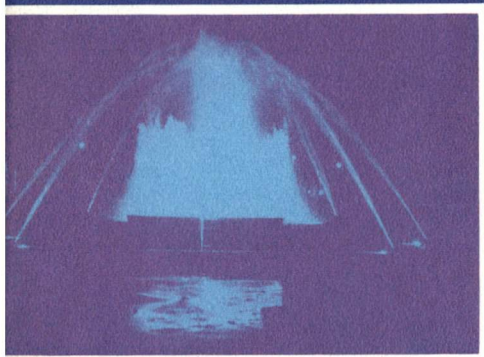


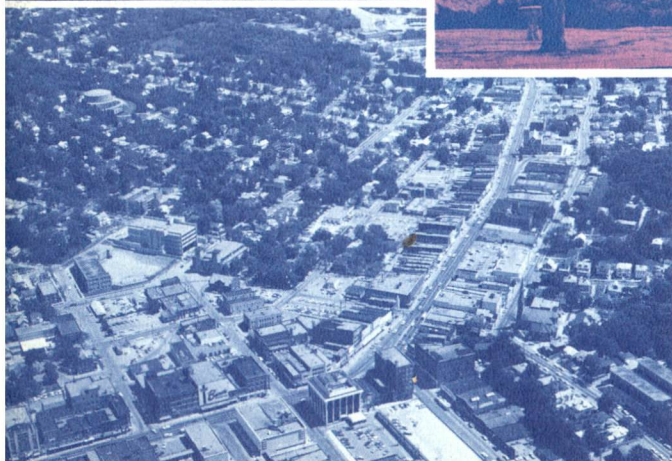
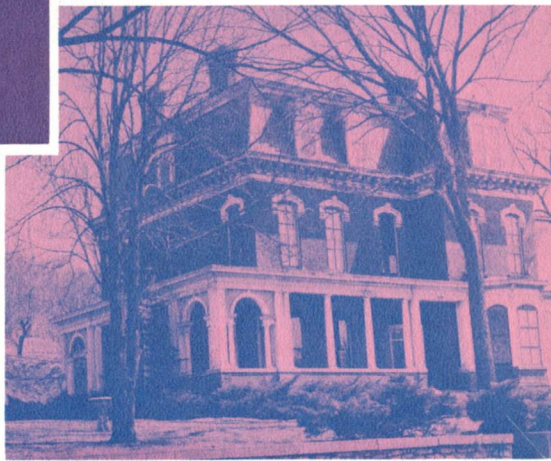
# toastmaster

FEBRUARY 1973



Council Bluffs, Iowa

TOASTMASTERS  
TOWN  
OF THE MONTH



Prepare now for  
April Invitation  
Month  
Page 20

## 1972-73 OFFICERS

|   |   |
|---|---|
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| Patrick A. Panfile, ATM     | 78 Stoneleigh Court, Rochester, New York 14618         |
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DR. RALPH C. SMEDLEY 1878-1965

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

Toastmasters programs prepare you for today's communication and leadership demands and put you up front in your occupation and in your community. You participate in programs designed to develop your ability to communicate effectively and improve your leadership capabilities through participation and fellowship of a Toastmasters club.

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

# THE toastmaster

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PRINTED IN U.S.A.  
Address all communications to THE TOASTMASTER, Santa Ana, California.

PAUL TAYLOR  
Editor

BRUCE L. ANDERSON  
Managing Editor

PHIL INTERLANDI  
Art Director

Paul Cathey tells all in **I Remember Table Topics** and some of his memories are nightmares. Page 6.

The **1972-73 International Board of Directors** met again at World Headquarters in November and their decisions affect every Toastmaster. Page 11.

**April Invitation Month** is coming up soon and now is the time to begin planning how you will invite guests to club meetings as part of Project Fun. Page 20.

There is a great need for qualified speakers to record books on tape so the blind can enjoy reading as much as you do. J. Clarke Sinex, ATM, gives all the details on how **You Can Help**. Page 22.

In the continuing series of "How To" articles, Bob Harding explains "**How To**" **Put Vision Into Your Speech** on page 26.

**An Opportunity for Leadership** is one of the often overlooked benefits of Toastmasters membership, so Guy Ferry, DTM, sets the record straight. Page 30.

# CONTENT COUNTS



Donald W. Paape, DTM  
International President

All too often at our Toastmasters club meetings, we hear two or three well-organized and well-delivered speeches—about nothing. We hear speeches with almost no factual information; speeches that express opinions with no supporting data; speeches exhibiting fuzzy logic; speeches expressing half-truths; and speeches laden with heartfelt emotion, but little else. These are all too common, both inside and outside Toastmasters.

As individuals striving to become effective communicators, we should try to upgrade our speech content. Too often, we fail to realize that it is what we say, not how we say it, that is the true measure of communication. It is content that counts.

When you evaluate speeches or serve as the general evaluator during the up-coming months, stress topic choice and speech content. Remember, most speeches are intended to convince, persuade or inform; to accomplish these objectives one must have facts, examples, and basic information. Start pressing speakers for this data so they realize that statements made without support are, and should be, suspect. It has been said, "If you have nothing to convey, you have nothing to say."

As listeners, each of us should note the facts that support a speaker's ideas and not let emotions or smooth delivery mask illogical thinking. Our motto is Better Listening, Better Thinking, and *then* Better Speaking. Be a Member in acTion: stress speech content.

# clubs in action



**HONORARY MEMBER IN BRUSSELS** — Jean Rey, (left), first President of the European Economic Commission, accepts an honorary membership in the **Toastmasters Club of Brussels, 3286-U**. Club President Jack Blackburn and his wife smile their approval.

**MOCK CITY COUNCIL MEETING** — Manteca, California, **Club 2049-39** held an unusual club meeting recently: they met in the city council chambers and discussed a variety of community problems. From left, "Mayor" Leonard Taylor (actually the town police chief) makes a point as Harold Brinkley, Dick Strehlke, and Bob Belz prepare their comments.



**DISTRICT INITIATION** — At part of its Fall Conference, **District 6** conducted an initiation ceremony for the two newest members of Rochester, Minnesota, **Club 271**. They are Willard Wade and John Bergstrom (left). The charge was delivered by Past International President John Miller, after a challenge to club presidents by Past International President Alex Smetka.

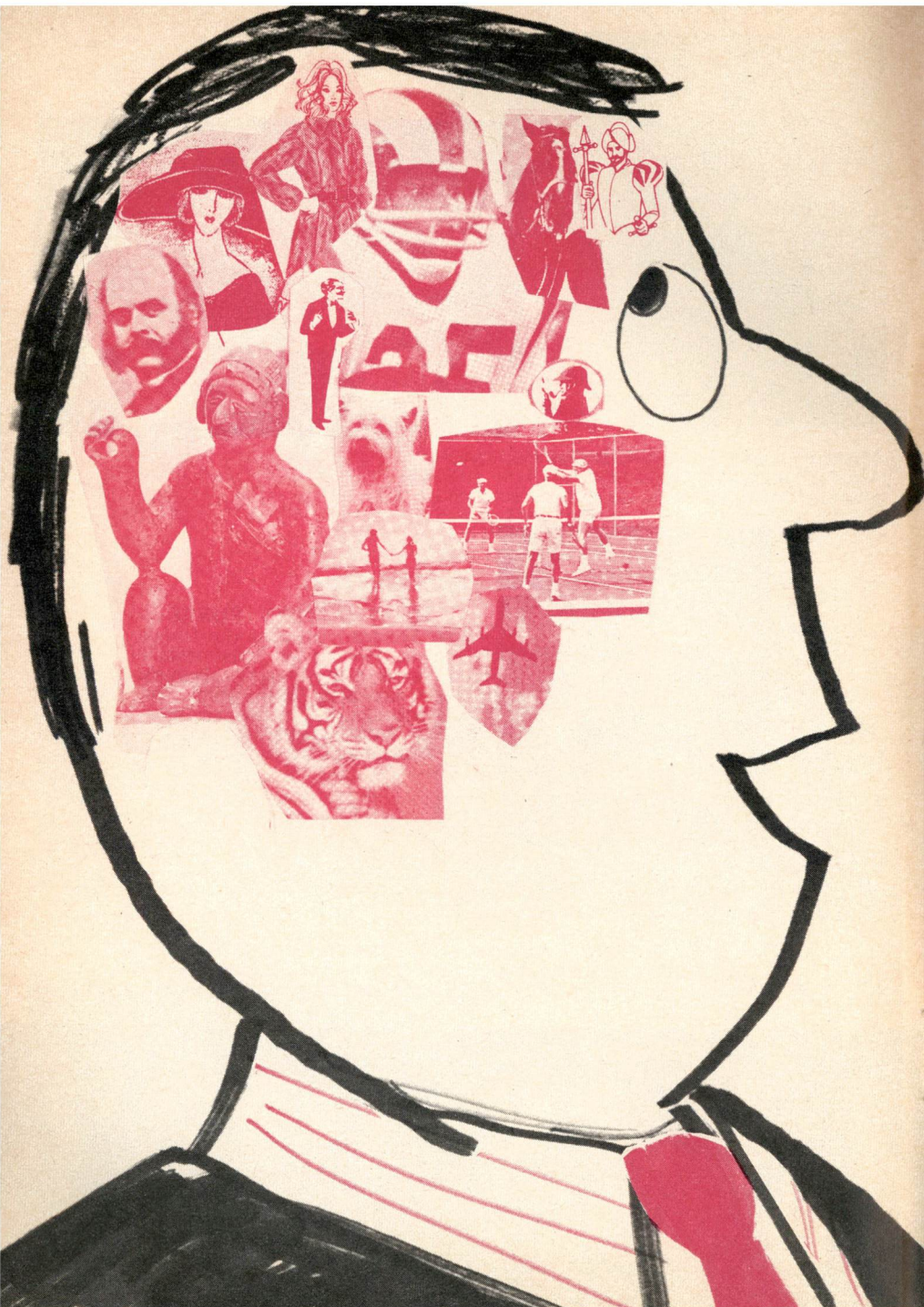
**BANGKOK YOUTH LEADERSHIP** — One of the Youth Leadership classes conducted by the **Laem Thong Club 1635-U** in Bangkok, Thailand is shown hard at work. Seated in the foreground is Samuel K. Szeto, ATM, Youth Leadership coordinator.



**TOASTMASTERS PURSE** — "Sondue" crosses the finish line, winning the Toastmasters Purse at the Playfair racetrack in Spokane, Washington. The race was part of the Toastmaster Night celebration held for **District 9** at the track.

**SPEECHCRAFT COURSE** — **Aerospace Toastmasters Club 2753-8**, in St. Louis, conducted a very successful Speechcraft course recently, and these are the graduates. Half of this group became Toastmasters club members.





# I Remember

## Table Topics

By Paul Cathey

The Table Topicmaster of the evening approached the lectern with a little laugh. "Well," he said, "it certainly is a surprise to learn I'm in charge of Table Topics. I suppose it was listed in my program, but I like to save all my mail unopened and read it over the weekend, so I haven't seen the program yet.

"Well, this is Table Topics, where we call on Toastmasters to speak without warning on a topic they haven't prepared. Does anyone have a program so I won't call on any of the regular speakers? And does anyone have a newspaper? Maybe I can get some topics from that. No?

"Well, let's see — Mr. Toastmaster, tell us what it's like to

be Toastmaster of the evening. You sure nobody's got a newspaper — a magazine — anything?"

### Impromptu Speaking

And so begins another Table Topics session, where it's hard to tell who is practicing impromptu speaking: the members or the Topicmaster. Since the Topicmaster is supposed to be appointed a week in advance, he should have ample opportunity to prepare a lively and informative discussion. And to start off the discussion and inject just the right amount of informality and good humor into it, the Topicmaster should open with a few introductory remarks of his own. A *few* remarks . . . ?

The Topicmaster leaned on the lectern, his jaw alternately opening and closing, as if he were warming up his gums for the ordeal ahead. "And now, Table Topics," he intoned, "a real challenge to exercise your skill as an impromptu speaker. One of the Toastmasters I know calls it 'Russian Roulette — Santa Ana style.'

### **I Remember**

"You members will find it enjoyable whether you take part or are just listeners. I've gotten a lot out of it over the years. I remember vividly the first Table Topics session I was involved in. I believe it was in a November meeting . . . or was it October? Anyway, I was the third or fourth speaker and the subject was . . ."

His voice faded out momentarily and the hands of the clock above his head moved forward five minutes. As his voice came back in, he was heard to continue, "... and several months later I was again Topicmaster and I'd like to share with you some of the comments the General Evaluator made about my session that night. He began by . . ."

### **Short And To The Point**

We shall mercifully leave that meeting as the Topicmaster concludes his "short" introduction. A Table Topics introduction should not only be short, but to the point. The introduction gives the member a clue about the

topic on which he is to speak and sets him on the right track. Switching in the middle of the introduction or weaving all over the subject before getting to the point should be reserved for the first club meeting after April Fool's Day.

But there's always one Topicmaster who tries it in the middle of February: "There have been a lot of discussions about the sports seasons running too long: baseball runs into football, football into basketball and hockey. There must surely be a way to shorten these seasons, don't you agree?"

"But the teams have other problems — all that traveling around, day games followed by night games. And it all leads to the playoffs. Do we need all those playoffs?"

"And the injuries. Think of all those knee injuries in football.

"Anyway, Joe, I'd like you to tell us if you feel there should be any changes in the program of medical internships in our hospitals."

### **Soap Opera Lead-In**

What this Topicmaster is using is the tried and true soap opera lead-in. You know how the announcer says, "In our last episode, Lucille was wondering if Max would learn what Sam had told Billy. Meanwhile, in Mexico, a penniless painter was about to call Fred about the

earthquake. The call was never answered because Lester's brother Phil had left the phone off the hook while he tried to stop the bank robbery . . ." This kind of lead-in certainly doesn't help anyone to develop any skill except effective non-listening, a common symptom of advanced boredom and acute confusion.

### **Of Common Interest**

So, the opening remarks should be short and to the point. And the point should be a subject that everyone can speak on. The idea of Table Topics is to bring up a topic on a problem common to the group and then, by interplay of ideas, arrive at a reasonable and informative conclusion.

Amos Average, the local grocer, nearly fell over when the Topicmaster addressed him: Amos, you're the President of the United States. You've called all the world's financial experts to a meeting. Tell them and us how you'd solve the international money crisis."

As Amos struggled to his feet, he was frantically trying to figure out a way to work in something about the high price of Spanish olives in his store. If he knew the answer to the question, he would probably have a job in Washington, not a small grocery store. Which goes to show that unless you are Topicmaster at the Financial Experts Toastmasters Club meeting,

stay away from the world money crisis and everything like it.

### **Need a Map?**

The other half of this little story is the club member who needs a detailed roadmap drawn for him every time it's his turn to speak on a Table Topic. After asking for a repeat of the question, he bores in for the fine details: "I didn't get that," he tells the Topicmaster. "Do you want me to talk about what's happening today, or what went on five years ago? (*Answer*) Fine. In this country or overseas?"

And on it goes. He may — or may not — get around to giving a Table Topic, but at this point no one really cares. If the topic given to you is general, that's so you can pick whichever aspect you feel most qualified to talk about. It's your responsibility to bring the topic around to something you can handle, not the Topicmaster's. Of course, it is nice if you speak on the original subject. Don't be like the guy who stood and said, "I never understood much about pollution. But I'll give you my views on keeping out of war. Now, you take the Mideast . . ." No thanks, we'll stick to pollution!

### **The Ultimate Offense**

The ultimate offense in Table Topics was heard recently as Kevin Kopout was asked to describe the most unusual vacation he had ever had. "Sorry," said

Kevin, only half-rising in his chair. "I never take vacations." To waste the only opportunity to speak at the meeting, which is supposedly the reason he came, is beyond pardon.

#### For Today's Communication

While not as extreme as Kevin's failure, any of the above situations are damaging to your Table Topics session. This part of the club program gives you the opportunity to practice for today's communication styles: for panel responses, interviews, rapid-fire questioning, or just statements of your own viewpoint. You have the chance to develop the ability to think on your feet and include humor in your responses. And you can also increase your knowledge every time a well-chosen topic is brought up. Table Topics is meant to be a group discussion, not a series of witty monologues. There should be an interplay of ideas, give-and-take responses. Each member contributes to the thinking of the others, and a balanced view emerges. The problem is stated, members present facts and opinions, a variety of possible solutions is offered, and the solutions are reduced down to the one that seems to be the best.

#### Five Guidelines

The Toastmaster speaking on Table Topics should follow these five guidelines:

(1) Decide immediately upon a clear and definite viewpoint, and state it.

(2) Justify your point of view with two or three reasons.

(3) Illustrate the viewpoint from your own or your listeners' experiences.

(4) Conclude with a summary or perhaps a qualification.

(5) Try to determine what further information is needed and phrase questions for the other participants.

By following this guide and avoiding the situations we have seen, Table Topics can become the most instructive part of the club meeting. Just do your best, and then sit down. Your ideas will gain by communication, and your communication will gain from new ideas.

Toastmasters! To the table!

*EDITOR'S NOTE: For more details on effective Table Topics and good topic ideas, see the "Table Topics" booklet (1315), "Patterns in Programming" (1314), and "Tired Table Topics" in the Toastmaster (December 1972).*

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*Paul J. Cathey is a senior editor of Iron Age, past District 38 governor, and past president of Jenkintown Club 2684-38, Pennsylvania. He is a frequent contributor to THE TOASTMASTER.*

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## BOARD OF DIRECTORS MEETS AT WORLD HEADQUARTERS



**TI BOARD OF DIRECTORS** — Toastmasters International Officers and Board of Directors for 1972-73 are (from left seated) Robert T. Buck Engle; John F. Diaz, DTM; David A. Corey, DTM; Donald W. Paape, DTM; George C. Scott, DTM; Dr. Russell G. Herron; Herbert C. Wellner; (back row) Thomas M. Marchant III, DTM; J. Robert Gaul, ATM; Richard E. Schneider, DTM; William W. Steele, DTM; George S. Moses, DTM; Donald J. Costello, ATM; Win Chesley, DTM; Roger A. Cuadra, ATM; Grafton H. Dickson, DTM; Patrick A. Panfile, ATM; Durwood E. English, DTM; Jack M. Hartman, DTM; Robert G. Glenn, DTM; Adam F. Bock; Salvatore A. Fauci, ATM; and Conrad R. Peterson, ATM.

The Fall, 1972, meeting of your Toastmasters International Board of Directors was conducted at World Headquarters November 16-18.

To open the meeting, President Paape reported on his activities since the beginning of his term of office, including visits to Districts 7, 16, 20, 26 and 64. He said he was impressed by the outstanding community relations activities arranged by local Toastmasters during his visits. Many large employers and civic leaders were visited, and he appeared on TV, radio, and was interviewed by a number of newspapers. All of this, with district followup, has helped clubs increase their membership and helped with the formation of new clubs.



Executive Director Engle reported to the Board on a variety of subjects, which included the following:

Sufficient information is now available to conclude that the five-year steady decline in membership has been stopped, based on January 1, 1972 to October 31, 1972 figures. We are not just meeting our goal of breaking even this year in membership additions, but are actually enjoying a healthy increase.

Our new member figures are up 5.4% over last year (14,672), transfers and reinstates are up 5.6% (2,727), and charter members up 41.1% (4,338), making an increase in total membership additions of 11.0% (21,737) for the ten-month period, compared to the same period in 1971. We dropped 12.2% fewer members, too, for a total of 21,300.

Much of our success in membership gains this year should be attributed to the club and district efforts with Project Fun. The attention of leadership at all levels of TI has been directed toward membership. Major features of

Project Fun include club program improvement and the recognition awarded top salesmen. Ninety-one Toastmasters have been recognized as Key Man, while 28 Toastmasters have received Sponsor recognition.

We have increased our new club addition rates from 33 to 48, July 1 to October 31, while decreasing our drop rate from 100 to 76 in the same period, making a total of 3,169 clubs as of October 31. Thirty-two districts have named a total of 139 New Club Commissioners. The following districts had not put the new club commissioner program into action, as of October 31: F, 1, 4, 5, 7, 9, 12, 13, 14, 16, 17, 20, 22, 27, 29, 35, 37, 39, 41, 42, 45, 47, 48, 49, 54, 56, 57, 58, 61, 63, 65, 66, 67, 68, and 71.

Speechcraft registrations are now up to a total of 1,858, with a 13% increase this year. Registration for Youth Leadership has dropped slightly during this reporting period with a total of 2,362, which is a 10% decrease from last year.



The district bulletins are an effective service, wherein the district can provide program ideas and can recognize club and member accomplishments. Sending these bulletins to World Headquarters is the only way the successful ideas they contain can be passed along to other Toastmasters, but fourteen districts have not done so. They are 13, 24, 26, 29, 31, 41, 45, 57, 58, 61, 63, 66, 69, and 70.

Toastmasters International was featured in several outside publications, including three Boy Scouts of America magazines, Ventura Star Free Press, Kiwanis Magazine, Ventura County Weekly Magazine, Life, Los Angeles Times, Hartford Democrat, Chicago Sun Times, Courier Journal and Times Kentucky, and the Omaha World News.

Project Spot was moved from April to October in 1972, and radio and television activities were reported by Districts 8, 16, 31, 65, and 68.

District 65 Governor Robert Borsching reported on a special guest



night for Club 476 on September 14. An advertisement in four local papers and three radio announcements helped secure fourteen guests that night, during which six guests indicated they wanted to join the club. Similar publicity was planned for a later date.

The Board of Directors established a Long Range Planning Document, which includes a detailed program for the coming year and continues with a more general program for the following four years. Goals for the next four years include the following growth figures:

|                               | <u>1973-74</u> | <u>1974-75</u> | <u>1975-76</u> | <u>1976-77</u> |
|-------------------------------|----------------|----------------|----------------|----------------|
| Member Program Accomplishment | 25%            | 20%            | 25%            | 20%            |
| Obtaining ATM Recognition     | 25%            | 20%            | 25%            | 20%            |
| Speechcraft                   | 25%            | 20%            | 25%            | 20%            |
| Net Membership Growth         | 5%             | 7%             | 10%            | 12%            |
| Net Club Growth               | 5%             | 7%             | 10%            | 12%            |



The Plan also includes a wide range of new educational and publicity programs, as well as continued review and updating of present programs. Club, District, and International resources will be committed to the accomplishment of these long range goals and plans as they are developed and approved by your Board of Directors. The responsibility to reach or exceed these goals rests with each member, club, and district. World Headquarters will provide assistance and guidance. Districts are to prepare their plan to accomplish their 1973-74 goals for review at the June Regional conferences, during the district governor seminars.



The Board also concluded that the Educational Officer training structure within clubs and districts is adequate, but the training for the Toastmasters occupying these positions should be improved. The Listening to Learn program will be introduced at the 1973 Houston Convention, and translation of the Communication and Leadership manual will begin with translating Part I into Spanish and French, as the budget allows.

The following three policy changes were also made by your Board of Directors:

1. *Guest Attendance Requirements for Membership:* Effective immediately, there will no longer be a requirement for a potential member to attend two meetings before his membership may be accepted. World Headquarters is modifying the official file copy of each club's constitution and bylaws. The decision regarding the number of times a guest is to visit a club will be determined by each club.

2. *Regional Conference Financing:* This will operate as follows, effective with the 1973 conferences:

"Financing of Regional Conferences—The finance committee of each Regional Conference may collect from each district in the region a working fund deposit, in addition to advance registration fees, in such amount as is needed for planning and advance activities. The deposits will be returned to the respective districts at the conclusion of the conference to the extent that such funds are available after the payment of all expenses. If funds exist after return of working deposits to the respective districts, they will be forwarded to World Headquarters to hold for the following year's Regional Conference and made available to the next host district. Each Regional Conference is expected to be self-supporting, but in the event there is a deficit it shall be borne equally by the districts in that region, and if necessary, after review by the Board, may be deducted from the several districts accounts at World Headquarters.



Revenue for incidental and miscellaneous expenses of the Regional Conference may be obtained from registration fees and modest overrides on meal event tickets, but not from the sale of advertising or similar sources."

3. *Credential and Proxy Procedures:*

"Credential and proxy forms for the Regional Conferences and the Annual Business Meeting of Toastmasters International shall be mailed by World Headquarters to each club President five (5) weeks prior to the first scheduled Regional Conference."



The Board voiced support of the revised Distinguished Club Plan for 1973 and continued its study of district realignment. No changes were made in the present realignment plans. They reviewed the requirements for ATM and DTM and decided not to make any changes at this time. The Board recommended the expansion of Project Spot into television, added to the Long Range Planning Document a professional study of the TI image and promotional material, and recommended Region VI as the site for the 1977 International Convention. The 50th Anniversary Plans, with the slogan "Forward From Fifty," were reviewed and the Board suggested that all possible efforts be made to bring the plans to fruition, providing opportunities for members, clubs, and districts to participate in the Toastmasters 50th Anniversary Celebration.

President Paape submitted the following names of members for service on the 1972-73 Nominating Committee of Toastmasters International: Past International Presidents Ralph Howland (chairman), George Mucey, and Arthur Diamond; also Max Andrus, James Wu, Rex Davenport, Clifford Thompson, Terry Wunsch, Chester Cecot, Joseph Bennetch, and John C. Downey.

He also announced that the following officers of Toastmasters International will attend the 1973 Regional Conferences: Region I — Don Paape, Region II — Russell Herron, Region III — David Corey, Region IV — David Corey, Region V — Russell Herron, Region VI — John Diaz, Region VII — George Scott, Region VIII — Don Paape.

President Paape announced that the next meeting of the Board of Directors will be held March 15-17, 1973.

# hall of fame

## DISTINGUISHED TOASTMASTERS (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

### **Earnest B. Wilson**

Davis-Monthan Club 16-3

### **Richard F. Walsh**

Knights of Marian Club 3002-40

Potomac Valley Club 1999-36

### **John P. Stilwell II**

Orlando Club 1066-47

### **Paul Kemp Fain, Jr.**

Warriors Path Club 997-63

Early Bird Club 2361-63

West Knoxville Club 3117-63

## ABLE TOASTMASTERS (ATM) Certificate of Achievement

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

### **Allen H. Flagg**

Smedley No. 1 Club 1-F

### **Robert T. Hollis**

Spokesmen's Club 179-F

### **James R. Ritchie**

Westchester Club 869-1

### **Edib Kirdar**

Papago Club 2694-3

### **Bob Brower**

Valley Club 3354-3

### **Dwayne L. Schlegel**

Daly City Club 1881-4

### **John F. Neenan**

Los Gallos de la Bahia Club 3400-4

### **Thomas L. Sowders**

USNAD Crane 2339-11

### **Peter P. Pierotti**

Charleroi Club 2312-13

### **Charles H. Vondracek**

Monroeville Club 2594-13

### **Don D. Deming**

Idaho Falls 548-15

### **Jim Zimmerman**

Tinker Club 1362-16

### **Wayne R. Rogers**

Indian Nations Club 3544-16

### **Bert O. Borg**

Capital Club 1412-19

**Richard P. Corcoran**  
Bismarck Club 717-20

**John A. Pickrell**  
Beta Aloosters Club 2524-23

**Orlando J. Ramsvick**  
Council Bluffs Club 2114-24

**Thomas R. Wallace**  
Colorado Springs Club 555-26

**Howard E. Schaeffer, Jr.**  
Ft. Miami Club 1442-28

**L. J. Thomas**  
Merrimack Club 508-31

**William J. Hayes, III, DTM**  
Schlitz Club 1989-35

**Bernard Wittner**  
Schlitz Club 1989-35

**A. E. "Whitey" Blank**  
Evinrude Club 3531-35

**Fred E. Ebel**  
Cutler Hammer Club 3437-35

**Walter D. Miller**  
Pentaf Club 2014-36

**Donald P. Rampolla**  
KOFC Club 3860-36

**Jack Cecil**  
Greensboro Club 439-37

**LTC Robert E. Johnson**  
DCSC Officers Club 1740-40

**Don M. Brown**  
Suburban Club 2345-46

**Willie H. Williams**  
Orlando Club 1066-47

**Harry C. Bennetts**  
Ft. Lauderdale Club 2004-47  
Plantation Club 2582-47

**Neal L. Marsh**  
Poughkeepsie Club 921-53

**Marc A. Ruggeri**  
Uncle Sam Club 1138-53

**Mervyn A. Caldwell**  
Brampton Club 2347-60

**Stephen J. Evans**  
Rockcliffe Raconteur Club 808-61

**James A. Basselman**  
Main Street Club 1407-62

**Preston Allen**  
Avco Club 3831-63

**Emmett J. Muldoon**  
Tower Club 963-65

**Dr. Z. T. Bieniawski**  
Pretoria Club 2199-U

**Keith Ansell**  
Lakenheath-Mildenhal Club 2352-U

## PROJECT FUN

Applications for the 1972 Project Fun recognition must be received at World Headquarters on or before March 1, 1973.

**Correction:** Set of four 12 ounce glasses with TI emblem (6603) should not be included as part of Key Man Educational Packet. Glasses are available as individual award.

## anniversaries

### 35 YEARS

**Waterloo Club 101-19**  
Waterloo, Iowa

### 25 YEARS

**Olmsted Country Club 564-6**

Rochester, Minnesota

**Honolulu Club 199-49**

Honolulu, Hawaii

**Lynchburg Club 562-66**

Lynchburg, Virginia

### 20 YEARS

**Northrop Club 212-1**

Hawthorne, California

**Aerospace Club 401-1**

El Segundo, California

**Hi Way Club 1197-2**

South King County, Washington

**Dynamic Club 457-5**

San Diego, California

**NCEL Club 1192-12**

Port Hueneme, California

**Frederick Club 1082-18**

Frederick, Maryland

**Garland Club 1207-25**

Garland, Texas

**Lincoln-Douglas Club 1196-54**

Canton, Illinois

**Lake Charles Club 1225-68**

Lake Charles, Louisiana

### 15 YEARS

**Auto Club Toastmasters Club 2681-1**

Century City, California

**Transport Club 2227-2**

Renton, Washington

**Superior Club 2670-6**

Superior, Wisconsin

**Scott Non-Comm Officers Club 2575-8**

Scott AFB, Illinois

**Del Rey 2665-11**

Anderson, Indiana

**Osage Club 1585-16**

Bartlesville, Oklahoma

**Cariboo Club 786-21**

Prince George, British Columbia, Canada

**Hays Club 2609-22**

Hays, Kansas

**Lander Club 2615-26**

Lander, Wyoming

**Spectacle City Club 2602-35**

South Milwaukee, Wisconsin

**West Shore Club 227-38**

Lemoyne, Pennsylvania

**Sea n Air Club 2314-38**

Philadelphia, Penn. Naval Air Base,  
Pennsylvania

**Fairchild Club 2594-48**

Montgomery, Maxwell AFB, Alabama

**Giant Valley Club 2672-53**

Cheshire, Connecticut

**Algoma Club 2648-62**

Sault Ste. Marie, Michigan

**Lock City Club 2649-62**

Sault Ste. Marie, Michigan

**Susquehanna Club 2644-65**

Susquehanna, New York

**KPAA Film City Club 2647-65**

Rochester, New York

**West End Club 2661-66**

Richmond, Virginia

**Taipei Club 1890-U**

Taipei, Taiwan, China

### 10 YEARS

**Downey Space Club 513-F**

Downey, California

**Myrtlewood Hootowlers Club 158-7**

Coos Bay, Oregon

**International City Club 2880-23**

El Paso, Texas

**Mainland-NAFEC Club 1107-38**

Atlantic City, New Jersey

**Picatinny Club 3547-46**

Dover, New Jersey

**Toronto Business Club 3568-60**

Toronto, Ontario, Canada

**Mikasa Club 1727-U**

Yokosuka, Japan

**Club Toastmasters de la**

**Capital Mexicana 3493-U**

Mexico City, Mexico

**Crusaders Club 3570-U**

Nicosia, Cyprus

**Coming soon...**

## April Invitation Month

As part of Project Fun-73, April Invitation Month is on the way. Now is the time to begin planning how you will take the first step toward increasing your club membership by inviting guests to see the excellent Toastmasters program in action.

Invitation forms are included in this issue of THE TOASTMASTER for you to use. Invite your friends...relatives...business associates...anyone who wants to improve himself.

World Headquarters has a variety of materials available for your use in April Invitation Month. Most important is the Membership Sales Program manual (1159) which is full of ideas on how to sell Toastmasters to your community. It begins with advice on what methods you can use to sell membership and gives details on what should be included in any sales contact. Then the manual explains fifteen different programs and methods you can use to get the Toastmasters message across to prospects, including sample letters, displays and booths, and contacts with local businesses. The manual closes with a listing of all the items that are available from WHQ specifically designed for membership sales. This manual is one every club should have and use all year long, but especially in April Invitation Month.

**SURE ENJOYED MYSELF!**

**HOPE**

**I'M INVITED BACK**



# PREPARE NOW FOR APRIL INVITATION MONTH

Use the attached invitation and share *your* Toastmasters experience with a friend.

Prospects are everywhere... in your professional or trade association, church group, service club, civic organization, social club, or your union... anywhere you get together with other people.

Develop your own list... and to eliminate duplication, coordinate it with your club's prospect list.

## FOLLOW-THRU

Allow about three days for the prospect to receive the invitation, then give him a call. Tell him what your Toastmasters experience has meant to you and that it can put him up front and prepare him for increased income, job advancement, and greater recognition in his profession and community.

Tell him that Toastmasters membership provides affiliation with an international adult educational association providing tomorrow's Communications and Leadership program.

Tell him about the Action programs in your club. Programs for members that include: committee and conference leadership, audio visual techniques, evaluation, impromptu speaking practice, programs in a "learning by doing" atmosphere.

Invite him to visit with the action people and see the Toastmasters Communications and Leadership Program. Provide him transportation to your next club meeting.

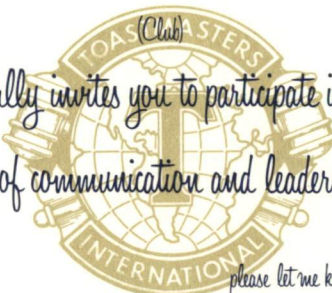
**Now!**, most important, after he has been a guest, **Follow Through! Ask Him Back**... AND THEN ASK HIM TO JOIN!

Each day "talk Toastmasters" to a prospect. Complete his understanding of the program and invite him to see the Toastmasters program in action.

Use the attached invitation

Share Toastmasters with a friend!

Toastmasters International

The logo is circular with a globe in the center. The words "TOASTMASTERS" are at the top and "INTERNATIONAL" is at the bottom. A small "(Club)" is written above the globe. The text "c cordially invites you to participate in an exciting program of communication and leadership development." is written in a cursive font across the globe. Below the globe, it says "please let me know if you will be my guest." in a smaller cursive font.

c cordially invites you to participate in an exciting program of communication and leadership development.

please let me know if you will be my guest.

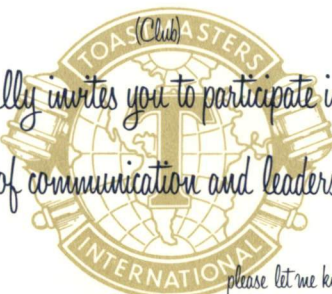
meeting date and time \_\_\_\_\_

Toastmaster \_\_\_\_\_

place \_\_\_\_\_

phone \_\_\_\_\_

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Toastmaster \_\_\_\_\_

## Share Toastmasters with a friend!

### YOUR TOASTMASTERS MEMBERSHIP PROVIDES...

- Affiliation with an international educational association
- Professionally prepared materials and program resources concerning listening, speaking, audio-visual techniques, discussion, parliamentary procedure, and meeting-conference staging
- Leadership development through experience as an elected or appointed official
- Experience in communication through participation in the "by doing" program
- Opportunities for personal and occupational recognition based on improved abilities and expanded experience
- The satisfaction of helping others improve their communication and leadership skills while improving your own.

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- The satisfaction of helping others improve their communication and leadership skills while improving your own.

## PROJECT FUN-73

Other methods for making your community aware of the Toastmasters program are detailed in the Publicity and Promotion manual (1140). They include sample news releases, proclamations and broadcast interviews in addition to outlines for internal and external publicity at all levels from club through International. It would really pay your club to use this manual to promote community interest in your activities. Order one now in time for April Invitation Month.

These are just two of the many ways World Headquarters can help you with April Invitation Month. But the real effort depends on *you!* If the Toastmasters program has helped you... don't keep it a secret! Tell the world! And you can start right in your own neighborhood. Clip out the invitation insert and go to it!

## PROJECT FUN

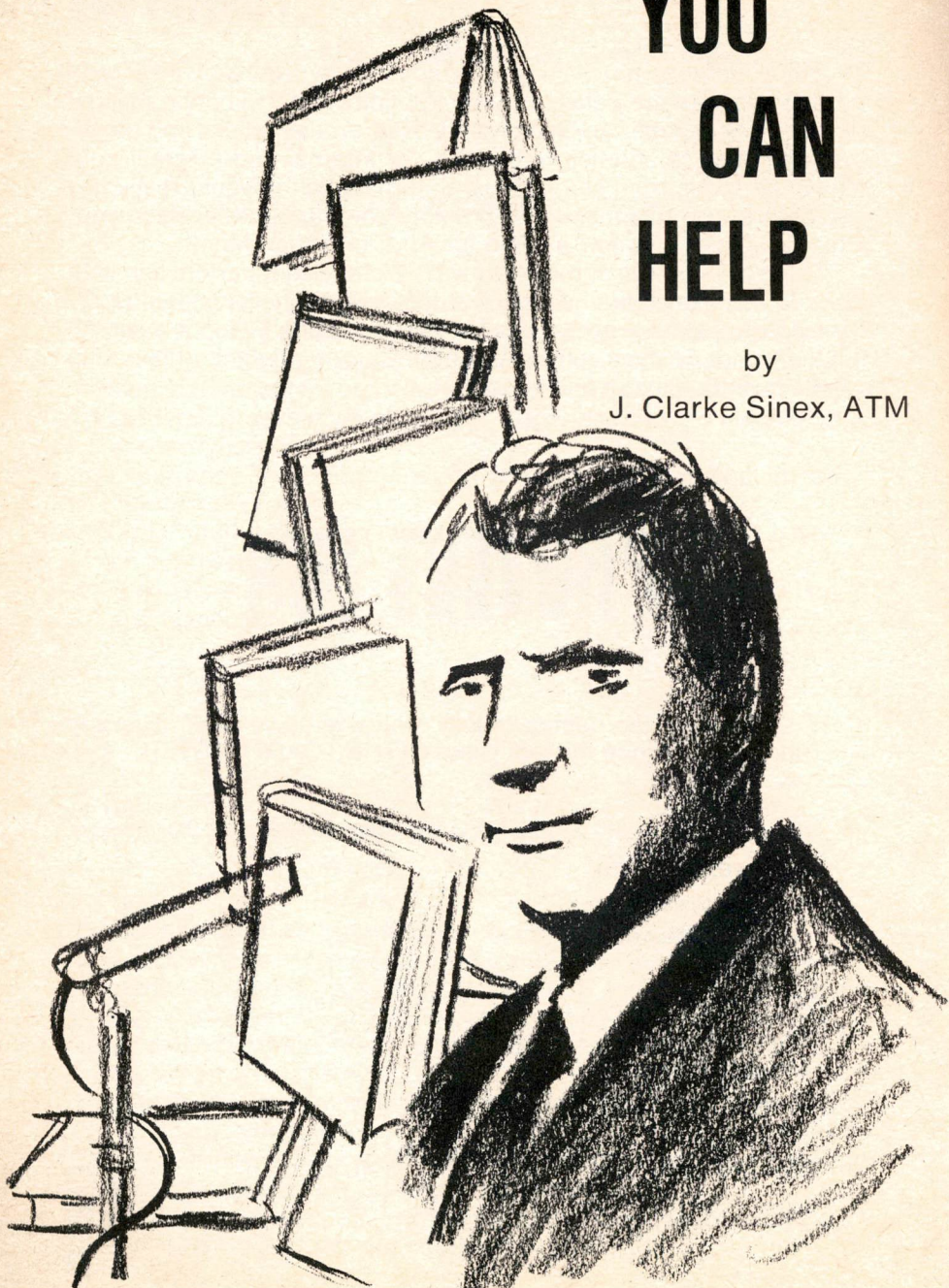
Here are the names of Key Men who have been awarded certificates since the last issue of THE TOASTMASTER.

| Name                    | Club Number   | Number of Certificates |
|-------------------------|---------------|------------------------|
| Eugene E. Keller, ATM   | 2924-31       | 9                      |
| Robert G. Glenn, DTM    | 875-19        | 6                      |
| Leonard Van Regenmorter | 185-6         | 1                      |
| Bill Brown              | 3193-16       | 1                      |
| A. T. Phillips          | 3193-16       | 1                      |
| Charles Weeks           | 3193-16       | 1                      |
| Robert S. Wozniak       | 1604-30       | 1                      |
| Hubert E. Dobson, DTM   | 2005, 1528-40 | 1                      |
| Peter Banks             | 2511-42       | 1                      |
| John A. Watson          | 3903-42       | 1                      |
| Moses Brener            | 1169-68       | 1                      |

# YOU CAN HELP

by

J. Clarke Sinex, ATM



In the basement of Huntsville Hospital in Alabama is a snack shop run by Robert Chase. It's a small place, lined with vending machines, and the traffic gets very heavy around lunchtime. But Mr. Chase keeps up with it, all the while playing a verbal ballgame with his customers: tossing remarks to and fro, teasing one and complimenting another. He expresses himself very well, perhaps due to the fact that he was a Toastmaster some years ago, and when you talk with him you can tell immediately that his reading has been wide and well-chosen.

## Things Change

Years ago, when Mr. Chase was a successful salesman, he would have thought you were crazy if you had told him he would ever get so much enjoyment out of running a little hole-in-the-wall snack shop. But then, things have a way of changing.

They changed for Mr. Chase, too. Not suddenly, but nonetheless drastically and permanently. It was nearly 25 years ago when they told him at the Mayo Clinic that he had a rare eye disease. Oh, it had a fancy name and was no doubt fascinating to the doctors. But that didn't alter the gradual descent into total blindness, and Mr. Chase fin-

ally had to carry a white cane.

## A New Life

And then he had to make a new life, and it was not exactly like rolling off a log. Many frustrations and probably moments of bitterness. But despite all that, Robert Chase today has more zest for living than a lot of men half his age with perfect vision. There are many reasons for this, but a large part of his happiness is due to the books he has read and the new ones he looks forward to reading. They're more important to him now than they ever were, a vital source of relaxation, entertainment and instruction. Except now, of course, someone else must do the reading for him. And that's where the problem starts. Not only is it difficult to find that someone, but there are also many more people like Mr. Chase.

This is just one story; there are others from all over the world. But no matter who they are, these people must depend on someone else to do their reading for them. Even the Braille system, wonderful as it is, cannot completely fill the need. Less than 10% of the blind ever become accomplished at Braille, and the cost is high for the books that are transcribed into this system.

## Recorded Reading

Reading aloud is still the best system for blind people, but it

cannot effectively be done on a person-to-person basis; the need is just too great. The material is recorded, for the most part, and one of the early methods used was the "talking book." This is the large 16 rpm record made by professional readers. These talking books have performed a great service and are still doing so. However, with the rapidly growing number of blind and handicapped people, it became evident that something more was needed. The answer is the magnetic tape recorder. They're inexpensive, easy to use, and they're all over the place.

#### **What's The Problem?**

So, what's the problem? There just aren't enough professionals to do all that recording, and there wouldn't be enough money to pay them anyway. Well, if not professionals, then there must be volunteers. But that's a problem too, since there aren't many potential volunteers who have the speaking skills to do this sort of thing.

#### **You Are Qualified**

Do you begin to see where this is leading? What voluntary organization can you think of that specializes in training people to use their voices, to speak clearly and effectively, and even to read aloud? Right! Your Toastmasters training has put you in the perfect position to help your fellow man while further developing your abili-

ties and broadening your knowledge.

There are plenty of tape recorders. Many libraries have tape recorders on hand, with all the tape you need, and of course they have stacks of books just waiting for you. You have been working at better communicating for quite a while. In every speech you prepare and deliver, you're trying to improve your diction, your pronunciation, the quality and modulation of your voice. At each meeting you practice these things—under expert criticism, too. Part of your training involves speaking into a microphone. And very likely you use a tape recorder to practice your speeches. So, compared to any given group of people, other than the Unemployed Actors Club (if there is such a thing) or the Radio Announcers Chowder Society, you *are* fully qualified.

#### **Are You Willing?**

The remaining question is, are you willing? Are you willing to commit yourself to a program that will expand your own reading horizons, improve your reading skills and, as an extra dividend, immortalize your voice? Are you willing to give a few hours in order that you might bring the wisdom and beauty of literature to those who would otherwise never know it? Are you willing to share your eyes?

Recently, the Library of Congress instituted a new nationwide program of recording for the blind and handicapped. The program, administered through the local libraries, uses volunteers with tape recorders—all kinds of tape recorders. The recorded tapes are transcribed to cassettes which, along with cassette players, are made available free to people who cannot read because of some handicap, visual or otherwise. The libraries provide the books, the tapes, and even the recording facilities to qualified volunteers who are willing to spend an hour or so each week reading for the blind. The recorded material, in turn, is made available anywhere in the United States. Lists of book titles are distributed to all libraries in the country. Requests for special recordings, such as might be needed by a student or professional man, are handled through the same network.

#### **The World Is Waiting**

All of this means that today it is possible to have many books and publications available to any handicapped person who needs them. So far, this service has reached only 5% of the blind and physically handicapped. In the United States, that means 5% of nearly seven million peo-

ple. The rest are just waiting until you and your fellow Toastmasters make the effort and bring a new world to them.

#### **What Next?**

Have you finished your Communication and Leadership Manual, or been awarded your ATM or DTM and wonder what to do next? This program is your answer. You can continue to develop your speaking ability, gain experience in a new area of speaking outside the club, and become accomplished at using audio equipment. Not to mention all the people who will be forever grateful for your caring enough to help them.

How do you get started? Call your local library and ask for information. Or write the Library of Congress, Division for the Blind and Physically Handicapped, 1291 Taylor Street, N.W., Washington, D.C. 20542.

This is a unique need. Toastmasters have a unique skill. It's a perfect match. You will never have an opportunity so fulfilling and, at the same time, so appropriate to your training. Just imagine: a potential audience of 7,000,000, eagerly waiting to hear your voice. That certainly must be the most glorious opportunity any Toastmaster ever had.

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*J. Clarke Sinex, ATM, is past president of Mason-Dixon Club 2186-48 and is employed by IBM in Huntsville, Alabama, where he is in charge of the corporation's metric conversion program.*

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# "How To"

## Put

# VISION

## Into Your Speech



# PROJECT FUN-73

by

Bob Harding

President, Suburban Toastmasters Club 1009-22

I assume that your purpose in being a Toastmaster is to learn, to improve, and to be able to utilize this knowledge when you make a speech. When Confucius said "A picture is worth a thousand words," he was telling it like it was . . . and is. Yet in spite of the fact that visual aids can be used in nearly any presentation, we seldom see a member willing to use this equipment. How come?

### **Extra Effort**

I suspect there are two reasons: 1) it means extra effort to prepare, and 2) it requires extra effort to deliver. Apparently, few are willing to work up visual aids, and many do not want to risk blowing a speech because their aids were poorly handled. But fellows, this is how we learn! If you want to learn, there simply are no excuses for not using visual aids.

When you are working up your next speech, take some time to get those creative juices bubbling. Ask yourself, "How

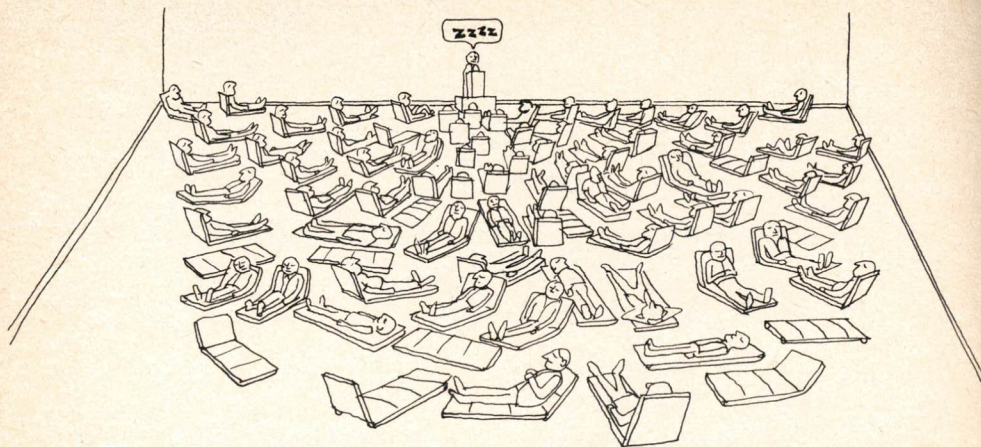
can I use visual aids in this speech? What type of aids should I use? What can I do differently?"

### **What they Can See**

Remember, anything that your audience can see is a visual aid. Hand held objects, such as books, magazines, or pictures, all help to alter the pace of a speech and keep audiences alert. The hand-printed outline is the most often used. It serves as a substitute for note cards, and enables your listeners to follow your thinking visually as well as aurally. However, be sure to print so that everything is legible from the opposite side of the room. Don't crowd too much on a page. An old army rule I remember was "Only one thought on the board at a time!"

### **From Simple to Fancy**

Use the "Draw as you go" system, and hand-sketch your pictures or notes as you need them (but don't block the view). Use poster board. Use the flip chart. If you want to get fancy,



how about a slide presentation? Print with different colored inks for contrast. Use felt cutouts. And if you don't have what you need, go buy it, borrow it, or make it.

If you just aren't sure how to work visual aids into your speech, for pete's sake, ask someone. That's what your officers are for (in case you wondered). If they don't have the answer, TI has a great *Audio-visual Handbook* (1193) that will tell you everything you want to know on the subject, and then some.

#### No Limits

There are absolutely no limits (other than your imagination) to the effective use of visual aids. There is no speech that cannot be made more effective by visual aids, properly prepared and used.

And let's not limit it to speakers. Toastmaster of the Evening, General Evaluator, Table Topics Master — all have the

chance to make a routine duty a knockout through use of visual aids.

#### What Experts Say

Here's what the experts say about visual aids:

\* Audiovisuals put you into action. They give you something to do. They cause you to move with purpose. When, for example, you use a flip chart on an easel, your prepared display provides you with a reason to move from your lectern to the easel, to point, to underline, to emphasize. You are in action, and with meaning.

\* With audiovisuals you and the audience are side by side. In effect, you and your audience together look at your visuals. You share an action, and if your visuals are well-planned, you are advancing your purpose.

\* You benefit by the very process of planning to use audiovisuals. Deciding what to use or to show, in what order, and why,

is a process by which you clarify for yourself your purpose and organize your presentation.

\* Using visuals puts you, the speaker, into motion, and visuals also can provide motion in themselves. Such motion helps keep your audience awake and alert.

\* Your inventiveness in selecting your visuals and your skill in manipulating them add interest value to your presentation. You can surprise your audience; arouse their curiosity; cause them to laugh, to be thoughtful, and so on. The variety of your techniques stimulates audience interest in your topic.

\* Visuals help clarify your meaning and speed your communication. Most people are in-

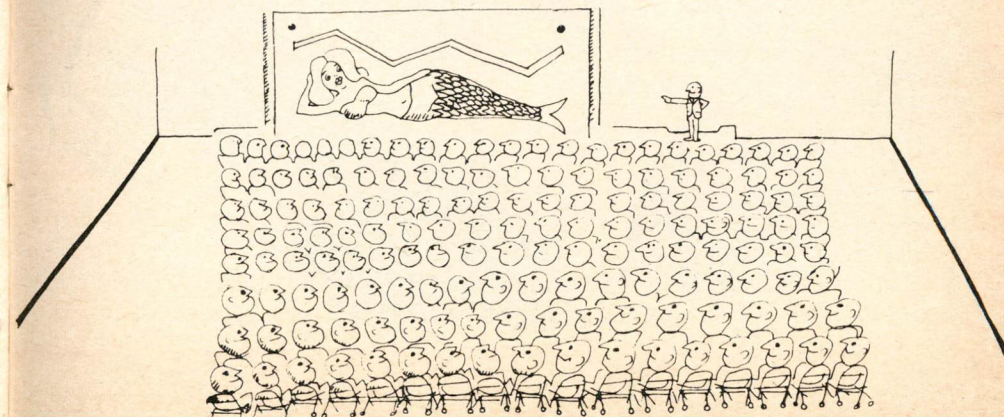
clined to understand visual images better and faster than verbal images. And, with proper visuals, fewer words may be needed to convey an idea accurately for a majority in your audience. Thus, your speech can be shortened (often a very desirable goal!), and you can communicate *more* within your time limit.

\* Finally, the reinforcement of ideas through *both* words and visuals has promise of helping members of your audience to *remember accurately what you wish them to retain*.

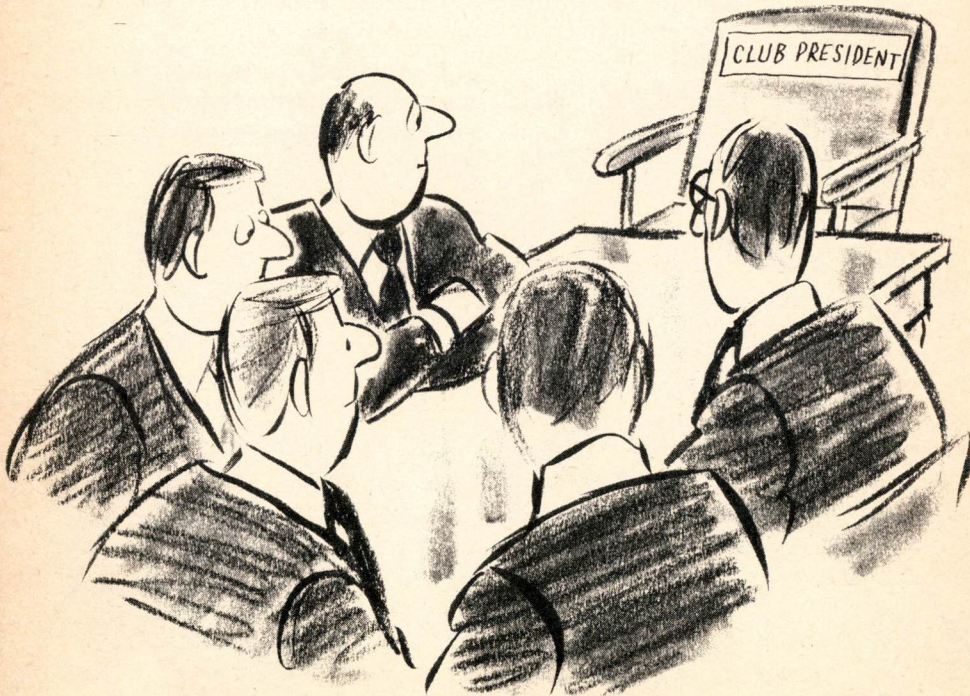
I hereby proclaim this "Visual Aid Week."

Use your imagination. I expect to be up to my ears in visual aids when the meeting is over.

from the Suburban Topics club bulletin, Johnson County, Kansas, August 4, 1972



# An Opportunity For Leadership



by  
Guy Ferry, DTM  
District 4 Governor

One of the most neglected areas of Toastmasters training is leadership. A unique opportunity to practice leadership techniques is offered to club officers, yet few Toastmasters take full advantage of this opportunity. This is true in spite of the fact that it is difficult for most Toastmasters to *avoid* holding a club office.

## Leadership Training

The majority of Toastmasters club officers only do what is required of them as an officer. A large number of officers do not even take their duties seriously enough to perform at this minimum level. Only a relative few Toastmasters look at being elected to club office as an opportunity for leadership training. One of the most difficult types of leadership experiences is leadership in a volunteer group, because everyone must be convinced by the leader that he should do what is necessary for the group. The person who can lead in this type of environment — inspire his own club members

to improve their evaluations, to take a sense of responsibility toward their duties during weekly club meetings, and to adequately prepare their speeches — that person is a true leader.

## What You Put Into It

Toastmasters training can only reward someone in proportion to the preparation he puts into it. This applies to leadership training as much as communication training. The Toastmaster who says he has reached a plateau and is no longer improving is the Toastmaster who has stopped putting time and effort into his preparation. The officer who gets nothing from his term of office is the one who has put nothing into his job.

## Executive Committee

As a member of the Executive Committee, the club officer is able to help set the objectives for the club during his term of office. The club officer helps in the planning, organizing, and controlling of club resources to

“  
**Practice leadership  
until you find what  
works for you . . .**  
”

reach those objectives. Within his own area of responsibility, the club officer makes plans, selects individuals and organizes means, then exercises control by motivating those who help him to rise to such levels of endeavor that the objectives can be reached or surpassed. This management cycle will be repeated many times during the term of office.

#### **Practice Techniques**

The club officer who is trying to improve himself has ample opportunity to practice leadership techniques until he finds the methods that will work for him. He will be able to set realistic objectives, and develop plans and structures that will enable him to achieve those objectives. He will be able to control his resources of people, time, money, and equipment in order to channel all efforts toward the chosen objectives. He can influence the direction his club is taking and can increase its training value to the members. All this is possible for the club officer who chooses to take advantage of the leadership training offered him by Toastmasters International and his own Toastmasters club. All this is possible for the Toastmaster who pursues leadership training as intently as he pursues communication training.

#### **Distinguished Club Plan**

The best way for an officer to insure that his club is heading in the proper direction is to use the Distinguished Club Plan. This is a checklist for officers to provide the best possible program for the club members. Each officer has his own section to take care of, and he is provided with a detailed management tool consisting of already-proven ideas. The Plan guides officers to the appropriate manuals, where they can find the information they need, and allows each officer to monitor and evaluate his own performance, along with keeping a permanent history of the club's activities.

A bonus included in the Distinguished Club Plan comes at the end of the year when all the points are totalled. Many clubs are surprised when they see just how many points they accumulated during the year; they may be in the competition for top club honors and not even know it until the points are totalled under the Plan. There is wider recognition for distinguished

clubs in 1973, including a larger number of clubs than ever before, and there need not be a long justification for the points claimed. The Plan is an easy and very effective way for clubs to keep up the standard of excellence.

#### **Important Planning**

Time passes quickly, and a lot of the present term of office is gone already. If you are a club officer and are taking advantage of the leadership training available to you, you should have already set your objectives. You should have made plans and aimed your organization toward reaching those objectives. Now you should be watching to see what additional plans and what changes in organization will be necessary to meet the goals you have set. It is never too late to start leadership training. If you are a club officer and are not practicing your leadership, start now. If you are not an officer, resolve to run for an office next term and take advantage of some of the best training Toastmasters has to offer.

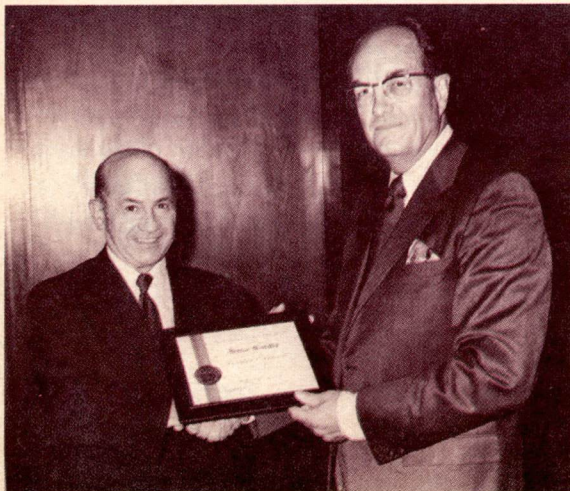
*From The Fourcaster, District Four bulletin, Spring, 1972*

TOASTMASTER CONGRESSMAN — Elected last November, Nevada's one and only Congressman is now **David Towell**, past president of Carson Valley Club 478-39 and governor of the former District 59. Towell stressed his appreciation for the speaking skills he had acquired from Toastmasters membership and most of his campaign material mentioned his club and district activities. Congratulations to a member in action!



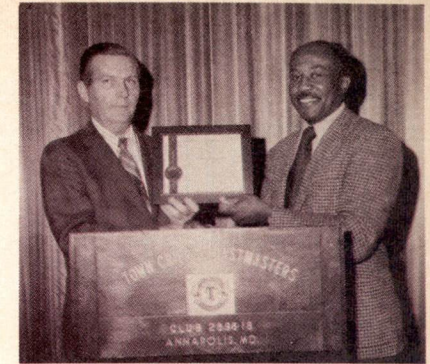
SWISS CLUB — When **Albert A. Sachs** left the Mexico City Toastmasters Club 3245-U to move to Switzerland, he couldn't bear the idea of missing all those club meetings. So he started a new club in Switzerland and at last report it is building rapidly.

UNITED WAY — Educational Lt. Governor **John Tyler** of District 64 was given a six-week leave of absence by his employer to coordinate corporate and management pledges for the United Way of Winnipeg, Canada. This involves speaking to employee and management groups and providing speakers through the Speakers Bureau.



DISTINGUISHED TOASTMASTER — **Tom Montalbo** (left), a charter member of the Revenooers Club 3653-36, receives his Distinguished Toastmaster certificate from Johnnie M. Walters, Commissioner of Internal Revenue, at a recent ceremony in Washington, D.C.

ABLE TOASTMASTER — **James W. Jackson** (left) receives his Able Toastmaster certificate from Mark White, Jr., president of the Town Criers Club 2898-18 at the club meeting in Annapolis, Maryland.



HOSPITAL ADMINISTRATOR — **Creighton Likes, Jr.**, Area 5 governor in District 58, has been appointed Assistant Administrator of the Greenville Hospital System in South Carolina.

APPOINTED LIFE GOVERNOR — Charter member **Alick Milne** of Arncliffe RSL Club 1437-70 in New South Wales, Australia, has been appointed Life Governor of the St. George Police Boys Club.

BANK MANAGER — **Jerry V. Clark**, charter member of Kachina Club 1473-3 in Phoenix, Arizona, has been named assistant vice-president of the Arizona Bank and manager of the East Indian School office.

GUEST SPEAKER — **Eugene Keller, ATM** (center), District 31 governor, was guest speaker at a recent Exchange club meeting in Haverhill, Massachusetts. He spoke about Toastmasters and had an on-the-spot evaluation by another Toastmaster. Also pictured are Bill Clark (left), club president, and Bob Long, chairman of the day.



# town of the month

## COUNCIL BLUFFS, IOWA

On a hill overlooking the Missouri River, Lewis and Clark held a council with two Indian tribes and named the site "Council Bluff." The year was 1804.

Mormons arrived a few decades later, after being driven from Illinois, and began a settlement with thousands of residents. Most of them moved on to Salt Lake in the 1850's, but by then a new future was on the horizon: the railroad. Abraham Lincoln had looked over the area and was so impressed he designated Council Bluffs as the eastern terminus of the Union Pacific Railroad.

Since that day, Council Bluffs has been an important trade and transportation center, "The Port of Mid-America." In addition to the heavy river traffic, the city is now served by seven railroads, eight airlines, and 144 truck lines. This city of 60,000 has a large share of the transportation business serving Omaha, just across the river, but its citizens are happy to live in a smaller community, with quiet residential neighborhoods and large park and recreation areas.

Council Bluffs is on the move, with a major urban renewal project underway in 12 acres of the downtown area. The Council Bluffs Toastmasters Club 2114-24 is also on the move. In the decade since being chartered, the club has been in the international Top Ten (number five in the Distinguished Club Plan) and Best Club in District 24, had an Area Governor and Toastmaster of the Year, and now has six ATM's among its members. The club members are active in community projects and make over 100 outside speeches every year.

Congratulations to Council Bluffs and its Toastmasters club—as the February Town of the Month!

# new clubs

Chartered During November and December, 1972

- 3686-F MIXEDMASTERS Club** — Downey, California — Tuesday, 5:00 p.m. North American Rockwell Corporation, Assembly Room, 12214 Lakewood Boulevard, (922-1923). **Sponsored by DOWNEY SPACE CLUB 513-F.**
- 46-1 TRANSAMERICA Club** — Los Angeles, California — Tuesday, 12:00 noon. Desk Set, 12th and Hill, (447-2256). **Sponsored by OCCIDENTAL CLUB 613-1.**
- 657-6 PARAMOUNT Club** — Sandstone, Minnesota — Saturday, 6:30 p.m. Federal Correctional Institution, Visiting Room, P.O. Box 1000, (245-2262).
- 2696-15 DOWNTOWNERS Club** — Salt Lake City, Utah — Wednesday, 12:00 noon. Plump Turkey Restaurant, 480 East Fourth, (484-2568).
- 3415-15 FRUITLAND CLUB** — Fruitland, Idaho — Tuesday, 6:00 a.m. Gist & Powell Real Estate Office, (452-3722). **Sponsored by MERIDIAN CLUB 3497-15.**
- 2301-22 LEAVENWORTH Club** — Leavenworth, Kansas — Thursday, 5:30 p.m. Ed's Angus Restaurant, 312 Delaware, (684-2320). **Sponsored by TRUMAN CORNERS CLUB 1009-22.**
- 3846-23 RATON Club** — Raton, New Mexico — Thursday, 7:00 a.m. Colt Restaurant, 1160 South Second Street, (445-3591). **Sponsored by LAS VEGAS CLUB 3121-23.**
- 1672-26 STI ALUMNI Club** — Colorado Springs, Colorado — Tuesday, 7:00 a.m. Sales Training Institute, 839 South Circle Drive, (471-4880).
- 2910-28 DEMOSTHENES Club** — Detroit, Michigan — Tuesday, noon. Smith, Hinchman & Grylls Associates, Inc., Headquarters Building, 455 West Fort Street.
- 499-31 26 + 6 Club** — Malden, Massachusetts — Thursday, 9:30 p.m. Irish-American Club, 177 West Street, (324-9733). **Sponsored by TNT Club 2924-31 and Eugene E. Keller, ATM.**
- 2023-35 CUNA MUTUAL/CUMIS Club** — Madison, Wisconsin — Monday, 3:30 p.m. CUNA Mutual Insurance Society, 5910 Mineral Point Road, (238-5851). **Sponsored by CAPITAL CITY CLUB 2953-35.**
- 2064-37 LAURINBURG Club** — Laurinburg, North Carolina — Wednesday, 7:00 a.m. Plantation Restaurant, (276-6011). **Sponsored by LUMBERTON CLUB 2022-37.**
- 3585-58 PIEDMONT A.M. Club** — Greenville, South Carolina — Monday, 7:30 a.m. Holiday Inn No. 1, (242-5500). **Sponsored by PALMETTO CLUB 2070-58.**
- 3110-69 SUNNYBANK CLUB** — Brisbane, Queensland, Australia — Monday, 6:30 p.m. Sunnybank Hotel/Motel, Mains Road, (87-6829). **Sponsored by MEDIA-MIX CLUB 2509-69.**



## BLOOPER QUIZ

Foot-in-mouth disease continues to plague us. These malaprops were spoken or written in recent months by world leaders and collected by Toastmaster Billy Blooper in the spirit of better communication. Names have been withheld to protect the guilty.

**Test your BQ (Blooper Quotient) by circling the incorrect word or words.**

- (1) "The extent of the damages are unbelievable...."
- (2) "To meet up with someone...."
- (3) "The mere increase of information is staggering...."
- (4) "Keep your stories short and brief...."
- (5) "Before we see whether this true historical fact ever really happened...."

### ANSWERS:

- (1) Unbelievable as your English! Use the verb **is** with the subject **extent**; both are singular.
- (2) You're the one who telephones me **up**, meets **up** with me, and does other things using the superfluous **up**. Please leave **up** off or out!
- (3) The sheer increase in poor grammar is staggering! Do not confuse **mere**, which means **nothing more than**, with **sheer**, which means **unqualified** or **utter**.
- (4) Keep your stories brief or your briefs short, but don't use both words together.
- (5) Before we see whether you can speak English, let's start over. **Events** are historical, not **facts**. Now, let's start again!

SCORE: 5 correct—perfect; 4 correct—excellent; 3 correct—good; below that, you'd better not be Grammarian at your next club meeting!

## More about the new Speech Contest Rules...

In the October issue of THE TOASTMASTER you read of the rule changes and the need to change the titles "Serious Speech Contest" and "Humorous Speech Contest." The new titles are "International Speech Contest" and "Fun Contests."

The **International Speech Contest**, starting with January competition among club members in a club meeting and continuing through the area, division, district, and regional levels, concludes with the finals at the International Convention in August. **Fun Contests** are held within districts in the fall and the finals are held at the District Fall Conferences.

The International Speech Contest rules are designed to test a speaker's ability to present both a prepared speech and an impromptu talk. This corresponds to the prepared talk and Table Topic combination you experience in the Communication and Leadership program in your club. Both of these talks also relate to the everyday communication opportunities you find in your community, your family, and your business.

All of these Speech Contest changes were made after evaluating many suggestions from Toastmasters and after a complete field test in three different types of districts. The rules for the International Speech Contest may be used for the Fun Contest by omitting the impromptu talk.

There is also a new judges' aid that is greatly simplified and includes consideration of content, use of humor, organization, and delivery performance. It can be used by judges in either the International Speech Contest or the Fun Contest. In the past, such aids have stressed performance almost exclusively, but the new edition allows for a more balanced evaluation.

*It is important that all who plan, conduct, and participate in the International Speech Contest do so by following the rules as they are written. No changes are to be made. In fairness to all participants, each Toastmaster should compete under the same rules at each level of competition, from the club to the International Contest.*

Each contest chairman is requested, after your International Speech Contest is completed (club, area, division, and district), to send World Headquarters any positive constructive suggestions you may have. Be sure to include your name and address, identify at which level the contest was conducted, and give appropriate club, area, division, or district identification.

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| CATALOG<br>NUMBER | ITEM   | PRIC<br>NC  |
|-------------------|--|-------------|
| 402               | <b>Prospect Orientation Program Form</b><br>One-page guide to review the benefits of Toastmasters membership with a guest/prospective member. (Limit 3 per club.)                              |             |
| 1019              | <b>Communications Meeting</b><br>Outlines a club program to include representatives of news media and chamber of commerce for publicity and membership purposes. (3 free, 1¢ each additional.) | NC          |
| 344               | <b>Guest Invitation Cards and Envelopes</b><br>Handsome formal invitations to be signed by club president. (Sets of 25.)   | 1.25        |
| 1007              | <b>Invitation Letter, Sample</b><br>Sample letter contains a number of pertinent points which should be covered when inviting guests to a Toastmasters meeting. (One per club.)                | NC          |
| 348               | <b>Invitation to Membership</b><br>Distinctive card with gold emblem superimposed on black script. Matching envelope. (Sets of 25.)  | 1.25        |
| 108               | <b>From Prospect, To Guest, To Member</b><br>Membership sales pamphlet tells how to find prospects, what to say, and how to stimulate their interest in membership. (25 free to each club.)    | .0          |
| 231               | <b>Guest Badge-Visitor's Card</b><br>Designed to fit into breast pocket. Space for visitor's name.   | .02         |
| 393               | <b>Official Badges, Club Officers</b><br>Heavy plastic, TI emblem, spring clip back, name and club office slots. Preprinted office titles. Makes it easy for guests to get to know members.    | .80<br>each |
| 395               | <b>Official Badge, Member</b><br>Heavy plastic, Toastmasters emblem, spring clip back, name slot and insert.   | .60<br>each |
| 396               | <b>Badge, Plastic Lapel-Pin Type</b><br>(Includes insert card with Toastmasters emblem.)   | .0          |
| 396-A             | <b>Badge Inserts</b><br>(For badge 396.)   | .0          |
| 396-B             | <b>Badge, Self-Adhesive</b><br>Toastmasters emblem, self-adhesive back, 3½ oval, two color. Space for name.  | .0          |
| 904               | <b>Visitor's Card</b><br>Useful as a means of obtaining a visitor's name, address and occupation. (Set of 30.)   | .5          |

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