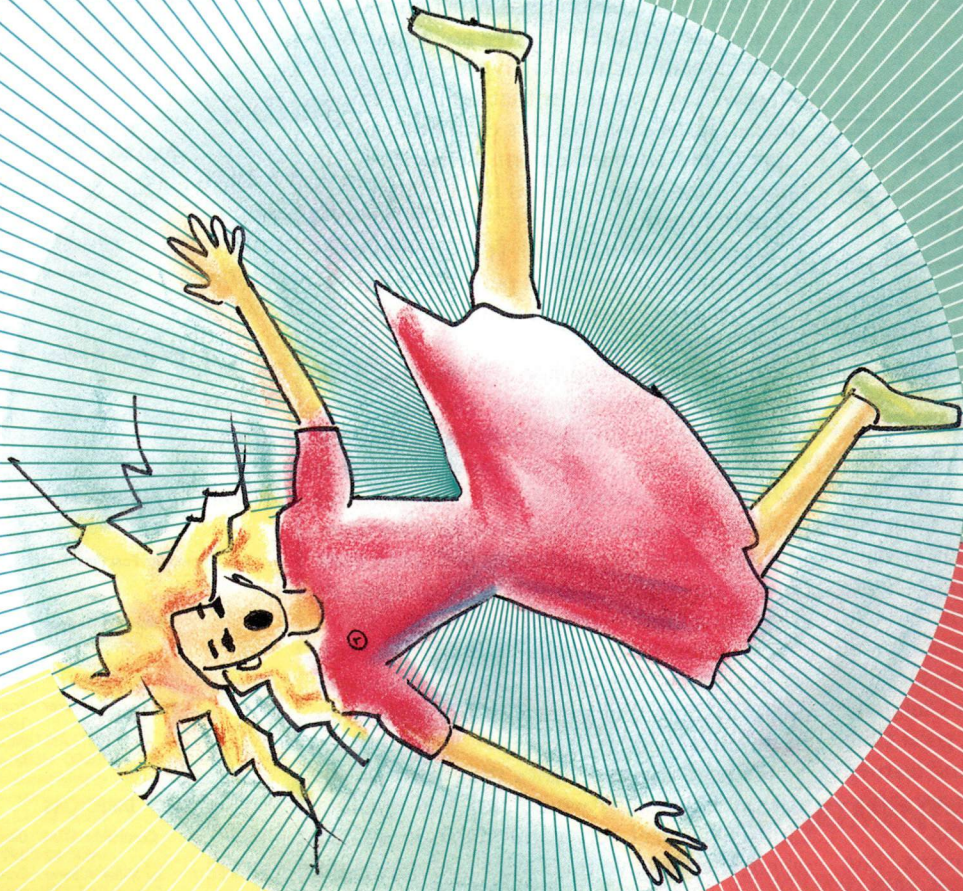


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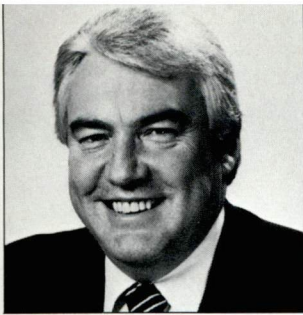
FEBRUARY 1992



ESCHEW PODIUM ODIUM

EXTEND THE LIFE OF YOUR TALK

TAKING THE TERROR OUT OF TABLE TOPICS:
Face "The Question" without being scared speechless



VIEWPOINT

WHY START A NEW CLUB?

Dan Highway of Anishinabe Club 8167-64 in Winnipeg, Manitoba sat at his desk across from me.

"I've been asking myself a funny question lately," he said. "Why did we form our own Club? Why didn't we just join other Clubs and integrate ourselves into them? I'm sure we all would have done well there. But you know, I used to belong to another Club, and although it was a good Club and I enjoyed it and learned a lot, my feelings are different about this Club."

Anishinabe means "The People" in the Aboriginal language of the Ojibway First Nation of North America. The Anishinabe Toastmasters Club 8167-64 is composed of persons from the Ojibway, Cree, Dakota Sioux and Metis nations. They work in banks, government offices, as stock brokers, realtors, trainers, police officers and consultants. Many members are entrepreneurs.

The members have a tremendous sense of pride in their Club and in the accomplishments of each member. The club's ice breaker speeches are fascinating, with each new member telling their own story and sharing intimate plans, dreams and goals.

I asked Dan, "What are the members getting from their Toastmasters experience?"

He answered quickly: "We are a source of inspiration to each other. We motivate each other. When you are in that frame of mind, you can learn a lot. We give each other moral support and encouragement. Being from the same culture helps. You can relax in that kind of environment.

"In a Toastmaster Club, you can create an environment [in which] a person can experience success. When you build successes, it inspires confidence."

Dr. Smedley would have enjoyed Dan Highway, because Dan very eloquently expressed what Dr. Smedley tells us in his book *Personally Speaking*: "In the course of years, as we gained experience, it was seen that our processes had values far beyond the mere training of people to face audiences and speak their ideas. Communication was seen to have its effects in almost every phase of life."

I've often been asked, "Why do we push for new Clubs? Why not channel those members into Clubs that are nearby and strengthen those clubs?"

It's been my experience that many members in new Clubs would not join existing Clubs. They feel very comfortable in a Club where they believe their audiences have empathy for them. A new Club gives its members a feeling of belonging to a peer group; members have a sense of a larger mission and being a contributor to that mission.

I have written about the thoughts of one member of a new Club. But all new Clubs are the same, whether they exist as a special interest group, in a community, or under the auspices of a large corporation. They have an enthusiasm and energy that is infectious.

That's why we strongly encourage the development of new Clubs. Through them we are reaching a large number of individuals whom we otherwise would not reach. And this is how we help meet the mission of Toastmasters International.

JACK GILLESPIE, DTM
International President

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LETTERS

"UPSIZE" A CLUB?

Articles in the November 1991 issue advise us to avoid jargon and clichés. But one of the Letters to the Editor in the same issue suggests "downsizing" a club that is too large. Would the writer "upsized" a club that is too small?

When I worked as a bureaucrat, we "downsized" because we didn't have the guts to fire or cut staff. But employees felt just as fired when told they were downsized!

DUNCAN LUSICK, ATM
CARLINGWOOD CLUB 3319-61
OTTAWA, ONTARIO, CANADA

SOLVING "THE NUMBERS GAME"

I found the August "My Turn" article ("Toastmasters: A Numbers Game?") by Arnold Levin very interesting. I agree that the qualifications for CTM should be increased. This could be done by requiring both one-year membership and two meeting assignments each as Toastmaster of the Meeting, General Evaluator, Evaluator and Topicmaster – thus preventing members from racing through ten mediocre speeches in order to achieve the CTM.

The requirements for ATM and DTM seem more than adequate. To send the entire advanced manuals for review at World Headquarters would require more staff hours, probably delaying the approval process and the publication of names in Hall of Fame. In any case, don't we trust those serving as Vice President Education to be honest and capable?

I also enjoyed the July special issue on "The Club Experience." It covered everything – public speaking, club size, evaluations, new members,

nerves, Table Topics and more. I have saved it as a part of my permanent educational material. Keep up the good work, editors!

CHUCK COMPTON, ATM
CLUBS 5629-56 AND 4984-56
SAN ANTONIO, TEXAS

BIGGER ISN'T BETTER

Until I read Arnold Levin's thoughts about "Toastmasters – A Numbers Game?" I thought I was alone in thinking that the Toastmasters organization seems more concerned with numbers than with content.

We spend much time and effort persuading people to join our clubs, but to what end? A basic principle in education is that people learn best when they want to learn. If people need "a hard sell" to join, chances are they are not going to stick around.

A lot of numbers are thrown around in Toastmasters literature, but a number I'm interested in is new member attrition. How many people join and never make it past the first year? Did those people really want to learn or were they persuaded to join? What difference does it make if there are 162,000 Toastmasters or 120,000? And aren't membership figures inflated because so many people join more than one club?

The defense of all this growth has been that by bringing in new members and forming new clubs we provide speaking skills and leadership experience to those who want it. Unfortunately, it will never end: we will never have enough members or new clubs, and we will move further and

further away from our original task.

To be a good leader one must realize that bigger isn't always better. I think it's time to return to the original premise that Toastmasters is an educational and self-improvement organization, not a numbers game.

AUGUST ZUPKA, CTM
QUINEBAUG VALLEY CLUB 4719-53
MOOSUP, CONNECTICUT

DISABLED, BUT NOT HANDICAPPED

I'd like to thank Cathy Rann for her sensitivity on behalf of the disabled (June 1991). However, as a disabled person myself, I disagree with her suggestion that the word "disabled" be replaced with "challenged."

"Challenged" implies a choice, but, like it or not, that's what we are: disabled. I agree, life is a challenge, but so it is for many people, disabled or not. As Gordon Leggat's letter in the same issue indicates, we are just the same as other people. Disabled, yes – but we are only handicapped if we allow ourselves to be.

As the wife of a Toastmaster and an avid reader of *The Toastmaster*, I thank you for your informative and enjoyable magazine. Whenever possible, I try to read it before my husband gets to it!

ADRIENNE WHITE
JOHANNESBURG
REPUBLIC OF SOUTH AFRICA

DON'T GET 'HERSTORICAL'

I get real nervous when anyone suggests a course of action because failing to do so "might offend someone in the audience." With the noblest of intentions and the most righteous of motives

(especially in the case of obscenity and profanity), Julie Davis ("Don't Dabble in Dirt," June 1991) wanders off into dangerous thicket when it comes to "hot buttons" and euphemisms. This kind of thinking leads to the silliness of terms like "herstory" (for history) and college "freshpersons."

I like the statement by J. M. O'Neil, the first president of the Speech Communication Association: "I am still glad...I made that speech in 1913, which failed to please the majority of my audience. I still think that is what many audiences need."

BOB COCETTI, CTM
KEARNEY CLUB 1799-24
KEARNEY, NEBRASKA

TOASTMASTER HELPS STOP RUSSIAN TANKS

On August 19, the first day of the coup, I found myself standing on the lead tank with its gun aimed at the Russian White House, explaining conscientious objection to the tank crew and asking them to disobey Army orders to fire on the peaceful crowds defending Russian President Boris Yeltsin.

Almost all food has disappeared from the stores and crime is on the rise. It's a difficult, scary time for everyone here, but there are smiles of pride on peoples' faces for having stopped the coup. They hope for freedom in the future, as scary as that freedom seems. I hope that next year, trees will be lit to celebrate Christmas instead of New Year's, as the case has been here ever since the Russian Revolution.

BOB MEYERSON
MOSCOW UNIVERSITY CLUB 7166-U
MOSCOW, RUSSIA



MY TURN

TO BE OR NOT TO BE PC? THE DILEMMA OF APPEASING BOTH SIDES OF THE BRAIN.

TOASTMASTER CORRECTNESS

By **Raul E. Muñoz,**
ATM

have been a victim not of political correctness (PC) but of TC: "Toastmasters Correctness".

"What is this 'correctness' thing anyway?" I asked myself. My right brain quickly answered: "It's a concept I've come up with to explain the attitude problem of the dogmatic left side of your brain. Ol' lefty, you see, keeps promoting a bunch of arbitrary rules some picky Toastmasters have developed for measuring what's 'correct' behavior in public speaking."

"Wait a minute, you disrespectful charlatan!" countered my left brain. "Rules and regulations are very important. We Toastmasters need a solid structure against which to measure our speaking techniques."

My two sides of the brain, the logical versus the creative, have always been at odds. Sensing the beginning of a migraine conflict, I ran to my Toastmasters library for help. There was, I recalled, an article in *The Toastmaster* from September 1990 describing the functions of the two sides of the brain. "The left-brained thinkers prefer facts – specific directions, schedules and rules," wrote Dr. Robert C. Bobbert, ATM. On the other hand, the right brained thinkers "enjoy novelty and innovation, fantasy, gimmicks and multi-sensory experiences."

This article helped me understand my present conflict. I realized that since joining Toastmasters I had been primarily a left brain thinker. My left brain dictated to me the Toastmasters credo of public speaking: never utter an "uhm" or an "ah"; never grip the lectern; never apologize; never thank the audience; never read a speech; never speak from behind the lectern.

After I'd been a member for a while, the right side of my brain got increasingly impatient and eventually shouted: "What's wrong

with an occasional 'uhm' and 'ah'? Don't be afraid of the lectern! If you lack speech preparation, apologize! And thank the audience for being so supportive!"

Fearing a cranial conflict, I politely asked my left brain if we didn't sometimes give too

much importance to "the rules," thereby forgetting that a speaker's main goal is to impart an effective message?

"Rules are important!" my left brain answered. "They have helped thousands of Toastmasters become better speakers. But...I agree with my bumptious neighbor to the right in that speakers should be free to use the delivery method best suited to their messages. And I also concede that a speaker should not be penalized for using well prepared notes or for delivering a speech from the lectern, or for thanking the audience in a genuine spirit of gratitude."

"Yo!" my right brain yelled. "My left brother is not as constipated as I thought! Yes, the speaker should be free, creative and different! Vive la différence! – or something like that."

I was relieved to have finally found an issue that my left and right brain agreed on. Granted, the truce was uneasy, but there was an agreement. Just in case their differences might prompt another altercation, I closed the discussion by saying: "All right! Hearing no further arguments, I hereby reach the following conclusion:

"The rules and regulations so essential to the speech learning process should be placed in proper perspective and never be made more important than the message of the speaker. And, for the sake of the right brain, I have but one thing to say to the left side: Don't make such a big deal about following each rule to the letter. Get a life!" **T**

Raul Muñoz, ATM, is Division E Governor and member of club 822-2 in Redmond, Washington

■ You know you gave the best speech at the club meeting. But a mere technicality kept you from taking home the Best Speaker Award: you inadvertently gripped the lectern while emphasizing some points.

Or perhaps you were the only contestant in a speech contest to deliver your speech from the lectern. And although you were by far the most eloquent speaker, the judges considered your position behind the lectern a fatal flaw and marked you down, eliminating your chances for winning the trophy. If these situations have happened to you, you

By Don Ollie

take a few minutes

KNOWING
PROPER
MINUTE TAKING
PROCEDURES
CAN HELP YOU
ADVANCE
WITHIN AN
ORGANIZATION.

ANYONE WHO HAS EVER ATTENDED A meeting dreads being asked by the chairperson to fill in for the secretary and “please take minutes.”

If you are a newly elected or appointed club secretary – or an officer or member of another organization who might possibly be conscripted into taking the minutes – a brief review of the purpose and rules of minute taking should be helpful.

First of all, what are minutes, and how are they kept? The dictionary defines minutes as “the official record of the proceedings at a meeting.” Minutes, therefore, become legal documents, but only after they are approved and adopted by the body whose activities they record. For example, minutes might authorize an organization’s officer to expend money for a specific purpose, i.e., “It was moved, seconded and carried that the club President be authorized to rent a meeting room for the sum of no more than \$100 for a Christmas party.”

Minutes also become historical records. They may verify when the organization changed membership requirements, added staff, created new activities or changed its office location. Minutes are not required for all meetings, but are usually taken at either board or committee meetings, or the business portion of Toastmasters club meetings. Before taking minutes at a board or committee meeting, circulate a sheet of paper among those present, requesting them to sign their names. A seating chart is helpful if you don’t know everyone.

STUDY THE AGENDA

To make your job easier, have a notebook and plenty of sharpened pencils handy. Secure a copy of the meeting agenda and study it in advance. A tape recorder will provide assurance that no part of the meeting is overlooked. If you are asked to take minutes without warning, the chairperson should provide you with these aids.

Next, look at each item on the agenda and try to determine what action they require. Is it

merely a report that may be incorporated into the minutes, or is it an activity that will require formal action?

The meeting is opened and called to order by the chairperson. If it is a board or committee meeting, you as the secretary may be asked to call the roll. This is done alphabetically by last name, except for the chairperson who is called last. After taking roll, announce to the chairperson the number of persons present.

You may be asked to read the minutes of the previous meeting, after which a motion will be made to adopt them either “as read” or “as corrected.” Sometimes a motion is made to dispense with the reading of the minutes and to accept them “as presented.”

When motions are made at a board or committee meeting, the names of the persons initiating and seconding the motion are recorded. If you aren’t sure who made or seconded a motion, don’t hesitate to interrupt the meeting and ask.

After a motion is made and seconded, the chairperson will call for discussion. It’s not necessary to record all dialogue during a debate; simply list the name of the speaker and summarize the comment. For example, if Mr. Smith rambles on for half an hour about why the club should buy a flag, simply state, “Mr. Smith spoke in favor of the motion to buy a flag.” If Mr. Smith has a written statement he wants included in the minutes, write, “Mr. Smith read a statement which is attached to, and made part, of these minutes.”

RECORD THE VOTE

The chair may call for a verbal vote, a show of hands, or a roll call vote. With a verbal vote the chair announces the results of the vote as either “Motion carries” or “Motion fails.” With a show-of-hands vote the chair announces the result, such as: “Motion carries by an 8-4 vote,” or “Motion fails by an 8-4 vote.” When a roll call vote is requested, you will be asked to call roll in the same way you took attendance earlier,

"If you don't know who made or seconded a motion, don't hesitate to interrupt the meeting and ask."

but you tally each vote as you go along. Present the results to the chairperson, who will announce the results.

The minutes record the results of the vote as announced by the chair. When a roll call vote is taken, the minutes must indicate how each person voted. Here's a typical minute entry concerning a vote: "It was moved by Mr. Jones, seconded by Ms. Smith and carried by (verbal vote/show of hands/roll call) that the club will spend \$100 to buy trophies for speech contests."

If reports are included on the agenda, ask the person making the report for a copy. The minutes should then state, "A fund raising report was made by Mr. Jones. The report is attached to, and made a part of, these minutes." (Don't forget to attach everything you say you will!)

Take notes as the meeting progresses. It's a good idea to write them directly on the agenda so they will appear at the exact place where the action occurs. If you don't take shorthand, devise your own method of abbreviation. For example, a motion made by Ms. T. Smith, seconded by Mr. J. Jones and carried, could be noted on your agenda as "TS-M, JJ-2, C." Only experience will teach you the best way to note and record.

CHECK FOR ACCURACY

At the conclusion of the meeting, the minutes may state: "There being no further business, the meeting was adjourned by the chair." Some organizations prefer to include the time of adjournment. After the meeting, be sure to ask participants for clarification if you are unsure of what they said.

It's a good idea to write your minutes as soon as possible after the meeting while events are still fresh in your memory. Title your paper "Minutes," with the name of the organization (or its committee or board), and the date, place and time of the meeting.

Using your notes, start documenting the meeting events chronologically. Check past minutes for style and format, and don't forget to carefully follow the agenda. If you get stuck on an action or comment, play back the tape recording you made of the meeting. If you didn't use a tape recorder, call an officer of the organization or the person who made the statement for clarification. Remember, the earlier you take care of this, the easier it will be to remember missing information.

Sometimes you may need to forward your finished minutes to other club or committee members for their review before the next meeting.

When your minutes are approved by the body whose meeting they covered, they become an official document of that organization and should be maintained in accordance with the rules and customs of the organization. They are usually stored in a Minute Book or file.

As with anything, your minute-taking skills will improve with practice. The organizational ability required to be a good minute taker will help you in many aspects of other work. Knowledge of minutes, their preparation and their purpose will help you in any volunteer, business or governmental venture. **T**

Don Ollie, a writer in Milwaukee, Wisconsin, says, "Toastmasters was the turning point in my life and career. While no longer a member, I still proudly display a Certificate of Merit, signed by Dr. Ralph C. Smedley."

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Taking the Terror out of Table Topics

FACE "THE QUESTION" WITHOUT BEING SCARED SPEECHLESS.

By Robert Keeler

You, a veteran Toastmaster who thinks nothing of delivering a six-minute discourse on virtually any subject, find yourself sweating bullets at Table Topics time.

The symptoms are all too familiar: Your computer screen goes blank, or at least fuzzy, as soon as the Topicmaster announces the theme and starts assigning the dreaded questions. You've even tried to catch up on current events by skimming the daily paper or maybe a news magazine before the meeting.

But news happens much faster than you have time to read. And besides, even if you did keep up with the latest expert analysis of the demise of Communism, the most recent study on the pros and cons of coffee drinking, etc., your brain just couldn't absorb it all.

So you sit there, on the spot and feeling stuck, without a clue as how to approach this verbal challenge.

Surprisingly, Table Topics can be equally as tough when you know just a little about the subject (you can't seem to cast your morsel of knowledge into an intelligent-sounding viewpoint), as when you know an awful lot about it (the facts dance in your mind, but you can't choose the key points or summarize the essentials). Is the situation hopeless? Not at all.

OUT OF THE BLUE

Okay, the Table Topics master has just thrown you a hot one; a tough question about some

obscure facet of current events, and it's sitting on your lap like a live hand grenade. You know nothing about this subject. What to do?

First, as a standard preparation for any Table Topic, you should relax by breathing in from your diaphragm, then up into your lungs, and finally exhaling from your nostrils.

Then, put a smile on your face with this trick: think the phrase, "I like you all," as your eyes pan your fellow Toastmasters, "I bet you don't have a clue what this is all about, either." It's amazing how this mental image will relax your facial expression. Now, in a condition of being slightly bemused by it all, use one of two simple approaches to field the toughie: try a little humor, or turn the tables on your questioner by asking a question in return.



For example, what if the question is: "How do you feel about the pros and cons of building the SSC, the proposed super-conducting supercollider [note: an extremely powerful new kind of atom smasher], in our neighboring town of Smithville?"

Gosh! You don't even know what the darn thing is! You've never felt comfortable when the subject turned to science and technology; and you despised high school science, to boot.

Here's one possible response: Throw yourself at the mercy of the court, so to speak, by admitting your knowledge deficit, and then ask, tongue-in-cheek: "Are we lavishing too much on science? I mean, I wonder if the tail isn't wagging the dog? Why do we need this thing? What's the benefit to Smithville here? What about getting funding for something that is nearer to my own heart – namely our school system? Isn't that a higher priority and a better way to spend our tax monies?"

Note that you can't get in trouble with this approach because nothing is ever stated outright. Everything in your reply is a question. Incidentally, there is nothing wrong with this kind of reply. In arenas such as Congress or your local state legislature, this kind of rhetorical questioning is a perfectly legitimate way of holding an issue up for closer inspection.

Another tactic to use when you know nothing about the subject is to fall back on a little puckish humor. Hence: "What do I think about the SSC in Smithville? As far as I'm concerned, the SSC is too good for that place. Smithville is the only town I know of where the average IQ of the citizens runs to single digits. Some time I'll tell you about Smithville – not now, but some time. Just let me say, fellow Toastmasters, that Smithville is not to be trusted with the gizmos and knobs and

buttons of an SSC. That is, unless you want to rename the town to Smithereens? I mean, residents might hurt themselves, might blow something up."

Here again, no facts were really stated, just an undefended opinion. If you are really relaxed, you might want to venture out and improvise on why Smithville is such a bad town – what it did to you to deserve such unmitigated bias. You're making it all up in a tongue-in-cheek way, of course, but in the context and style of your answer – including tone of voice, inflections and facial expressions – it's understood that some sort of comedic performance is underway.

Humor can come from a host of approaches. Here are just a few:

1. A play on words, as in pretending to mishear the question: "A 'hooper collider'? Did you say 'hooper collider'? You mean like when Jim Jackson of the Chicago Bulls – all 7 feet, 9 inches of him – was banging into big Willy Caruthers of the Knicks when they went up for the rebound?"

2. An amusing metaphor ("A 'super-collider'... That sounds like what I'd like to use on the *superintendent* of my apartment building. That guy never fixes the plumbing, won't nail down the steps on the back porch or paint the hallway. Say, where do you get one of those super colliders?")

3. A free-associated anecdote or story somehow connected with a key word in the initial question. For example: "To be honest, I don't know anything about SSC, but the word 'collider' reminds me of the way I met my wife. We were carrying trays full of lunch at the college cafeteria and managed to slam into each other, dumping all the food – the Jello, goodness, the Jello! – on each other, especially on her new dress. She hated me for months. I didn't get properly introduced to her until I bribed a mutual friend to invite us both to a plastic-wrap picnic."

Sure, these are low grade puns, but you're not trying to be a professional comic, just relieve the tension of being on the spot. Remember, people want you to succeed, to handle the question successfully. In this case, the end justifies the means. Face it: if you don't know the issue at hand, you can't fake the facts. Your best chance lies in making the other Toastmasters respect you for a "nice save."

When the old gray matter draws a blank, I recommend that you simply pick one of the above tactics, one that best fits your personality, and stick with it for good. After all,



having to make choices is itself sometimes the cause of a frozen tongue. If you know nothing about the subject, you sure don't want to stop and mull over a wide menu of options for getting out of the jam – you want to respond automatically, the way a running back instinctively finds a hole through the defensive line.

A LITTLE LEARNING

The old saw has it that a little learning is a dangerous thing. That is sometimes true in Table Topics – for a totally different reason than intended by the sage who coined that statement.

Most Toastmasters will know tidbits of information about their question, but believe it is not enough to make them answer the question intelligently. Once again, a possible tactic here is to take the morsel you do have in mind and play games with it – out loud, as part of your response, in the form of humor or counter-questions to expand on the morsel – until it seems like your novel way of seeing things is pure wisdom.

For example, the Topic-master looks your way and says, “Toastmaster Jones, it has recently been pointed out in an editorial in the *Daily Tribune* that Congress has allocated funds for weapons for the Island of Tonga. Care to comment?”

Let's say you know Tonga is somewhere in the tropics, and you recall some fighting taking place there recently – but that's all. You don't know which side your country is supporting, nor which side it is wise to support.

Keep in mind it's not worth the effort to take a stand you don't really believe in, because it will only sound fake. Instead, proceed with a general caveat. For example: “I do not like the idea of sending arms to this nation until we are absolutely sure about the political implications of our aid. How will we tip the balance of power in that part of the world?”

If you feel devil-may-care, try ending this type of reply with something obnoxious like: “By the way, what has Tonga done for us lately? Aren't they falling down on research and development? I don't see any breakthroughs in sarongs lately, and frankly, fellow Toastmasters, the quality of coconut milk these days is lousy.”

A WEALTH OF OPTIONS

Ironically, a Toastmaster's computer screen can go blank even when there's an enormous amount of data stored between the ears.

For example, you may know a huge amount about the question just put to you, you may be involved in it as a hobby

or even as part of your profession, but you can't quickly decide which main points to present, or how to summarize everything into a concise two-minute statement. You end up just sitting there, hemming and hawing.

What's needed here is a simplification of all the complexity dancing before you. Choose just one thing that comes to mind, and state it very simply in reference to the question. Then, go back and expand on that one point a little. Proceed to expand on that point just a little more. This layered coverage approach shows that not only do you have some depth on the subject, you are also a very organized thinker.

Suppose your hobby is reading about the defense capability of the United States. When your turn at Table Topics arrives, you are asked to comment on a proposal that will give the technology for the Stealth Bomber to the Soviets, on the supposition that when both nations have the same air attack capability, they will respect each other more and be less likely to start a war. (An argument, as a matter of fact, that was offered on behalf of the Star Wars defense development program.)


You know a ton about the issue, but you get flustered and cannot choose between the juiciest of the facts you know, especially in light of the changing political scene in Russia. It's like being a kid in a candy store with only one quarter. After all, Table Topics is a great opportunity to let the world know how well educated you are, right?

Wrong! Choose just one important or interesting point and go with that. Forget the rest. You're not interviewing for a job as a cabinet level advisor.

So you reply something like this: “I feel it might be unwise to share technology, because we have about 10 years lead time in the field of carbon fiber composites now, and the science here is not just applicable to aircraft – it could be used in tanks and torpedoes and even helmets, too. We'd be giving too many leads away at once.”

Or, perhaps: “I think there's merit in the idea of sharing technology. Most importantly, we could trade – ask them to teach us to solve the problem of making high temperature bearings for our space rockets – something we can't do right now while they can.”

I've deliberately constructed non-factual examples here, but the point is clear. In each case, you know a lot more about the subject than you've told, and possibly even more than your fellow Toastmasters at the table.

Getting a toughie at Table Topics doesn't have to be a disaster. Prepare yourself with that breathing exercise, work up a smile, and then follow the tactic that serves you best in response to those three types of situations – you don't know the topic, you know very little, or you know a lot. Once armed with a survival strategy, your confidence will increase and you'll actually find yourself looking forward to this part of the meeting. 

Robert Keeler, a former Toastmaster, is a freelance writer living in Chicago, Illinois.

“If you don't know the issue at hand, you can't fake the facts. Your best chance lies in making the other Toastmasters respect you for a nice 'save.'”

THE VALUE OF TABLE TOPICS: The verbal equivalent of broccoli?

By Michael Fitzgerald

**"Consider the turtle.
He makes progress
only when he sticks
his neck out."**

I used to dread the Table Topics portion of each meeting, but now I look forward to it, for I've realized that Table Topics is one of the most valuable aspects of the Toastmasters program. Why?

■ **Because Table Topics is the verbal equivalent of broccoli and tofu for dinner:** The stuff's so good for you, even when it is not presented in the most palatable manner and you don't like the taste, smell or look of it. To think well on one's feet, to display a gift for gab – we all admire such skills and we admire the timing, confidence and wit upon which they are founded. Yet no one is simply born with these traits. Rather, they are developed through practice, and Table Topics provides the ideal training ground.

■ **Because Table Topics is such a liberating exercise.** Within the bounds of a prescribed range of time and the topic of discussion, the speaker is free to roam as far as his imagination and mood will carry him. In how many other areas of our lives are both our opinions and creative talents so eagerly sought?

■ **Because Table Topics is fair.** No one has an advantage over anyone else. Our greatest ally is our imagination, and with our imagination we are called upon to construct a tightrope without a net, which we must traverse as artfully as we dare from one end to the other. Whether we stumble or do well, our failure or triumph is not ours alone, but for our fellow Toastmasters to enjoy and learn from as well.

■ **Because it feels so good when it's over.** As with any form of hard exercise, one of the most sublime pleasures associated with Table Topics is when the concluding words, "...Mr. Topicmaster" pass my lips, freeing me at last to sit down. After my performance, I feel pulled by a tangled net of emotions. I feel relieved that the pressure's off, yet still keyed up from having been placed "on the spot." I'm quite mindful of the mistakes I may have committed – that lapse in logic, that misuse of a key word – but above all, I'm eager to apply whatever I may have just learned to my next effort as a speaker.

James B. Conant, former president of Harvard University, kept a statuette of a turtle on his desk. An inscription on its base read: "Consider the turtle. He makes progress only when he sticks his neck out." Remember this thought the next time you're called on to tackle a Table Topic. **T**

Michael Fitzgerald is a former member of South County Club 1957-8 in St. Louis, Missouri.

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HEAT UP YOUR
NEXT CLUB
MEETING BY
ADAPTING SOME
OF THESE
CREATIVE
TABLE TOPICS
IDEAS.

Set your meeting on fire!

By Steven Hopster

TABLE TOPICS GIVE MEMBERS A CHANCE to develop speaking skills at each meeting. But is the challenge lost on veteran Toastmasters? Table Topics can be the spark that ignites the fire in your club meetings. Don't let the energy fizzle; heat up your meeting with sizzling Table Topic themes!

The following creative themes requires that you, as the Topicmaster, set the stage by creating questions and material that fit the two-minute time limit. However, your planning efforts will pay off when you get to stand back and watch the club members unleash their creativity.

Most people have a flair for the dramatic, and Toastmasters seem more likely than most to enjoy a brief moment in the limelight. Encourage timid club members by letting the more adventurous Toastmasters be the first to demonstrate their thespian and oratorical skills.

As you read through the list below, have pencil and paper handy – inspiration is likely to strike!

Screen Test – Members perform a monologue from a famous play or motion picture. Most

libraries have student drama production books from which to select the monologues. Be sure to allow participants a few moments to review the material before the “screen test.” Meanwhile, your job as Topicmaster will include giving a brief description of the scene and character. If applicable, have small props ready (such as a telephone, hat, baseball, etc.) for the “actors” to use.

Famous Orators – How about delivering an excerpt of a famous speech or address? But try to stay away from well-known or recent speeches. Most of us are more than familiar with Lincoln's Gettysburg Address and George Bush's last State of the Union speech.

Topical themes selected from the biweekly publication *Vital Speeches of the Day* are appropriate, as well as historic ones such as Gandhi's speech introducing his concept of “non-cooperation.”

Mystery Roast – You'll need to coordinate with your club's Bulletin Editor to advertise this theme. It may be best to create a fictitious person to roast. First, provide a brief biography of the roastee to include in your club newsletter. The bio should include basic information such as name, sex, occupation, hometown, hobbies, etc.

At the meeting you'll assign the particulars to the Table Topics participants. For example, one member could be the roastee's sister or brother-in-law. Another member could be a colleague or school chum. The challenge for Table Topic participants will be to adapt any roasting ideas prepared in advance to the particular role assigned.

WELCOME ABOARD!

If your club has new members, the following themes will also help introduce and welcome the members to the club:

Introductions – Participants introduce the person seated next to them as they would in a formal speaking environment. As Topicmaster you may establish the specific circumstances. Be sure to allow a few minutes for the interview period.

Getting to Know You – Everyone has unique experiences; sharing them makes them more fun. This broad theme allows participants to offer their best at the meeting. You may set a few parameters by asking a member:

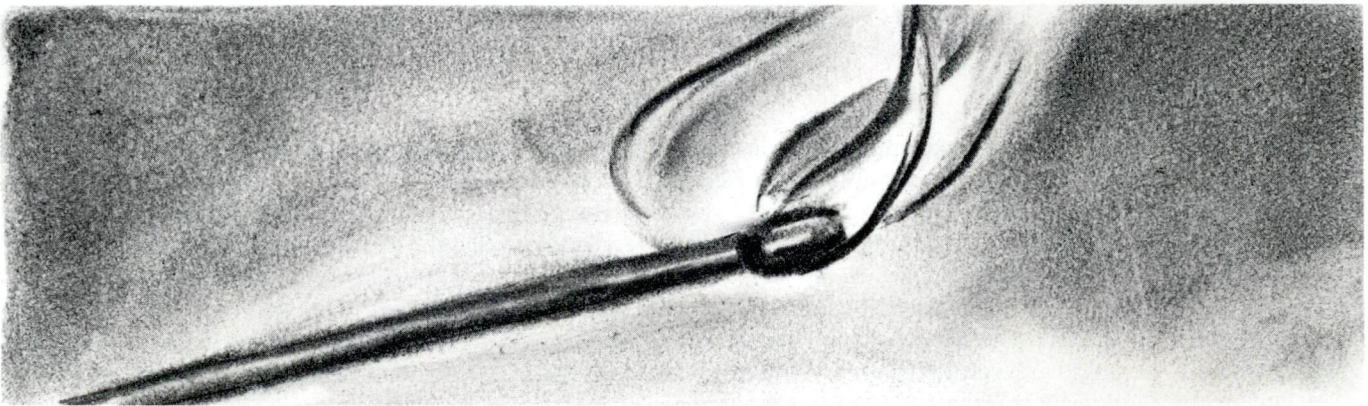
"Describe the most inspirational person you've met." Or "Tell us about your favorite vacation," etc.

Ethical Situations – A good friend has purchased an expensive piece of art which you think looks awful. Do you tell your friend? Pose ethical dilemmas and you may realize that there is more than one way to look at a situation.

Here's a twist using the same basic theme. Assign roles to the situations. For example: "You're a famous athlete and have recently been offered \$300,000 to endorse a product you wouldn't use. Do you endorse it?"

A Day in Court – This requires considerable planning, since the Topicmaster must provide some details about each case. Have participants act as the Prosecuting Attorney, Defense Attorney or Judge as they re-enact a controversial issue or debate an ethical position. As Topicmaster you'll summarize the case or issue for the audience.

Have participants form groups of three and be allowed a few minutes to discuss the case and their roles. Next, the attorneys will present a concluding statement, followed by the judge's explanation of his/her ruling. Or, eliminate the role of the judge and instead have audience members offer a jury ruling.



"Let the more adventurous Toastmasters be the first to demonstrate their thespian and oratorical skills."

Table Topic participants must explain their course of action and the reason they'd take it.

PROPERTY MANAGEMENT

Props help smooth over the rough spots of answering a Table Topic. If your club members are new to the experience, consider the following themes:

Liar's Club – Collect unusual items and have participants attempt to explain the object or its function.

Postcards – Members describe scenes from pictures or unusual postcards. For an additional challenge, set a theme that each person must try to relate to the postcard.

Fortune Cookies – Pass out Chinese fortune cookies and ask each member to elaborate on the message inside.

SHARE THE FUN!

New members may also appreciate the opportunity to become part of a Table Topics team. Consider these group efforts:

Point/Counterpoint – Why not add a little "high tech" flavor to your meeting? Turn Table Topics into a simulated broadcast debate. Even if a video camera is not available for the meeting, members can be instructed to direct their comments as if a television camera were present.

As Topicmaster you'll provide several current topics for members to debate in groups of four to six. To conserve time, you may want to assign which members will debate the "pro" and "con" positions. With a little extra Table Topics time, a brief rebuttal period can be offered.

Any of these ideas may be adapted or combined for additional Table Topic themes. With a little creative energy, you'll never run dry of stimulating ideas.

Fun and challenging themes can ignite your Toastmasters meetings with energy. So, let the sparks fly! Take charge as Table Topicmaster – and turn up the heat! 🔥

Steven Hopster is a freelance writer and graphic artist from Lake Elsinore, California.



MANNER OF SPEAKING

RHETORIC LOST ITS LUSTER WHEN REASON LOST ITS MORAL MOORINGS.

WHO PUT THE "ICK" IN RHETORIC?

By Carol Richardson

■ It's open season for presidential pretenders, and so a particularly rich time not only for humorists, but for language buffs as well. The verbal banana peels will shortly begin dropping by the bunch. Whether it's an open microphone catching a thoughtless slur or simply the grammar-free, content-free drone of the aspirant with "handlers," one by one, most of the candidates will be sure to open his (yes, it's still just a his) mouth wide enough for his foot to slip in.

One word you are sure to hear repeatedly is "rhetoric," a once venerable word that, these days, is used almost entirely as a synonym for insincerity or outright deception. Candidates are certain to accuse each other of

dredging up "that same old rhetoric," presumably meaning pretty words dressing up a bad idea.

Rhetoric didn't start out that way. In the Middle Ages, it was the body of rules that speakers or writers observed in order to express themselves with eloquence. It was one of the seven liberal arts, and along with grammar and logic, it comprised the "trivium" of studies.

But it didn't take long for eloquence to evolve, or devolve, into ostentation. Etymologically speaking, the notion of rhetoric as persuasion eventually began running parallel with rhetoric as bombast. Apparently no sooner did the rules of argument become codified than the issue arose of using technique apart from content. As early as 1615, the poet Richard Brathwaite observed in his collection of satires, *Strappado for the Devil*, "Heere is no substance, but a simple peece Of gaudy Rhetoricke."

Not much has changed since. When I taught Freshman English, students would invariably ask, when assigned to debate some position, if they were obliged to believe in the argument they would be making. For them, the currency of language had apparently been cheapened to the point where conviction was considered irrelevant to the persuasiveness of one's arguments; where argumentation was arbitrary and cleverness was what counted; where, if sufficiently deft, debaters could triumph regardless of their true feelings.

I have a lawyer friend who argues with me over this point. He contends that it's his job – in fact his duty – to concoct arguments that

he might well not believe himself in order to defend his client properly. I maintain, no doubt naively, that it is one thing to fashion a credible argument that is based on the interpretation of facts, and quite another to adopt an artificial defense which neither attorney nor client

really believes. While I am sure that a skillful lawyer could deliver a specious argument enthusiastically, even persuasively, I'm not sure that the internal compromises, or the damage to the collective human soul, are worth it.

Unfortunately, the number of people willing to make those compromises seems to have risen about as fast as eloquence has fallen. In this era of monosyllabic grunts from our representatives, the word well-spoken is powerful enough to charm many of us into forgetting to weigh the content of the message. Beginning with Eve, the uncritical have been sitting ducks for smooth talkers.

Aside from opposable thumbs, language is the one advantage we have over other forms of life. We are symbolic creatures who have developed a most sophisticated way of communicating. Not only does language allow us to accomplish such simple tasks as giving directions, for example, but it enables us to express abstractions such as desire or memory.

But alas, as with most things human, language can be used to separate as well as to unify. Like the ocean dumping of toxic waste, language employed in the service of confusion or division sacrifices our long-term well-being for dubious short term benefits. Rhetoric lost its luster when reason lost its moral moorings. True rhetorical skills can mobilize the mind. But rhetoric's proper engine is the heart. **T**

Carol Richardson is a freelance writer living in Laguna Hills, California.

PREPARING TO WING IT

By Leo M. Schwartzberg, CTM

■ What can Toastmasters do to avoid the emotional turmoil of Table Topics? How to make this dreaded portion of each meeting a consistently positive experience?

Through the years I seem to have enjoyed Table Topics far more than the average Toastmaster. Upon analyzing the entire impromptu speaking process, I've concluded that the keys to successful Table Topics – planning and execution – are no different than any other activity.

Skeptics will ask, "How can I plan for an impromptu speech?" While Table Topics obviously can't be planned in the same manner as other Toastmasters activities, a simple three-step planning process can definitely take place.

1. READ THE NEWS. The first step being immediately before leaving for the meeting. Simply leaf through the newspaper: don't read entire articles, just check out the headlines and introductions. After scanning a story's headline and lead, proceed to the next one. Repeat this until you have read the main headlines of the main sections of the daily paper.

This activity has two benefits. First, it will familiarize you with the issues of the day. Since Table Topics questions are often drawn from current events, this will help you be better prepared. Second, and perhaps more importantly, this exercise will do for you what warm-up exercises do for a runner before a race: It will limber up

your mind. You are now prepared to rapidly jump from topic to topic.

2. OBSERVE THE LANDSCAPE. The second step in Table Topics planning takes place in the car on your way to a meeting. As you pass objects, think of them as topics. A tree might spark thoughts of landscaping your yard, picking fruit, or a childhood treehouse. An office building may make you wonder what it would be like to work there, or to own the building, or may start you thinking about the state of the economy. A newspaper stand might call up thoughts about freedom of the press or big business, or maybe the plight of the homeless. The goal here is very much as it was in Step 1 – to have your mind race from topic to topic, contemplating as many different concepts as possible.

3. USE THE MEETING THEME. The third step of Table Topic planning occurs during the meeting. The Topicmaster usually announces a theme for the day. As soon as you hear the theme, go to work thinking about experiences related to it. Stockpile two or three stories in the back of your mind that you can base your presentation on. Continue this line of thought until you are called upon. Then the first step of execution begins.

As you slide your chair back and rise to address the Topicmaster, fellow Toastmasters and guests, start organizing your speech in your mind. You will probably have between 10 and 12 seconds to do this. If that is not

enough time, you can address the audience with generic statements that require no particular thought. For example: "Thank you Madam Table Topicmaster. This topic is of great interest to so many of us today, I am pleased to have the opportunity to address it." With that out of the way, and with your speech organized, it's time to begin the second and crucial step: addressing the topic.

No activity tests a person's speaking skills such as Table Topics. This two-minute speech is not a telephone call. Nor is it simply a matter of verbally conveying information from an individual to a group. It is every sense of the word a full-fledged speech. All standard speechmaking techniques should be used. Hand gestures and vocal variety, for example, not only improve your Table Topic response, but these techniques also buy you time to plan your next words.

When describing an object, use your hands to show the audience its size, shape and texture. When describing a scene, let gestures indicate the topography. If discussing an activity or incident, let your voice convey your excitement, joy, sadness, anxiety or surprise.

So read the newspaper, hone your observational skills during the ride to the meeting, and use the meeting theme to plan your presentation. Rather than becoming a Table Topics casualty, you can live to speak about it! **T**

Leo M. Schwartzberg, CTM, is a member of Pembroke Pines Club 6003-47 in Miami Beach, Florida.

DO YOU FEAR TABLETOPICS?

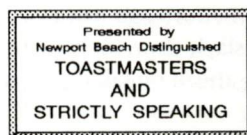
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TABLETOPICS

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*How to organize
and collect ideas
and turn them
into clear,
convincing
speeches.*

ESCHEW PODIUM ODIUM

By Marcia Yudkin

Other than visible panic or nervous collapse, a speaker's greatest nightmare is a speech that comes off like a mishmash of unconnected stories, vague impressions and rambling thoughts. Good preparation prevents that kind of disaster. Even if you're not especially logical or orderly, a few methods and principles can help you develop a clear, flowing, convincing talk.

INSPIRATION

Like tomatoes, wine and relationships, a good speech requires time to mature to its optimal flavor. This doesn't mean a whole week of concentrated preparation several months before your date at the podium. On the contrary, with minimum effort you can assemble most of the ingredients you'll need during slack time in your regular schedule – provided you plan several weeks ahead by taking steps to promote and save inspirations.

Did you ever learn a new word and afterward hear and see it again and again? You're more likely to notice things your mind is primed for. That's the reason appropriate anecdotes for your speech will materialize

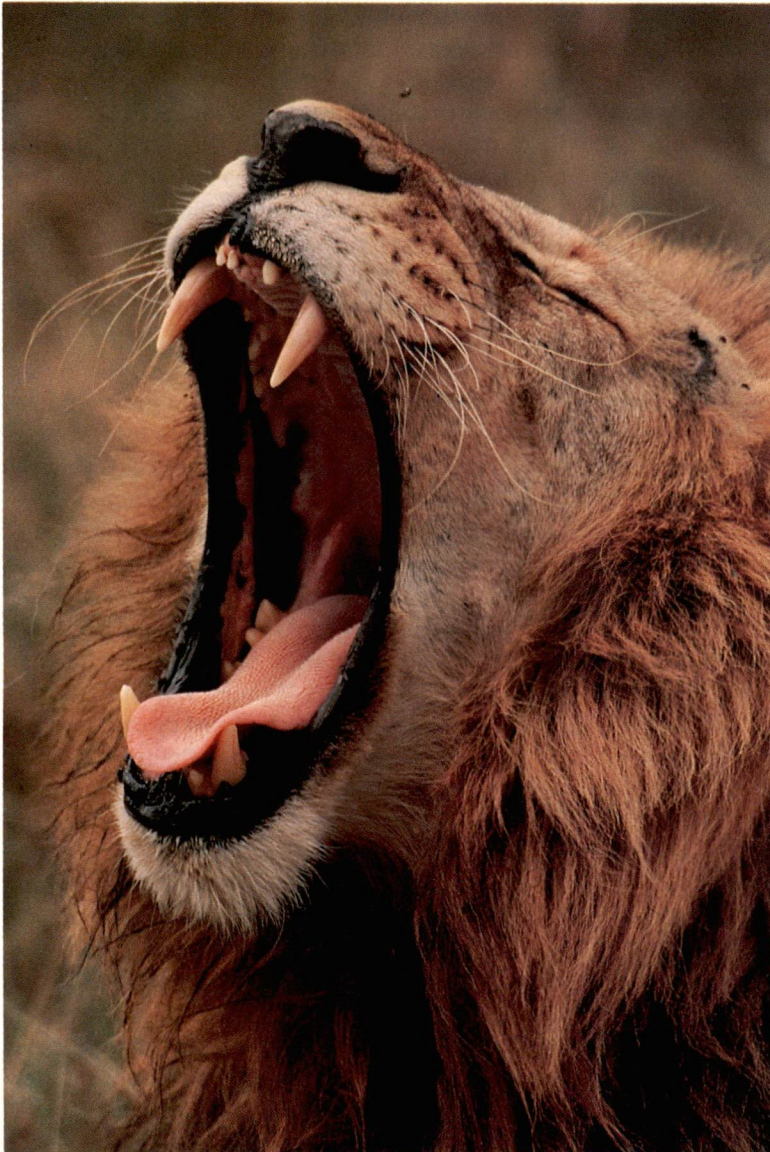
uncannily in conversations at work, in newspapers, on TV and in your thoughts as soon as you plant the subject of your talk – and your intention to do a great job – firmly in your mind. If you remind yourself of your project every morning while you're grimacing in the mirror, later in the day you might very well have one of those "Oh, I could use that!" experiences.

But inspirations are notoriously slippery. Unless you use some sort of system to store them, they'll vanish, often forever, minutes after they appear. To record fleeting thoughts, keep a small notebook and pen handy for recording ideas, jokes and anecdotes that pop up when you least expect them. (Ever had a genial idea while shopping or talking on the phone, only to spend weeks trying to recall it?) Start a file for news clippings containing examples and statistics that might conceivably fit into your speech.

According to Elizabeth Davis, author of *Woman's Intuition*, rhythmic activities like running, dancing, weaving and driving are especially conducive to sudden creative breakthroughs – both for women and men. So consider taking along a compact tape recorder during your drive to work or daily walk. When inspiration hits, click on the machine and start talking. If your favorite form of exercise is swimming, weight lifting or cycling, concentrate on remembering your idea and record it as soon as possible.

Don't expect brilliant insights to simply zing themselves into existence at predictable intervals. Instead, encourage great ideas to develop in your subconscious mind by setting up situations receptive to the imagination. Studies show that people are more creative when they're relaxed, so

**“Like tomatoes, wine
and relationships,
a good speech
requires time to
mature to its
optimal flavor.”**



don't try brainstorming when feeling pressured or tired. If you're a "morning person," set aside 10 or 15 minutes for the following mental exercises soon after you wake up, when your mind is fresh and flexible. If you're a "night person," wait till well after dinner, when your household has quieted down and you feel alert and at ease.

ENCOURAGE IDEAS

Brainstorming almost always generates ideas you can use if you follow one simple rule: write down everything that occurs to you, no matter how ridiculous or irrelevant it may seem. Don't censor your imagination. If your train of associations leads you far afield from your starting point, you can always try again later.

Write the topic of your speech – or just the occasion, if you haven't a topic yet – at the top of a blank paper. Then jot down every idea that occurs to you. Don't elaborate on any of the ideas or worry about spelling, punctuation or grammar. Just note each thought. If the only thing in your mind is "I can't think of anything," or "I'm stuck," write that down. A different idea is usually right behind it. After five or ten minutes, stop and consider your list. Have you discovered any usable material?

Some prefer to brainstorm with pictures rather than lists. In a technique called **clustering**, you write your topic in the center of a piece of paper, draw a circle around it and a line to the next idea that occurs to you, which you also circle. Keep associating in connected circles until you've finished that line of thinking. Then return to your original circle (or any circle on the page) and continue to free associate. After five or ten minutes you'll have something that looks like a network of labeled balloons.

Or use a technique called **branching** by writing your topic inside the trunk of an "idea tree" that grows from the bottom of a sheet of paper. Your next idea branches off the trunk, with subsequent ideas either sprouting from that branch or again back off the trunk.

In fact, any kind of diagram connecting one thought to another will help generate ideas. If looking for speech topics, just make sure to write down things you *could* possibly talk about (not that you definitely will), and don't censor yourself.

If you're really feeling adventurous, try a visualization technique called "**the inner movie.**" Close your eyes, relax and picture yourself walking up, confident and prepared, to the front of the room where you'll give your speech. Watch yourself begin. What do you say? Don't judge

until you hear yourself out. Then take a deep breath, open your eyes and think: Did your imaginary speech include any promising raw material for your real talk? If so, jot down some notes and stick them in your idea file.

ORGANIZATION

These methods will help you generate more ideas than you can possibly use, so start organizing them about a week before your talk is scheduled. First, set aside an hour or two and read through all the notes and clippings you've collected. See if you can come up with a theme for your speech, a focus, a general idea of what your message will be about.

For example, scores of people speak about "Success" or "Secrets of Success." But the theme of one of these talks might be "How to Enlist the Support of Others, Because You Can't Do it Alone," or "How I Started My Catering Business on a \$500 Investment."

A theme helps you decide which stories, examples and points belong in this talk and which could be saved for another speech. If a general focus doesn't occur to you, don't worry. Proceed with the planning process and a theme will emerge later.

Browse through your notes again with an eye for the most important elements of an effective speech. Stay on the lookout for a strong beginning – an appealing story, a startling fact or a pithy quote that will catch the audience's attention and lead to the substance of what you want to say. Also consider the final impression you intend to leave with your audience. Do you want them to go away thinking, or to laugh and socialize, or do you want to move them to action? Sift for material that might accomplish just that. Of course, between the beginning and the ending you'll need coherent transitions, but these will appear as you continue.

Now take out a stack of index cards and write a phrase that summarizes each point or anecdote, one per card. Then sit in a comfortable chair and shuffle those ideas, asking yourself questions like, "What if I start with this, and move on to this, then this...?" You're looking for a smooth, natural flow from each point to the next. Some sort of sequence will eventually emerge from this exercise. Don't get perturbed if you end up with extra cards that refuse to fit in; any leftover material might be perfect for the question-and-answer period after your speech, or for another presentation.

At this time in the preparation process, you'll know your "ingredients" very well, so put away all your notes and start drawing a diagram that shows how everything connects to everything else. Use different colors, lines and circles and whatever else helps you sketch the hidden patterns in your material. As with the index card exercise, if certain elements in your stock of stories or examples don't fit in easily, chances are they weren't meant for this speech. Finally, transfer the relationships on your diagram to a tentative order of the index cards.

Painless, wasn't it? That stack of cards is actually a rough outline of your speech.

FINAL PREPARATION

Now, following the order of the cards, practice your speech aloud. Stay on the lookout for difficulties of two kinds: transitions and vague generalities.

If you have trouble shifting smoothly from one topic or story to the next, the link between them may be unclear. Try thinking up a stronger connection, then run through the speech again. If you still stumble at that point, chances are something's wrong with the arrangement of ideas. Return to your comfortable chair with your cards and shuffle them around until a different order clicks. The nonrational side of your brain, which perceives patterns, will help sequence your speech so your arrangement of ideas makes sense.

In addition to rough transitions, listen for "thin spots" in your presentation. Do you hear yourself spouting vague generalizations, like "many companies," "most working mothers" and "recently"? Specific numbers, names, dates and details always strengthen a talk. Have you missed chances to drive points home with vivid anecdotes?

Your memory and idea file will have to be your main resources at this late stage in fortifying the weak spots. Of course, you can always appeal to colleagues and family: "Do you know any mountain climbing stories?" "What was the name of that lady who ordered a thousand watercress sandwiches?" "How old was I when I started my five-cent lemonade stand?" But if it's public statistics or facts you need, there are two quick and easy ways to dig them up.

Call a reference librarian at a large public library for a specific question that requires minimal research, or better yet, visit the library. Ask yourself, What field, profession or group of people would probably know that information? Look up those key words in a book called *Encyclopedia of Associations*, which lists thousands of specialized organizations and professional groups, many of which collect and dispense information. For example, the Sunglass Association of America will gladly tell you how many Americans own a pair of sunglasses. And the American Association of University Women will undoubtedly know the biggest obstacles faced by mothers over 35 returning to college. Such figures will make you sound much more credible.

You'll now have substantive, appealing material arranged in a logical order. Practice once more the night or morning before your presentation. When you finally step on that podium, you'll be ready to impress the audience. Because proper preparation works, so will you. **T**

Marcia Yudkin, a Boston-based workshop leader and writing consultant, is co-author of the new book *Smart Speaking*, published by Henry Holt and Company in New York.

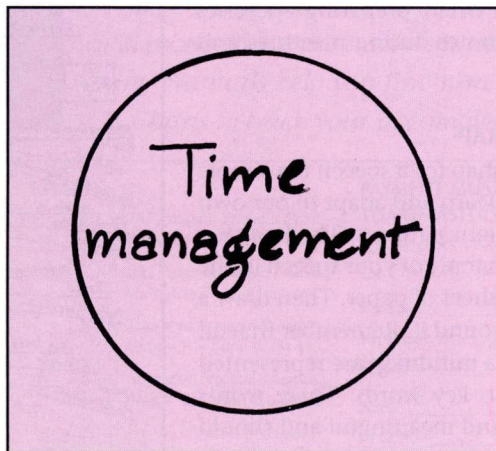
MINDMAPPING: a noteworthy discovery

By Judith E. Pearson,
Ph.D., DTM

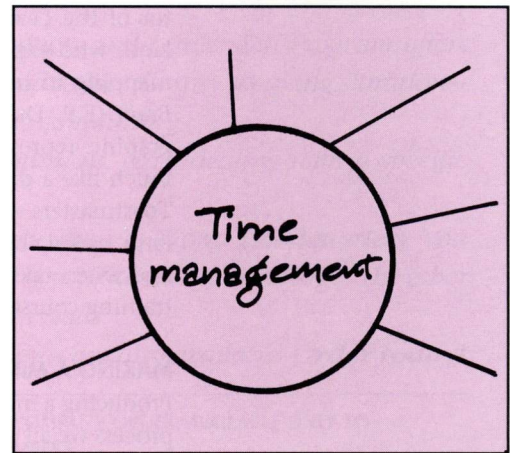
THIS EFFICIENT
METHOD OF
NOTE TAKING
PROMOTES BOTH
RECALL AND
CREATIVITY.

I was teaching the final session of a goalsetting course at a local community education center when it occurred to me that one student, Sydney, seemed to doodle during every activity throughout the course. Instead of taking notes, he filled his notebook with circles and squares and arrows and symbols. I found it disconcerting but decided to ignore it, because Sydney seemed extremely intelligent and participated actively in classroom discussions. Perhaps his doodling was just an idiosyncrasy?

On this particular evening he sat in the front row where I could easily watch everything he did. "Tonight," I began, "the topic is time management." Sydney opened his notebook, drew a large circle in the middle of the page and labeled it "Time Management," like this:



"I want to acquaint you with eight key concepts of time management theory," I continued. Sydney now drew eight spokes from the circle in the middle of his page.

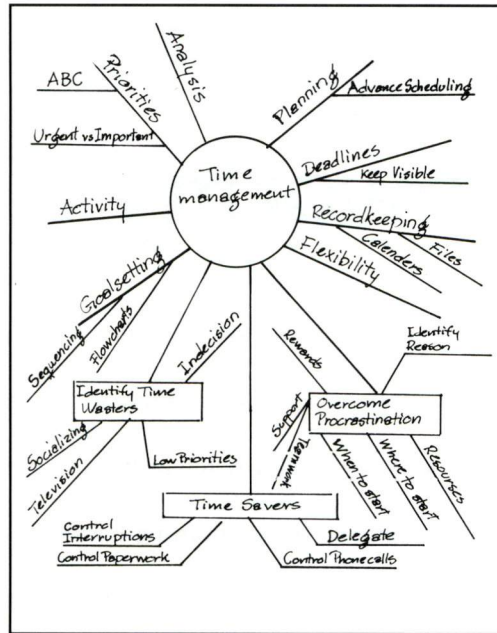


As I described each of the eight concepts, Sydney embellished every spoke with words, arrows and symbols. Then, as I proceeded to discuss time management and how to overcome procrastination, Sydney methodically drew and annotated additional spikes, shapes and symbols. I began to suspect that something more than mere doodling was going on, and I was intrigued.

At break, I asked if I could see Sydney's notes. He handed me his paper. "It's a

"All ideas expressed in a mindmap are represented by just one or two key words!"

mindmap," he said. I stared at it in astonishment. Instead of a traditional outline, Sydney had used a single page to create a complete graphic representation of my lecture. To my amazement, every point was carefully recorded, and relationships among ideas were illustrated with lines and arrows. It looked like this:



This incident provided my introduction to mindmapping – a method of taking notes discovered by Tony Buzan, founder and director of the Learning Methods Group in England, who explains the advantages of mindmapping in his book, *Use Both Sides of Your Brain* (E.P. Dutton, 1983). A mindmap is a graphic representation of textual material, much like a diagram, blueprint or flowchart. Toastmasters will find mindmapping particularly useful, both when preparing speeches and when taking notes during meetings and training courses.

MAKING A MINDMAP

Producing a mindmap for a speech is a simple process we all can learn and adapt to our own purposes and thought patterns. The first step is to print the main topic of your speech in the middle of a blank sheet of paper. Then draw a geometric shape around it. Remember that all ideas expressed in a mindmap are represented by just one or two key words. These words must be concrete and meaningful and should represent the same concept or image each time they are used.

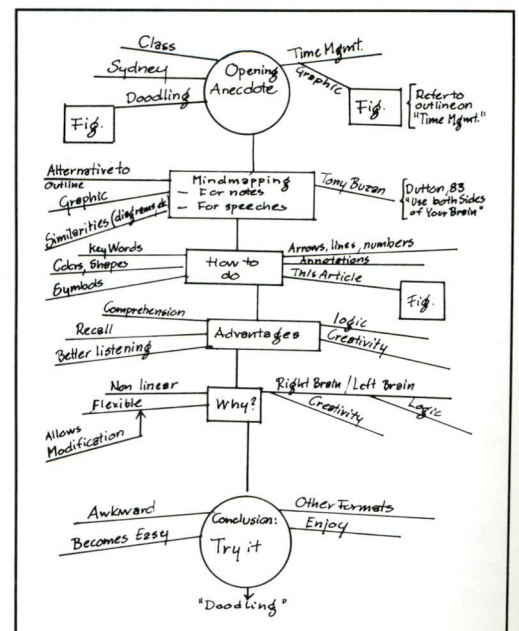
Next, think of key words for the subtopics connected with the main topic. Print these on lines or shapes branching out from the shape

containing the main topic. As you develop your supporting points for each subtopic, draw branches stemming out from each subtopic, again using only key words. Connect by arrows or dotted lines ideas that have a relationship to one another. Later, when you have determined their chronological sequence, you may want to number these ideas.

Many ideas can be accompanied by symbols to aid visual recall. Dollar signs, for example, can illustrate financial concepts; a lightbulb can signify a new idea; and stick figures can refer to people. Buzan suggests using colored pens or pencils to code categories of information or data. Shapes can also represent information. Circles, for example, might illustrate what you say, while squares could mean gestures and triangles refer to visual aids. Key words representing your introduction and conclusion could be placed in rectangles at the top and bottom of your page.

Buzan recommends using an additional sheet of paper for taking detailed notes, making graphs, or recording technical definitions, quotes, references, equations or formulas that do not lend themselves to the key word method. Simply annotate the information on this page to key words on the mindmap with asterisks or numbers, much in the same way that footnotes are annotated in a text.

With a mindmap, an entire speech can be laid out on just a few pages. The finished product might resemble the mindmap I prepared for this article, which looks like this:



“Traditional outlines favor only left brain activity. With a mindmap, you can be both logical and creative, and thereby tap into more brain power.”

ADVANTAGES OF MINDMAPPING

Mindmapping is an exciting alternative to the outline method which most of us learned in elementary school. According to Buzan, mindmapping improves comprehension and recall and enhances logical and creative thinking. He theorizes that the key word technique urges people to discern the essence of every point and put new information into a personal frame of reference. When taking notes, this method also allows more time for concentrating on the speaker.

Mindmapping doesn't restrict thinking to a linear pattern. Instead, it follows natural human tendencies to think in many directions at once and then return to earlier ideas for modification and expansion. While developing a speech, the flexibility of a mindmap stimulates the creative flow of ideas, much in the same way as does brainstorming. The advantage of mindmapping during notetaking is that it allows listeners to follow even those speakers who backtrack to prior points or present information out of sequence.

Mindmaps promote recall and creativity because they stimulate both the right and left

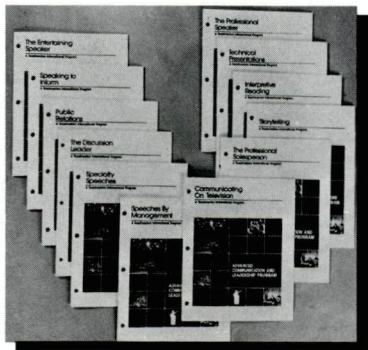
sides of the brain. Research shows that the right and left hemispheres of our brains carry out separate cognitive functions, the left dealing with logical, numerical and verbal information and the right side processing intuitive, visual and abstract information. Traditional outlines favor only left-brain activity. With a mindmap, you can be both logical and creative, and thereby tap into more brain power.

TRY IT!

Try mindmapping the next time you plan a speech or take notes at a meeting. Even tried-and-true speech organization formats can be adapted to mindmapping. While mindmapping may seem awkward at first, you'll soon become proficient and enjoy the flexibility and creativity offered by this note taking method. Just don't be surprised if others look askance at your "doodling"!

Dr. Judith E. Pearson, DTM, is a consultant and professional psychotherapist in private practice. She's a member of Berhcerc Club 1630-27 in Fort Belvoir, Virginia.

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just say YES!

By Don Johnson, DTM

HOW TO SHIFT YOUR GROWTH AS A SPEAKER INTO HIGH GEAR.

WHEN I HAD BEEN A Toastmaster but a few months, my club hosted a guest speaker whose advice still rings in my ears. To become better speakers, he told us, never turn down an opportunity to speak. He emphasized “opportunity.” Never, he said – unless you are comatose – pass up the chance to exercise and develop your skills before an audience. Say “yes” first; think about it afterward. Because success in any field depends on practice.

Impressed, I heeded his admonitions. Whenever our club was short a speaker, I volunteered with the abandon of a kamikaze pilot. Later, I dealt with gnawing afterthoughts. (What had my big mouth gotten me into?) This was frightening for a novice

speaker. Still, I continued to stubbornly nod my head to every speaking opportunity coming my way.

Although I usually had ample time to prepare, many of my opportunities required “winging it.” I often found myself feverishly scribbling a few notes on a scrap of paper during Table Topics. Time after time I left the meeting still smarting from my evaluator’s remarks. But hey, it worked! The guy was right: I saw accelerated improvement in my speaking, and my evaluators seemed to mellow. Little by little, my apprehension gave way to an insatiable appetite for speaking.

Anxiety and self-doubt cause many people to miss out on the growth induced by the discipline of regular practice. Some Toastmasters back out of speaking assignments because they “don’t feel quite ready.” Or they haven’t had the time to prepare properly; the timing isn’t right; they couldn’t “do justice” to the topic or the manual project. They have a cold; they were up late the night before; the wind wasn’t blowing from the right direction. These people stagnate in a club. Their abilities remain stuck in low gear for years.

NO EXCUSES

Excuses like these are cop-outs, depriving the speaker of experience and growth. Should you feel tempted to renege on a speaking assignment, ask yourself what the real reasons are. Perhaps you dread the butterflies in your stomach? Maybe you imagine an evaluator’s caustic comments? How about fear of embarrassment and failure? Or even fear of success?

If you didn’t have the time to prepare as much as you’d like, if unexpected visitors popped in last night just as you were about to

rehearse a talk, deliver the speech anyway. Get out of that comfortable rut. Those butterflies will never learn to fly in formation unless you drill them. The evaluator’s criticism isn’t lethal. On the contrary, you’ll benefit by it. Actually, getting up to talk, ready or not, has a number of benefits: You’ll stretch your comfort zone and each speech will become easier. Like the athlete who faithfully exercises, through steady speaking “workouts” you, too, will see improvement. And in each phase of the speech process – writing, rehearsing and delivering – you’ll continue to gain confidence.



"Should you feel tempted to renege on a speaking assignment, ask yourself what the real reasons are."

Eventually, after opening your mouth at every opportunity, you'll find the discomfort of speaking before your fellow members gradually giving way to a relaxed coziness. (Provided members aren't too bored listening to you...) Unfortunately, the more comfortable you get, the less challenging the task becomes and you no longer get the stimulation needed to grow.

CONSIDER SPEECHCRAFT

When you feel the congenial faces in your club audience lulling you into procrastinating contentment, it's time to move on to greater challenges. In other words, you need to address audiences outside your Toastmasters club. Begin on familiar turf: consider speaking to other Toastmasters clubs. By this stage of your development, odds are that you can handle Speechcraft and Youth Leadership speeches. So get involved with your club's speaker-exchange program. And announce that you are available as a guest speaker during special events and at area and district functions.

As a next logical step, move beyond the Toastmaster audience. Become a member of your District's Speakers Bureau. A speakers bureau sends a list of available Toastmaster speakers and their topics to interested community service clubs such as Rotaries, Kiwanis, Lions and Soroptimists. Hundreds of these clubs have programs to fill every week, and with only a limited supply of speakers to choose from, you and your topic may be just what they need.

But merely belonging to a speakers' bureau will not guarantee you ample speaking opportunities. The service club member in possession of the speakers' bureau directory may lose it, neglect to read it, or fail to pass it along to the program chairman. And the program chairman may misplace her copy or not pass it on to her successor. So don't take anything for granted. To ensure that organizations know you're out there, ready to go, contact them directly. Get a list of your local service clubs from the chambers of commerce in the cities around you. Call or write the person in charge of programming for these clubs and tell him or her what your topic is. You'll have a full schedule in no time.

SPEAK UP FOR HEALTH

Health service organizations such as the Red Cross, the American Heart Association and the American Cancer Society have ongoing demand for speakers to bring messages of better health habits to the public. Call these organizations and ask for the person in charge of their speakers' bureau. They'll train you in their subject and provide you with audiences. I get as many as six assignments a month this way. Not only is speaking for health organizations a great way of using your Toastmaster training to serve your community, but it provides you with an education in bettering your lifestyle.

Your speeches to outside audiences are usually longer than the typical six-minute Toastmasters speech. Service clubs generally allot you 20 to 30 minutes, so sometimes I've had to prepare as much as two hours worth of material. These longer speeches obviously demand considerably more preparation. Your Toastmasters club can benefit you in this regard, since you can usually break a longer talk into small five-to-seven-minute segments for delivery at your Toastmasters club. You can thus satisfy some manual requirements while obtaining valuable evaluations and suggestions for your upcoming speech. A half-hour Rotary club speech, for example, may yield enough material to satisfy two or three manual projects.

ENTER SPEECH CONTESTS

After a while, speaking often to similar audiences, addressing the same topics and repeating the same information will require less preparation than at first. You'll spend most of your preparation time adapting familiar material to a particular audience and then fine tuning your talk.

One additional advantage of speaking often: not only do you develop your speaking skills, cultivate your poise and improve your self-confidence, but the more you speak, the more material you'll develop. I've become a packrat in that I never throw away a speech or a version of a speech I've given. Often, when I've needed a speech to fit a particular occasion, I've been able to find what I needed after sifting through my files.

Naturally, the more material you have, the greater your selection when choosing a contest speech topic. Material from my community speeches have often been perfectly suitable for contests. Since these talks have had many tries and adjustments, and have received considerable audience reaction, I have confidence in their effectiveness.

So start now to develop your reputation as one who will speak at the drop of a hat. Commit yourself to speaking frequently and you'll commit to rapid improvement. For if you want to become a speaker, speak – there's no other way. Never turn down an opportunity, just say "yes." Winners do! **T**

Don Johnson, DTM, won Toastmasters International Speech Contest in 1989. A Toastmaster for 15 years, he's a member of Club 4526-1 in Torrance, California.

It takes considerable time, effort and energy to prepare, rehearse and deliver a good speech. After all that work, it's a shame to retire a successful speech and important message to a desk drawer. With just a little more effort, you can "recycle" your speech and get a much better return on your investment. Here are eight simple, easy and effective ways to increase the lifespan of your presentation:

1. Give the Talk to Other Groups

Repeating your speech to similar groups is one of the easiest and most effective ways to extend the life of your talk. For example, if you spoke to hospital administrators on "How To Prevent Job Burnout," doesn't it make sense to give the same presentation to other groups of hospital administrators?

But don't stop there! Modify the message to suit various audiences, and give much the same talk to, say, administrators and managers in other fields. My own speech on "How To Get Things Done Through People," for example, has been given, with minor changes, to more than 100 audiences nationwide.

2. Get Media Coverage

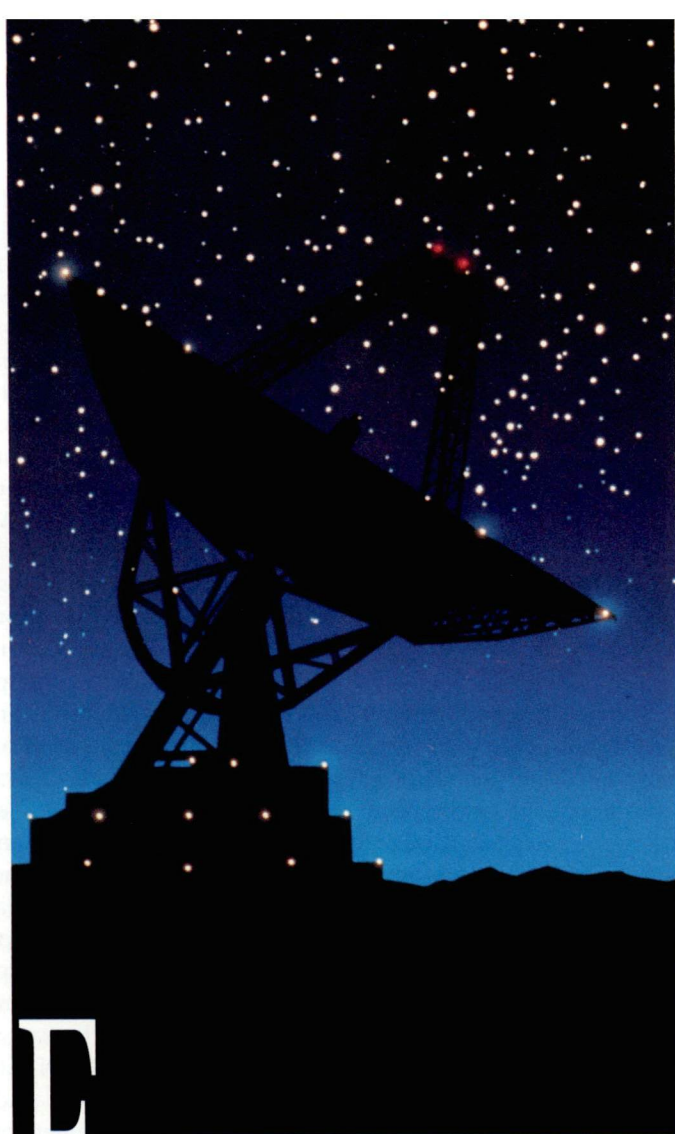
If your talk is newsworthy and has a local angle, it should be of vital interest to local newspapers, radio and television stations. Just remember that if a camera crew comes to cover your speech, the parts most likely to be mentioned on the television news are excerpts from your conclusion. So be sure to summarize the main points clearly.

To inform the media of your upcoming presentation, don't rely on meeting planners to include your speech in their promotional materials; prepare your own news release and mail it to appropriate local newspapers and talk shows. Don't be intimidated – this is easy! Most libraries have books and brochures that will show you, step-by-step, how to prepare and mail your material for the press.

3. Distribute Take-Home Materials

People enjoy listening to a good speech. But they also like something tangible to take home and remember it by. This can sometimes be as simple and inexpensive as ordinary office-reproduced fliers or copies from an instant printer. In either case, the handout will leave an impression of immediacy, which is a definite advantage.

The format of your handout may range from a bare-bones outline to a synopsis or a complete copy of the talk, particularly if your speech is delivered from a prepared manuscript. I often hand out a simple outline before any presentation, with ample space for audience members to take notes under the main headings.



EXTEND THE LIFE OF YOUR TALK

By Dr. Milt Grassell

What to do with your speech

If you plan to hand out a synopsis or a complete copy of the speech, tell your listeners that it will be available *after* your presentation. Otherwise, many in the audience will read while you're talking. You don't want that!

Regardless of the format, handout materials will stimulate your listeners to give further thought to your message. Better still, you'll be happily surprised how the life of your talk is further extended as your listeners pass these materials to interested friends and business acquaintances.

Some speakers, particularly marketers and salespeople, prefer to tell their audiences that they will mail handouts to anyone interested. This way, the most interested listeners will submit their names and addresses – a subtle way of obtaining a list of the attendees that many organizations refuse to provide.

4. Mail Brochures

Professionally printed and created fliers (usually printed on 8 1/2" by 11" paper and folded twice to fit into #10 envelopes) or brochures about your topic and speaking services are useful mailings to prospective clients, existing customers, or anyone else you wish to inform. This is a very effective way of getting your message to people who are difficult to reach.

5. Write an Article

Another way to get more mileage out of your talk is to put your message in article format for publication. The first step is to send an outline of the material to magazine or newsletter editors publishing similar material and ask if they would be interested in reviewing the completed article "on speculation." This means that although the editors might be interested in your topic, they are not obligated to publish your article. So you may labor over an article, only to have it be rejected, but this is still the best way for an unknown writer to get a foot in the door.

Not sure which editors to contact? Go to your local library and glance through the current issue of *Writer's Digest*, a monthly magazine with information on what type of articles publishers want, as well as where and how to submit your manuscript. Next, check *Writer's Market*, a reference book that is updated annually and lists the names and addresses of publishers.

Turning your speech into an article really works! For example, many of my articles that have appeared in *The Toastmaster*, *Personal Selling Power*, *The American Salesman*, *Business*

current talks, primarily of national and international concern, by recognized leaders of public opinion. The magazine publishes both sides of public issues and prints speeches in their entirety. Most libraries carry this publication. Whether or not you have an appropriate talk to submit to *Vital Speeches of the Day*, anyone interested in speaking should consult this bimonthly magazine; it's considered one of the finest public speaking "textbooks" available.

7. Distribute Tape Recordings

Most speech coaches insist that speakers videotape their performances and carefully review the tape afterward. Not only is a videotape of your speech the best way for you and others to evaluate your performance, it can also serve as a tool for self promotion.

With a minimum of editing, you can usually extract short excerpts and send this material to other meeting planners who are seeking speakers. In fact, some meeting planners will not put speakers on the program unless they have heard them speak "live" or in demonstration tapes of former speaking engagements. In addition, cassette tapes of successful talks are in demand and salable. Many professional speakers earn significant extra income from the sale of tapes.

8. Use Many Approaches

For maximum effectiveness, use more than one of these tips to bring your message to the most people. For example, four of my talks scheduled for hardcover publication by a major publisher followed the same path: each one of these speeches was repeated to similar audiences; each one was revised in article format for magazine publication; and all were selected to appear in the same book.

While volumes of books and articles have been published on preparing and presenting successful talks, very little has

nce the applause is over and your audience has gone home.

Marketing, etc. originated as speeches. Even if your speech didn't go over well with a particular audience, it still has a good chance for success as an article. And it still may go over well with a different audience.

6. Submit it to a Specialized Speech Publication

Vital Speeches of the Day is published twice monthly by City News Publishing Company, P.O. Box 1247, Mount Pleasant, SC 29465-1247, (803) 881-8733. The entire copy is devoted to

been written about what to do with the speech once the applause dies. Your message doesn't have to be retired after the first presentation. By using these simple marketing techniques, you not only get a good return on your investment in time and effort, you also bring your message to the widest audience possible. **1**

Dr. Milt Grassell is a full-time writer, consultant, seminar leader and speaker from Oakdale, California.

ELEMENTS OF AN EFFECTIVE SPEECH

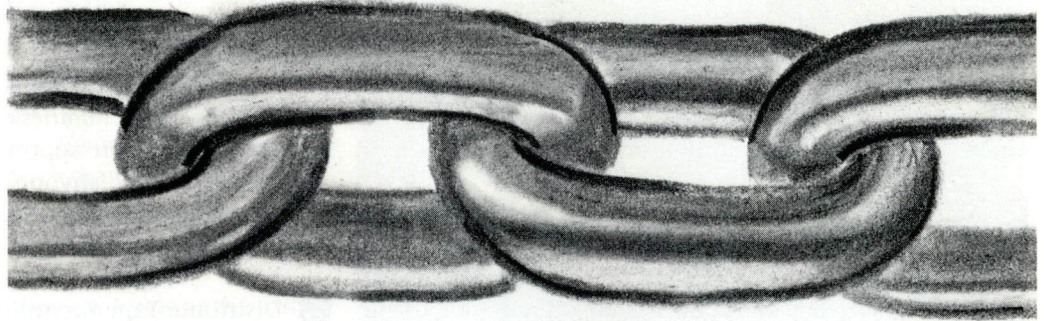
"Half the world is composed of people who have something to say and can't, the other half has nothing to say and they keep saying it."

ROBERT FROST

By Gale R. Dunlap

YOU ARE IN A MASSIVE hotel meeting room. You know, the one with floral carpet and round tables set for eight, covered with white tablecloths. The room is filled with the sound of murmuring guests, clinking glasses and rattling silverware. Down in front, at the long head table, sits the Master of Ceremonies and The Guest Speaker for This Evening's Presentation...And the speaker is you!

Soon you hear the familiar clinking of glass which heralds the beginning of the program. The audience falls silent. Some put on their glasses, others sit back



with their coffee cups. All look expectantly toward the SPEAKER.

How do you feel? Excited? Nervous? A complete wreck? Full of confidence and ready to go? Why do some speakers seem so confident while others struggle: their hearts pounding, mouths dry, ears buzzing, unable to concentrate on their own messages?

I was sick and tired of not being in control when I stood up to speak. I decided to make a study of what makes a good speaker and a good speech. I read numerous books, talked with and observed great and not-so-great speakers, and joined Toastmasters so that I would be forced to practice my speeches.

That was three years ago. Today I am much more comfortable in front of groups, and I don't avoid speaking engagements. But I really worked at it, and I still do. In this article I will share some of what I have learned, beginning with having the right philosophy.

ANYONE CAN GIVE A SPEECH!

I have found it very helpful to keep two sayings in mind as I prepare a presentation, and again just before I deliver it: "Public speaking is not a gift you are born with. Anyone can learn to speak well." This quote is from Charles Osgood's book, *Osgood on Speaking*. The truth of it is evidenced in any Toastmasters meeting. The other phrase has been adapted by many other organizations and self-help groups: "Fake it 'til you make it."

The first saying is obvious: no scientist has yet isolated a gene for exceptional public speaking. It is a skill that is developed over time, and comes with practice – like riding a bike. If you have the desire to learn, and are willing to take the time to become more proficient, you will improve. I find this statement particularly reassuring during those times when I'm convinced my heredity is lacking.

OUTLOOK DETERMINES OUTCOME

The statement, "Fake it 'til you make it," might need a little more explaining. Most of the time your audience has no idea you are supremely uncomfortable behind the lectern – not unless you tell them. So don't! Exude confidence, credibility and ease. Tell yourself as you listen to your introduction, or as you walk to the podium, how great you look, how strong you feel and what an interesting speech you are about to give.

Visualize success – don't allow any negative images to enter your mind. Imagine yourself giving a very funny or emotional speech, and the audience loving it. They are clapping wildly. You are bowing and smiling. Pretty soon, you're going to believe it and really *feel* confident. Remember: confidence feeds on confidence.

In addition to the two mantras discussed above, I believe the following points are important to remember when preparing and giving a speech:

**"I was sick and tired
of not being in
control when I stood
up to speak."**

Be Prepared

This is by far the most important element for an effective speech. We all know it, but how many times do we really practice our speech? Some books say to rehearse at least four times, since "the way to sound spontaneous is to rehearse." This is not only a catchy phrase, it's true. Use a tape recorder so you can hear what you sound like. If you don't like what you hear, try again.

Have a clear outline for your speech, including a strong opening, major points clearly stated, and a strong closing. People want to know where you are going with your message, and they want to know when you are through. Also, make sure you know what the goal is for your speech – what should the audience remember? Do you want them to do anything? Don't just suddenly end and sit down in silence.

Give of Yourself

Show who you are by including personal examples in your speech whenever possible. Make eye contact and involve your audience. People come to have a good time. They will support you on three conditions: "If you tell me, I will listen. If you show me, I will pay attention. If you involve me, I will learn." Why not do all three?

Stay Relaxed

Before you say, "Oh, sure. That's easier said than done," I have found four tricks that are helpful in overcoming stage fright:

1. *Ask questions of the audience.* This trick gives you a little time to recover. While someone in the audience is talking, you can take a few deep breaths and think about how well you are doing.
2. *Focus on the material, not on yourself.* It was helpful for me to realize that when I get nervous I am focusing on myself, or the occasion, or something other than my message. If you concentrate on your speech and what you are saying, there won't be space for butterflies to enter.
3. *Try "the Sarnoff Squeeze."* (Dorothy Sarnoff, *Never Be Nervous Again*.) Tighten the muscles in your stomach that you would squeeze if you were trying to shove a grand piano across the floor. Tighten these muscles as you sharply exhale and then lightly inhale. This is hard to explain briefly, so I suggest you review Sarnoff's book. I have found

that the exercise works and, with practice, it can be done sitting in a chair, without anyone noticing your odd behavior.

Know Your Material

If you suddenly lose your concentration, you'll get back on track much easier if you know the material thoroughly.

Never Read Your Speech

It's a talk, remember. Do just that. And do use notes to guide your speech, but keep in mind: the more you write down, the more you'll read.

Keep it Short and Simple

Unless everyone in the audience is expecting a one-hour speech or a half day presentation, follow the "Vaudeville Rule." Despite all the dancing dogs, costumes, singing and tap dancing of a vaudeville act, it was never more than 12 minutes long. So have a clear purpose for your speech, make sure the audience can easily follow you, and sit down about 12 minutes later.

Use Humor that is Natural to You

Don't try to be another Johnny Carson or Carol Burnett – you're not, and pretending usually leads to an uncomfortable audience. But do use humor if at all possible. Few people remember a dry speech.

Prepare!

You don't want surprises that can lead to nervousness and forgetfulness. Make sure you have the right hotel, the right room, day and time. Find out if the microphones work and where the podium is. Go look at the place if you can. Walk around, get a sense for what the room will feel like. Know your audience. What is their mood, their age, how many will come? You will probably be a bit thrown off, for example, if you walk into a room filled with 200 middle aged adults when you thought you were going to speak to a few teenagers.

So, if you keep all this in mind and put it into practice, your next speech is bound for success. And if it isn't, remember a last mantra that we all know, "If at first you don't succeed, try again." **T**

Gale Dunlap, a former Toastmaster living in Boulder, Colorado, is a management consultant in marketing and executive education.



UPDATE

Nautical but Nice

By Richard Schachter, CTM

CALIFORNIA CLUB EARNS TROPHY AND PUBLICITY IN CHRISTMAS BOAT PARADE.

■ How do you publicize Toastmasters International to a crowd of 70,000 people? Wanting to contribute to our district's ongoing public relations program, our club had a simple solution: we entered a boat with a Toastmasters banner in the annual Marina del Rey Christmas Boat Parade!

As a result, the Del Rey Toastmasters Club 2646-1 garnered local TV news coverage and received about 40 phone calls from people interested in learning more about Toastmasters. And our brightly decorated 36-foot powerboat "Rachel II" won a 3rd place trophy!

1991 marked the 29th year of this colorful parade of more than 100 ingeniously decorated and brightly lit vessels cruising before 70,000 shoreline spectators.

The event, held on a starry and cold (by California standards...) Saturday night in December, featured "Rachel II" proudly cruising the channel displaying our club's theme banner, "Freedom of Speech," and twinkling multicolored lights. An American flag flapped in the breeze and a high-powered synthesizer beamed Christmas music to the crowds. For maximum publicity, we cleverly installed the telephone number of the club sergeant-at-arms and made sure it was highly visible and well illuminated.

Just as Toastmasters evaluate and judge their fellow members at club meetings or speech contests, so the boats in the parade

were evaluated and judged by a panel of distinguished judges located at several "secret" points along the coastal parade route.

At the post-parade awards dinner, after an agonizing wait for the computer returns of the judges votes (just like our speech contests), the winners were finally called to the lectern to receive their trophies. When the Toastmaster (whoops . . . the M.C.) announced the Community Public Service division, our group fell unusually silent. Then: "In 3rd place, Raquel II, Del Rey Toastmasters club #2646..."

Instantly, weeks of planning, decorating and club teamwork were rewarded by having our club bask in the public spotlight. However, the fine trophy plaque was only part of the recognition. A week later we had received nearly 40 telephone calls with favorable comments on our entry and inquiries about Toastmasters!

Our club is already planning to catch the first place trophy in this year's 30th Annual Marina del Rey Christmas Boat Parade. With some good old-fashioned Toastmasters teamwork, and "Rachel II" looking flashy in a decor concept of helium balloons, laser beams and computers, we plan on knocking the deck shoes off the judges feet! **T**

Richard Schachter, CTM, is a member of Del Rey Toastmasters 2646-1 and a former Area Governor.

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ARE YOU THINKING CLEARLY?

The Toastmasters motto is "For Better Listening, Thinking and Speaking." At club meetings, we speak a lot and listen a lot, but how well do we think?

Think about this: Consider conducting the Success/Leadership Modules on effective thinking in your club.

Building Your Thinking Power, Part I: Mental Flexibility (#253; \$35) teaches participants how to adapt their behavior to achieve the best results.

Building Your Thinking Power, Part II: The Power of Ideas (#254; \$35) teaches how to think more creatively. These two Success/Leadership modules contain enough material for 20 participants. Additional components are available through the Supply Catalog.



WHAT ARE VOLUNTEERS?

Volunteers are like Henry Ford:

They have better ideas.

Volunteers are like Coke:
They're the real thing.

Volunteers are like PanAm:
They make the going great.

Volunteers are like Pepsi:
They've got a lot to give.

Volunteers are like Dial Soap:
They care more. Don't you wish everybody did?

Volunteers are like VO5 Hair Spray:

Their goodness holds in all kinds of weather.

Volunteers are like Hallmark Cards:

They care enough to give you the very best.

Volunteers are like Standard Oil:

You expect more and you get it.

But most of all...

Volunteers are like Frosted Flakes

They're Gre-e-e-e-a-t!!!

REPRINTED FROM HEALTH-MASTERS HEALTH NEWS THE NEWSLETTER OF CLUB 6907-5.

Tips for Recruiting Members

Most members and clubs have their own ideas about the "ideal" number of members a club should have. You, and the other members of your club, may feel that your current membership level is fine. Nevertheless, all clubs can benefit from new members. New faces, ideas and speeches make the Toastmasters experience more enjoyable for all members.

When you try to recruit new members, follow these three steps:

1. Make a list of prospects.

Toastmasters come from all walks of life, so anyone who is interested in personal development is a prospect.

2. Speak with each person individually.

Describe the Toastmasters program and the benefits they can derive from it. Share how you've benefited by Toastmasters club membership. Let them know that by joining Toastmasters, they can:

- Discover their hidden communication abilities
- Learn more about the role of communication
- Increase their self-confidence
- Improve listening, thinking and speaking skills – skills necessary for success in almost any field.

3. Invite them to your next club meeting.

Follow up all of your contacts with an invitation to the next club meeting. Set a specific date – the next club meeting – not just a possible visit in the future.

Before the first guest arrives, remember how you were treated during your first visit to a Toastmasters club. Did you feel welcome? Were you mostly ignored? Treat guests in your club exactly as you would like to be treated. Make sure that the guest is introduced to each of the club members, and acknowledged formally during the meeting.

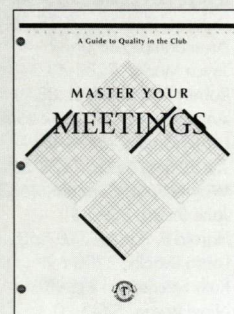
By following these simple steps, you can bring new members into your club. You'll feel satisfied in knowing that you've helped others take the first step on the road to improved communication.

Club Meeting Handbook Now Available

Are your club meetings dynamic, exciting and effective? If not, get Toastmasters International's new handbook, "Master Your Meetings."

The book covers everything you need to know to have great meetings, such as programming, agendas, responsibilities of participants and officers, Table Topics ideas and lectern etiquette. This handbook is especially effective when used with the new Toastmasters International video program, "Meeting Excellence."

Order "Master Your Meetings" (#1312) from World Headquarters for \$3. The "Meeting Excellence" video program (#216-V or #216-P) costs \$14.95. Postage and handling fees will be added.



HALL OF FAME

DTM

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

Kelvin Ong Kwee Beng, 5679-U
Robert O'Donnell, 153-1
Patty Commerford, 374-6
Suzanne H. Potter, 6470-15
Tony L. Schones, 627-16
Jane Remer, 6619-17
Linda L. Skeers, 2388-19
Sylvie Anderson, 3922-21
Mickey V. Lewis, 1190-25
Anders T. Nygaard, 4110-25
Nicholas C. Peterson, 2226-26
Clarence D. Mayberry, 1795-27
Richard W. Minnear, 3254-33
David F. Dunn, 2706-38
Virginia Buckoski, 6161-42
Richard F. Benson, 8317-43
Laurie T. Jones, 1012-46
Jay Robert Baer, 952-47
Viviane Faye, 1034-57
Aubrey L. Powell, 7735-58
William T. Butcher, 5600-61
Douglas James Scott, 6228-69
Karen L. Stacey, 5223-70
Joseph Christopher Bergin, 5795-70

ATM Silver

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

Einar L. Johnson, 190-10
George B. LeSueur, 6470-15
Carolyn Byrnes, 3689-18
Joan Johanson, 597-19
Gloria Collyard, 1640-20
Marye D. Gannett, 898-36
Dolores W. Jones, 7039-38
Arne Sampe, 2629-39
Joyce Moore, 3284-43
Robert E. Barnhill, III, 884-44
Annette Love Hatton, 3466-47
Peggy Dossey, 6690-47
Joe D. Sepulveda, 1973-56
Wayne F. St. Germain, 4632-56
Jane Stuart, 8290-61
Harold F. Parker, 7207-68
Lorna Brooks, 3208-69
Ruth Steenson, 1218-70
Nigel Bryan, 5335-70

ATM Bronze

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

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Donald L. Carlson, 4072-2
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Robert M. Weaver, 4472-58
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Lee Strodtman, 2536-62
Sarah Burns Frizzell, 2409-63
Vince Martin, 2987-69

ATM

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Frank Said, 3686-F
Kim Z. Turtenwald, 4244-F
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