

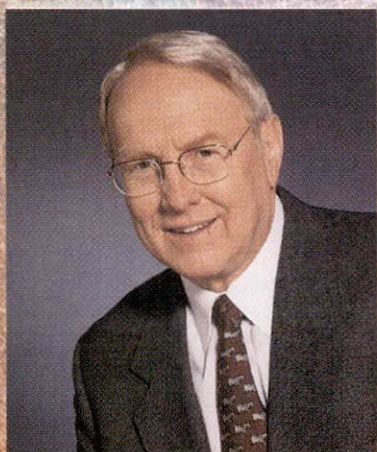
The TOASTMASTER[®]

DECEMBER 2000

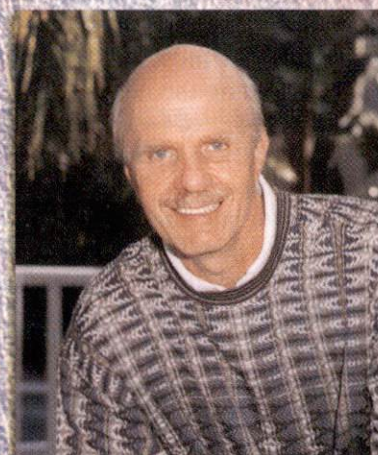
ALSO INSIDE:

Meet Your Goals in 2001

Technical Presentations:
From Nerd to Master



Dr. James Dobson



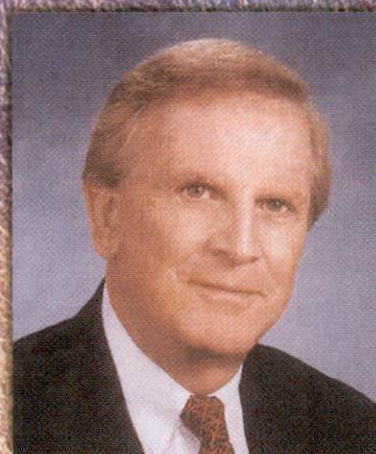
Dr. Wayne Dyer



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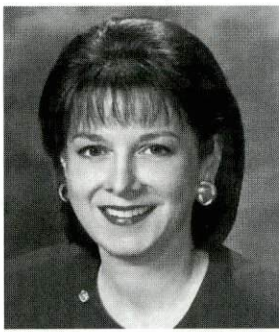


Dr. Alan Keyes



Dr. Denis Waitley

Meet the Five
Outstanding Speakers of 2000



VIEWPOINT

Start a New Club – It's Easy!

One of the most enjoyable activities in Toastmasters is building new clubs. Expanding the network of clubs is not only an integral part of our mission of making effective communication a worldwide reality, but it is a wonderful opportunity to share the life-changing benefits of club membership with 20 or more individuals. The importance of building new clubs can be driven home by pondering these questions: 1) Do you appreciate and feel thankful that someone took the time and trouble to form your club? And 2) Where would you be today if your club had not been chartered?

The first question is easy to answer, probably with an emphatic "Yes!" The second question probably makes you shudder. If you have been a Toastmaster for any length of time, you know that our product is a changed life, in virtually every way imaginable. Our one and only delivery vehicle of that product is the club meeting which, of course, cannot exist without the club. Fulfilling the district mission by forever expanding the network of clubs provides us with tremendous opportunities to help people change.

How is this to be done? It begins with you, the club member. Your district needs your help and you can provide this help by supplying the leads, sources and resources for chartering new clubs.

By chartering one club at a time, Toastmasters has become what it is today. Since that first club met in October 1924, we've become a worldwide organization of 77 districts with 176,600 members in 8,850 clubs.

None of us live in a vacuum. We all know hundreds of people who need Toastmasters. Finding the source of new club leads is similar to finding the source of new members: simply look around within your own sphere of influence.

Every member can be the source of new club leads. If you are interested in starting a club, or know of a good location for one, please call 1-800-9WE-SPEAK (1-800-937-7325) or go online at www.toastmasters.org. You can also order the manual, *How To Build a Toastmasters Club* (Catalog No. 121), from Toastmasters headquarters.

Consider this: whoever started your club gave you a valuable gift. They helped you succeed. Now you can return the favor and help others succeed. Imagine the 50th anniversary of a Toastmasters club you helped charter. What a legacy! When you participate in the formation of a new club, you are demonstrating the "Friends Helping Friends Succeed" attitude.

Note: As you may already know, Executive Director Terry McCann is retiring in August 2001. All qualified candidates are encouraged to submit resumés to the recruitment firm DeFrain Mayer. Please see page 11 for details.

JoAnna McWilliams

JoAnna McWilliams, DTM
International President

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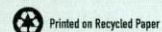
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Contents

December 2000

Volume 66, no. 12

features

8 FROM NERD TO MASTER

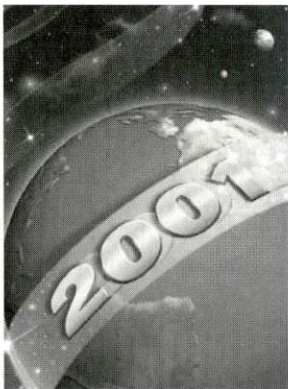
Technical presenters: Beware of information overload.

By Karl Walinskas, ATM



16 MEET THE FIVE OUTSTANDING SPEAKERS OF 2000

When these people speak, we all listen.



24 ACCOMPLISH YOUR GOALS IN 2001

To change an old habit, you must be ready to make that change at all levels of your being.

By Patricia L. Fry, CTM

28 THE TOASTMASTER ANNUAL ARTICLE INDEX

Use this guide as a reference to find magazine articles from the past year.

departments

2 VIEWPOINT: Start a New Club – It's Easy!

By International President Jo Anna McWilliams, DTM

4 LETTERS

5 MY TURN: Mom's Rules for Corporate Chat

By Keriann Rix

6 LAUGH LINES: Speaking Tips For the X-Files

By Michael Hinton, DTM

12 MANNER OF SPEAKING: Quirks of Modern Language

By Patrick Mott

13 2001 OUTSTANDING SPEAKERS BALLOT

14 MEMBERSHIP BUILDING: Hold Onto That Member

By David Oto, ATM-S

30 HALL OF FAME

The Toastmasters Vision:

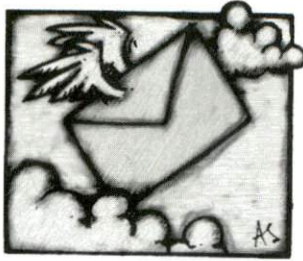
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

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

IN DEFENSE OF DR. SMEDLEY

Reading the recent letter decrying the reverence paid to the memory of Dr. Ralph Smedley (September) left me a little nonplussed. My first reaction was shock; then I settled into thinking this must be a tongue-in-cheek put-on. And finally I rationalized it as sincere but misplaced misunderstanding of Dr. Smedley's contributions.

I never had the pleasure of knowing Ralph Smedley, but I have spent more than a quarter century trying to follow his example. With a little more effort I'll get it right. Attending disorganized speech contests and chaotic club meetings on occasion, I've sometimes asked myself: "What would Dr. Smedley say?" and "Is this what Dr. Smedley had in mind?"

To find fault with the honor shown Toastmasters' founder makes about as much sense as ignoring the contributions of Jefferson, Adams, Hamilton and Madison and the debates in the Federalist Papers. The articles of the United States Constitution have undergone many changes over the years, but the spirit infused in them by the Founding Fathers lives on. Man does not live by the letter of the law, but by its spirit.

Smedley's contributions – as I see it – were not solely in applying techniques of public speaking (formulated by Greeks and Romans two millennia ago), but rather in creating a vision of what a communication movement could be. He succeeded in spades, a fact to which more than 4 million people worldwide can testify.

Smedley never envisioned e-mail and automated reports, fax machines and the World Wide Web. But he had the genius to recognize a need for better communication and leadership at the grass-roots level. And he did his best to satisfy that need. He has given us standards, ideals and guidelines for communication and leadership that have stood the test of time. For that we must be eternally grateful. I hope the movement he started never forgets what he has done for all of us.

Roy Fenstermaker, DTM • Dynamic Forcemaster Club 587-F • Lakewood, California.

MODEL OF PERFECTION

I would like to offer a rebuttal to the letter, "No Smedley Groupie" in the September issue. I believe the way an organization starts tends to continue, and any attempt at change is fraught with peril. This is especially true of the values instilled by its founder. To understand Christianity, study Jesus. To understand the United States of America, study George Washington, and to understand Toastmasters International, study Dr. Smedley.

Perhaps a reprint of the article "Reflections of Dr. Ralph C. Smedley," from the September 1989 magazine is in order. Of special interest to me were the comments of the late Past International Director Roy Graham, DTM, who was Dr. Smedley's friend for 18 years. Graham wrote, "He was soft-spoken, kind and a pleasure to work with... A very frugal man, he lived modestly, drove a small unpretentious car, and dressed as any middle-class businessman... He always listened patiently and showed great consideration for other fellows' point of view." I believe he explained the perfect candidate for membership in any Toastmasters club. I'm proud to consider myself a "Smedley Toastmaster."

Dave Bohla, DTM • Lima Eye Openers Club 4341-40 • Lima, Ohio

CHRISTMAS SPECIAL

As new Toastmasters, my husband and I had so much fun last Christmas Day giving speeches to our family members. After we opened our gifts and enjoyed each other's company, we showed off our new-found skills and gave our recent Toastmasters speeches. Not only did our family love it, they were enthralled.

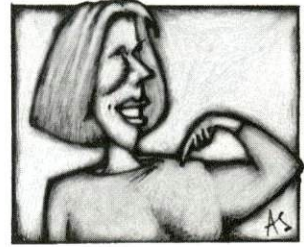
I then explained Table Topics and asked my 87-year-old stepfather if he wanted to try and answer one. He was reluctant but relented after some playful begging. He was great! Then my 77-year-old mother did one. She began nervously, then became passionate and delivered a wonderful speech. They both really enjoyed participating. Our son and his fiancée were too shy to answer a topic, but they created some questions for us. The answers had us rolling with laughter! What a perfect "gift" on a perfect Christmas day.

Tannie Gentry, CTM • Crystal Clear Club 9332-F • Garden Grove, California

ACCEPTING AVERAGE IS A HEALTHY HABIT

The article "Achieving Average" struck a cord in me (September). If you are very good at anything, it can be hard to enjoy doing things you do poorly. I have friends who cannot even relax and enjoy their hobbies because they keep their standards too high. We must be prepared to risk being beginners and to push our limits and fail when learning new skills. It is stressful to drive to be the best at everything. I have seen people drop out or not even try something because they did not think they could be above average at it. A person who can enjoy being average at something is a truly self-assured and confident person.

Bill Kerr • Sundial Club 5766-42 • Calgary, Alberta, Canada



By Keriann Rix

Corporate Chat:

5 Things Mom Said That Can Help You Communicate More Effectively

EFFECTIVE COMMUNICATION IS A CHALLENGE FOR MANY PROFESSIONALS. Mastery of nonverbal communication can lead to corporate success. Your mother, as well as mine, said many things that molded your childhood and can help you in adulthood as well. Recall those heart-to-hearts – you will

probably recognize the advice that will help you become a more effective communicator. I call them “Mom’s Rules.”

tions at us that instigate anger. If a colleague makes you angry and you act irrationally, your reputation could head down a troubled path. Mom didn’t want you to pout or throw a tantrum; your boss would not appreciate that attitude either.

probably recognize the advice that will help you become a more effective communicator. I call them “Mom’s Rules.”

MOM’S RULE #1: “Always Look at Me When I Speak to You”

Mom expected your full attention when she was talking to you, just as your colleagues, clients and boss do. Direct eye contact is essential in gaining rapport in business relationships; it conveys a message of openness and honesty. Your colleagues, clients and boss want to communicate with someone they can trust.

MOM’S RULE #2: “Stand Up Straight”

Mom told you to “stand up straight” because slouching made you look lazy. She was right; standing tall portrays authority and commands respect. Presence matters at all times and your body language sets the tone before a single word is uttered.

MOM’S RULE #3: “Hold Your Head Up”

This is a classic “Mom Rule.” Our mother’s job was to help us become confident individuals. The business world can often cause insecurity, but confidence sells and is often the name of the game. You must sell what you have to say to achieve your goal. A confident speaker is an effective speaker.

MOM’S RULE #4: “Always Use Your Head”

Remember when you would get angry with your brother or sister and you would stomp around and make faces? Mom would scold you and say, “Use your head! Acting out of anger only makes things worse.” This makes sense in professional relationships as well. Life often throws situa-

MOM’S RULE #5: “Wear Your Sunday Best”

Those of you, who grew up attending church and Sunday school, know what this phrase means. To be accepted as a professional, you must dress professionally. “Dress for success” to create a positive first impression.

Call these rules secrets, pointers or guidelines, but by following Mom’s five simple rules you can perfect your nonverbal communication skills and help polish your professional appearance. Mom’s constant hounding was a mystery while you were young, but heeding those reprimands allows you to be assertive in business relationships. **T**

Keriann Rix is a freelance writer living in Muncie, Indiana.



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Don't try this when giving your next speech.

Speaking Tips for the X-Files



Like many of you, I'm always looking for tips on public speaking. In my eight years in Toastmasters, I've run across many good ones, but I've also found some that left me wondering whether the writer was pulling my leg or visiting from another planet. So I started a file, labeled "X-Files tips on public speaking," for those tips that sent me laughing or shaking my head. Here are 10 of my favorites:

X-FILE 1

Using Notes Effectively – Dr. Vernon Booth, a scientist teaching at Trinity College, Massachusetts, writes in his 1985 guide to *Communicating in Science* that "Some speakers not knowing what to do with their hands put them into their pockets. This is inelegant. Notes can help, by occupying your hands." In the same way, I suppose the lectern, the gavel, or even a consenting member of the audience can be of help to the inelegant, pocket-fixated speaker.

X-FILE 2

The Best Place to Stand – Herbert V. Prochnow tells us in *The Successful Speaker's Handbook*, 1951, to "walk forward to the table or reading desk, if there is one, or to a point about six feet from the front of the platform. Do not stand right at the edge; the audience will be distracted, wondering whether you will step off." This is especially likely to happen if you also "keep your feet together," which Prochnow also suggests. Especially if you forget your notes and absentmindedly stick your hands in your pockets.

X-FILE 3

The Best Way to Stand – Not everyone agrees with the keep-your-feet-together approach. For example, as the

Nobel-prize winning scientist Sir Peter Medawar has noted, the Institute of Electrical Engineers suggests in its *Speaker's Handbook* – doubtless after many years of scientific research – that the "speaker is recommended to stand with his feet 400 millimeters (15.7480 inches) apart, as this stops trembling."

Less precise, but more complete instructions on how to stand are provided by Professors Elizabeth Avery, Jane Dorsey and Vera A. Sickles in their 1928 text, *First Principles of Speech Training*:

The standing position [is] fully erect, [which] permits the freest and most perfect functioning of the body and of the speech organs in particular. Chest is held high and well-expanded, the diaphragm is raised ... The abdominal wall is firm and flat, and the shape of the abdominal cavity represents an inverted pear. The ribs have only moderate downward inclination. The sub-diaphragmic space is ample to accommodate the viscera ...

[In so doing], the lithe yet vigorous grace of the Winged Victory of Samothrace can be achieved by any normal young person who is willing to make the necessary effort.

Few Toastmasters, it would seem, are "willing to make the necessary effort" required to look like the Winged Victory of Samothrace, which is not easy to do, since, if I remember correctly from my whirlwind tour of the museums of Paris five summers ago, the statue is missing its head, arms and feet.

X-FILE 4

The Best Way to Begin – Wondering how best to begin your talk? Dr. Booth, of Trinity College in Cambridge, Massachusetts, again rejects conventional wisdom. "Look at the back of the room," he says, "and ask 'Can you hear me?' I have done that; it works." Or, look out the window and ask 'where am I?' I did that in high school. Believe me, it works too.

X-FILE 5

Be Natural – How many times have people advised you to be yourself, to be natural? A group of professors in *Business Communication: Strategies and Skills*, 1984, tell us why it doesn't work: "Such advice, while well-intentioned, is not helpful. Your body may make it difficult for you to be natural in what is an unnatural situation." The best advice, then, I suppose, is to be unnatural in keeping with the "unnatural situation."

X-FILE 6

Intelligence vs. Speaking Ability – Worried that you're not smart enough to be a good speaker? Not a problem. According to Sir James Howie, a professor at the University of Glasgow in the 1960s and reputedly an excellent speaker on technical subjects, "Always bear in mind that the average mental age of any adult audience seldom exceeds 12 and never 14."

Dale Carnegie, however, I must note, does not agree. In the 1937 revised edition of his classic guide, *Public Speaking and Influencing Men in Business*, Carnegie remarks that in fact only "49 percent of the people in the United States have a mental age of 13." Unaccountably, this fact has been dropped from the more recent editions of his book.

X-FILE 7

Unique Speech Ideas – At a loss for a topic for a short speech? Harold L. Armstrong, in *How to Speak Well and Effectively*, 1956, has a suggestion: "Prepare a three-minute talk on...goats." If goats don't appeal to you, you might try one of his other topic suggestions, such as: "Aliens, cannibals, freaks, knitting, mud larks, nuts, Poles, Red Light, Sex, TNT, weird sisters, zoology..."

X-FILE 8

The No. 2 Fear – "It's been said," Jo Robbins informs us in *High-Impact Presentations: A Multi-Media Approach*,

1997, "that the number one fear of executives is making a speech and the second is 'What do I do with my hands?'" Clearly, executives have way too much time on their hands.

X-FILE 9

The No. 1 Fear – If you thought the No. 1 fear is public speaking, think again. Gene Zelazny, writes in *Say it with Presentations*, 2000, that:

Surely you can find better ways to spend your time than putting together a presentation. If I were to ask you to list the five things you like to do the most, in order of importance, would standing in front of an audience to deliver a presentation show up? I doubt it.

Now the insight. Members of your audience HATE sitting through a presentation more than you hate giving it. No kidding. They'll do anything not to sit through it.

Good news. If public speaking really is your No. 1 fear, the next time you're asked to speak, offer to trade places with a member of your audience.

X-FILE 10

How to Deal with a Sleeper – J. R. Norris, tells us in *How to Give A Research Talk: Notes For Inexperienced Lecturers*, the *Biologist*, 1978, volume 23, number 3:

If you do see someone soundly asleep in the middle of what you thought was your stimulating talk, don't worry about it; just ignore it. There are people who will fall asleep at the slightest opportunity and nothing you can do will stop them. I have even seen a lecturer fall asleep whilst writing on the blackboard. One of his students simply tapped him on the shoulder and he went on writing again.

Apparently, what works for speakers doesn't work for listeners.

Recently, I began a book of tips on public speaking. It's going well, but I occasionally worry that no matter how hard I work to make sure the tips are good, someone will include some of my tips in their own list of X-Files tips on public speaking. **T**

Michael Hinton, DTM, is a member of Moderator Club 3200-61 in Montreal, Canada. A previous contributor to *The Toastmaster*, he is a speechwriter and presentations coach.

Going from

NERD

to

Master

Technical Presenters: Beware of Information Overload

You're sitting in the audience at a conference for medical practitioners. The speaker is droning on about the latest therapy for carpal tunnel syndrome and dumping data on you as if you were a Cray supercomputer. You don't care because you've already tuned out and are drawing pictures of

the back of the guy's head who's seated in front of you. You laugh at your caricature – the part in the guy's hair looks like the butt of a rhinoceros. Frustration sets in when his head flops down on the writing surface before him, robbing you of your muse and forcing you to finish the pastel from memory.

The professor winds up his talk a brief 47 minutes later and receives polite applause from a yawning, stretching audience that is about half as large as when he began the lecture, reminding you of the scene at your wedding when security guards gently ushered your Uncle Elmer from the reception hall after he imbibed too heavily and mooned the polka band. Pity quickly replaced entertainment value.

You're scheduled to speak to the same group tomorrow, and you plan to entertain them with the mating habits

of tsetse flies and the impact the process has on modern medicine. As you mentally rehearse your opening, it suddenly hits you – “What if I am this boring?”

A pathetic state of affairs, no doubt. Feel lucky that you found out before you went on and sedated a few hundred colleagues. In my occupation as an engineer I've had the dubious pleasure of witnessing dozens of business presentations like the one described above, which, incidentally, is from memory and not concocted from my imagination. The scariest part is that if you can bore colleagues who have a modicum of interest in the subject matter, just think what happens when you present this technical prattle to a lay audience. Vital signs weaken and rigor mortis sets in before your second pie chart.

Here are the primary keys to avoiding this disastrous fate during your next presentation:

“How can your message improve audience members' lives?”

1 Have a Point to Make. What is the purpose of your presentation? Is it just to give information? Analyze data? Impress your colleagues with what you can do in a lab when left alone for four months? Let me suggest something a bit more basic and absolutely necessary for you to succeed in the presentation of ideas: Give the audience the reason your information is important to the world. Say it in clear language; don't assume it's obvious. Your job first



and foremost is to answer the unasked question, "Why?" "Why am I sitting here?" "What's this all about?" Doing this tells the people where you're going and provides a framework for them to look at the technical stuff and fit it into your overall purpose. Without this controlling objective, your listeners will hibernate on you as soon as the presentation hits a slow spot.

2 Address the Audience's Needs. It may be really impressive that tsetse flies can mate 10 times in a week (I'm making that up, so you entomologists out there, please hold your dukes), but what does that do for those who are seated before you at rapt attention? Today's audiences have a few basic needs you can tap into. How can your

message improve audience members' lives? Can it save them money or time? Or can it help them enjoy better health, feelings, peace of mind and relationships? Everything in your presentation should lead you to addressing one or several of these human needs. If you don't, if you stand there and blandly spew information like so much regurgitated spinach, your name will be forgotten before the crowd hits the exit doors.

3 Layer Your Ideas. Technical speakers can be ineffective for several reasons. Is the speaker monotonous and dreary? Many times she is. Does the presenter cut an impressive appearance? The answer often is no. But the most significant flaw in technical presentations, even to

Technically Speaking

In today's fast-paced world of Internet commerce and virtual business, we are called to give increasingly technical speeches.

With a little preparation, even the most technically oriented engineers can speak clearly and effectively to just about any audience.

■ **Do Not Overestimate or Underestimate Your Audience:** Even if you are speaking to a room full of engineers, they may not be proficient in your area of expertise. One way to gauge the audience is to start your speech by taking a straw poll. Ask them to raise their hands if they understand the basic concepts you will be discussing. In most cases, some hands will go up. This will not only let you know where to aim the speech; it will also let the audience know why you are aiming at that level.

■ **Avoid Jargon:** Every business has its unique jargon. We often do not notice we are using it. However, as speakers, we must carefully consider both what we say and how we say it. Try reading the speech to a friend or relative who is unfamiliar with your topic and find out whether she understands your message. Quiz her afterward to determine if the key points strike home. If not, refine the speech for clarity. If your audience does not understand you, your effort is wasted.

■ **Breathing Life Into The Words:** I attend too many speeches in which the liveliest component is the

demonstration. Invariably, I feel that attending such sessions is a waste of time. Your role as speaker is not the same as your role as author or scientist. An author puts words on a page, but the speaker brings the words to life. If the subject of your speech is particularly dry or esoteric, it becomes even more important for you to enhance the audience's interest level by using your Toastmasters skills, such as vocal variety or gestures. If the audience wants to read the material, they can do that for themselves.

■ **Handling Questions:** When audience members ask you questions, resist the temptation to project yourself as an expert. Don't try to answer questions you do not fully understand. Instead of trying to appear more knowledgeable than you are, offer to address such questions at a later time. If you sense that others in the audience are also interested in the question, have them provide you with a way to contact them after the speech, and be sure to follow up.

Technical speeches provide an opportunity to spread the wealth of your expertise. Interacting with an audience lets you know how the technical subject benefits others. When properly done, a technical speech enriches both the audience and the speaker. **T**

.....
Greg Davis, ATM-B, is a member of ACE Club 1175-56 in Stafford, Texas.

technical audiences, is that people get lost in the details – the data.

Information overload kills. Most of the time the audience is too polite to say anything, but if you look out to the people and their eyes are glazed over, you have a problem. Even if you're an engineer presenting to engineers, be aware that they didn't do the same research you did. If you have technical slides, don't clutter a single one with 20 concepts. Use 20 slides, layering the ideas together as stand-alone entities woven into a tapestry of conceptual understanding. Talk about the concept, introduce the visual aid, allow it to sink in, and reemphasize your point before moving on.

4 Stimulate Emotion. Your purpose probably is to persuade the audience to take some form of action.

Professional salespeople, those who live the persuasion game every day, know that people buy based on emotions and justify their actions with facts. As a technical persuader, you have no shortage of facts. Where do you stand on emotions? Make the information personal to the listener. You now know you have to focus on the human needs of the audience, so how do you best drive home the points?

The easiest and most effective way is to use personal stories and analogies about elements of life that are important to people – kids, parents, pets and golf scores. Do everything in your power to draw comparisons between the technical material and the homey, down-to-earth stories that trigger emotional responses. Do you *have* to make your listeners cry or laugh? No, but if you do either or both, you've got 'em right where you want 'em.

5 Request Action. If you've gotten this far, you have successfully fired up your audience and kept them conscious during your entire talk. Congratulations! Here comes the part that 80 percent of tech-presenters miss: Ask the audience to do something. Request action. They may have missed the cues you left during your talk, so now that you have an emotional reaction supported by your wall of facts, tell them exactly what's expected. Do you want them to vote a certain way? Contribute to an educational foundation? Ride a bike to work to save the atmosphere from fossil fuels? Whatever it is, culminate your talk with a request for action.

6 Allow time for questions. If you've done well, you'll be asked plenty of questions. Don't interpret this as a sign that you didn't properly explain things; take it as a victory. You have successfully engaged the audience, and now they're actually thinking and want to know more. If you know your stuff, this is an opportunity to shine, to deftly handle questions and points of concern. Q&A is important to any presentation, but for those with technical subject matters, it is essential to leave at least 10 minutes at the completion to take questions.

If the allotted time runs out and people are still asking questions, let them ask you after the presentation or by telephone or e-mail a few days later. Providing listeners with this opportunity enhances your credibility.

As a college senior, I worked on a design project with four other engineers-to-be at the University of Maryland. Our professor encouraged us to enter a design contest at George Washington University. Our idea was a small fluidic (go mechanical engineers!) device that would adjust the flow in an IV line based on the back pressure coming from the patient's arm. We had a conceptual sketch and a few derivations. We had no data, no working prototype, and no earth-shattering principles of scientific discovery. But we did have Brian Moore.

Brian was the only one in our group who had worked in "the real world." He was as intelligent as the rest of us but no genius. His hair was prematurely gray and he wasn't particularly imposing physically, but oh could he speak! The rest of us nominated Brian to be our presenter. At the contest, Brian began with a joke, and basically followed the six steps I've just given you. Brian's presentation was completely different from all of the other teams'. Guess which team won the contest?

Learn how to present technical information effectively and you too might come out the winner. **T**

Karl Walinskas, ATM, is a member of the Greater Wyoming Valley Club 9700-38. He is an engineer, professional speaker and freelance writer in Pennsylvania. Karl can be reached at karl@speakingconnection.com.



At the 2000 International Convention, Toastmasters' Executive Director Terry McCann announced his retirement, effective August 2001. The Board of Directors has engaged the management recruitment firm of DeFrain Mayer of Overland Park, Kansas, to conduct the search for an Executive Director. This search will get underway in early 2001, with final candidate interviews being conducted in June of 2001. Briefly, a few of the qualifications to be considered include:

- 5 years experience managing in a not-for-profit organization
- Experience in financial management, including investments and budgeting
- Promotional/public relations expertise
- Training background to include the design of manuals and programs.
- A demonstrated success record of coordinating multiple projects and programs.

Interested and qualified candidates may fax their resumés in confidence to Stephen Snodgrass or William Wood of DeFrain Mayer at (913) 345-0172, or e-mail their information to ses@defrain.com. Please do not call either DeFrain Mayer or Toastmasters International.



We often try to make a word or phrase perform one too many parlor tricks.

Quirks of Modern Language

Here at the beginning of the third millennium, with English firmly entrenched as the dominant language of world commerce and as the second language of choice for much of the world's non-English speaking population, we native speakers seem hellbent on muddying it up.

In coining new words and re-casting old ones, too many of us are determined to sound important at all costs. All too often that means we try to make a word or phrase perform one too many parlor tricks.

Have a look at the perfectly good word "event," for example. We have blindsided this poor word from two directions. Today, when a man suffers a heart attack, we dryly say that he experienced a "coronary event." If we want to detach ourselves further, we simply call it an "event." Anyone who has ever had, or witnessed, a heart attack knows that "event" just doesn't cover it. A heart attack is a heart attack. The 400-yard hurdles is an event. Less pernicious, but all-pervasive, is "sales event." The implication: a sale isn't good enough, big enough. But how much bigger and better is a sales event? And "television event?" That used to be called a "special."

Commerce produces this sort of hairsplitting. When you go to purchase that thing with tires and an engine, are you buying a car? According to the subtle hierarchy of the auto business, you are if you're going for an economy model. Something a little more expensive is routinely called an "auto," and the echelon above that is occupied by an "automobile." You know you're really in the high-rent district when you find yourself shopping for a "motorcar."

And even that can be trumped by the omnipresent "super." There is barely a noun in the language that we have not appended to "super." Are there any women left in the world who parade down fashion runways and are known simply as models? Apparently, the species is extinct. Today you are a supermodel or you're waiting tables at Al's Diner. Call Cindy Crawford a model and brace up for a withering look (and maybe a lawsuit) from her publicist. Similarly, one no longer can be simply a

star. Hollywood is now full of stars who tend bar and clean pools most days. Even if you're a superstar, you might only get second billing. Which brings us into the realm of the megastar, but let's quit while we're ahead.

As the world shrinks, curiously our storehouse of superlatives gets larger. When the Titanic sank in 1912, the world was a much larger place, and simply calling the sinking a disaster or a tragedy was considered description enough. In describing the liner's size, many accounts employed a word that today has nearly lost all meaning: "great." In 2000, however, we routinely see public figures groping for words to describe events that occur on a grand scale. They stammer their way through "enormous," "giant," "immense," "colossal," "incredible," "fantastic," "amazing," "awesome," "terrific," "tremendous." One of these words would do, and would carry far more punch. Overuse makes one appear overwhelmed. And even if you are overwhelmed, you don't want to look or sound as if you are.

One word has become so blurry in modern culture that it too has nearly forfeited meaning: media. For the record, it's the plural of "medium," and here's what Webster says it means: "A channel or system of communication, information or entertainment." Pretty straightforward. But such a pat definition isn't quite up to the task when popular culture insists the word "media" means everything from shark-like TV reporters to servile ad purveyors to the spawn of the devil himself. And when the definite article is attached, the term becomes absolutely monolithic: The Media.

Specifics are what are called for here. Don't like reporters? Then you don't like the news media (and it wouldn't hurt to separate them into print and broadcast). Hate bad movies and sitcoms? Then you don't like the entertainment media. Think modern literature is awful? Then you don't like the publishing media.

I could go on. But I have to stop. One of our ad writers needs a superlative and she wants to know if I can spell "bodacious."

T

Patrick Mott is a freelance writer living in Fullerton, California.

Vote For Your Favorite Speakers

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 public speaking.

Please fill in the nomination form below and send it to the Publications Department at World Headquarters. 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 following seven 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.

Please Note: The Outstanding Speakers of 2000 and those from previous years are not eligible for nomination. (See list on page 20). All ballots must be postmarked by **May 1, 2001**.

Outstanding Speakers Ballot

1. COMMERCE OR 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: _____

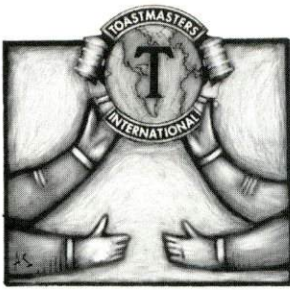
5. MASS MEDIA

Nominee _____

I think this person is an Outstanding Speaker because: _____

Submitted by: _____ Club/District No. _____

Please mail this form by **May 1, 2001**, to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690, Attn: Publications Dept.



Hold Onto That Member

You feel so proud. As the Vice President Membership, you have maintained a constant club membership of 25 for many months. Suddenly, your accomplishment is slipping away. First one member, then two and then abruptly, the membership roll is down to 20. You wring your hands and ask yourself, "Why?" You've heard all the reasons: "I've got no time," "My job won't let me," "I can't get to the meeting on time," and the classic, "I'm just no good at this." If you stop to analyze these reasons, you will see that these are all of the negative "glass-half-empty" type. As VP Membership, you instead need to look for ways to not only sign up new members, but to maintain existing memberships. Otherwise you are constantly fighting an uphill battle.

So, what can you do to maintain the existing membership? Let's look at a few ideas:

1 Create a mentoring program – When new members sign up, they have no idea what to expect for the first few meetings and need guidance. If no one steps in to help, they may become intimidated or disillusioned. Assign a veteran Toastmaster to the new member and in just a few months, watch how this "bud" will bloom into a beautiful flower, learning and growing in the Toastmasters environment. You may also be planting the seed for a future club leader.

2 Set the Example – If you are one of the club leaders, lead by example and attend all meetings. Always demonstrate a positive, upbeat attitude. Admit that you've been extremely busy at work and/or home, but you've found Toastmasters meetings to be both rewarding and enjoyable. Never show negativity at the meeting.

3 Follow Up With Members – Make it a habit to call on members regularly to get to know them better. Be friendly and ask questions to let them know you care. Not only will they feel more comfortable around you, they will feel comfortable around the company you keep, the club environment.

4 Encourage Members to Attend Meetings – Contact members you have not seen in a while and invite them to return. Praise members when they make a speech and applaud their growth in Toastmasters. Many times members just need to feel they are doing a good job. It is amazing how far a simple compliment will go.

5 Plan Fun and Exciting Meetings – Be sure your meetings are fun and exciting, as well as educational. Celebrate birthdays, promotions, anniversaries, advancement of fellow members and so on. Invite guest speakers to talk about topics not normally covered on your club agenda. Many ideas can be generated to make meetings fun. Be sure to publicize special meetings and events to generate interest and entice guests. Remember, all current members were once guests.

6 Survey Regularly – Perform club surveys up to twice a year. They provide club leaders with some direction so programs can be developed to inform and benefit members. When preparing the survey, keep it simple and brief. The club membership survey form, available through TI's headquarters does just that. The important thing is for club officers to implement the survey results as soon as possible to show members that their needs are what drive the club.

As long as you are doing everything you can to maintain membership, do not despair. Membership is cyclic, subject to people's wants, needs and desires. The important thing for you as a leader is to not be discouraged. Even when it seems that membership is foundering, you need to be the one to see the glass as half full. Stay positive, keep smiling and be sure club meetings are run the way they are supposed to. Your members will appreciate your effort and reward you with their attendance. **T**

David Oto, ATM-S, is a member of Hi-Liners Club 4457-39 in Sacramento, California.

You Know Your Club Needs to Improve Its PR Efforts When:

By Ronald Barredo, DTM

- Your club has not had a visitor in three meetings.
- Your club has not had a new member in three months.
- The place you meet does not have a poster that shows the day and time of your meetings.
- The last newsletter your club published was when the club was first chartered.
- The establishment close to where you meet doesn't know that your club meets nearby.
- Your club's membership has been gradually declining.
- The club is below charter strength.
- The club's meeting schedule is not posted in the local newspaper on a regular basis.
- Members are not interested in inviting others to visit the club.
- The local chamber of commerce does not have your meeting information and the name of your contact person.
- People in your area think that a Toastmasters meeting is a gathering of appliance people.
- The club's newest member has just earned his or her DTM recognition.
- Guests try to recruit members for you.
- Members earning awards are not recognized in the club's newsletter or local newspaper.
- The company executives who you work for do not know that they have a company-sponsored Toastmasters club.
- Your co-worker in the next cubicle doesn't know that there is a company-sponsored Toastmasters club.
- Members do not wear their Toastmasters pins.
- Your local community's Welcome Wagon kits do not contain Toastmasters information.
- The local library closest to your meeting venue does not have a flyer promoting your club.
- Your company's publications do not include Toastmasters information about the corporate club.
- None of your club members are members of the district speakers' bureau.
- Welcome signs to the city do not include a Toastmasters highway sign.
- Your company's human resources department does not provide information about the company's Toastmasters club in new-employee packets.
- There are no directional signs pointing to the place where a Toastmasters meeting is being held.
- People are not asking you about your Toastmasters involvement.
- None of your club members can give a 30-second plug about the benefits of Toastmasters to others.
- Local radio or television stations don't run public service announcements about Toastmasters clubs in your area.
- Bulletin boards at your workplace do not include information about the in-house Toastmasters club. **T**

Ronald Barredo, DTM, of Nashville, Tennessee, is a member of four Toastmasters clubs in District 63.

2 VOLUMES - 700 PAGES - 1,000 SUBJECTS - 2,200 ITEMS

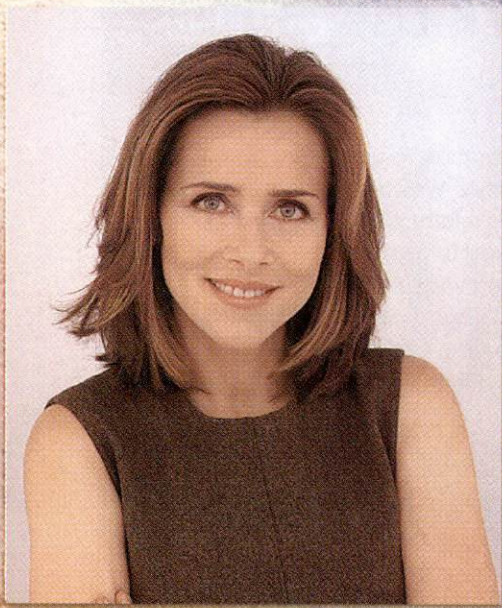
THE SPEAKER'S FRIEND



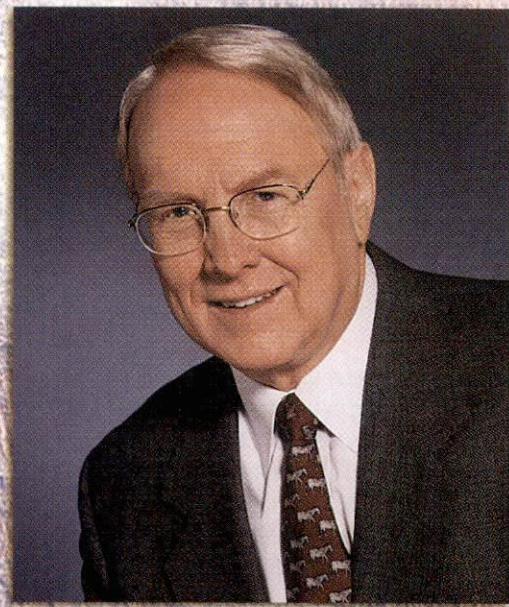
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For complete information and a special introductory offer, visit our website: www.speakersfriend.com or call toll free: 1-866-737-4363 (1-866-sfriend)

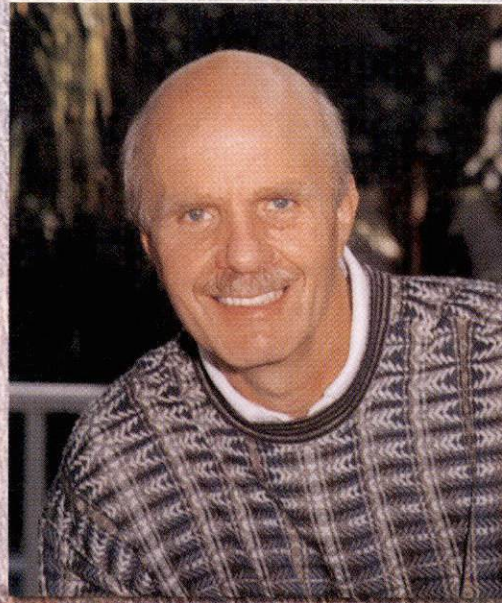
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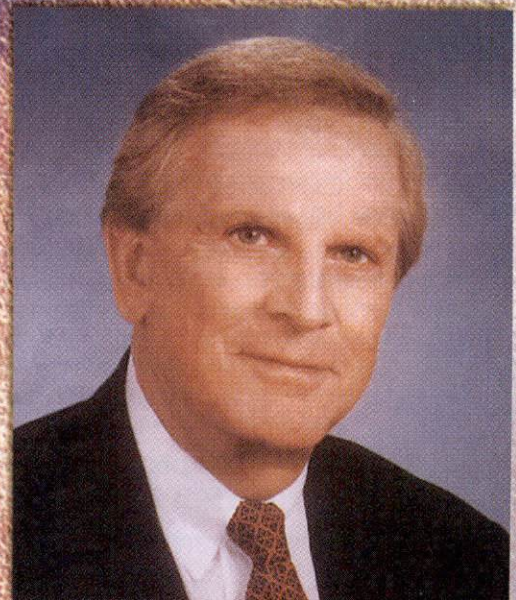
Dr. James Dobson



Dr. Wayne Dyer



Dr. Alan Keyes



Dr. Denis Waitley

Toastmasters International honors a select group of expert communicators.
When they speak, we all listen!

Meet the Five Outstanding Speakers of 2000

In keeping with an annual tradition, Toastmasters International early this year asked members to name their favorite public speakers and leaders for the 2000 Top Five Speakers Award. Now the votes are in, the ballots are tallied and Toastmasters International is pleased to honor the following five outstanding communicators for their achievements and contributions in their respective fields of work:

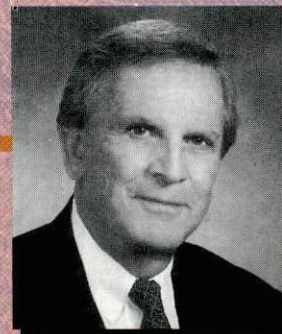
- **COMMERCE AND INDUSTRY:** Denis Waitley, Ph.D., an expert on peak performance, is a keynote speaker and counselor to top executives, Olympic athletes and NASA astronauts. His audio album, *The Psychology of Winning*, is the all-time bestselling program on self-improvement. Author of 12 nonfiction books, including two *New York Times* bestsellers, and numerous audio programs.
- **GOVERNMENT:** Alan Keyes, Ph.D., two-time Republican presidential candidate, U.S. Ambassador to the United Nations Economic and Social Council, radio talk show host, founder of "Citizens Against Government Waste."
- **INSPIRATIONAL/MOTIVATIONAL:** Wayne Dyer, Ph.D., psychologist, professional speaker, prolific author of 16 self-help books, including the bestselling *Your Erroneous Zones*, and many audio programs.
- **EDUCATIONAL AND SOCIAL:** Dr. James C. Dobson, Psychologist and radio host, founder and president of Focus on the Family, political activist,

author of many books on Christian and family themes, including the popular, *Dare to Discipline*.

- **MASS MEDIA:** Meredith Vieira, journalist, co-host of the ABC morning talkshow, *The View*. Famous for leaving a promising journalism career at *60 Minutes* in favor of spending more time with her family.

What can Toastmasters learn from these popular personalities? Let's take a closer look at the lives and speaking styles of each of the Five Outstanding Speakers of 2000:

Dr. Denis Waitley: *Ambassador of Achievement*



From POWs to Pinocchio, corporate philosopher Denis Waitley knows just who to call upon when he wants to bring a message

home. His ability to turn real-life survival stories and fairy-tale metaphors into empowering examples – without resorting to bombastic rhetoric or sentimental overkill – has put him at the forefront of other merchants of motivation.

But the accomplished author and keynote speaker offers audiences far more than illustrative anecdotes. Waitley knows how to inspire, inform and entertain, and his ideas are backed by impeccable research and professional credentials. As *Priorities Magazine* put it: "[Waitley's] real talent is in explaining complex, high-performance attitudes in easy-to-understand examples."

When Olympic athletes, major league sports teams and top executives need someone to inspire them

toward peak performance, they call on Denis Waitley. Widely recognized as an expert on personal development, high performance and productivity, Waitley has achieved this status by thoroughly researching and updating the principles he first revealed in his all-time bestselling audio cassette program, *The Psychology of*

***"I speak as a mission,
not as a livelihood."***

— DR. DENIS WAITLEY

Winning. His mission is to tell people they have more control over their lives than they think they do, and he preaches the importance of basic virtues in business – integrity, self-esteem and responsibility. It's a job he's

been doing with great success for 20 years.

Dr. Waitley's early life gives credence to his message of success against all odds – what he calls "doing within when you're doing without." Growing up in San Diego during the lean post-Depression years, he and his two siblings wore hand-me-downs and ate "chicken sandwiches" – without the chicken. When he was 14, his alcoholic father divorced his mother and Denis became head of the household.

Determined to have a better life, Waitley earned money by mowing lawns, delivering newspapers, and caddying at a local golf course. He knew he would have to earn a full scholarship in order to attend college, so he applied for – and won – a Naval Reserve Officer's Training scholarship to California's prestigious Stanford University and an appointment to the U.S. Naval Academy.

After graduation Waitley became a Naval attack pilot, leading his military subordinates with what he calls a "macho leadership style." Although he looks back on it with chagrin, Waitley was just proving what he continues to preach: Leadership is constantly changing, and survivors learn to change with it.

"Yesterday, natural resources defined power. Today, knowledge is power. Yesterday, leaders commanded and controlled. Today, leaders empower and coach," Waitley says. "Yesterday, leaders were warriors. Today, they are facilitators. Yesterday, managers directed. Today, managers delegate. Yesterday, supervisors flourished. Today, supervisors vanish."

Subsequent studies in behavioral psychology showed Waitley the links between visioning, self-discipline and success – connections fundamental to his later development of training and performance programs for NASA astronauts, government leaders and athletes. For the past 10 years he has used his winning strategies in his position as chairman of psychology on the U.S. Olympic Committee's Sports Medicine Council, coaching Olympians such as Mary Lou Retton to achieve their highest potential. (During the two years he spoke to an NFL football team, they lost only one game and won the Super Bowl twice.)

His fundamental message has moved millions on and off the field. *The Psychology of Winning*, which he authored and narrated, is the best-selling personal development audio program of all time, earning some \$100 million in sales. More than 20 million of his audio programs have been sold in 14 languages. In fact, the Asian *Wall Street Journal* reported that Waitley has written "the best-selling business book in the Mandarin language of the past decade." He has also written 13 nonfiction books, several of which have made it to the New York Times' bestseller list, including *Seeds of Greatness*, *The Winner's Edge* and *Being the Best*.

And of course, there is Waitley's speaking career, which keeps him on the road nearly 200 days a year. Despite being one of the highest-paid speakers in America, "I speak as a mission," he insists. "Not as a livelihood."

Soft-spoken and low-key, Waitley seems almost rooted in place on stage – but his words set off mental fireworks. As the *Washington Post* put it, Waitley combines "Vince Lombardi power in a Bob Newhart personality." *Priorities Magazine* calls him "no entertaining motivational guru spewing pseudo-intellectual fireworks." With dry humor and lively illustrations, he translates today's trends into tools for corporate and personal success.

Waitley says part of that ability stems from his desire to identify with his listeners. "I take each engagement very seriously," he says. Besides studying the corporate literature of each group he is addressing, he often confers with organizational leaders. That way, he says, "I can offer in-depth, leading-edge knowledge that participants can take away and implement in their professional lives."

His tailor-made presentations have made him a favorite keynote speaker with Fortune 500 companies across America. He was recently voted "Platform Speaker of the Year" by the Sales & Marketing Executives' Association, and was inducted into the International Speakers' Hall of Fame.

Despite the accolades, Waitley knows there is always room for improvement. "I need to constantly remind myself that audiences can absorb and retain only a few key points during a keynote presentation," he says. Rapid audience note taking, he says, can reduce the dramatic impact of a speech. So he is constantly learning to stick to a theme and illustrate it with just "two or three core concepts."

He also looks to others to help improve his own style and effectiveness.

"I've studied and listened to many public speakers as role models," he says. "Earl Nightingale for voice quality and substance...Dr. Kenneth MacFarland, Red Motely, Paul Harvey and Robert Schuller for anecdotal illustrations, and for presence and poise, Colin Powell."

In order to convince listeners to "reengineer" themselves, Waitley believes he must constantly do the same himself. Recently he has split his time between study-

ing Asian business practices and learning the latest computer technology, and then sharing that information with audiences.

"Every five minutes a new technological marvel is announced that makes yesterday's practices obsolete," he says. The key to survival in the 21st century, according to Waitley, is to stay abreast of the latest developments – and to use self-leadership, rather than outmoded manager-directed leadership, to get ahead.

Dr. Alan Keyes: Outspoken Orator

Famous for his compelling oratory, Alan Keyes isn't a motivational guru or a media sweetheart. His subjects are controversial, his speaking style often confrontational.

But when listening to him, even his opponents can't help but be stirred by his persuasive blend of intellect and rhetoric.

In fact, those attributes alone explain why Keyes, who has never held elective office, managed to hold his own against two of the country's most distinguished politicians and one of the country's wealthiest men in his bid for Republican presidential nomination this year. As a further surprise, he did it with little money, an uncompromising attitude toward the press, and, as the first black Republican on a presidential ticket, with a message of moral absolutism that does not sit well with most American voters.

In the end, Keyes lost the nomination to Texas Governor George W. Bush, but he remains undeterred. After all, he lost in his previous presidential bid in 1996 and in his two campaigns for the U.S. Senate in Maryland. His is "the mouth that roared," in the words of a political commentator, and he accomplished his objective of "raising the moral level of the debate." And analysts project that Keyes still might find a niche for his anti-abortion message in the White House if George W. Bush wins the election.

Keyes has been called "a political oxymoron" – a black Republican Roman Catholic whose principal appeal is to white evangelicals. In fact, he is more a preacher than politician. During the campaign, Keyes combined passion and politics, speaking out vehemently against abortion and gay marriage. He never backed down from his ultra-conservative stance, yet he came out ahead of big-spending Republican candidate Steve Forbes despite a campaign budget one-tenth the size of Forbes'.



Why was he such a hit with supporters? According to a January 2000 article in *The Economist*, the answer is simple: "He is a mesmerizing speaker, a man who can hold his audience spellbound for hours without the benefit of a note... He cares so visibly about his ideas."

Keyes is often described as "dynamic," "forceful," and even "ferocious" behind the lectern. After hearing Keyes speak, liberal journalist Michael Lewis conceded, "I was struck dumb by the force of his eloquence." Lewis wrote in *The New Republic* in 1996: "It may be the 20th time I've heard Keyes speak. Before each speech, I promise myself that I won't let myself become swept up yet again in what he is saying; yet after he speaks I am always someplace different from where I started out."

Born in 1950, the fifth child of an Army sergeant (and lifelong Democrat), Keyes grew up in several different states and eventually settled in Maryland. After an outstanding high school career, he entered Harvard University, where he earned a Ph.D. in government affairs and wrote his dissertation on American statesman Alexander Hamilton. He joined the U.S. Foreign Service and in 1978 moved to Bombay, where he met his wife, Jocelyn, and then to Zimbabwe within two years. In 1981, the year he married, Keyes was named to the U.S. State Department Policy Planning staff. In 1983 President Ronald Reagan appointed him U.S. Ambassador to the United Nations Economic and Social Council (UNESCO). And just two years later, Ambassador Keyes held the position of Assistant Secretary of State for International Organization Affairs.

The silver-tongued father of three first sought elective office as a Republican nominee for the U.S. Senate in 1988 and again in 1992. While unsuccessful, both bids earned him media attention and gave him a chance to hone the political and oratorical skills that have become his hallmark.

While serving as interim president of Alabama A & M University, Keyes became a syndicated newspaper columnist, spreading his conservative, take-charge message far and wide. And he remained as vocal in person as he was in print. In 1992 he electrified listeners as the featured speaker at the Republican National Convention in Houston. In 1994 he began his own syndicated radio talk show, "The Alan Keyes Show: America's Wake-Up Call," which ran for five years.

As founder of "National Taxpayer Action Day" and president of "Citizens Against Government Waste,"

***"Slavery is not an
academic point to anyone
like me, and I will defend
the unborn just as I
would have fought
against slavery."***

– DR. ALAN KEYES

Keyes urged Americans – especially black Americans – to demand a return of moral order and personal responsibility. It was a message he repeated in his books, *Master of the Dream: The Strength and Betrayal of Black America*, published in 1995, and *Our Character, Our Future: Reclaiming America's Moral Destiny*, published the following year.

In 1996 Keyes made history as the first black Republican candidate for president. He also made waves: refusing to be ignored by the media, demanding his fair share of the attention. When a television network in Atlanta restricted a televised Republican debate to the four leading candidates, Ambassador Keyes set up a campsite outside the studio and stormed it repeatedly. He was ultimately carted off by Atlanta police.

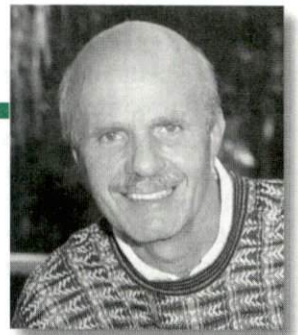
During his recent, second bid for the presidential nomination, Keyes again made sure his opinions about welfare, health care, campaign costs and the moral status of the country were heard. During one political talk show, Keyes became convinced debate moderator Tim Russert was favoring the two front-runners. According to *The New Republic*, the outspoken Keyes refused to yield the floor to other questions or candidates, repeatedly saying, "Excuse me, I'm not done," and insistently charging that "you let the other folks finish." The forceful performance, rarely seen in the world of spin-doctored politics, nevertheless earned him the respect of many and moved him ahead in the early polls.

Keyes has made abortion a centerpiece of all his campaigns, but he rests his case not as much on the Bible as on the Declaration of Independence, especially its assertion that human rights are "endowed by our creator,"

and not by political or personal authority. To Keyes, legalized abortion violates the unborn child's "unalienable rights" and he considers it the moral equivalent of slavery. "Slavery is not an academic point to anyone like me," he has been quoted as saying, "and I will defend the unborn just as I would have fought against slavery."

To hear Keyes at the lectern is to understand the spell-binding force of a compelling speaker. He doesn't just say words; he spits them. With a rapid-fire, staccato delivery, he verbally underlines key words and ideas. And often, he incites listeners to take action. With his Harvard doctorate in government, "No active politician today better understands and explains the moral foundations of America's principles than does Alan Keyes," wrote a reporter for *Insight on the News*. "He is the most gifted orator of our day."

Dr. Wayne Dyer: A Sage for the New Age



"In my mind I can picture what the world was like in other times, and I am fascinated by what those people who lived before us might have felt in their hearts. To imagine that...those we revere as our teachers and spiritual leaders actually walked on the same ground, drank the same water, watched the same moon, and were warmed by the same sun as I am today intrigues me considerably. Even more intriguing is what these greatest minds of all time would like us to know."

With these words, Dr. Wayne Dyer opens his latest book, *Wisdom of the Ages* (Harper Collins Publishers, 1998). The book offers thoughts of wisdom from 60 sources, ancient and contemporary, and explains how each lesson or idea can help readers today. In so doing, Dyer dovetails his New Age philosophy with common-sense guidance.

Part mystic, part psychologist, the 60-year-old Dyer has won leagues of fans the world over. With the publication of his first bestseller, *Your Erroneous Zones* in 1976, Dyer kick-started the self-help movement. Calling himself "an infinite soul disguised as a husband, father of eight, writer and lecturer," Dyer has since churned out 16 more books, hundreds of motivational tapes, and thousands of seminars. His last two books have been subjects of specials for National Public Television, and he's been involved in fundraising for PBS. When not on the road lecturing, he spends time with his family in South Florida, and he exercises: He plays tennis and runs at least eight miles per day – something he has done

The Past Years' Outstanding Speakers

1999: Nido Qubein, Patricia Schroeder, Willie Jolley, Marilyn vos Savant, Gay Byrne

1998: Louis Rukeyser, J.C. Watts, Christopher Reeve, Jimmy Carter, Susan Molinari

1997: Jim McCann, Margaret Thatcher, Zig Ziglar, Elizabeth Dole, Dr. Laura Schlessinger

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.

everyday for nearly 25 years. "Running is a way of life for me. It's a meditation. I get my best thoughts, and my best energy, when I run," he said in a recent magazine interview.

Dyer's is an unlikely success story. Shortly after his birth, his alcoholic father abandoned him and his two older brothers. Unable to support three children, Wayne's mother watched helplessly as her sons were taken away to be raised in a series of orphanages and foster homes in Detroit. But Dyer insists he actually drew strength from those first ten years of his life.

"I had to look out for myself," he recalls. "I shoveled snow in the winter and mowed lawns in the summer." His can-do attitude has stayed with him all his life. "Your circumstances have very little to do with your fulfillment," he explains, "but your attitude toward your circumstances makes all the difference in the world."

By age 17 he had read 770 books, including the works of American writer and naturalist Henry David Thoreau, which he credits with helping him recognize his own nonconformity.

He joined the U.S. Navy at age 18, served four years, and immediately embarked on a passionate pursuit of education. After earning a doctorate in counseling and psychology from Wayne State University and the University of Michigan, Dyer entered private practice and returned to the classroom – this time as a teacher at St. John's University in New York.

He reached a larger audience in 1975 when literary agent Arthur Pine got wind of a series of adult education classes the psychotherapist was conducting. Students, Pine was told, were uplifted by Dyer's messages of self-actualization and were putting his thoughts into practice. With Pine's encouragement, Dyer penned *Your Erroneous Zones* – a self-help book that was published the following year to no acclaim.

But the indefatigable Dyer had no intention of stopping there. He quit his two jobs, bought up the first printing, and set out across the country in a car crammed with books. At every stop Dyer haunted bookstores and offered free interviews to reporters, disc jockeys and TV show hosts. His self-promotion paid off. Five months later, his book had become an "overnight" bestseller.

Dyer had also become a darling of the American talk-show circuit. The public clamored for what he had to offer: Feel-good philosophy for a rough-and-tumble world.

Twenty-five years later, Dyer is still packaging his popular message. As comfortable a speaker as he is a writer, he motivates not with a thrilling delivery but with a message of self-discovery and personal enlightenment. In a deep, soothing voice, he turns the arcane into the everyday. It is a gift that earned him a Toastmasters International Golden Gavel award in 1987. At the International Convention in Chicago that year, Dyer intrigued Toastmasters with trademark mantras such as "There is no way to happiness. Happiness *is* the way."

One of Dyer's frequent messages is that the universe will bring us everything we want if we are willing to let destiny manifest itself through us. To do this, he says, we must release ourselves to something more powerful than our own egos – "to surrender to the divine creative force that is all around us." It's a belief that Dyer puts into practice every time he speaks.

"I speak from my heart and surrender to a higher power while on stage," he says, "so I always know I am not alone." He gets inspiration from his favorite book, *The Bhagavad-Gita According to Gandhi*, and considers a speech he gave in Peru one of his best, because "I felt as if God were speaking through me."

His advice to those wishing to become more effective communicators is less spiritual than practical, however. "Be authentically enthusiastic while speaking," he advises. "Detach yourself from any evaluation and enjoy every moment." Speakers, he insists, should be enthusiastic about their message. "Fall in love with what you do and sell your audience that love."

And clearly, Dyer loves what he does. He is especially pleased when fans tell him that they are kindred spirits. His favorite fan mail goes something like this: "Your words finally reassured me that I am not insane. All my life people have been telling me there is something wrong with me for the way I think. Your words made me realize that I am not crazy." It was an epiphany that Dyer himself first experienced while reading Thoreau.

Ever the non-conformist, Dyer relates his own struggle to march to the beat of a different drum in his book *Wisdom of the Ages*. "I have written books that defied conventional psychological practice," he writes. "I have said in my books what my common sense told me, even when it varied 180 degrees from current popular professional wisdom. I could never find it in my heart to preach to my listeners to do it my way when I've always pretty much ignored what was being preached to me."

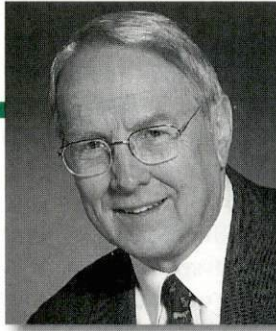
With thousands of books, videos and audiotapes selling Dyer's unique philosophy of self-actualization, it's a message that's intriguing his loyal fans and new converts alike. The "infinite soul" may no longer ply the highway in a car piled high with books, but he's no less enthusiastic about getting the word out.

"I want to change the way people think," he says. "I want to change the world."

"I could never find it in my heart to preach to my listeners to do it my way when I've always pretty much ignored what was being preached to me."

– DR. WAYNE DYER

Dr. James Dobson: *Defending the Family*



To the 200 million people in 97 countries who tune in to hear him each day, Dr. James Dobson is far more than a radio-show host. He is a psychologist, a friend, a father figure and a spiritual leader whose words provide not just guidance, but a vision of hope for the future.

It's not surprising that Dobson, 64, reaches so many people in so many ways. As a trained psychologist, lay minister, best-selling author, public speaker and host of radio, audio and video programs, his influence is almost impossible to miss. Then there is his role as founder and president of Focus on the Family, an international non-profit organization dedicated to spreading its conservative Christian message to some 70 countries around the world.

What is surprising is that Dobson, a leader in America's conservative Christianity and one of the most powerful communicators in the world, is amazingly down-to-earth. His country-doctor drawl and grandfatherly appearance make him as likeable as a family friend, while his authority comes from his ability to connect with people right at the heart of their problems. "My voice is a friendly voice that comes into the home each day, somebody they know, somebody many of them trust," he says simply. "And it does become a kind of a friendship."

"Our job is to engage the culture on behalf of the family and if that brings us criticism, then so be it."

— DR. JAMES DOBSON

Watching him on videotape is to see someone who has mastered the art of natural communication. On the film *Love Must be Tough*, he easily captures the attention of the world's toughest audience, teenagers. By using self-deprecating humor and timeless truisms, he has them laughing – and most important, thinking – within minutes.

The "family values" crusader is not a preacher, but an expert on child development who spent 14 years as a professor of pediatrics at the University of Southern California School of Medicine and 17 years on the attending staff at Children's Hospital of Los Angeles, California.

"His family advice is simply helpful, and he has a reputation for absolute integrity – standing for something and sticking to it," says Professor John Green of the University of Akron, an expert on America's religious right movement.

In recent years as Dobson's influence kept growing, he has expanded his scope from counseling on family issues and become increasingly involved in politics as well. Dismayed by the "moral deprivation" and "excessive permissiveness" of American society, Dobson felt that issues such as pornography and abortion could only be restrained by legal action, which required political activism. As the *U.S. News and World Report* put it: "It could be argued that Dobson did not move into the realm of politics so much as politics moved into his domain: morality." In his book *Children at Risk* (1994) he drew a line between two sides of a "culture war."

"Nothing short of a great Civil War of Values rages today throughout America," he wrote. "Two sides with vastly differing and incompatible worldviews are locked in bitter conflict that permeates every level of society." "Our children," he said, "are the prize to the winners of the second great civil war."

Dobson is the son, grandson and great-grandson of Nazarene evangelists. Growing up in Louisiana, Texas and Oklahoma, his family maintained the strict moral code of the Nazarene faith. Although he never rebelled against the faith, he also did not feel the calling to follow his family's path into the ministry. So after high school, Dobson attended Pasadena College, and then studied psychology at the University of Southern California. In 1967 he earned a doctorate in child development.

Appalled by the unruly children he saw in his work in child development – and the reluctance of many 1960s parents to establish rules for their children – Dobson began accepting speaking engagements to discuss the importance of discipline and traditional values in the home. His thoughts on the subject became the book *Dare to Discipline* in 1970, an immediate bestseller which catapulted Dobson onto the lecture circuit and into radios and televisions across the nation.

Within a few years he added to his list of publications *Hide or Seek* (1974), *What Wives Wish Their Husbands Knew About Women* (1975), *The Strong-Willed Child* (1978), and *Preparing for Adolescence* (1978) – all best-sellers. From then on, says one biographer, Dobson "had no peace. Women everywhere, including at church, beseeched him for desperately needed advice."

Ironically, Dobson's popularity as a speaker meant less time at home with his wife and two children. To rectify that, he put his seminars on film. The resultant seven-part *Focus on the Family* video series came out in 1979 and was an instant hit.

Since then, Dobson has become nothing short of a media legend. His radio show is broadcast daily on nearly 3,000 radio stations in North America and in seven languages in nearly 100 countries; there are 600 million radio listeners in China alone. Focus on the Family, which is headquartered in Colorado Springs, Colorado, now employs about 1,300 people, producing books,

magazines and videos with spiritual themes. There are monthly magazines for preschoolers, grade-schoolers, teen boys and girls. *Adventures in Odyssey*, a children's radio drama with moral story lines, is carried on 1,500 radio stations.

In addition, Focus on the Family answers approximately 12,000 letters daily, receiving so much mail it has its own zip code. Most of the letters, phone calls and e-mails receive responses from Dobson's stockpile of 1,000 prototype replies, but more personal responses, and occasionally a small check, are mailed to people seen as especially needy. Trained counselors telephone people who have threatened suicide. The correspondence – and the doctor's personal attention to it – has created an aura of goodwill for Dobson, whose many followers look to him for spiritual as well as practical guidance.

Dobson has rejected the idea of becoming a political candidate himself or trying to create a third political party. But he makes his voice heard loud and clear among Washington decision makers. In 1982, when he heard that the White House was organizing a Conference on the Family, Dobson asked his listeners to write to the White House and suggest his name as a delegate. Some 80,000 letters later, he was invited to participate, earning a special commendation from President Jimmy Carter. In 1982, he created the Family Research Council, a political advocacy group, to promote his and his followers' views. He was appointed by President Ronald Reagan to the National Advisory Commission to the Office of Juvenile Justice and Delinquency Prevention, serving 1982-84, and until 1987 he was regularly invited to the White House to consult with President Reagan and his staff on family matters. His many governmental advisory positions include serving on Attorney General Edwin Meese's Commission on Pornography, the Advisory Board on Missing and Exploited Children, and the Commission on Child and Family Welfare.

In recent years, Dobson has called the Republican Party to task, concerned, he says, for the moral state of the nation. "If you look at the cultural war that's going on, most of what those who disagree with us represent leads to death – abortion, euthanasia, promiscuity...the legalization of drugs," he told *U.S. News & World Report* in 1998. "There are only two choices. It really is that clear. It's either God's way, or it is the way of social disintegration."

While critics have assaulted his highly publicized political involvement, Dobson seems unperturbed by the assaults. "Our job is to engage the culture on behalf of the family," he says, "and if that brings us criticism, then so be it."

Whether on the airwaves, in print or in person, Dr. James Dobson believes he has a moral mission to fulfill. "We are going to have to get excited about the family," he says, "or lose it."

Meredith Vieira: **Keeping Family in View**



When Meredith Vieira talks, women listen – and watch, by the millions. As co-host of *The View*, ABC's kaffeeklatsch-turned-cult phenomenon, Vieira has brought life and laughter to a program that could have gotten lost in a sea of tell-all talk shows. Instead, *The View* sails the waves with Vieira at the helm, a self-professed "loose cannon" on a wildly rolling deck.

One-fifth of a team that includes Barbara Walters, Joy Behar, Lisa Ling and Star Jones, Vieira, 46, is zany, self-effacing and refreshingly candid. In fact, a large portion of what keeps viewers viewing is Vieira's willingness to say and do just about anything, from sporting fake armpit hair to admitting she hates to wear underpants. It's a wild ride – and a world removed from her roots as an oh-so-serious television journalist.

The daughter of a Harvard-educated doctor and a homemaker, the Rhode Island native got her early education at an all-girls school run by Quakers. After graduation she entered Boston's Tufts University, a math major secretly dreaming of becoming an actress. Only after she realized acting would take "a tremendous amount of talent that I didn't have," did Vieira switch her major to English.

Not knowing exactly what she would do with the degree, her career decision was made for her when she and her fellow students produced a radio documentary in a broadcast journalism class. CBS radio news director Bill Sherman

was asked to critique the students' final project, and when he saw Vieira's work, he was so impressed he suggested that she become an intern at CBS. Vieira took his advice, gaining valuable experience at CBS in Boston until she graduated from college in 1975.

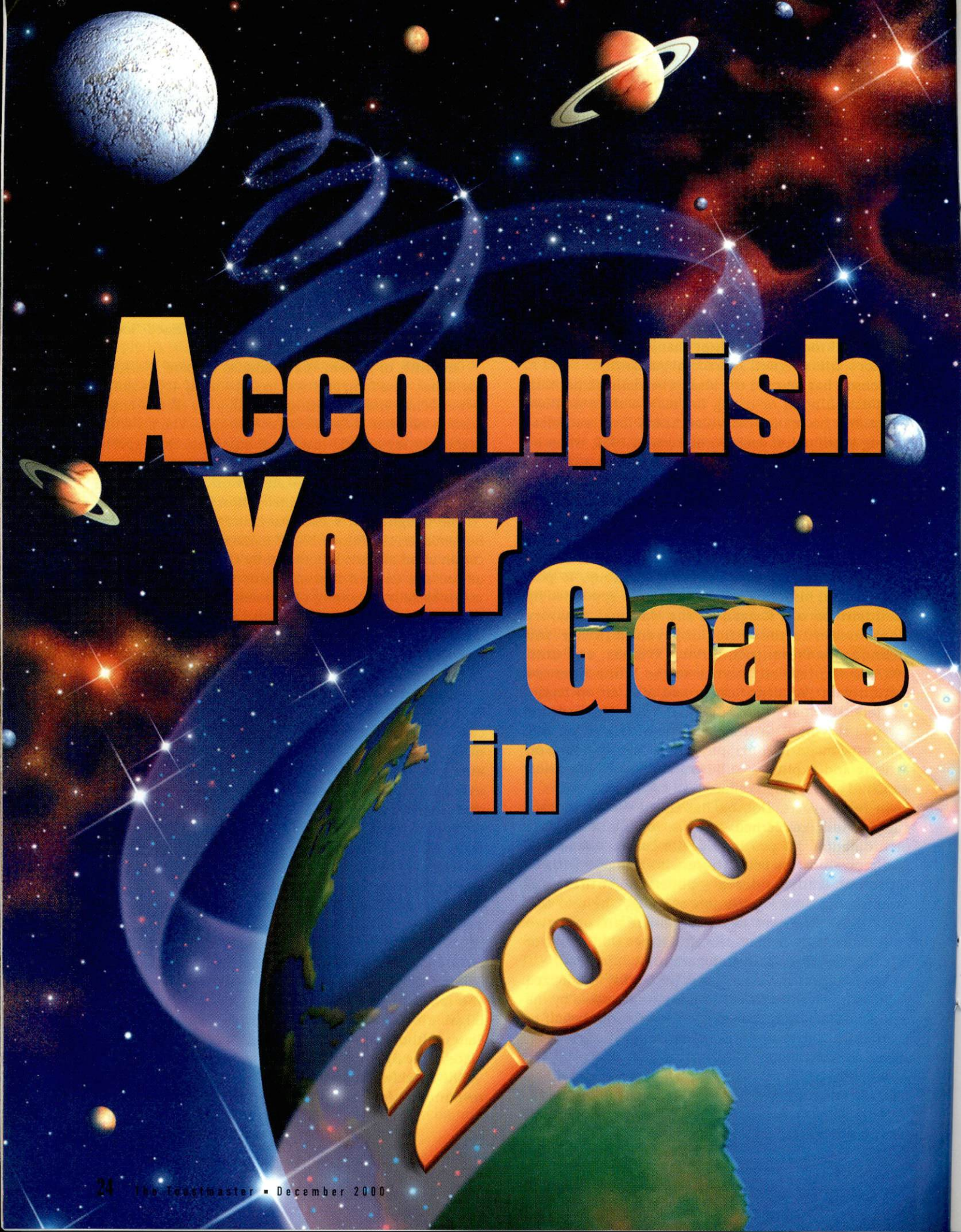
After a series of part-time radio and television jobs, she landed a coveted position reporting on Queen Elizabeth II's 1976 Bicentennial visit to the United States. Although she claims she was simply in "the right place at the right time," Vieira's TV career took off.

She quickly graduated from CBS cub reporter to correspondent for the *CBS Evening News* with veteran

***"I don't want to travel
the world, to live out of a
suitcase, no matter how
engaging the stories."***

– MEREDITH VIEIRA

(Continued on page 27)



Accomplish Your Goals in

2001

To change an old habit, you must be ready to make that change at all levels of your being.

like to start each year with a promise. I might vow to complete a project, hone a skill or concentrate on some area of personal growth. There's something profound about making this kind of pledge at the beginning of the year. The new year implies a fresh start, and I find hope in that. It's a good time to resolve to do better in some area of my life. And when I make an informal commitment to improve, I am more likely to focus on accomplishing that goal.

I know people who shudder at the thought of making a New Year's resolution. One friend avoids making promises for the new year because she doesn't want to face the possibility of failure. She says, "I know I'll break them, so why make them?"

I met a woman once who didn't believe in New Year's resolutions because she was committed to year-round self-improvement. Are you this disciplined? Or are you like most of us and need a little help keeping your New Year's promises?

As a Toastmaster, what would you like to improve upon this year? Are you interested in breaking the "ah" habit? Would you like to become more involved in your club? Maybe you've always wanted to enter a speech contest, but so far you've been too timid. Is this the year you will go for the gold? Perhaps you aspire to reach the next level in the TI educational program. Why not resolve to accomplish your goals in 2001? Here are some tips to help you meet with success:

■ **Determine what you want.** What is the ultimate outcome you desire? Is this something you really want or does it reflect someone else's aspirations? Your boss can't inspire you to correct a flaw if you are not committed to it. Your mentor in Toastmasters won't be able to motivate you toward reaching your CTM if you'd rather not take the necessary steps. And your spouse can't make you change a behavior or habit unless you really want to.

A couple of years ago, my friend Ray resolved to spend more time on self-improvement activities. He joined a gym and vowed to study some books on health and fitness. "That didn't last long," Ray recalls. "I don't think I changed one iota." Why? "I didn't really see the

need for a drastic change," Ray says. "It was my wife who urged me to make this resolution." Just recently, Ray's doctor told him he needed to change his diet and exercise more or he could die. Given this ultimatum, Ray quickly committed to change.

Making a change takes more than a resolution or a promise to someone else or even to yourself. It takes your mental, physical and emotional involvement.

■ **Discover what motivates you.** Ask yourself why you want to change. If your motivation is strong, you will most likely succeed. Maybe you want a promotion and feel that involvement at the district level in Toastmasters will make you more qualified.

Robin joined a Toastmasters club in hopes of building her confidence as a speaker, especially when speaking extemporaneously. Her anxiety made her so uncomfortable that she felt it interfered with her ability to communicate. So she made a New Year's resolution to conquer this fear. "I was highly motivated to get better at this," Robin says, "so I was pretty sure I could keep my resolution."

■ **Check your mind-set.** To change an old habit, you must be ready to make that change at all levels of your being. Motivate yourself by putting your goals in writing. Make a list of the benefits you will enjoy once you meet your goal and study the list regularly.

Gail belonged to a Toastmasters club but she rarely attended meetings. She says, "I just didn't make it a priority and I don't know why, because I really wanted to be a better speaker." While attending her high-school reunion, she met an old friend who admitted that she too had problems speaking in front of people. As the two women talked about their shyness and their desire to improve, Gail gained clarity as to what she really wanted to accomplish as a Toastmaster and why. "It was like a light bulb went on in my head," says Gail. "I suddenly realized what I needed and how to attain it."

No longer was Gail just going through the motions. She had changed her mind-set (she became committed to her goal) and that changed her experience (she now took steps to reach that goal).

■ **Trade in the old for the new.** If poor speaking skills have become a habit and you want to change that habit, substitute them with something positive. For example, maybe you want to stop using so many "ahs" and "ums." Instead of concentrating on dumping those filler words, focus on replacing them with meaningful words.

Likewise, if you are trying to stop interrupting people when they're talking, rather than focusing on what

you're doing or not doing, pay more attention to the other person. This is a good opportunity to practice your listening skills.

■ **Be patient.** Don't expect too much too fast. Set reasonable goals. It took years to develop your current speaking habits. It will take time and practice to create new patterns and skills.

Ian was not happy with his voice. He hired a voice coach and, at her suggestion, joined a local Toastmasters club. After a few weeks, however, he became despondent over the slow progress. "I wanted a better voice so badly that I thought it would just occur," Ian says. "I discovered that I had to concentrate for a long time on the exercises and practice a whole new way of using my voice. I had to work at it and let the results happen with time."

Avoid unreasonable expectations. Remember that impatience is rarely a friend to success.

■ **Reward small successes.** Self-improvement is a lonely job. It's tough work. Sometimes it's difficult to stay focused on your goal. During this period of ups and downs – of small successes and failures – treat yourself well. Give yourself a pat on the back even after you've taken a baby step toward improvement. When you get through a quick conversation at the grocery store without using filler words or without interrupting the other person, reward yourself with a favorite snack or relaxing activity.

You'll improve more rapidly if you have something to look forward to after achieving a mini-goal. I recommend bribery to the writers I coach. Many have trouble disciplining themselves to sit down and write regularly. I suggest that they plan a treat for themselves after two hours of writing. They might call a friend, putter in their garden or spend 30 minutes relaxing.

■ **Be forgiving.** When you experience setbacks – and you will – forgive yourself. Don't punish or berate yourself. If you backslide, just move forward. View each day as a new opportunity for success.

One year, Jill made a New Year's resolution to do some speaking to audiences outside her Toastmasters club. January flew by, and soon February was half over. She realized she had not taken one step toward meeting her goal. Jill started to berate herself. "I should never have made such a foolish promise," she thought. "I didn't have the time or, evidently, the ability to do outside speeches. I felt like such a failure."

Dwelling in her misery for a while, Jill then decided to do something about it. She felt better right away. "I called the president of my Toastmasters club and asked her if I could become involved in the next Speechcraft our club sponsors." Then she contacted the local library to help raise funds by speaking at community events.

■ **Give yourself permission to succeed.** Help yourself succeed by avoiding excuses to fail. For example, if your goal is to attend more Toastmasters club meetings, avoid setting conflicting appointments. Keep your calendar as light as possible on meeting days so you aren't too tired to go. Don't rely on someone else to go with you because, if they can't make it, there's your excuse not to go.

Jim wanted to complete his CTM before the end of the year. By June, he realized he probably wouldn't make his goal. Why? Because he continually succumbed to excuses.

"I just couldn't find the time to create any speeches to fulfill the commitment," Jim said. "Thinking back on it, I guess I was procrastinating. We were real busy at work during the first part of the year. My daughter got married in March. The family was sick with the flu through most of April, and I just didn't feel much like planning a speech. Other things just kept getting in the way."

Excuses are a primary reason you had to make a New Year's resolution in the first place. This is probably something you've wanted to achieve for a long time. You weren't getting it done, however, because you found other things to do. And so you turned your goal into a New Year's resolution.

Don't allow excuses or procrastination to invade your desire to attain what you want. Move beyond the excuses and find a good reason to move forward.

■ **Plan ahead** – Create an action plan. If your goal is to speak more clearly and succinctly, decide ahead of time what you'll do if you catch yourself mumbling and looking down as you speak. Will you stop, raise your chin and repeat yourself in a strong voice? Will you make it a point to continue in the fashion you are trying to develop? Have a plan so that you will not walk away feeling as though you've failed.

■ **Be kind to yourself.** It has been proven that we are more inclined to meet our goals if we pursue them in a relaxed state. When we're under stress, we tend to rely more on old habits simply because we don't have the strength to do the work necessary to change. If you tend to feel stressed, learn some relaxation exercises. Take time out to pamper yourself.

Changing a habit is only as difficult as you make it. When you make your New Year's resolutions for 2001, incorporate these 10 tips into your life, and greater success will follow. **T**

Patricia Fry, CTM. of Ojai, California, is a regular contributor to *The Toastmaster* and the author of *A Writer's Guide to Magazine Articles for Book Promotion and Profit*. She can be reached at www.matilijapress.com

Five outstanding speakers of 2000

(Continued from page 23)

reporter Dan Rather, earning a reputation for hard work in front of the cameras and behind them. Four years into her stint on the *CBS Evening News*, she was asked to shoot a pilot for a news magazine show called *West 57th*. It was Rather who convinced her to take a correspondent position on the show in 1985.

During her four years on *West 57th*, Vieira married Richard Cohen, a fellow journalist and television producer, and earned the first of her five Emmy awards for news reporting. In 1989, Vieira was offered the opportunity to replace Diane Sawyer on *60 Minutes*. She jumped at the chance. And as co-editor of America's most respected news magazine, she produced such award-winning pieces as "Ward 5A," which focused on the first AIDS hospital ward in San Francisco, and "Thy Brother's Keeper," a story on Christians who saved Jews from the Holocaust.

Touted as a role model for working women by balancing a high-profile career and motherhood, Vieira's work continued unabated after the birth of Ben, her first child. But a second pregnancy two seasons later forced her to reconsider her priorities. Suddenly the "dream job" had become an overwhelming juggling act between career and family.

That's when rising star and role model Vieira did the unthinkable: She walked away from *60 Minutes*.

What followed was a humiliatingly public feud between Vieira and the show's creator, Don Hewitt. The media had a field day, using her resignation as an example of everything from sexism in the workplace to women's unsuitability for high-echelon jobs. But Vieira was firm. She wanted both a high-profile career *and* a high-impact role as wife and mother. When it was over, Vieira emerged as a strong female – if not feminist – hero.

Partly for financial reasons, she took an anchor position on *The CBS Early Morning News*, six months after the birth of Gabe in 1991, but she found the job disappointing.

With her third child, Lily, on the way two years later, Vieira switched to a new show and a different network, contributing documentaries for ABC's *Turning Point* from 1993 to 1996. But the constant travel and pressure continued unabated. When her husband was diagnosed with colon cancer on top of his steadily progressing multiple sclerosis, Vieira knew it would take a miracle to balance the needs of career and family.

That's when Barbara Walters came to the rescue with her concept of *The View*, inspired by her recollections of Virginia Graham's 1950's TV show *Girl Talk*. Invited to audition, Vieira admits she didn't want to do it, considering it "a step down as a journalist."

Encouraged by her husband, she swallowed her professional pride and, to her surprise, was hired. Now in her third season with *The View*, Vieira says the experience has been "liberating."

The show's family-friendly hours allow Vieira to return home before her children return from school, a surprising benefit for the former career-tracker. Another surprise is the show's success. The strongest performer in ABC's 11-noon time slot in the past seven years, *The View* has received Daytime Emmy Award nominations every year since it premiered in 1997. Besides featuring the five co-hosts discussing relevant issues and sharing their opinions live, each day's show has a guest who is interviewed.

After more than 10 years as a news reporter, Vieira says she has interviewed "so many important people" that she finds everyday people infinitely more interesting. "They are more open, more honest, more revealing – just more interesting overall." Now, instead of looking to news correspondents for inspiration, Vieira says her role models are America's great television storytellers, people like the late Charles Kuralt and Charlie Osgood.

Despite her no-holds-barred antics, Vieira's serious side is never far away. Her husband's health problems have not been easy on the family. "I live day to day. Right now, things are good, but on bad days you start to obsess about things," she told a *Ladies Home Journal* reporter in October.

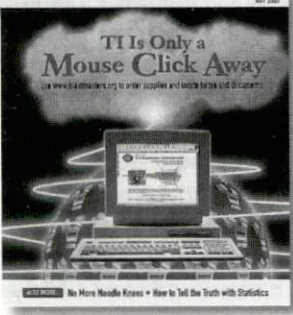
Shunning a celebrity lifestyle, Vieira downplays her fame and uses it to help promote charities in her hometown of Westchester, New York, such as fundraising for a local book store, theater and nature center. She supports a local SIDS Foundation and recently donated \$10,000 she won on *Celebrity Jeopardy* to Larchmont Friends of the Family, a group that helps families pay for nannies, meals and other necessities when a family member is sick. "I'm very attached to my community – it's where I can make the most difference," she told a local newspaper reporter.

Although Vieira admits to missing hard news occasionally, she says "I don't want to travel the world, to live out of a suitcase, no matter how engaging the stories... *The View* gives me a place to express my opinions, which is something that I didn't have for 20 years of reporting."

Walking the thin line between being herself and being a performer is not without its dangers. Unscripted and uncensored, Vieira finds the job a perpetual challenge. As the show's "sexy soccer mom," Vieira uses her own family life as fodder, to the delight of viewers — and the frequent embarrassment of her kids. Her children, now 7, 9 and 11, have recently requested she not mention them on the air. "But if they won't let me talk about them, I'm going to have more kids," she has jokingly threatened.

Other than that, Vieira, her family, and legions of fans seem content. And from Vieira's vantage point, the view, for now, looks good.

Editor's Note: Don't forget to nominate your favorite five speakers for 2000. See ballot and nomination criteria on page 13.



BOARD OF DIRECTORS

TI Board Report: Take Pride in Toastmasters	May/20
TI Board Report: Building a Better World	May/20
TI Financial Report: January - December 1999	May/22
Your 2000-2001 Officer Candidates	June/28
Meet Jo Anna McWilliams, DTM, Toastmasters Newly Elected International President: Friends Helping Friends Succeed	Sept/16
Our Strategic Plan 2000	Nov/24
Board Report: Building a Better World	Nov/28

CLUB MEETINGS

The Invocation: One of Many Ways to Start a Meeting <i>Michael Horton, CTM</i>	Jan/6
Energize Your Meetings: Don't Be a Sucker! <i>Sheila Pierce, ATM-S</i>	Jan/15
Two's Company But Three's a Meeting <i>Gary Schmidt, DTM</i>	Feb/20
The Wild and Wonderful Grammarian <i>Jana Bickel, ATM-G</i>	Feb/27
Get to Know Your Club Members <i>Robyn Harrison, ATM-B</i>	Mar/23
Evaluating the Accomplished Speaker <i>Jo-Anne McDowell, DTM and Robert McDowell, DTM</i>	Apr/16
Evaluating the Icebreaker Speech <i>Peter V. Radlick, ATM-S</i>	Apr/19
Composing Constructive Criticism <i>James Hillen</i>	Apr/20
A Toastmaster's Best Friend <i>Carl H. Hendrickson, DTM</i>	Jun/6
This Laboratory Promotes Good Club Chemistry <i>Dillard G. Higgins, CTM</i>	Sept/5
When You Are the Sergeant-at-Arms <i>Leslie Hamori, CTM</i>	Sept/28
Make Your Club a Safe Zone <i>Jim Carmickle, ATM</i>	Oct/5
Personality Puzzle <i>Karen O'Connor</i>	Nov/6
Toastmasters Is For All Ages <i>Paul E. Nelson, ATM-S</i>	Nov/28

COMMUNICATION

Breaking the Ice in Style <i>Linda Meehan</i>	Jan/24
Speaking Tips from the Experts	Jan/29
Member Survey Says...	Apr/8
Use It or Lose It <i>Tina Salloun, CTM</i>	Apr/14
Public Speaking in the Information Age <i>Shelia Spencer, ATM-S</i>	Apr/22
TI Is Only a Mouse Click Away	May/24
The Essential Art of Focused Communication <i>Pamela Ziemann</i>	May/27
Small Talk is a Big Deal <i>Dianna Booher</i>	Jul/28
Our Goal: Real Talk <i>Nell Westbrook, ATM</i>	Jul/28

FAMOUS SPEAKERS

Meet the Five Outstanding Speakers of 1999	Jan/3
Leonardo da Vinci - A Toastmaster at Heart <i>Lisa Conley</i>	May/12
Toastmasters' 2000 Golden Gavel Recipient: Nido Qubein	May/28
Shakespeare: Master Speechwriter <i>Thomas Montalbo, DTM</i>	Aug/8
Miss America Talks to Teens <i>Patricia L. Fry, CTM</i>	Nov/16

LANGUAGE/SPEECH WRITING

Playing With Words <i>Susan Atkins</i>	Feb/8
Speak Simply, but Carry a Good Dictionary <i>Patrick Mott</i>	Feb/11
Click and You Shall Find <i>Reid Goldsborough</i>	Feb/12
Speech Research Made Easy <i>Leanna Skarnulis</i>	Jul/20
Turning Tangled Thoughts into Golden Words <i>Jocelyn Boileau, CTM</i>	Aug/14
Beam Me My Notes, Please <i>K. DeLaine Johnson, CL</i>	Oct/20
Encyclopedias Want to Be Free <i>Reid Goldsborough</i>	Nov/20
Quirks of Modern Language <i>Patrick Mott</i>	Dec/12

LEADERSHIP

Elements of Effective Leadership <i>Patricia L. Fry</i>	Mar/16
Demystifying Leadership <i>Laura Wilcox</i>	Mar/19
Club Leadership in the 21 st Century <i>Richard A. Hernandez, ATM-G, CL</i>	Mar/20
Spread Your Wings <i>Steve Broe, DTM</i>	Aug/6
When the Problem Is Not the Problem <i>Dianna Booher</i>	Oct/22

Article Index

2000

Meet the Five Outstanding Speakers of 2000 <i>Cindy Chambers</i>	Dec/16
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HUMOR

History Can Be Hilarious <i>Mary Kay Matson, ATM</i>	Feb/14
That's No Joke - It's a Figure of Speech <i>Roy Fenstermaker, DTM</i>	Feb/16
She Who Laughs Last <i>Arlo W. Ranniger, ATM</i>	Jun/12
The Consolation of History <i>Eugene Finerman</i>	Aug/16
A Funny Thing Happened on the Way to the Podium <i>Craig Harrison, DTM</i>	Sept/6
Picture This! <i>Kimberly Porrazzo</i>	Nov/5
Speaking Tips for the X-Files <i>Michael Hinton, DTM</i>	Dec/6

MEMBERSHIP BUILDING

Debug Your Club <i>Ann Bloch, ATM</i>	Mar/6
A Recipe for Promoting Your Club <i>Darin Smyth, Ph.D., ATM</i>	Apr/13
Connecting the Dots: Turning Guests into Members <i>Jennifer L. Blanck, CTM</i>	Jun/22
Relevancy Matters <i>John R. Ward</i>	Jul/6
Building Clubs, One Toastmaster At a Time <i>Patricia L. Fry</i>	Jul/8
Breaking Ground on New Clubs <i>Art Nieto, DTM</i>	Jul/12
Visitor's Pass <i>Craig Harrison, DTM</i>	Oct/6
365 Days to a Club Turnaround <i>Wayne Myers, ATM-B</i>	Nov/12
Hold Onto That Member <i>David Oto, ATM-S</i>	Dec/14

You Know Your Club Needs to Improve Its PR Efforts When: *Ronald Barredo, DTM* Dec/15

PERSONAL GROWTH

Committed to a Cause *Loretta Dabbs, CTM, CL* Jan/5
 Managing Your Mind *Kimberly A. Porrazzo* Jan/8
 Mental Muscle-Building *Mark Hammerton, ATM-B* Jan/12
 The Art of Showing Up *Stephen B. White, CTM* Feb/5
 Let's Produce Verbal Sunshine *Victor Parachin* Feb/24
 Making the Most of Your Minutes *Tom Jenkins* Feb/30
 Speaking of Serendipity *Joan L. Wieggers, CTM* Mar/5
 At the Sound of the Beep *Kathy S. Berger* Mar/24
 If You Are Having a Good Time, Tell Your Face *John E. Kinde, DTM* Apr/5
 Table Topics and Parenting *Andrea Adair* Jun/5
 Stay the Course *Randy Keehn, DTM* Jul/5
 Allow Me to Introduce Myself *Karen Robertson* Jul/23
 The 10 Commandments of Memo Writing *Hal Fahner* Jul/24
 Opportunity Knocks - Especially When You Rattle the Doorknob *Spencer W. Birt, ATM-S* Aug/5
 Learn to Speed Read *Graydon Smith* Aug/19
 Come Out of It! *Mary Murphey, ATM-B* Aug/20
 Your Hire Power *Craig Harrison, DTM* Aug/22
 Taking Fear out of Failure *Victor Parachin* Aug/24
 Have Your Job and Like It Too *Michael LeFan* Sept/8
 10 Ways to Get More Out of Your Job *Michael LeFan* Sept/10

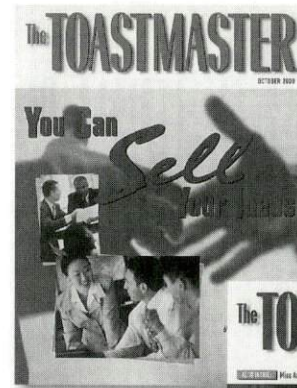
Learning Human Relations from Geese *Charles Dickson, Ph.D.* Sept/13
 Achieving Average *Kimberly Porrazzo* Sept/24
 Beat the 80-20 Rule *Shelia Spencer, ATM-G* Sept/27
 You Can Sell Your Ideas *David K. Lindo, Ph.D.* Oct/16
 From Nerd to Master *Karl Walinskas, ATM* Dec/8
 Accomplish Your Goals in 2001 *Patricia L. Fry* Dec/24

PRESENTATIONS

Combat the Shakes with the Power of Imagination *Rachel Abramson, CTM* Jan/26
 Ban Boring Bios *Paul L. Raikes*
 Invite Your Audience to a Grand Opening *Marijoyce Porcelli* Feb/22
 Improve Your Concentration *Walter Olesky* Feb/28
 Silence Speaks *Craig Valentine, CTM* Mar/14
 Fending Off Murphy *William Hennefrund* Apr/6
 How to Tell the Truth with Statistics *Roy Fenstermaker, DTM* May/8
 Literary Readings: Do's and Don'ts For Reading Your Work Aloud *Roy Sorrels* May/14
 Let's Talk About Nerves *Gene Perret* May/18
 When You Are the Master of Ceremonies *Patricia L. Fry, CTM* Jun/8
 What's Wrong With This Audience? *Judith C. Tingley, Ph.D., DTM* Jun/16
 Dodging the Tomatoes: Handling Difficult Meetings *Bernardo Hernandez, CL* Jun/20
 Give Presentations a Zing *Reid Goldsborough* Jul/15
 Team Presentations: A Winning Combination *Marjorie Brody, CSP* Jul/16
 The Impact of Color *Karen Konegay, ATM* Aug/12
 Consider Acoustics *Joy Jacobson Colle* Oct/24
 Rx for Peak Platform Performance *Michael Landrum, ATM-B* Nov/8
 Do You Motivate, Inspire or Simply Perspire? *Don Ritter Jr, ATM-S* Nov/11
 From Fizzle to Sizzle *May Jeanne Vincent* Nov/19
 Dressing for the Stage *Patrick Mott* Nov/22

SPEAKING TECHNIQUES

Redesign Your Voice *Roy Hanschke* Mar/8
 Beware of the Bellowing Toastmaster *John Rosales, ATM* Mar/12
 Defending the Lectern *Lt.C. Robert E. Will, ATM* May/5
 Walk Your Talk *Peter F. Jeff, ATM-B* May/6
 No More Noodle Knees *Patricia L. Fry* May/16



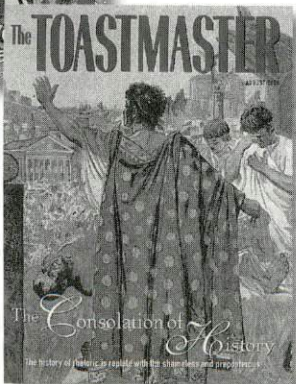
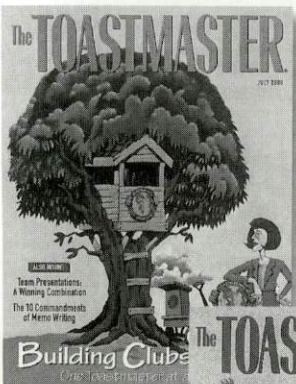
Swear Words: Verbal Gunpowder *Patrick Mott* Jun/11
 Your Speech Notes: A Visual Aid *Joseph Copestakes, CTM* Jun/14
 Mind the Vocal Speed Limit *Mel White* Jun/24
 Take the Terror out of Table Topics *Linda Meehan* Aug/28
 Using Your Five Toastmasters Senses *John H. Peck, ATM-B* Sept/14
 Turn that Curveball into a Home Run *Jack Malcolm, CTM* Oct/14
 Know Their Circumstances *Ron Chapman, DTM* Oct/22
 Mom's Rules for Corporate Chat *Kerriann Rix* Dec/5

TOPICAL TIPS

By *Mark Majcher, ATM*
 Commit Rather Than Omit Mar/27
 Narrow Your Focus Jun/30
 'Visit' Other Clubs Via the Web Aug/27
 Set Your Sights on Excelling - Not Simply Surviving Oct/27

TI INFO

And Away We Go! Apr/24
 In Memory of Arthur M. Diamond, 1975-2000 Jun/27
 National Speaker Association Charters Toastmasters Club Jul/31
 Toastmasters 2000-2001 District Governors Sept/20
 How to Contact Your District Governor Sept/30
 And Away We Went... Oct/8
 International Hall Of Fame Oct/29
 International Speech Contest Rules Nov/14





HALL OF FAME

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

DTM

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

Lyle Schlundt 725-6
 Carole S. Breckner 3268-8
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 Reginald Williams 5654-19
 Vic Williams 1020-21
 Ralph B. Wallace 9276-23
 Dennis R. Miller 1728-25
 Clyde R. Vasey 2868-25
 Rose E. Cockwright 6497-25
 Ann A. Ferrante 8397-27
 Debra Cartier 3345-31
 Kristin Nicholson 3797-36
 W. Steele Smith Jr. 296-37
 Keith E. Ostergard 3728-37
 Tim Axtman 509-41
 Brett T. Distel 3258-41
 Bev Swan 6279-42
 Kenneth A. Patterson 3702-43
 Tony Neitzler 5440-44

Heike Estey 5394-46
 Carol Reese 7923-47
 Kenneth R. Roe 9022-50
 Terence Lin Yu Xuan 8833-51
 Richard A. Young 3996-55
 John L. Lloyd 1298-63
 Edward Burnette 7409-63
 Judith D. Starr 1526-64
 Paul R. Jagen 2181-68
 Pauline Margaret 7426-70
 Kim Malcolm 8420-70

Anniversaries

65 years

Totem 41-2
 Jim Hazlett 42-11

55 years

Cleveland 351-10
 Evansville Number One 337-11

50 years

Marin 890-57

45 years

Vernon 1929-21
 Huntsville 1972-48
 Bangkok 2010-51

40 years

Harbor Court 1886-5
 Silver State 3017-26
 Ozaukee 3210-35

35 years

Spartan Speakers Wenell 2376-6
 Greeneville 2673-36
 Kansai 2244-76

30 years

Greater Olney 1999-36
 Capitol City 2998-41
 Last Word 3853-53
 Fox Valley 3399-54
 Sun Valley 998-57
 Harbord Diggers 1126-70

20 years

Aerovision 4419-1
 Successmasters 4401-2
 Speakwell Honeywell 3569-3
 Progressive Speakers 4405-5
 Albert Lea Area 534-6
 South Towne Orators 1775-15
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 Metro-West 2894-18
 Free Speakers 2630-26
 Laurel 956-29
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 Capitol Toastmasters Club No. 4258-48, in memory of Luther E. Lee, DTM, District 48
 Governor 1969-70

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 Governor 1990-91
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 Past International President Terry R. Daily, DTM, and Judy Daily, DTM, in memory of Bucky Bennett

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 Governor 1979-80

Earl Heath, DTM, and Jan Heath, DTM, in memory of Luther E. Lee, DTM, District 48
 Governor 1969-70

Earl Heath, DTM, and Jan Heath, DTM, in memory of Angie Akin, DTM, District 48
 Governor 1990-91

Past International Director Louis P. Novak, DTM, and Mary Ann Novak, in memory of Henry Hyche, DTM, International Director 1985-87

Past International Director Frank C. Brown, DTM, and Past International Director Grace E. Brown, DTM, in memory of Henry E. Hyche, DTM, International Director 1985-87

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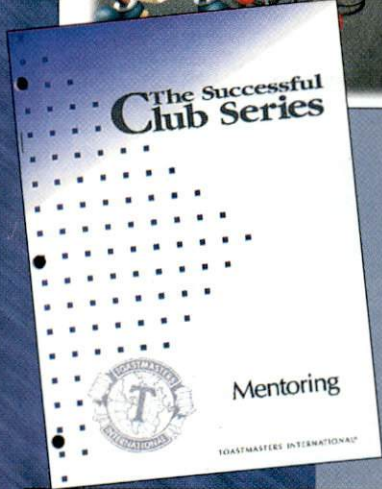
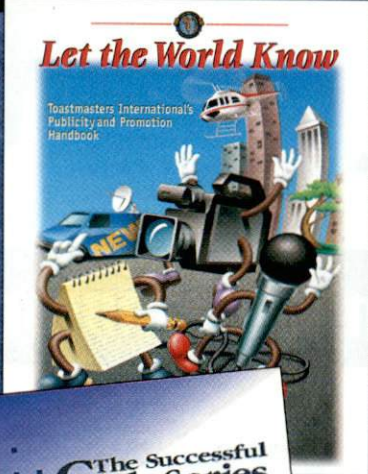
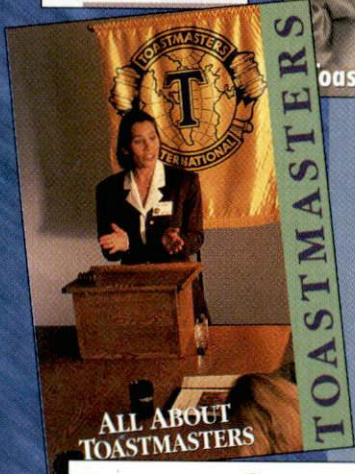
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