard, both in terms of content and speaking style." Bambrick mentioned the former prime minister's ability to inject dry wit while making serious points, her sense of timing and clarity of thought. Bambrick also noted that while Thatcher spoke with the authority befitting a major international figure, she nevertheless made the audience identify with her. "She made us understand that large issues come down to how we as individuals deal with them," Bambrick said, summarizing Thatcher's main point as being that "governments can't move people, but people can shift governments."

***"I am in politics because of the struggle between good and evil. I believe that in the end good will triumph."***

– MARGARET THATCHER



## Zig Ziglar

*Building a Career By Helping Others*

Zig Ziglar is rated by his peers – and audiences everywhere – as one of the best motivational speakers ever. A legendary and respected authority on personal and professional achievement, he is chairman of The Zig Ziglar Corporation, a multi-million dollar training company based in Dallas, Texas.

For the past 27 years, Ziglar has brought inspiration to corporate, educational and religious audiences around the world with his motto, “You can have everything in life you want if you will just help enough other people get what they want.”

With topics such as “The Qualities of Success” and “How to Stay Motivated,” Ziglar teaches audiences how to recognize the characteristics of success already within them, and how to be positive despite adverse circumstances. He never tells an audience *what* to do without telling them *how* to do it. Then he takes it one step further and motivates people to *want* to do it.

Ziglar’s presentations on topics such as leadership, sales, motivation, improving self-image and building personal relations, are fueled with colorful anecdotes demonstrating each lesson. For emphasis, his voice grows in volume and his drawling vowels stretch out over seconds – a style reminiscent of a homespun preacher beseeching the congregation to heed his advice.

As evidence of his success, Ziglar’s books, audio tapes and training manuals have been translated into 20 languages. And he says he gets “an average of seven pounds of unsolicited testimonials every year from people describing how my books, tapes and seminars have helped them.”

One such testimonial is from boat salesman Justin Healy, who decided to try Ziglar’s techniques when he got a job selling sailboats at a national boat show. He bought Ziglar’s book, *Secrets of Closing the Sale*, and studied it thoroughly. “At the boat show the company I worked for sold 11 boats. I sold seven of them. I did it by following [Ziglar’s] ideas as closely as I could,” Healy said. “There is a whole section of my house that I redid with the money I earned applying [Ziglar’s] principles and techniques.”

Ziglar is careful to follow his own message, too. To remain up-to-date on the topics he covers, he reads for three hours each day. And he is the epitome of focus, dedication and self-discipline; even when giving a presentation for the hundredth time, he rehearses beforehand. And once, after gaining a significant amount of weight,

***“You can have everything in life you want if you will just help enough other people get what they want.”***

Ziglar realized that being out of shape was inconsistent with what he was telling his audiences about personal accomplishment. He faithfully pursued a better diet and exercise – loathing the early morning jogs, but loving the thought of a fit physique.

The sharply dressed Texan with the thick rolling accent and message of achievement and a positive self-image showed few signs in his early years of the charismatic leader and motivator he is today. Born in Yazoo City, Mississippi, as Hilary Ziglar, he was one of 12 children. His father died when Ziglar was five years old. He started his career as a door-to-door cookware salesman, but he was so unsuccessful that he one time lacked even enough money to put gas in his car to make the next sales call. “I was a miserable producer, a miserable performer and a miserable human being,” Ziglar recalls in his tape series, *“You Are a Natural Champion.”*

In 1949, after two and a half years of struggling, Ziglar went to a training session held by his company’s president, P.C. Merrell. After the seminar, Merrell spoke to Ziglar personally, telling him he had the potential to become one of the best salespeople in the company. “But,” Merrell told Ziglar, “if you continue to look at yourself as the little guy from the little town who probably will struggle all the way through life, you will remain just that.”

The message jolted Ziglar. He left the seminar determined to look at himself in a new way. The next day, brimming with newfound enthusiasm and self-confidence, he made one more sales call – this one successful. Two years later Ziglar was the highest-paid field manager of the company’s 7,000 employees.

“Everything starts with self-image,” Ziglar says. “When Mr. Merrell persuaded me I could be the national champion, he didn’t teach me much about selling. I was already well trained. But when my picture of myself changed – when I saw myself as a champion – I acted differently. You cannot perform in a manner inconsistent with the way you see yourself.”

After a successful sales career, Ziglar built his company in 1970 and has been a full-time motivational speaker ever since.

According to Ziglar’s philosophy, long-range goals are key. The people who accomplish the most in life, he says, are those who write down specific goals for their lives. “If you don’t like who you are, don’t worry because you’re not stuck with it. You can change and you can grow. You can start from where you are with what you’ve got so long as you begin with the right foundation of faith and character and honesty.”

Another integral part of Ziglar’s success formula is to “join the smile and compliment club” and “do something for someone else.”

Ziglar contends that because we live in such a negative world, we need all the positive input we can get. However, he cautions against motivational philosophies that don't emphasize the importance of hard work, directed efforts and integrity. "Some people think that positive thinking will let you do anything. It won't," he says. "However, it will enable you to do everything better than negative thinking will. Positive thinking," he concludes, "enables you to use the ability you have."

It is a message that people want to hear. Among the 11 books Ziglar has written, eight have become best-sellers. His most recent book, *Something to Smile About*, was released this fall. Other titles include *See You at the Top*, *Raising Positive Kids in a Negative World*, and *Secrets of Closing the Sale*.



## Elizabeth Dole

*The Woman Who Could Be President*

American Red Cross President Elizabeth Hanford Dole has long been known as one of the most accomplished women in United States politics. But it was her speech at the 1996 National Republican Convention, endorsing her husband Bob Dole as the Republican nominee for President of the United States, that brought her international attention.

Elizabeth Dole stepped into the spotlight when she stepped away from the lectern at the outset of her unconventional, yet universally praised speech. "I'm going to be speaking to friends, and I'm going to be speaking about the man I love," she said as she descended the podium steps. "And it's just a lot more comfortable for me to do that down here with you."

Without notes or electronic Teleprompter, she strolled among audience members in unprecedented TV-talk-show-host-style. In her honey-coated Southern accent, she spoke affectionately of her husband, relating riveting stories about his wartime experiences and using heart-warming anecdotes to illustrate his kindness. She called on four audience members – including a nurse who cared for Bob Dole in a hospital after World War II and the police officer Dole greeted every morning on his way to the Senate – to stand with her as she told of their roles in her husband's life.

When a technical malfunction threatened to disrupt her carefully choreographed presentation, Dole switched smoothly from a lapel microphone to a hand held one with

hardly a pause, maintaining complete composure. The effect was instantaneously engaging and personable. With one speech, Dole captured the warmth and charm that had all but eluded her husband thus far in his campaign.

Afterward, *USA Today* called Elizabeth Dole "the most agile television campaigner of the Republican ticket." Campaign followers from all across the political spectrum voiced their approval. In fact, one post-convention *USA Today/CNN/Gallup* poll placed her as more highly regarded by the American public than either her husband or his political opponent, President Bill Clinton.

However, Elizabeth Dole had long since been an accomplished speaker, earning up to \$20,000 for appearances. She has spent years mastering public speaking with the help of famous speech coach Dorothy Sarnoff, and the expertise has no doubt paid off throughout her career.

With a masters degree in government and education and a law degree from Harvard University, Elizabeth Dole started her career in government in 1967 as a staff assistant in the U.S. Department of Health, Education and Welfare.

During the Richard Nixon Administration, she became deputy assistant for the Office of Consumer Affairs and later a member of the Federal Trade Commission. In 1983, she became the first woman to head a cabinet-level department in the Ronald Reagan Administration, serving as Secretary of Transportation. In 1989 she began her tenure as Secretary of Labor under President George Bush, a position she later resigned from to assume her current position at the Red Cross.

Throughout her diverse career, she has been credited with many notable achievements. As Secretary of Transportation, Dole led the crusade to raise the drinking age to 21. She also was instrumental in requiring auto manufacturers to install a third brake light, in the rear window of cars, and she directed the overhaul of the nation's aviation safety inspection program. As Secretary of Labor, she fought for initiatives to benefit at-risk youth, and she campaigned for improved health and safety conditions in the workplace.

Now, as president of the American Red Cross since 1990, she runs the largest charitable organization in the United States, overseeing its 30,000 staff members and 1.3 million volunteers. Her aggressive fundraising efforts have resulted in more than \$360 million raised to assist victims of domestic disasters, and \$589 million for relief initiatives and other services. Using her media savvy to bring publicity to the organization, she has visited many of its relief delegations in countries around the world.

After meeting Bob Dole, then chairman of the Republican National Committee, the two married in 1975. The next year, Elizabeth took a leave of absence from the Federal Trade Commission to help him campaign as Gerald Ford's running mate, but called it "probably the

*"I had parents who felt that if it was worth doing, it was worth doing the best it could be done."*

– ELIZABETH DOLE

*All five of our Outstanding Speakers were asked to answer six questions about public speaking. Here are some valuable tips from the three who responded:*

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

**Jim McCann:** I think it's the fact that I'm very real. I'm well spoken, I guess, but I know I'm not the most polished speaker in the world – and I don't try to be. The fact that I'm informal and down-to-earth helps break down barriers between me and my audience.

**Dr. Laura Schlessinger:** Focused ideas and perspectives, clarity, and an ongoing mix of drama and humor.

**Zig Ziglar:** My passion for the message I bring and the benefit it can contribute to a person's life. My conviction that what I have to say can make a difference in those who listen and take action is the motivating factor in keeping me going full-speed ahead at all times.

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

**McCann:** I usually give my speeches very informally, with just notes. But I'd like to be able to work off a prepared text, which is something I don't really do much of now. Also, hearing me speak, it's not hard to figure out that I grew up in Queens, though my accent – or lack thereof – has certainly improved over the years. I'm still not Tom Brokaw, but I'm trying.

**Schlessinger:** After a quarter of a century of giving talks, I suspect I've found my groove. However, when I was beginning I wrote my speeches down – big mistake for me. I'm at my best when I think through my ideas in advance and use the event as an opportunity to synthesize spontaneously.

**Ziglar:** It's difficult to say which part of my speaking style I would want to improve, because I believe the entire "body" moves either forward or backward at the same time. I would want to be better in all phases – voice control, pace, content, humor injection, action orientation, analogous connections to difference-making activities, etc.

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

**McCann:** I gave a speech to the National Retail Foundation not too long ago that was probably the best I've ever done. I knew I'd gotten it right when I was walking away from the stage, and saw someone I really admire beckon me. She

told me, "That's the best presentation I've ever heard. You made me laugh and you made me cry."

**Schlessinger:** A presentation on "Why bother being moral?" It was a secular audience in Santa Barbara. They moved me; I moved them. It was magical chemistry. Who knows why.

**Ziglar:** Since I have not yet given my "best" speech, it's difficult to say which one will be the best. My favorite talk is, "Developing The Qualities For Success." I believe we've got to *be* before we can *do*, and we've got to *do* before we can *have*.

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

**McCann:** Certainly, I've always admired Zig Ziglar as a speaker.

**Schlessinger:** Nope.

**Ziglar:** My first role model represented the same company I worked for; his name was P. C. Merrell. My second role model was Bob Bale, who inspired me to be a speaker. Along the way, Bob Richards was very helpful to me in developing presentation skills. Cavett Robert was very encouraging, Bill Gove patiently coached me, and Harsell Wilson demonstrated how to tie points to parables.

**5 What do you consider the single most important element of a successful speech?**

**McCann:** Without a doubt, it's entertainment, and for me, that means humor. If people are genuinely laughing, then it's a good bet they care about what you're saying and are involved in your speech.

**Schlessinger:** Passion.

**Ziglar:** One's belief in and passion for the message. In addition, every speech should contain parables, information, humor, "how-to," and a call for action.

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

**McCann:** Force yourself into situations that will require you to speak, situations that will help you get over any shyness you might have. The more you do it, the more comfortable and skilled you will be.

**Schlessinger:** A profound, sincere belief in what you are going to say, as well as the maturity from life and practical experience to have built the self-confidence to present your ideas and yourself with courageous forthrightness.

**Ziglar:** To be an effective communicator, you must know ten times as much about your subject as you can possibly cover, and the information must be up-to-date. This requires constant growth and study.

most difficult" decision of her life. She was concerned that she would be disappointing other career women by setting aside her work to help her husband. However, she took on the campaign with all her expertise and told *Time* magazine, "It's not that you're giving up what you're doing. It's that you're laying down one cause to take up another."

It was a decision she made again when Bob Dole ran for U.S. President last year. Because of her amiable personality, tireless efforts and effective speaking skills, he has called her his "Southern strategy."

A devout Methodist, Elizabeth Dole also speaks out on her religious convictions. In her Biblically-inspired "Esther Speech," she tells audiences how she turned her life over to God after realizing that all her external achievements didn't entirely fulfill her.

At age 62, Dole is an expert at skillfully fitting her image to the occasion. She is at once an ambitious career woman and an adoring wife, an unrelenting feminist and conservative Christian, a Washington bureaucrat and a Southern belle. In all roles, Dole is the epitome of preparation. She is known for rehearsing every line she speaks, every inflection, every gesture – even preparing her remarks before making phone calls. A consummate perfectionist, she often runs full dress rehearsals with her staff before giving a speech.

Her greatest achievement may be yet to come. Many have speculated that Elizabeth Dole will run for the U.S. Presidency herself, although she denies any plans to do so. But perhaps one day the President of the United States will give the State of the Union Address without the lectern, out among the audience, TV-talk-show-host style.



*Dr. Laura Schlessinger*  
Radio's Moral Compass

Talk show enthusiasts, beware: Dr. Laura, counselor extraordinaire, is on the air.

Don't expect the usual sympathetic ear of conventional talk show hosts and therapists. Rather than let you indulge your feelings and tabulate your woes, this popular radio host is likely to cut you off with two words: "Grow up!"

"I do not see it as my mission to make anybody feel better," Laura Schlessinger is fond of saying. "I want them to get better."

In *The Dr. Laura Schlessinger Show*, a radio call-in program that focuses on interpersonal problems and is syndicated

***"I do not see it as my mission to make anybody feel better. I want them to get better."***

– LAURA SCHLESSINGER

throughout the United States and Canada, Schlessinger tries to get people to live their lives in a more principled way. She is not a psychologist and does not claim to be. "This is not a mental health show," she emphasizes. "It's a moral health show." To get callers to face their responsibilities, she says, "I preach, I teach, and I nag to the best of my ability."

Her tough-love approach has struck a chord with audiences, who may not always agree with her but see her as a moral compass and respect her efforts at restoring personal accountability and decency in a self-indulgent society. During a typical program, approximately 50,000 people vie for the chance to consult her on the air, and an additional 20 million tune in to be edified and entertained. The show, which is on for three hours each weekday, can be heard as far away as South Africa and London. Its syndication rights were recently bought for a record price of \$71.5 million, and it's the second most popular radio talk show in the United States.

Dr. Laura, as she is called on the show, is known for her blunt and often critical comments to callers who would rather complain about other people's dismal behavior than focus on their own. She laments "the Age of the Victim" where nothing is anybody's fault and rejects the culture's emphasis on feelings: "We've erected a monument to feelings and made them the vantage point from which to make decisions. That's dangerous." And she has no patience for the term self-esteem: "Don't worry so much about your self-esteem," she says. "Worry about your character."

Enthusiastic Dr. Laura fans praise her ability to cut to the heart of someone's problem, set it in a moral framework and offer a solution – all in about three minutes. She can be tender, but is most often tough. Her bluntness is strategic: She says she uses it as a tool to arouse emotion and "focus the situation" and explains, "I don't have a lot of time with people, so I need to distill [the conversation] down and make it bold, with lights flashing."

Immensely popular as she is, Schlessinger's confrontational style offends many – especially her fellow counselors who bristle at her disregard for their profession. She feels conventional psychotherapy too often excuses people's problems, and in effect, can be harmful to society. "Whether something is right or wrong is not an issue in therapy," Schlessinger told *New York Times Magazine* reporter Rebecca Johnson in 1996. "Modern therapy promotes self-centeredness. Everything is rational or relative. I'm not. My morality is based on the Old Testament and the Talmud. Whenever I can, I try and push people toward religion." (Raised without religion, Schlessinger turned to Orthodox Judaism as an adult.)

Schlessinger's road to success is as unconventional as her show: Originally planning to become a scientist, she

*(Continued on page 28)*

# Network Your Way to Success

**Networking isn't difficult, but since it involves both giving and receiving, it takes a certain amount of willingness and skill.**

**W**hether you're climbing the corporate ladder, building your own business, pursuing a career as a speaker, are involved in a particular hobby or looking for new friends, networking can contribute to your success.

Writer/editor Mary Embree has founded a networking organization in Ventura, California, for professionals in the publishing field. She says, "I formed SPAWN (Small Publishers, Artists and Writers Network) to provide opportunities for those involved or interested in the publishing field to exchange ideas and information, to collaborate and for other mutual benefits. That's what networking is all about."

She adds, "Networking is a skill that can be learned and, in many endeavors, may make the difference between success and failure. Effective networking is much easier when you are in an organization with people who have goals similar to your own, such as SPAWN and Toastmasters clubs."

The idea of people consciously networking with one another isn't very old. The only references to the word *network* in the 1982 edition of *The American Heritage Dictionary* relate to broadcasting, electronic circuitry and interconnected passages, routes and wires. The 1996 edition of *Reader's Digest Oxford Complete Word Finder*, however, includes the usage more

common today: "A group of people who exchange information, contacts and experience for professional or social purposes." I would clarify this description by stating that successful networking also can occur between just two people, although they may ultimately involve others in the process.

For example, Joe asks Jane if she knows anything about the new speakers bureau being formed. She says, "Yes, a friend of mine is involved. Here's Joan's number." Joe then calls Joan and tells her he's interested in being on the speakers' list. Joan says, "John is handling the speakers' list. Give me your phone number and I'll have him call you this afternoon." Later that week, Jane calls Joe and says, "You might be interested in knowing about the speakers bureau over in the next county, too. They're always looking for speakers of your caliber. Here's the number, ask for June."

So, even though Joe networked with one person, within a week, the network system had grown to five. That's the nature of networking. You reach out and soon an intricate pattern of connections is developed.

Where is the best place to network? A networking organization in your area of interest is a great place to start, but networking can take place anywhere, anytime. Your Toastmasters

*"Networking is about making connections and finding out how to work together to make everyone involved successful."*





meetings offer great networking opportunities, for example. You've probably networked among your club members already. Has another member referred a client to you or shared information that you needed in order to complete a project? Have you given the benefit of your professional knowledge or jotted down the phone number of your hair dresser for a fellow member? If so, you have networked.

Networking is portable. It can occur in any private, social or business setting. But too often people don't know how to create networking opportunities or how to take advantage of those in front of them. Networking isn't difficult, but since it involves both giving and receiving, it takes a certain amount of willingness and skill. Sometimes people avoid networking because of fears.

According to Sheri Ann Cate, former Toastmaster and current member of the President's Advisory Council for the 300-member strong Ventura County Professional Women's Network (VCPWN) in Ventura, California, "I think people are sometimes afraid to network because they fear they're going to lose something or that someone is going to get something more than they will. They have to understand that networking is different from competing. Networking is about making connections and finding out how to work together to make everyone involved successful.

She continues, "Of course, the easiest kind of networking is when you refer other people to totally unrelated businesses. What really puts you to the test is when you're networking with someone who does exactly the same thing you do." In such instances, Cate suggests, "Learn from each other. Ask, for example, 'How do you market?'" And share some of your own marketing techniques.

Here are some networking tips to help you get started:

#### **WHEN YOU'RE ON THE RECEIVING END:**

**Be alert and aware** of potential networking opportunities around you. Whether you're seeking new clients, searching for a certain computer program or trying to locate material for an upcoming Toastmasters speech, network wherever you go.

Pay attention when someone is introduced to you or when they introduce themselves during a meeting. Listen to what they have to say about their line of work, interests, associations or point of view, in case it relates to your current networking needs.

Gravitate toward those who have the services, information and resources you're seeking. If it's business-related, for example, join trade organizations in your field or the local Chamber of Commerce.

**Approach others with confidence.** Mary Embree admits to sometimes having a problem with shyness. "I was once so shy at gatherings where I didn't know anyone, that I tended to just stay to myself," she says. "I found, however, that when I would force myself to walk up to a stranger and begin to speak, my shyness would disap-

pear." Embree recommends to members and guests at monthly SPAWN meetings that they network with at least three people throughout the course of the evening. To those who are reluctant to approach others, she suggests, "Tell them what you do and ask what they do. This is a sure-fire ice-breaker. People are usually comfortable talking about what interests them and this approach provides you with a shortcut to finding out whether you have interests in common."

**Ask for what you need.** You never know when and where you'll find the person with just the information you're looking for, so always be prepared. Know what you need and be specific when you ask.

Instead of asking a fellow Toastmaster, "Do you know anything about the upcoming Speechcraft program?", for example, ask "Where can I get an information brochure?" or "Do you know who is in charge of the Speechcraft?"

**Listen and learn.** "Listening is probably the most valuable part of the networking process," says Cate. Yet most of us are poor listeners because we're too busy thinking about what we think the other meant by what he said earlier or we're formulating our next brilliant remark. Practice listening to the suggestions you've asked for, otherwise you're wasting the other person's time and your own.

Also, be open to information and resources you may not have asked for or even know about. Although you asked a Toastmaster about, for example, the need for speakers to promote an upcoming library bill before the election, she might also tell you that a local private school uses speakers on a regular basis. Really listen and you *will* learn.

**Don't take too much of someone's precious time.** Some of the people whose store of knowledge you'll want to tap do consulting for a fee. When you ask a consultant for information or opinions in the area of their work, you're asking them to give their services away. Most people don't mind giving free samples, but they shouldn't be expected to do a whole consultation for free at a social gathering, for example.

Even when a person doesn't charge for advice, their time and energy should be respected. As a rule of thumb, if you have met this person at a meeting or socially and he agrees to talk to you about your problem or project on the spot, don't take more than five or 10 minutes of his time. If you'd like more time, offer to take him to lunch to discuss it further, or ask if he charges a consultation fee and make an appointment.

**Be willing to do your own homework.** When you ask for information, don't expect the other person to do the legwork for you. Don't ask them to make the phone call for you. Don't ask them to copy the reference and send it to you. Take what information and leads they give you and do the additional research yourself.

**Ask for additional resources.** To expand your network base, ask the person you're talking to if he or she knows anyone else you can talk to on this particular topic.

**Don't feel you have to accept all of the ideas and suggestions given.** Asking someone's opinion doesn't mean you're obligated to use everything they give you. Use what you can and discard or pass along the rest.

**Don't demean or debate what you're given.** Saying, "Well, that's a dumb idea," or "You mean you take your car to that shyster?" is rude. The information may not be what you expect, need or want, but you asked for it, it was given freely and it should be accepted with sincere appreciation. What you do with it later is your business.

**Give thanks.** When someone goes to the trouble of giving you the benefit of their knowledge or resources, take time out of your busy week to thank them. Send a note, fax or e-mail telling how you used the information and thanking them for it.

People often ask me questions about aspects of my work, which is writing and self-publishing. I recently spent 20 minutes on the phone with a budding writer seeking guidance. After our conversation, I began to wonder how much of what I shared was useful to her. The following week, I received a lovely thank you note from the young woman in which she explained exactly how the information I'd given came across and how she'd begun to use it. This sort of acknowledgment caused me to want to give again.

#### **WHEN YOU'RE ON THE GIVING END:**

**Give and you shall receive.** Sometimes my effort to help someone has resulted in my receiving unexpected tidbits of useful information. Last month, for example, I spent quite a bit of time advising a new small publisher. A couple of weeks later, he called to share some information with me that I could use.

**Help people help themselves.** Don't do the work for them. Answer their questions, give them resources and references – give them the tools, but leave it to them to put these things to use.

**Allow individuals the freedom to use your information however they see fit.** Just because the information, ideas, suggestions or resources came from you, you don't own them or have the right to dictate how they should be used. What worked for you might not work for another.

As an illustration, my friend Bonny loves to share her gardening expertise with anyone who will listen. Her spe-

cialty is African violets – in fact she gives classes in their care. One evening at a Toastmasters meeting, Bonny demonstrated how to start an African violet from a leaf. A guest raised her hand and asked if Bonny advised watering violets from the top or the bottom. Bonny recommended watering from the bottom, except once every few months or so when you water from the top to flush out the soil. The woman reported that she waters from the top and always has and that her violets are beautiful. Bonny was upset. Later she said to me, "Why did that woman even bother to ask my opinion if she already had her mind made up?" To Bonny, this was a slap in the face. She had given something away in good faith and it was rejected.

Avoid being attached to your advice, suggestions and ideas. Give and then let go.

**Continue to give when appropriate and convenient.** Keep the needs of the networker and others you know in mind and when you come across something else you think might help that person, send it their way.

I have a colleague and dear friend who often sends me interesting bits of news I can use – a newspaper article pertaining to a topic I'm writing about, the name of a new magazine for which I might want to write or the name of someone she thinks might be a good resource for one of my projects. I enjoy receiving these things from her – partly for their intended value, but also because I know she must be thinking about me and that she cares about my work. Of course, this puts her in my thoughts, as well.

If you're building a consulting business, this is an excellent way to keep your name in the minds of potential clients.

**Know when to say "no."** Just as you need to be sensitive to the time and energy of others while networking, you need to protect your own time and energy. Give what you can and then cordially suggest that if the person wants more from you, he or she can make an appointment for a consultation. If you're uncomfortable with charging a consultation fee, direct them toward a good resource book on the topic or to someone who does consulting in this field.

Networking is no more difficult than engaging in small talk, but it can mean the difference between success and failure of your project, program or activity. So reach out. This is how you'll find the resources and information you need to achieve your personal or business goals. **T**

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**Patricia L. Fry, CTM**, a writer in Ojai, California, is a regular contributor to this magazine.

*"If someone you've just met agrees to talk to you about your problem or project on the spot, don't take more than five or 10 minutes of his time."*



# Are You

# Eligible For Any of the New Awards

## Improved Recognition System Now In Place

**T**oastmasters International has made some exciting changes in its educational system. A new two-track educational system began July 1, 1997, providing members with better opportunities for communication and leadership training and more recognition for their leadership achievements.

The improved system features:

- A clearly defined communication track and a clearly defined leadership track which are not mutually exclusive. Members can work in both tracks at the same time.
- Award requirements that can be completed within the club environment. All three advanced awards in the communication track and the first award in the leadership track can be completed within the club.
- Award requirements that can be completed in a reasonable amount of time.

Competent Toastmaster (CTM) remains the first award members may achieve, and members still

must complete the basic Communication and Leadership Program manual with 10 speech projects to receive the award. Now, however, first-time CTM recipients receive two "free" Advanced Communication and Leadership Program manuals instead of the three previously provided. The new award progression in the communication track is Competent Toastmaster (CTM), Advanced Toastmaster Bronze (ATMB), Advanced Toastmaster Silver (ATMS), and Advanced Toastmaster Gold (ATMG). The award progression in the leadership track is Competent Leader (CL) and Advanced Leader (AL). The highest award, requiring completion of both tracks, is the Distinguished Toastmaster (DTM). The award requirements are listed on the next page.

For members still wanting to earn the Able Toastmaster, Able Toastmaster Bronze and Able Toastmaster Silver awards – as well as the DTM award under the "old" requirements – World Headquarters will continue to issue these awards until July 1, 1999. For example, an Able Toastmaster award recipient who wants to earn the Able Toastmaster Bronze award has until June 30, 1999, to complete all requirements and apply for the award. After July 1, 1999, the member may apply only for the new awards.

Following are some of the most frequently asked questions about the new recognition system.

**Q:** Do I have to complete the communication track before I can start in the leadership track?

**A:** No, you may work in both tracks at the same time. For example, the next award you could earn after receiving your CTM award is the Competent Leader award. Or you could work toward



# ards?

the Advanced Toastmaster Bronze award. Or you could complete the requirements for the Advanced Toastmaster Bronze award at the same time as you complete those for the Competent Leader award. You choose how you want to progress in the program.

**Q:** I am an Able Toastmaster and had planned to achieve the Able Toastmaster Bronze award in the next year or so. If I meet all of the requirements for the new Advanced Toastmaster Silver, may I apply for that award instead?

**A:** Yes. You may switch to the new system at any time provided you have met all of the requirements for each new award you apply for.

**Q:** I recently received the Able Toastmaster Silver award, the highest Able Toastmaster award. Can I convert this into the Advanced Toastmaster Gold award without having to complete any more requirements?

## Communication and Leadership Tracks Recognition Requirements

You can now earn the following communication and leadership awards:

### COMMUNICATION TRACK

#### COMPETENT TOASTMASTER (CTM)

*Requirements:*

- Completed the Communication and Leadership Program manual

#### ADVANCED TOASTMASTER BRONZE (ATM-B)

*Requirements:*

- Achieved Competent Toastmaster award
- Completed two Advanced Communication and Leadership Program manuals

#### ADVANCED TOASTMASTER SILVER (ATM-S)

*Requirements:*

- Achieved new Advanced Toastmaster Bronze award or achieved current ATM award
- Completed two additional advanced manuals (may not be those completed for the new ATM Bronze award or Able Toastmaster award)
- Conducted any two programs from The Better Speaker Series and/or The Successful Club Series

#### ADVANCED TOASTMASTER GOLD (ATM-G)

*Requirements:*

- Achieved new Advanced Toastmaster Silver award or Able Toastmaster Bronze award
- Completed two additional advanced manuals (may not be those completed for new ATM Bronze and ATM Silver awards or Able Toastmaster and Able Toastmaster Bronze awards)
- Conducted a registered Success/Leadership Program, Success/Communication Program (Success/Leadership or Success/Communication programs may not be those completed for Able

Toastmaster Bronze award) or a registered Youth Leadership Program

- Coached a new member with the first three speech projects

### LEADERSHIP TRACK

#### COMPETENT LEADER (CL)

*Requirements:*

- Achieved Competent Toastmaster award
- Served at least six months as a Club officer (President, Vice President Education, Vice President Membership, Vice President Public Relations, Secretary, Treasurer, or Sergeant at Arms) and participated in the preparation of a Club Success Plan
- While a Club officer, participated in a District-sponsored Club officer training program
- Conducted any two programs from The Successful Club Series

#### ADVANCED LEADER (AL)

*Requirements:*

- Achieved Competent Leader award
- Served a complete term as a District officer (District Governor, Lieutenant Governor, Public Relations Officer, Secretary, Treasurer, Division Governor, or Area Governor)
- Completed the High Performance Leadership program
- Served successfully as a Club Sponsor, Mentor, or Specialist

#### DISTINGUISHED TOASTMASTER (DTM)

*Requirements:*

- Achieved Advanced Toastmaster Gold award
  - Achieved Advanced Leader award
- Distinguished Toastmaster is the highest recognition a member may receive.

If you wish, Toastmasters International will notify your employer when you receive any of the above awards.

**A:** No. To receive the Advanced Toastmaster Gold award, you will have to complete all of the requirements for that award.

**Q:** I received the Able Toastmaster award several years ago. Am I now an "Advanced" Toastmaster?

**A:** You still are an Able Toastmaster until you have earned one of the new awards.

**Q:** I completed three Advanced Communication and Leadership Program manuals for my Able Toastmaster award. Since the new awards require the completion of only two manuals, may I apply one of the three I already completed toward the Advanced Toastmaster Silver award?

**A:** You did not complete an "extra" manual for the Able Toastmaster award. The three manuals you completed for the Able Toastmaster award were requirements for that award at the time you applied. To be eligible for the Advanced Toastmaster Silver award, you must complete two additional manuals.

**Q:** The Advanced Toastmaster Silver and the Competent Leader awards require that members conduct programs from The Better Speaker Series and/or The Successful Club Series. What are these?

**A:** The Better Speaker Series is a set of nine 10-15 minute educational speeches on speaking-related topics. The Successful Club Series, which also consists of nine educational speeches, addresses the subject of quality club meetings and how every member can help the club be successful. Most of the programs in this series also are 10-15 minutes. Programs in both series can be presented by the Vice Presi-

dent Education or other member. Each includes a script, and overhead transparencies also may be purchased. See the accompanying sidebar for details.

**Q:** The Advanced Leader award requires completion of the High Performance Leadership program. What is this?

**A:** The High Performance Leadership Program provides instruction and practical experience in leading others. As part of the program, you select a project in which you will serve as leader of a team. The manual offers valuable information and guides you through the leadership experience. A Guidance Committee evaluates your efforts. See the sidebar for more information.

**Q:** How do I apply for the new awards?

**A:** To apply, simply complete the appropriate award application and send it to World Headquarters. New Advanced Toastmaster award applications (1207-A) and Leadership/DTM award applications (1209-A) were sent to all Club Presidents in May, July, and October 1997, and will be sent again in January. Applications also appear in the 1997-98 "When You Are the Club President" and "When You Are the Club Vice President Education" handbooks. Applications are available on the Toastmasters International Faxback system. From a fax phone dial 714-858-4185, follow the prompts, and ask for document number 55 (Advanced Toastmaster award application 1207-A) or document number 56 (Leadership/DTM award application 1209-A); the application then will be faxed to you. Or you may call 714-858-8255 and ask that an application be mailed to you. New ATM applications will be included in Advanced Communication and Leadership Program manuals as they are reprinted. **T**



## Learn to Lead

**O**ne requirement for the new Advanced Leader award is completion of the High Performance Leadership program.

In this skill-building program, you serve as the leader of a project of your choice. The project can be done in your club, area, division, district, business or community – whichever is most convenient for you. The High Performance Leadership manual walks you through the project's phases, providing study material and activities to complete. A Guidance Committee, comprised of people whom you select, counsels you and evaluates your work, helping you through each phase.

After you complete the manual and submit an application, Toastmasters International will send you a certificate acknowledging your participation in this innovative program. Completion also counts toward the Advanced Leader award.

Telephone the Toastmasters International Orders Department at 714-858-8255 to purchase the program.

# Better Speeches & Better Meetings

The new Advanced Toastmaster Silver and Competent Leader awards require members to conduct programs from The Better Speaker Series and The Successful Club Series. Here is information about these programs and how they will benefit you and your club.

## THE BETTER SPEAKER SERIES

People join Toastmasters Clubs to improve their speaking skills. Manual speeches are one way to learn these skills, but there are other ways to learn them, too. One of these ways is The Better Speaker Series.

The Better Speaker Series is a set of nine 10-15 minute educational lectures that can be presented during Club meetings by the Vice President Education or other members. Each offers helpful tips on some aspect of speaking and includes a script; overhead transparencies also are available. Following are the programs with brief descriptions:

- **Beginning Your Speech** (*Catalog No. 270*) – Suggestions for starting off your speech right.
- **Concluding Your Speech** (*Catalog No. 271*) – Tips for ending your speech with power.
- **Take the Terror Out of a Talk** (*Catalog No. 272*) – Techniques for overcoming nervousness when speaking.
- **Impromptu Speaking** (*Catalog No. 273*) – Suggestions for speaking off-the-cuff.
- **Selecting Your Topic** (*Catalog No. 274*) – Ideas for finding speech topics.
- **Know Your Audience** (*Catalog No. 275*) – What you need to know to tailor your speech to your audience.
- **Organizing Your Speech** (*Catalog No. 276*) – Methods for arranging an effective presentation.
- **Creating an Introduction** (*Catalog No. 277*) – How to write an introduction that will add impact to your speech.
- **Preparation and Practice** (*Catalog No. 278*) – Techniques for preparing and rehearsing your next speech.
- **Finding New Members for Your Club** (*Catalog No. 291*) – Proven methods to help you locate those vital new members.
- **Evaluate to Motivate** (*Catalog No. 292*) – How to give evaluations that benefit the speaker, the evaluator, and the audience.
- **Closing the Sale** (*Catalog No. 293*) – Techniques to persuade guests to join your club.
- **Creating the Best Club Climate** (*Catalog No. 294*) – Tips for creating and maintaining a healthy club environment.
- **Meeting Roles and Responsibilities** (*Catalog No. 295*) – How you can successfully fill each meeting role.
- **Mentoring** (*Catalog No. 296*) – Information about the benefits mentors bring to members and clubs and the responsibilities of mentors.
- **Keeping the Commitment** (*Catalog No. 297*) – A review of the 10 standards that comprise “A Toastmaster’s Promise.”
- **Going Beyond Our Club** (*Catalog No. 298*) – The learning and leadership opportunities available to members in addition to regular club meetings and activities.
- **The Moments of Truth** (*Catalog No. 290*) – How to recognize and address situations critical to club success. (This is a one-hour program.)

## THE SUCCESSFUL CLUB SERIES

Many Club members think that only officers are responsible for making sure the Club has good meetings and provides a positive learning environment. In reality, all members are responsible for the club’s meetings and its success.

The Successful Club Series is a set of nine educational lectures that can be presented during meetings by the Vice President Education or other members. Each offers tips on what every member can do to ensure Club success. Each program includes a script and overhead transparencies also are available. Most take 10-to 15 minutes to present.

Following are the programs with brief descriptions:

- **The Moments of Truth** (*Catalog No. 290*) – How to recognize and address situations critical to club success. (This is a one-hour program.)

To purchase any or all of the programs or for more information, consult your club’s Toastmasters International Supply Catalog or contact the Order Department at World Headquarters at (714) 858-8255.

# Dig Your Well Before You're Thirsty

Former Toastmaster Harvey Mackay, an accomplished businessman and best-selling author, shares 12 ideas for maximizing Toastmasters and networking skills.

BY KAI RAMBOW, DTM



Harvey Mackay, as he appears on the cover of his new book.

**T**here is an old saying, "It's not what you know that's important, but who you know that counts." In an age of global competition, information overload and corporate downsizing, having a wide web of friends and acquaintances to network with has become more important than ever.

In the job market, *who* you know can make a difference. A variety of estimates indicate that anywhere from 67 to 80 percent of all jobs are never advertised; they are filled through networking. And when positions are

advertised, literally hundreds of resumés are sent. So instead of competing with just a few people, you are competing with hundreds. Recruiters admit that a good candidate may be missed simply because the resumé does not





effectively communicate a person's skills. Do you know enough people to avoid having to respond to an advertised job position?

When AT&T laid off 43,000 people last year, *Fortune* magazine profiled some of those who lost their jobs. The people who found new jobs within a few months were those who had effective networks.

How can we develop better networking skills? Master networker and former Toastmaster Harvey Mackay, who was voted one of the Five Outstanding Speakers in 1993, has some answers in his new book, *Dig Your Well Before You're Thirsty*. His own success is a good example of the importance of having good communication skills and being well-connected.

In 1959 Harvey Mackay bought an almost bankrupt envelope company. Today Mackay Envelope is a \$70 million company. Nine years ago Mackay wrote his first best-selling book, *Swim with the Sharks*. Today it still sells more than 250,000 copies a year. When Mackay was a Toastmaster, he, like us, gave speeches to become good at presenting ideas in front of groups. Today he gives one presentation a week for a Fortune 500-sized company for a \$30,000 fee.

Mackay credits his Toastmasters experience for much of his success in life. In his latest book, Mackay says, "Toastmasters is

not just about making speeches. It's about doing your homework, self-confidence, appearance, and becoming an interesting person and a valuable resource to others. In other words, Toastmasters can help you gain and polish the tools to become a successful networker."

He offers the following tips for building networking skills in a Toastmasters environment:

**1 Do your homework.** Mackay emphasizes, "Don't ever, ever be boring. Don't ever, ever be predictable." Your goal should be to stand out, to make people remember you. Learn to present information in interesting ways. Don't bore people with details; stick to the most interesting facts. Second, use humor whenever you can, and always customize your presentations to the audience. If you consistently are well-prepared for your presentations or meetings at work, it won't be long before people in your company know who you are even before you meet them.

**2 Develop your self-confidence.** "There is no substitute for having solid speaking skills," Mackay says. In fact, at Mackay Envelope Corporation only people with highly developed communication skills get hired to work with customers. When you become comfortable giving a manual speech in your club, try taking on some different roles

to stretch your communication and leadership skills, such as chairing the meeting.

**3 Dress for success.** At Toastmasters meetings and conferences, members are usually dressed in business attire or business casual. However, the accessory that looked good in the mirror that morning may prove distracting while giving a speech. The same applies in the workplace. People are more comfortable doing business with someone who is well-groomed, wearing business attire, than someone dressed in T-shirt and jeans.

**4 Become an interesting person.** "You don't have to slap people on the back to become a good networker," says Mackay. "Just become an interesting person." Your weekly Toastmasters meeting contributes in a big way to this area. Every week you get to hear about other people's work and life experiences. Every speech contributes to your knowledge. The more you know, the more you can participate in all kinds of discussions.

**5 Become a valuable resource to others.** When meeting someone, Mackay says we should be thinking, "What can I do for this person?"

A great place to follow Mackay's advice is in your club. Don't just come to the meetings and speak: Give something back to your club. Take on meeting roles; serve on the executive committee or coach a fellow member. Mackay points out, "The name of the game in life and in networking is what you can do for others."

**6 Learn to describe your occupation in 25 words or less.** Mackay recommends that everyone should be able to succinctly describe what they do for a living. "When I do a book signing, I always ask people, 'What do you do?'" Mackay says. He has noticed that three quarters of those asked cannot adequately explain their occupation.

What should you say? First, introduce yourself. If your name is unusual, think of a way of telling it so it will help people remember. Second, ideally in one sentence, tell people specifically what you do. Instead of saying, "I'm an engineer," develop a line such as, "I'm a mechanical engineer and design environmental control systems for buildings." This at least gives people a better idea of what you do. Third, if you can, add an interesting statement. For example, "Recently, I've been training for the upcoming bike-a-thon." This way you are quickly introducing yourself and giving people two options for follow-up conversation.

**7 Develop a good, solid handshake.** A lot of people need help. Mackay has met a lot of people with "dead

fish" handshakes. If your handshake is weak, then you need to practice it.

**8 Look people in the eyes.** While recognizing this is not true for every culture, eye contact is important in most countries where Toastmasters clubs are located. Mackay explains that lack of eye contact is interpreted as, "you don't have confidence; you don't have self-esteem." He also has noticed that people who avoid eye contact seem to have difficulty carrying a conversation.

~~Y~~ ***You don't have to slap people on the back to become a good networker."***

**9 Become an excellent listener.** "You can be a terrific networker and not even talk," Mackay emphasizes. We learn to listen well to other people's speeches in the club. The key is to apply that same level of listening and courtesy with people one on one. When you walk away from someone, after having listened well, that person will tend to like and respect you. Mackay says, "One of the best networkers I know only occupies two to three percent of any dinner conversation. Yet she is a phenomenal leader, highly respected and asks intelligent questions. That is just her demeanor, yet she has an effective network."

**10 Ask substantive, penetrating questions.** If you are shy in social settings, a great place to practice asking questions is before and after your Toastmasters meeting. Ask people about their jobs, interests and families. Mackay tries to ask interesting or fun questions about the other person. "People don't care about what you know, they care more about how much you care," he says. One of his favorite questions to couples is, "How did you meet?" It usually provides an interesting answer and lively conversation.

**11 Give as much or more than you get.** In the club environment, this means not just coming to the meetings, but giving something back to the club by being a considerate evaluator, or helping club officers set up or pack after a meeting.

Lack of time is a weak excuse. Mackay reflects that volunteering made him better in his other activities in the community as well as with his business. "I'm a far superior salesperson today because as a volunteer you get rejections all the time," he notes.

**12 Practice these skills until they are as natural as breathing.** Toastmasters is a great laboratory for practicing the skills needed to become better communicators. Many members have suddenly been noticed and promoted in their workplace because they started a Toastmasters club at work, gave a really solid presentation, ran an effective meeting or did something even as

simple as introducing speakers at a company meeting.

While you are practicing and refining the skills Mackay has outlined, you should be looking for people to add to your network. According to Mackay, the people you add to your network should have expertise in their respective fields. In *Dig Your Well Before You're Thirsty*, Mackay lists 16 types of people who should be in your network and four places to find those people. Start by looking for role models and mentors. "If you study a thousand successful people," Mackay says, "you will see that someone helped them along the way up."

Role models and mentors are not the same: Mentors change with the various stages in one's life and work. If you cannot find a mentor, look for a role model, someone whom you admire and want to emulate. Watch interviews with people you see as role models, read articles and books about them; learn everything you possibly can.

The first trait Mackay looks for in any new acquaintance is integrity. This trait is often not readily apparent; you have to be resourceful and do your homework. When hiring people to work at Mackay Envelope, he interviews the spouse, visits their home and uses industrial psychologists. "If I'm interviewing you for a job and you give me five people to call, from the interview I'll find out five other people to call that you don't have on your resumé," he says. "The second you leave the room, I'm on the phone calling them. You won't even know about it. My fanatical attention to detail helps me find out whether or not you have integrity. It is the only way to find out for sure."

Mackay looks for two other traits in employees and potential networking sources. One is sound judgment. Mackay's experience has shown him there is almost no relationship between IQ and good judgment. The other thing is a positive outlook. "My father was extraordinarily positive and he taught me to never go around with negative people," he says. "I do not have any negative friends at all. I write them off; they are not in my network. I don't want to hear about them, I don't want to see them, and I don't want to read about them."

Mackay knows he was fortunate that his father taught him how to network at age 21. His father told him, "When you meet someone, put their name in your Rolodex, and write a brief description of them on the back of the card." Mackay enthuses about the final key, "Find a creative way to keep in touch." He enjoys the challenge of keeping in touch creatively. Today, Mackay maintains more than 6,500 names in his software files.

One of the reasons Mackay is so effective as a networker is that he is personable and fun to deal with. In fact, almost all good networkers are pleasant and sociable,

in part because they genuinely like people. Within the last year, Mackay connected with another master networker, boxing champion Muhammad Ali.

When Mackay released *Dig Your Well Before You're Thirsty*, he like many authors started with a private book-signing party. As a surprise, Ali came to the signing. No one except Mackay knew Ali was coming. For four hours, while Mackay signed books, his friends got to meet Muhammad Ali and get their pictures taken with him.

The event was held in a bookstore in downtown Minneapolis, Minnesota. Some children spotted Muhammad Ali enter the store, and soon every kid in the neighborhood was packed outside the store. Understanding what a hero Ali is to so many kids, Mackay invited them to have their picture taken with Ali. Every child received a 9" x 12" photo. What can those children do for Ali or Mackay? Not a thing, but both Ali and Mackay enjoy doing things for other people.

We may not have the opportunity to do some of the things Mackay and Ali have done. Remember though, they both started somewhere. How can we as Toastmasters get started? By answering for yourself some of these questions: Which of the skills outlined by Mackay do I need to develop? How can I contribute to my Toastmasters club? What Toastmasters skills do I need to apply to my work? Where can I contribute, outside of my defined work role, in my company? Where can I contribute in my community? With whom should I get back in touch? With whom should I keep in touch on a regular basis?

Of course, if you want even more ideas, read the book.



**Kai Rambow, DTM**, is a past international director and a member of X Club 8630-60 and Manulife Financial Club 9050-60, both in Toronto, Ontario, Canada.

***"The name of the game in life and in networking is what you can do for others."***

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## The Five Outstanding Speakers of '97 - Dr. Laura Schlessinger

(Continued from page 15)

earned a doctorate in physiology from Columbia University Medical School. While teaching at the University of Southern California, she met her second husband, Lew Bishop, a professor of neuro-physiology who is now her business manager. She eventually was certified in marriage, family and child counseling and had a private practice for 12 years. "I discovered I had a talent for clarifying people's subconscious needs," Schlessinger has said.

Thanks to her quick wit, Schlessinger's radio career got its start in 1975 when, on a whim, she called a Los Angeles radio talk show to answer the question, "What would you rather be - a widow or a divorcee?" The program's host was so impressed with her "on-air personality" that he offered her a regular slot on the program. She eventually was given her own show and in 1990 launched what has grown into *The Dr. Laura Schlessinger Show*, airing from KFI AM 640 in Los Angeles.

Schlessinger also is a successful writer: Her two books, *Ten Stupid Things Women Do to Mess Up Their Lives* (1994) and *How You Could Do That?: The Abdication of Character, Courage and Conscience* (1996) have both been national

bestsellers. Her latest book, *Ten Stupid Things Men Do to Mess Up Their Lives*, was released in September, and she is working on a fourth about parents messing up their children's lives. She has a syndicated newspaper column and travels widely, lecturing to loyal listeners about doing the right thing.

Ultimately, what makes Laura Schlessinger so effective as a communicator is her singular focus and unyielding confidence, the ongoing mix of drama and humor in her show, and her insistence that people can and must rise above their problems. And each day, after hearing her sign-off message of "Now go take on the day," millions of listeners feel empowered to do just that.

It is clear that Toastmasters Top Five Speakers of 1997 have a lot to offer in terms of communication and leadership skills. Toastmasters International is proud to salute these five individuals for their impact on public speaking.

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

## 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.

- **Madeleine Albright** - U.S. Secretary of State.
- **Steve Allen** - humorist, author and television personality.
- **Christiane Amanpour** - foreign correspondent with CNN and *60 Minutes*.
- **Dr. Barbara de Angelis** - radio talk show host, psychologist and author.
- **Dr. William Bennett** - Former U.S. Secretary of Education and best-selling author of *The Book of Virtues* and other books.
- **Benazir Bhutto** - former Prime Minister of Pakistan, the first woman to govern an Islamic country.
- **Tony Blair** - British Prime Minister.
- **William F. Buckley** - political commentator.
- **Jimmy Carter** - former United States president.
- **Marcia Clark** - lead prosecuting attorney in the O.J. Simpson trial.
- **Bob Costas** - NBC television sports anchor.
- **Dr. Wayne Dyer** - social commentator, author and self-development expert.
- **Dr. Dean Edell** - syndicated radio talk show host and doctor.
- **Linda Ellerbee** - media commentator.
- **Anita Perez Ferguson** - president, National Women's Political Caucus.
- **Mary Fisher** - founder, Family AIDS Network.
- **Rev. Franklin Graham** - evangelist.
- **Spalding Gray** - author, actor and storyteller.
- **John Hockenberry** - wheelchair-bound reporter, advocate for the disabled.
- **Michael Jackson** - radio commentator.
- **Clive James** - BBC commentator.
- **Dr. Jeane Kirkpatrick** - former U.S. Ambassador to the U.N.
- **Tommy Lasorda** - Former Manager of the Los Angeles Dodgers.
- **Robert MacNeil** - TV news journalist with PBS.
- **Lynn Martin** - lecturer, former U.S. Secretary of Labor.
- **Susan Molinari** - CBS News host, former Congresswoman.
- **Charles Osgood** - TV and radio commentator.
- **Thomas Pickering** - U.S. Ambassador to Russia.
- **Lea Rabin** - wife of slain Israel prime minister Yitzhak Rabin.
- **Ralph Reed** - former head of the Christian Coalition, Republican political consultant.
- **Christopher Reeve** - actor, movie director, advocate for the disabled.
- **Patrick Reynolds** - anti-smoking activist.
- **Ann Richards** - former governor of Texas.
- **Bob Richards** - motivational speaker.
- **Louis Rukeyser** - financial analyst and television host.
- **John Scully** - lecturer, former Pepsi and Apple CEO.
- **Bernard Shaw** - TV journalist with CNN.
- **Brian Tracy** - motivational speaker.
- **Marilyn Vanderberg** - children's activist, former Miss America.
- **Mike Wallace** - co-editor of the TV news magazine *60 Minutes*.
- **John Walsh** - advocate for missing children.
- **J.C. Watts** - U.S. Congressman from Oklahoma.
- **Gerda Weissman-Klein** - Holocaust survivor, author, lecturer.
- **Christine Todd Whitman** - New Jersey governor.

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.

**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 8 in this issue.

**Please Note:** This year's Outstanding Speakers and those from previous years are not eligible for nomination. All ballots must be postmarked by April 1, 1998.

# Note for your Favorite Speakers!

## THE PAST YEARS' OUTSTANDING SPEAKERS ARE:

**1996:** Kenneth Blanchard, Gen. Colin Powell, Billy Mills, Elie Wiesel, Diane Sawyer

**1995:** Tom Peters, Nelson Mandela, Deepak Chopra, Barbara Jordan, Garrison Keillor

**1994:** Peter Legge, Jack Kemp, Stephen Covey, Dennis Prager, Rush Limbaugh

**1993:** Harvey Mackay, Mario Cuomo, Anthony Robbins, Jesse Jackson, Nina Totenberg

**1992:** Lee Iacocca, Gen. Norman Schwarzkopf, Robert Schuller, Les Brown, Paul Harvey

## 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. INSPIRATION OR MOTIVATION

Nominee \_\_\_\_\_

I think this person is an Outstanding Speaker because:

\_\_\_\_\_

### 4. EDUCATION 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 **April 1, 1998** to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690, Attn: Publications Dept.

# I N T E R N A T I O N A L

# Speech Contest Rules



**B**efore 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 the rules and procedures. During the briefing, contestants also 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 eight weeks prior to the Area contest, Districts have the option to allow the two highest placed available contestants from each Club to compete in the Area contest. Should additional Clubs charter prior to the Area contest, the two highest placed available contestants from each Club may compete. 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 a 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), a second place winner, and a first place winner will be announced. In contests with four or fewer participants, a second place and 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 speak-

ing position. Timing will begin with the contestant's first definite verbal or non-verbal communication with the audience. This usually will 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.
- D. Prior to announcing results, the chairman should announce if time disqualification(s) occurred, but not name the contestant(s) involved.

## 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.

*Due to space limitation, the annual magazine Article Index usually appearing on these pages will be published in the January 1998 issue.*



# Recognize Outstanding Achievement...

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