

THE TOASTMASTER

FEBRUARY 1993

Positive
Images

for those
of Disability

A King's Farewell



viewpoint

PRINCIPLES OF LEARNING BY DOING

"Our work is based primarily on the principles of learning by doing and improving through practice and criticism..."

RALPH SMEDLEY

The Toastmasters program helps us to develop the gift of effective communication. Our program is based on individual initiative and peer support rather than a traditional teacher and student relationship. In such a case, the following is true: "If it is to be, it is up to me to do it." A dynamic club is the delivery vehicle as well as a unique living laboratory in which members help each other strive for excellence in communication skills. A dynamic club fosters creativity and encourages new approaches. A dynamic club lets us set our own pace, but allows us to take the lead.

As Dr. Smedley said, Toastmasters is a do-it-yourself activity. We depend on each other. We help each other through words of encouragement. This encouragement can be through formal individual evaluations

or the casual one-on-one evaluations after the meeting. To avoid the "white wash," many evaluators feel they must emphasize distracting behaviors rather than emphasizing and reinforcing good speaking habits. I think this is wrong. You can help a member to become a better speaker if you emphasize and reinforce the speaker's good techniques. Choose one negative behavior (maybe two) by the speaker and emphasize how to overcome that behavior.

Besides feedback, we can continue to grow in many other ways within our clubs. Here are some ideas to help us improve our communication skills:

- Share objectives with the Club President and Vice President Education.
- Ask the Vice President Education to assign you a coach/mentor. This is particularly important for new members, since coach/mentors can guide them in understanding the Communication and Leadership Program, the organization and opportunities for future growth.
- Always give manual speeches. Why? This ensures our speeches are always objective oriented and do not waste the listener's time.
- Listen to evaluations and make an honest effort to use constructive comments to develop better communication skills. This builds power in our ability to communicate.
- Finally, accept every chance to speak. Every time you give a speech, you continue to build the skills you need for more powerful presentations.

Learning is truly a life-long experience, not a short-term commitment. No matter how long we have been members, we continue to grow. By observing effective communicators in our own clubs, we can benefit by imitating their effective skills. Anthony Robbins, author of *Unlimited Power*, calls this the "modeling technique" – a way to obtain excellence in a short period of time. The Toastmasters program in the club setting is the means by which we learn by doing, and the feedback we receive helps us to grow in the process.

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FEBRUARY
1 9 9 3
VOLUME 59, NO. 2



THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Second-class postage paid at Mission Viejo, CA, and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A.

Published to promote the ideas and goals of Toastmasters International, an organization dedicated to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a nonprofit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930, and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content should be addressed to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Phone (714) 858-8255. Members' subscriptions are included in international dues. Non-member price: \$12.00 per year.

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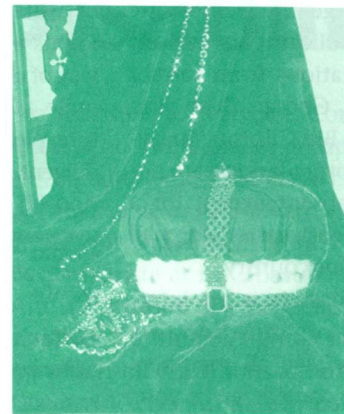
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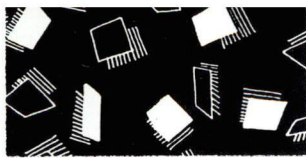
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Letters

JINGOISM ALERT

It is always a delight to receive my Toastmaster magazine, but I was greatly disappointed with the October issue. Flipping through the pages, I came upon the following: Teddy Roosevelt, the Fourth of July, the Spirit of Valley Forge, the Democratic and Republican conventions and quotations from former President George Bush and President Bill Clinton. Speakers from other lands were noticeably absent except for a Russian Toastmaster who had visited your country.

Toastmasters is an international organization. As such, I believe all members should be considered in your articles. In the words of Past International President Jack Gillespie, the Toastmasters mission is to "make effective communication a worldwide reality." Citizens of the United States have every reason to be proud of their heritage and their orators, but other countries have produced outstanding politicians and speakers too.

I encourage you to look beyond your own borders and highlight communicators from all corners of the world so every member in this superb international organization will be represented.

MARGO JAMIESON, ATM
FOREST CITY TOASTMASTERS CLUB 2729-60
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YOUR PRESIDENT – NOT OURS!

There is little doubt Theodore Roosevelt was a great politician and person. But for the

tens of thousands of Toastmasters in Canada, Europe, Russia, Australia and other countries, "Teddy" was *not* one of "our great presidents." Frequent but less obvious examples of United States focus—such as "addressing a group of U.S. veterans" about "the spirit of Valley Forge or the Bill of Rights"—are of little value by way of clarification, but are not quite as annoying. In the future, please be more editorially diligent in your duty to your non-USA readers.

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Editor's Note: The magazine's editorial content is mainly a result of unsolicited submissions from Toastmasters and other writers. We would gladly feature articles of a broader international perspective – if only we received more of them!

DOUGLASS NOW A WELCOME VOICE

Your article on the oratorical skills of Frederick Douglass (November 1992) was both welcome and appreciated. Mr. Laichas' choice of a historical figure to explain the use of public speaking skills was very refreshing. I particularly appreciated the mention of Malcolm X as one who also stressed in his speeches the importance of education, pride, self-reliance and the right to self-defense. Thanks again for a very timely article.

JO PHYLLIS LINDSEY, CTM
HARRIS HARBINGERS CLUB 3084-30
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ANTIDOTE TO JAPANESE WORK ETHIC

One of the hot issues in Japan today concerns the long hours many people invest at their workplace as opposed to leisure activities. Those who do not have hobbies find it difficult to break away from a company-oriented life. In my own case, it is Toastmasters activities that take my mind off work.

Being a Toastmaster encourages me to improve my English proficiency. Also, I learn to sharpen my senses to everything so I can be resourceful at both Table Topics and in speech preparation.

Not only does personal growth through Toastmasters help me attain my professional goal, it is simply a joy to stir an audience with my speaking abilities and to cultivate friendships with other club members representing a variety of ages, nationalities, backgrounds and professions.

AKIRA SAITO, CTM
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LEADERSHIP GOES BEYOND BUSINESS

I would like to congratulate you on the November issue with its focus on leadership. I found the articles informative, inspiring and timely, and I'll be sharing many of the articles with my teammates at Bell Atlantic.

One disappointment: the cover, and to some extent the articles themselves, per-

petuate the myth that leadership occurs largely within the domain of the business world. Leaders are found in education, the clergy, social movements, the scientific community and in many other areas. In fact, the article on Frederick Douglass is a stirring illustration of true leadership. Your issue would have been more potent and constructive if it had developed a more expansive view of leadership.

WALTER BLOTKAMP, CTM
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DO DROP IN...

This year, Maidenhead Speakers Club 5461-71 in Berkshire, England, celebrates its 10th anniversary. In at least eight of those years, the club has had the benefit of an American voice, adding value, variety, and – not infrequently – volume!

However, we currently lack a mid-Atlantic accent to authenticate our lineage and be the butt of the occasional reference to "Yanks." So I'd like to invite our fellow colonial Toastmasters who may be visiting the United Kingdom on vacation or business. Maidenhead is only 15 miles from London's Heathrow airport, and a pick-up and drop-off from and to the airport can easily be arranged. Any Toastmaster, regardless of accent, is assured of a warm welcome to the Maidenhead Speakers Club!

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GOVERNMENTS MAY
LEGISLATE, BUT ATTITUDE
MUST CHANGE FROM WITHIN.

Toastmasters of Disability

by Scott H. Lewis

■ THIS PAST JULY A NEW federal law went into effect in the United States designed to help thousands of disabled persons enter the job market and become more fully involved in their communities. Supporters of the Americans With Disabilities Act (ADA) hope its implementation will give greater mobility to persons of disability who were once unable to access workplaces, transportation and public accommodations such as restaurants, shops and hotels.

As persons of disability become more able – economically and physically – to integrate into the community, it is realistic to believe greater

numbers of disabled persons will seek the social and intellectual stimulation offered by training and involvement in Toastmasters clubs.

Toastmasters International has offered materials on cassette tape for some time, making manuals and other publications accessible to the blind and other print-handicapped persons. *[Editor's note: See article on page 15]* In addition, books relating to public speaking and parliamentary procedure are available on "talking book" recordings available through the Library of Congress' National Library Service for the Blind and Physically Handicapped. Materials are no longer a primary obstacle to disabled persons involved in Toastmasters.

The most overwhelming impediments Toastmasters of disability continue to face lie not so much in access to information but in the accessibility of meeting sites and attitudes of other members.

As a blind Toastmaster, I do not share many of the problems related to physical accessibility that plague mobility-impaired persons, but I recognize access to my club's meeting would be daunting to a guest or member using a wheelchair. The room is on the second floor of a building without elevators; there are interior stairs and narrow hallways; and maneuvering a wheelchair around our meeting room to access the lectern would require a significant modification to our present seating arrangement. What impediments await the wheelchair user who next visits (or attempts to visit) your club? Narrow halls and doorways? Stairs? Inaccessible restrooms? Insufficient parking or inadequate transit service?

Offering to make special arrangements on an as-needed basis is unacceptable: It may easily be viewed as condescending or paternalistic, and few persons of disability wish to be treated as "special cases." In fact, the entire thrust and intent of the ADA is to make

America accessible to everyone. Congress recognized that no individual or group can truly achieve equality and first-class citizenship through charitable or well-meant exception.

The only physical modification I've needed to fully participate at my Toastmasters meeting is the substitution of a bell or large colored flash card for the timer's lighted box. Determining which modifications are necessary to enable a disabled person to fully participate is simple: Ask the disabled participant. Persons of disability know what they need, understand how best to cope with restrictions they may face, and are the best and most qualified resources to consult when making reasonable accommodations.

After clubs have ensured access to their meeting site and made any accommodations necessary to involve Toastmasters of disability, one crucial hurdle remains to be overcome by club members: attitude. For too long, society has thought of its blind as beggars and of the disabled in general as dependent cripples. Attitudes, perhaps more than physical barriers, have kept persons of disability from achieving the education, employment and social standing necessary to attain true independence and first-class citizenship.

Examine your attitude toward people with physical disabilities. When you are willing to accept us as partners, we will come. And when we do, the diversity that makes Toastmasters so rewarding will be vastly enriched. **T**

Scott H. Lewis belongs to the Port Angeles Club 25-32 in Port Angeles, Washington.

What to do when you meet a

S

tutterer

Four ways to
put both of
you at ease.

by James Stout

■ YOU'VE JUST ARRIVED AND SOMEONE approaches and says, "H-hello. Isn't this a nice p-p-p-p..." Ten seconds later, the word finishes as "p-p-p-arty."

What should you do? Besides politely responding, should you end the conversation? Perhaps the person is uncomfortable. *You* certainly are!

The fact is that if you know how to ease the stress in these situations, you might find a stutterer can become your good friend, trusted employee or valued business contact.

I've found that many people don't understand stuttering. Some think it might be related to emotional disorders. Then there was the policeman who stopped me for a minor traffic violation – and insisted I was drunk upon hearing my faltering replies.

Speech therapists differ on the cause of stuttering. Some believe a breakdown occurs in the coordination of the brain, lungs, larynx, tongue and lips. Others cite psychological or emotional reasons. Accordingly, therapists use either a mechanical approach by analyzing movements of the upper body, or working through psychological therapy.

Employers should realize that while stuttering can interfere with certain job duties such as phone work, it doesn't mean a person is mentally slow. On the contrary, studies have shown that stutterers tend to have higher I.Q.'s than the average population. Not surprisingly, many stutterers have told me their minds race much faster than their mouths.

When people ask me why I stutter, I usually say, "I don't know" – and that's close to the truth. You have probably wondered what causes stuttering, and you may want to know if it's all right to ask. In some cases, if done tactfully, it is. Naturally, if you do inquire, do so in private – not in front of a dozen other people – and only after you've gotten to know the person, so the question isn't regarded as an invasion of privacy.

But the best thing you can do is listen to the person, not the stuttering. I try to divorce

myself from "the problem," so people listen to me, not the extraneous noises of my speech. And please, look at my eyes, not my mouth – no matter how much my lips are quivering during the "speech blocks."

What is your reward in giving this consideration? A friend of mine put it this way: "Jim, the stuttering doesn't bother me because you are really worth listening to. Other people talk for hours and say nothing – but when you talk, you've got something to say."

Frankly, I'd like to talk for hours. If I didn't stutter, I'd probably be a real chatterbox. But because each word can be a struggle for me, I wait until I have something worthwhile to say and then get straight to the point. While other people are jabbering, I'm listening and observing. I don't always enjoy my silence, but I do make the most of it.

WHAT CAN YOU DO?

Compassion works both ways. I know my stuttering makes people uncomfortable.

Some people have even told me they don't know how to deal with the situation. Let's look at some options to make your conversation the best it can be.

1. Eye contact. When I stutter, I usually stare at the ground because it's embarrassing to look at someone while my face is slightly contorted in a speech block. Many other stutterers experience twitching eyelids, muscle spasms or labored breathing. Even though we might look a little odd when stuttering, we'd still like you to maintain eye contact. Once I look up, I appreciate it when your eyes meet mine and you are smiling – or at least looking alert! And if you remain relaxed and calm, I'll feel the same way and probably speak better. Stutterers need to feel you truly want to hear our words, even if they take a while to be said.

2. Resist finishing the sentence. People have said, "If I know what you are going to say, should I finish the sentence for you?" I tell them yes, I need all the help I can get! But please, wait for an acknowledgement – a nod of the head, perhaps – that your guess is correct. Don't go on until you know that's what I was going to say.

I was amused by one friend who consistently guessed wrong, and I would continue stuttering, while she suggested one word after another: "Your computer? car? clock? carpet? canary?" My friend tried so hard to help me, and she was so sweet about it, that we laughed

when I finally got the word out. Still, I am probably in the minority on this question. Most stutterers do not want someone to finish their sentences.

3. Avoid coaching. People often say, "Take your time." That type of brief comment is good, but something like "Stop! Now take a deep breath, and speak slowly" is disruptive and even patronizing. I'm always trying to minimize the stuttering, so extensive coaching is embarrassing, especially if other people are watching.

4. Empathize. If you've stuttered – or know someone who does – tell the person who is stuttering. She'll relax when she knows you understand her situation. If you've never stuttered, think about the times you've felt vulnerable. Perhaps you've been too shy to introduce yourself at a party, but imagine what it would be like to say, "M-m-m-my name is J-j-j-j-j-j-j-jim" – while the other person looks slightly uncomfortable and unsure. You're no doubt nervous when applying for a job – but you didn't have the enormous hurdle of convincing an employer your handicap wouldn't interfere with your duties. When you identify these feelings in a stutterer and try to understand what she is going through, she will sense that you are on her side.

GO ALONG FOR THE RIDE

According to what I've read, Moses may have been a stutterer. But the best public relations person for stuttering must be singer Mel Tillis. By refusing to hide the fact that he stutters, he has made the situation respectable. People often mention Mel when they meet me, and I can see they accept me because they've accepted him.

After all, Mel is a "good ol' boy" and has a sense of humor about his "flutter-lips."

Indeed, humor can break the tension when someone is stuttering. But it's a delicate situation. A stutterer might be extremely sensitive and could be hurt by any levity on this subject. On the other hand, I like to shrug off the tension with a touch of humor. A store clerk once listened to me stuttering endlessly while I asked for a pack of Marlboro cigarettes. Then she smiled and said, "Maybe you should switch to a brand you can say." We both laughed.

If you accept the stutterer and downplay the stuttering, you can go along for the ride and have a good time. A few years ago, I was walking in the California woods with a friend. I mentioned I don't stutter when I sing, so he said, "Well, then go ahead and sing it." When I started to add a melody to everything I said, he did the same. No one was around, so we made our conversation into a type of opera – both of us singing what we were saying and having a great time as well.

IT'S WORTH THE TRIP

In speech therapy, stutterers learn to "desensitize" themselves to the emotional and social aspects of stuttering – the embarrassment, fear, frustration and humiliation. If you can desensitize yourself to the obvious strangeness of stuttering, you will enjoy encounters with people like me. There are two million stutterers in the United States alone, and we're worth talking with. **T**

James Stout is a freelance writer living in Grant's Pass, Oregon.

"You might just find a stutterer can become your good friend, trusted employee or valued business contact."

DON'T DISMISS THERAPY

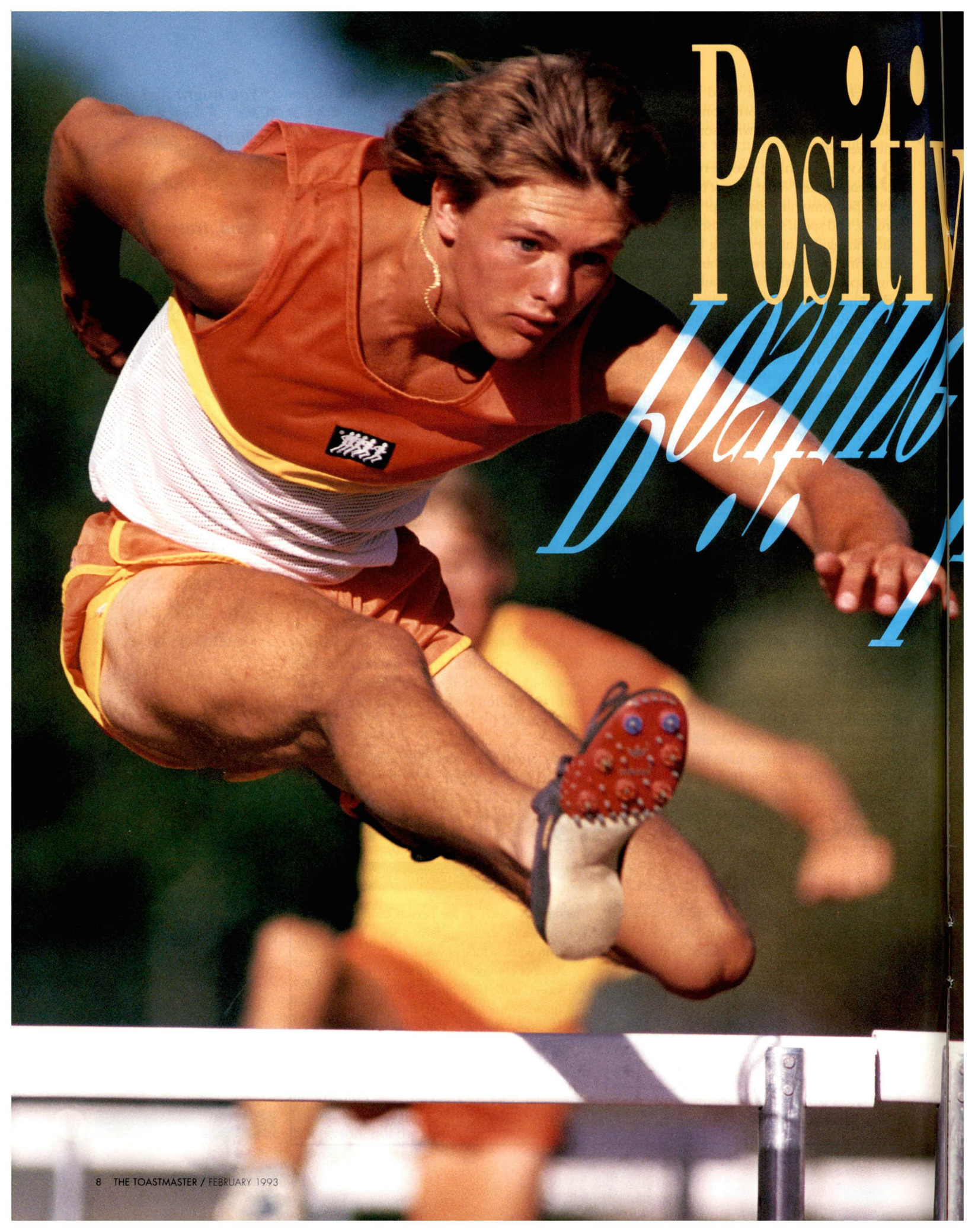
by James Stout

■ In speech therapy, a stutterer learns various mechanical ways of speaking better. Yet these techniques sometimes go unused because they seem stranger than the stuttering itself. Avoidance of therapy, in fact, is probably the biggest barrier to success.

Many who stutter feel if a therapy technique is used, they will be acknowledging and drawing attention to an affliction. This results in a tendency to deny the affliction by (1) hoping the person will overlook it, or (2) not speaking at all. So, just as you overlook the stuttering, overlook any obvious

"technique," such as the person taking a deep breath before speaking, talking very slowly or using an unusual tone of voice.

Another common technique is to use a "starting sound" at the beginning of a phrase. Consider this quote: "Mmmmm ...we shall fight them on the beaches." Winston Churchill – one of the greatest orators of this century – was a mild stutterer. But he got past the problem by using a starting sound when he needed it. Accepting such techniques will help the stutterer feel what was learned in speech therapy is worthwhile.



Positive

Dynamite

Positive Images for those of Disability

People with disabilities are welcomed into Toastmasters. And Toastmasters – collectively and as individuals – are sensitive to issues dealing with those who are disabled. Many Toastmasters have asked me how they should refer to fellow members with disabilities, and whether different approaches should be considered.

Lately I've been recommending that people consult a publication, *Positive Images*, which is produced for the Active Living Alliance in association with Fitness Canada. This booklet features guidelines designed to help individuals understand appropriate terminology when referring to people with disabilities. The guidelines were formed after interviewing

Being “challenged”
is a fact of life.

by Lydia Webster, ATM

more than 200 Canadian organizations, including educational institutions, hospitals, rehabilitation centers and government organizations, that represent or employ those who have disabilities.

THINK OF THE PERSON

First, it should be emphasized that we are all individuals. Persons with disabilities do not form a homogenous group. Just as people who like swimming, or who prefer potatoes to rice, or who wear glasses, cannot all be lumped together and declared “the same,” so it is also misleading to refer to “the disabled” as some featureless block of humanity.

Positive Images declares that “a person with a disability is a person first.” By describing Jack Smith as “a skier who is an amputee” or Susie Jones as “a jogger with a hearing impairment,” we choose to emphasize the person rather than what is simply an aspect of their lives. Many disabled people have talents and skills that far outshine their handicap. Therefore, if the disability is irrelevant to the situation or story, why draw attention to it?

More and more, Toastmasters and other large heterogeneous organizations avoid using pictures or stories in their publications that attempt to evoke pity or guilt. Such materials do a disservice not only to persons with disabilities but to the audience toward whom the stories are aimed. Likewise, when speaking about a person with a disability, terms such as “courageous,” “brave,” “inspiring” or “against all odds” ought to be avoided. A speech, for example, about a successful

college basketball coach who, only coincidentally, has a hearing impairment, should focus on the coach's skills and the way in which he motivates his students, rather than on an aspect of his hearing.

DIFFERENT ISN'T "SPECIAL"

When writing and speaking about people with disabilities, it is also important to realize that while some people have truly exceptional talents, others lead very ordinary lives. We should not feel compelled to portray all people with disabilities as super achievers or focus only on those who do excel. Instead, it's a good idea to include a full range of people and possibilities. Remember that all of us feel frustration and pleasure, and that shifting the focus onto a disability can be patronizing and uncomfortable.

We need to recognize that disability occurs in varying degrees. A person who has multiple sclerosis and uses a wheelchair may

"We need to recognize that disability occurs in varying degrees."

have abilities of a very different nature than a person with a spinal cord injury who also uses a wheelchair. And many disabilities, such as those dealing with learning or hearing impairment, are not necessarily visually apparent.

In order for us to relax and accept people with disabilities, each of us needs to learn more about what makes a person able and what makes a person unable. Managing

our own apprehension, awkwardness and hesitation about working with people with disabilities should be a goal. And when we are in doubt about what our own behavior should be in any given situation, we need to ask. People with disabilities are willing to help.

As a line from *Positive Images* says, "The disability resides in the individual; the handicap resides in the environment." **T**

Lydia Webster, ATM, is a member of Somass Club 1303-21 in Port Alberni, on Vancouver Island in British Columbia, Canada.

When Words Make a Difference

Just like everyone else, people with disabilities need to be described with words and phrases that are positive, appropriate and sensitive. People are becoming increasingly aware that words such as "unfortunate," "pitiful," "helpless," "afflicted," "incurable,"

"deviant" and "burden" are weighted with negative and often derogatory implications. Here are some preferred usages as recommended by more than 200 organizations that represent or are associated with Canadians with disabilities.

INSTEAD OF...	USE...
<ul style="list-style-type: none"> ■ disabled, invalid (literally means "not valid"), victim, sufferer, special, special needs or physically challenged (disability is a fact of life rather than a challenge) 	<p>...person with disability</p>
<ul style="list-style-type: none"> ■ crippled, afflicted with or suffers from (suggests pain and suffering, which is not the case with most persons of disability) 	<p>...person who has _____ or person with _____</p>
<ul style="list-style-type: none"> ■ lame or crippled 	<p>...limited mobility</p>
<ul style="list-style-type: none"> ■ normal 	<p>...ablebodied or nondisabled</p>
<ul style="list-style-type: none"> ■ retarded or mentally retarded 	<p>...person with a mental handicap or mental disability</p>
<ul style="list-style-type: none"> ■ spastic (as a noun) 	<p>...person with cerebral palsy</p>
<ul style="list-style-type: none"> ■ deformed 	<p>...person born with a congenital defect</p>
<ul style="list-style-type: none"> ■ confined, bound, restricted or dependent on a wheelchair 	<p>...wheelchair user</p>
<ul style="list-style-type: none"> ■ disease 	<p>...condition (many disabilities are not related to a specific disease)</p>
<ul style="list-style-type: none"> ■ deaf and dumb, mute 	<p>...people with speech or hearing impairments</p>
<p><i>Terms such as paraplegic, quadriplegic and amputee are used and accepted by persons with disabilities.</i></p>	

■ WHEN NEW ORLEANS TOASTMASTER Mike Marino Jr. speaks to audiences about the value of persistence in achieving life goals, he often tells the story of a young man called David.

As owner and manager of the International Bicycle and Lawnmower Shop in Metairie, La., Marino relates: "David was referred to me for employment by a local rehabilitation center. He was considered a slow learner and talked very little. When he came for the interview, I took David's application and said I would call when there was an opening. Yet I really had no intention of calling back."

To Marino's astonishment and exasperation, David kept returning to the shop. "Every two weeks, on 15 occasions – and I put him off every time. Then one day an employee failed to report. We were in a bind and I put David to work immediately."

That was 12 years ago. Today, David remains Marino's most loyal and outstanding employee. Marino says David taught him a valuable lesson on integrity. He notes: "Not only did David show me that he wanted to work, he showed up and got the job done. David has made a tremendous contribution to my business; it would have been a big loss if he had stopped showing up."

Showing up. It's a theme echoed by Mike Marino in his presentations. He believes persistence and determination are the keys to success in every aspect of life. "Once you know what you want and have a passion for it, just keep showing up until you get it. You have to keep sticking to your goal."

After serving two years in the U.S. Navy, Marino decided to open his own lawnmower and bicycle business in a small one-room shop on a \$1,200 loan. During the first year his business took in \$195,000, and soon afterward he expanded and moved the shop to a more spacious location.

In 21 years of operation, Marino has hired more than 80 people through the University of New Orleans and Delgado Rehabilitation College. About 65 percent of his employees have had serious physical and mental limitations. "I took in people whom other employers wouldn't normally hire," he says. "I coached them and helped them believe in themselves and spurred them on to permanent employment in the community." His success stories are numerous.

Marino is no stranger to the world of the physically limited. He first became involved while volunteering at a hospital. While work-

ing in the paraplegic and quadriplegic ward, Marino discovered the patients had no way to exercise. He then invented a special exercise bicycle which he has since patented and sells worldwide.

A born motivationalist, Marino also finds time to work with young people by conducting awareness programs twice a month at Covenant House for runaway teenagers. "By introducing teenagers to their talents, skills and gifts," Marino says, "they come to realize that their fingerprints and purpose in life are different and cannot be repeated by anyone else."

Although Marino admits he was born with a gift of words, he didn't join Toastmasters International until 1985. Over the past seven years, he has earned the Competent, Able and Distinguished Toastmaster awards and has served as an Area Governor.

Showing Up is Half the Battle

Marino launched his speaking career after a fellow Toastmaster recognized his talent to inspire and recommended him to some businessmen seeking a motivational speaker for their convention. Marino was hired and has been on the professional speaking circuit ever since.

Today he delivers about 120 speeches per year and is listed in "Who's Who of the National Speakers Association." Marino's speeches range in topic from "Tapping into Personal Power" to "Receiving the Most Out of Life by Giving All You Have," and all reflect the personal philosophy and enthusiasm of this energetic Toastmaster! **T**

Louisiana
Toastmaster
enjoys motivating
people of
disability.

Lesley Smiley, CTM, is a freelance writer in New Orleans and a member of New Orleans Club 234-68.

by Lesley Smiley, CTM



Helping the Toastmaster of Disability

Attention Good Samaritans:
Don't take action
without first asking!

■ PEOPLE WITH MOBILITY AND VISION DISABILITIES deal not only with their impairment, but with other people's reactions to those impairments. In his contest winning speech, "Ol' What's Her Name," Toastmaster Donald R. Lima, ATM, of the City of the Angels Club 251-52 of Los Angeles, California, expresses the dilemma: "When you meet that apparently disabled person and you really don't know anything about them, you wonder."

Specifically, you wonder, Now what do I do? And you don't know! So you walk away. And both you and the other person miss out.

"Don't walk away," advises Toastmaster Lima. "You might do that forever. You might just miss the greatest treasure you'll ever know." Lima speaks from personal experience; his late wife, Esther, lost both legs in an auto collision and was paralyzed on one side. His love for and appreciation of her shines steadily throughout his speech.

Even if the disabled person you walk away from isn't a bona fide treasure, he or she is a human being – just like you. If you focus on that, you'll know what to do when you meet a disabled Toastmaster or guest at your club meeting.

THINK AHEAD

Architectural barriers keep many potential Toastmasters from even contemplating a club visit. What most of us consider accessible may be impossible for others. That's why it's best to

by Sharon Lynn Campbell

Toastmasters Materials for Sight-Impaired Members

schedule a "dry run" before the meeting with a potential Toastmaster who has mobility problems.

Don't assume a person with a mobility impairment doesn't want or need help on occasion. Independence is nice, yet everyone appreciates some help now and then. The best policy? Before you act, ask!

OFFERS THAT CAN BE REFUSED

If your offer to help is accepted, ask what you can do – then do just that, and no more. Don't act without asking unless there appears to be an immediate physical danger. Even then, proceed with caution because, as Chalda Maloff and Susan Macduff Wood point out in their excellent book, *Business and Social Etiquette with Disabled People*, "Almost no situation is so bad that it cannot be made worse by an inexperienced rescuer."

Some people are offended when their offer to help is refused. Your assistance at an airport, for example, may be declined because the disabled person is waiting for an airline official or employee who has been trained to help people with mobility problems.

Never hold a refusal against the person, or against all people with disabilities. A wheelchair rider may be having a bad day, or maybe she hasn't adjusted to the realities of the disability. Just remember that your offer was probably appreciated at some level and future offers to other disabled people will generally be welcomed.

■ Free audio cassette recordings of *The Toastmaster* magazine are available to all sight-impaired Toastmasters in the United States through the Braille Institute in Los Angeles, California. The special four-track tapes, which run at 15/16 inches per second, can be used only with special tape players found at regional libraries of the National Library Service for the Blind, located in the United States. To find out where the nearest library is, call (800) 424-8567.

These tape players can be purchased by contacting the Sales Manager at the American Printing House. Write to: American Printing House, Sales Orders Department, ATTN: Sales Manager, P.O. Box 6085, Louisville, KY 40206, U.S.A. Credit card purchases may be made by phone at 1-800-223-1839.

For more information about these services, contact the Recording Coordinator at the Braille Institute by writing to: The Braille Institute, Volunteer Recording Department, ATTN: Recording Coordinator, 741 N. Vermont, Los Angeles, CA 90029, U.S.A.

Citizens of countries outside of the United States may be able to receive similar services through their own country's Talking Book Programs.

None of the above services are available through Toastmasters International. World Headquarters simply supplies the above information.

Toastmasters International offers the following materials to visually impaired members:

- 239-A Communication and Leadership Program Tapes
- 239-C Communication and Leadership Program in Braille
- 239-D Patterns In Programming Cassette
- 239-E Gestures: Your Body Speaks
- 239-F Your Speaking Voice

ADVANCED COMMUNICATION AND LEADERSHIP PROGRAM TAPES

- 238-A The Entertaining Speaker
- 238-B Speaking to Inform
- 238-C Public Relations
- 238-D The Discussion Leader
- 238-E Specialty Speeches
- 238-F Speeches By Management
- 238-G The Professional Speaker
- 238-H Technical Presentations
- 238-I The Professional Salesperson
- 238-J Communicating On Television
- 238-K Storytelling
- 238-L Interpretive Reading

Telephone the Orders Department at World Headquarters at (714) 858-8255 or consult your Supply Catalog for prices and shipping information.

Don't be afraid to ask about the disability in a friendly – not nosy – way, particularly if you have made it clear you want to know how to help when needed. And don't be afraid of sharing a humorous moment – but it may be wisest to let the other person make the first joke!

WHEELCHAIR BASICS

Most wheelchair users have had bad experiences with helpers pushing them. Not all types of wheelchairs should be pushed. A motorized chair is operated completely by the occupant; a "helpful" push will not only foul up the rider's intended path, but may cause a collision. Not surprisingly, an offer of a push will frequently be declined.

But keep in mind that manually operated wheelchairs can be tiring. If your offer of assistance is accepted, remember: A wheelchair doesn't handle like a shopping cart or infant stroller – pushing it without damaging the chair, occupant or passers-by is an acquired skill.

First, ask about the desired destination. Then begin pushing slowly and cautiously. Don't hit passers-by by running the footplates into their ankles; the chair's occupant usually gets the blame. Don't stop or let go of the chair without warning the occupant and getting permission.

taking a risk in this maneuver; be sure the risk is acceptable to all involved. If you are considering carrying a heavy motorized wheelchair, find another way to manage.

Motorized wheelchairs do break down, in which case assistance will be welcome. At times, the motor is not powerful enough to climb a steep ramp or the wheels don't grip well because of a slippery surface, steep incline or wet weather. A thick carpet, bumpy street surface or the need to maneuver into a tight corner may also lead the motorized chair

occupant to welcome assistance. But ask first, follow instructions exactly and hang around until told that your assistance is no longer needed.

Speaking From Experience

by Sharon Lynn Campbell

■ Many Toastmasters with disabilities are willing to share their insights and experiences.

How do Toastmasters with visual impairments, for example, deal with invisible timing lights? Don Vucasovich of the Anaconda Speakeasy Club 5544-17 uses a talking wristwatch from Radio Shack. Most prearrange some audible signal, such as a light tap with a gavel or on a bell. Others rely on thorough rehearsals to keep within time limits. Some use "beepers" that vibrate silently.

Toastmasters with mobility impairments manage quite nicely in their clubs. As Curtis Hicks of the HiNooners Club 3191-26 in Lakewood, Colorado, observes, "It is my responsibility to let people know my needs – and lots of times people don't." At a division speech contest he had access problems with an elevated stage. So he gave his speech to an audience of 150 from the floor. His main request is, "Don't go out of the way to make a big deal about

someone who is disabled. Don't overprotect. Tell me if I'm moving around too much in my chair. My goal is that when people hear me speak, they won't be motivated because of my chair, but because I'm a good speaker."

"Disabled people need to tell club members what they need," echoes Frank Mayer of the Viking Club 591-6. Mayer has cerebral palsy mild enough that he can move unassisted. However, he doesn't drive, so he relies on fellow Toastmasters for rides. As a result of his Toastmasters skills, he was selected to be the keynote speaker at a conference for physicians and teachers of disabled children where he addressed the topic of being an adult with a disability.

Virtually every disabled Toastmaster interviewed for this article agreed that Toastmasters is one place where they don't feel handicapped. And that feeling is priceless.

And don't decide to stop and visit with a passing friend or examine an interesting store window. Get your passenger safely to his or her destination, then return to your own situation.

Think carefully before offering to help a person in a wheelchair up or down a flight of stairs: What would happen if you got hurt in the process? Or if you dropped or tilted the chair? Both you and the chair occupant are

person with a mobility impairment falls, offer assistance, remembering that sometimes a person is better off getting up by himself. Wait to make sure the person is safely on his feet (or in his chair) again, then leave unless further assistance is required. Falls are embarrassing for some people, while others make a joke of it. Take your cue from the individual.

EVERYDAY OBSTACLES

People with mobility impairments generally can use some help with doors; again, ask what they need, then follow instructions. Remember, people walking with canes or crutches sometimes use doorknobs for support. When holding a door open, stay until everyone has cleared the area. If you are holding open an elevator door, ask if you are needed to press the proper button. And offer to ride along and hold the doors at the destination.

With steps and curbs, offer assistance, and get directions on how to help. Similarly, when a

DON'T PET THE DOGGIE

Owners of orange-collared dogs or seeing-eye dogs in distinctive harnesses have a special problem with those who can't resist petting the pooch. A word of caution: Don't. These dogs are working all the time. By all means, tell the owner what a lovely, well-behaved animal she has, but do not pet or offer the dog part of your sandwich. If everyone decided to make a similar fuss, the dog soon would no longer be well-behaved or useful.

VISUAL IMPAIRMENTS

When walking down a New York City street I once overheard an elderly lady ask a young woman what street they were on. The latter pointed to a street sign, made a rude comment and walked off. Yes, the elderly lady was wearing glasses – even so, she couldn't see well enough to read the sign, and particularly not through the tears that were forming.

As with mobility impairments, don't assume – ask. Glasses don't always give 20/20 vision; they may help wearers just enough to keep them from running into a door or a person.

One problem often encountered by blind people is that conversation stops when they enter a room. Voices help indicate the location of people; when all there's nothing but silence, the blind person is more likely to walk into others.

Instead, when a blind person enters the room, shake hands and introduce yourself and others present. Identify yourself each time you meet thereafter, until you are told it is no longer necessary. If you are leaving, even for a short while, say so. Few blind people enjoy conversing with the air.

At club meetings, provide a brief description of the meeting agenda and, if the guest wishes to participate in Table Topics, show him or her the way to the lectern. The location of restrooms and an explanation of club customs is welcome information to any guest. Don't assume that a blind guest won't want copies of any printed materials; even if they can't read them at the meeting, they may want to have them read aloud later.

Many clubs include a meal at their meetings, and others often adjourn for refresh-

ments or dessert, so a blind diner will need some assistance. Describe what's on the table and where it is, including burning candles or other potential hazards. Read the menu aloud. When served, imagine a clock placed in front of the blind diner and describe the various items on the plate in relation to a clock's face. Though this usually is all that is required to assist a visually impaired diner, it would be kind to mention that bit of broccoli caught between her front teeth or the spill on his tie so he can touch up his appearance.

The more time spent with people with disabilities, the more you'll learn. Now that you know what to do, get moving. You just may discover a lot of overlooked treasures! **T**

Sharon Lynn Campbell is a former Toastmaster and freelance writer living in St. Louis, Missouri.

*"If you are leaving
[the room]...say so.
Few blind people
enjoy conversing
with the air."*

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Is your audience captivated... or captive?

Have you ever left the lectern wondering if your audience would remember what you said – or read a synopsis of your speech in a local newspaper and doubted the reporter was present? Many people who attend our speeches and presentations are not ready or trained to listen effectively.

Most of us would agree effective communication is the primary goal of speech-making. When we present our ideas to audiences, we like to believe they are listening. It is easy to forget that many listeners are not highly motivated or skilled at effective listening. But if we assume effective listening is going to occur because people are physically present, we are entering a communication “danger zone.”

It is important to understand typical listener habits in order to increase our speaking effectiveness in various settings. Below are eight dangerous assumptions speakers often make about listeners. We’ve provided a reality check for each assumption, a revised “safe assumption” and some suggestions to help avoid specific listening problems.

by Kitty Watson and
Larry Barker

Dangerous Assumptions

Speakers make about Listeners

DANGEROUS ASSUMPTION #1

If audience members are looking at the speaker, they must be listening.

Reality: The truth is many listeners fake attention. Through years of conditioning and experience, they have learned to manifest the correct facial expressions and eye behaviors to appear as if they are listening.

Safe Assumption: Just because audience members look at the speaker doesn’t mean they are really listening.

Suggestions: Look for verbal or nonverbal cues, in addition

to eye contact, that suggest audience members are listening. Audience members who focus on the message usually show attentiveness through appropriate facial expressions, head nods and forward lean. They can also repeat important phrases or ask questions related to the topic. If audience members fail to demonstrate active listening, change the pace of your presentation, ask for audience participation, modulate your voice or use vivid examples to encourage audience involvement.

DANGEROUS ASSUMPTION #2

When speakers start speaking, audiences start listening.

Reality: When speakers begin to talk, audiences often take several seconds or even minutes to orient themselves to the message. Previous thoughts or worries, noises, distractions or other competing messages in the environment can keep audiences from listening at the moment the speaker begins to talk. During the first minute of a speech, important information may be missed entirely by the average listener.

Safe Assumption: It takes most audiences several seconds or minutes to orient themselves to a speaker’s message.

Suggestions: Just as we shake hands when greeting a person we first meet, we need to verbally and nonverbally “shake hands” with audiences before presenting the content of the speech. Use humor, a warm-up statement or exercise to build a relationship with your audience. Be sure the audience is on track before diving into the purpose or preview of the speech. Use attention-getting examples and demonstrate the value of the message early in the presentation to hook your listeners.

DANGEROUS ASSUMPTION #3

Audience members will remember the points the speaker thinks are most important.

Reality: In most cases listeners remember only 50 percent or less of the information given during a 10-minute presentation. Therefore, the odds that audience members will remember all points in our speeches are low. The odds that they will recognize those which we believe are most important are even lower. Without specific cues from the speaker, listeners are more likely to remember the first and last ideas presented,

Roberts
Peggy

*"The old adage,
'The road to hell
is paved with
good intentions,'
has more than a
little validity."*



even if they are not the most important. Other items remembered most frequently – trivia, numbers and interesting examples – may distract the listener away from the main ideas.

Safe Assumption: Audience members probably won't remember the points speakers think are important unless they are emphasized strongly.

Suggestions: Preview major ideas in the introduction, provide internal summaries and highlight key concepts in the conclusion to emphasize important points. Reinforce main ideas with interesting and compelling examples. Since audiences remember most what they hear first and last, provide the important points at the beginning and end of the presentation. Use specific verbal cues as well as nonverbal cues for emphasis. Remember: Increases in vocal variety, volume and emphasis, and increased facial animation and gestures suggest what ideas are important to the speaker.

DANGEROUS ASSUMPTION #4

Audience members finish listening when speakers finish talking.

Reality: Audience members can tune out at any time. It may be after the opening sentence or it may be 30 seconds from the end. When listening energy is low, audience members will tune out even if we are still speaking. We forget it is the listener – not the speaker – who decides how and when to listen. The longer we talk, the less likely it is listeners will stay with us to the end.

Safe Assumption: Audience members tune in and out of presentation sessions based on interests and energy levels.

Suggestions. Keep presentations as brief as possible. Cut out irrelevant or unimportant material. Use variety in presentations to wake up audience members who may have tuned out at earlier points. Encourage participant involvement throughout the presentation. Use examples that relate to the audience, call on individuals by name, engage listeners in exercises, or suggest ways they can visualize what you are saying. Also, be sure to leave time for questions.

DANGEROUS ASSUMPTION #5

Audience members accurately repeat what speakers tell them.

Reality: Who are we kidding here? Most of us have observed the "rumor game" in which a message is transmitted through five or six people and repeated at the end. The final version barely resembles the initial communication.

Repeating a message accurately is difficult – even if it is our own. When it's someone else's message, the task is even harder. Differences in language interpretation, personal interests, priorities and memory limitations make it hard to repeat information accurately.

Safe Assumption: Audience members perceive, remember and repeat ideas based on their own frames of reference and value systems.

Suggestions: Provide written reinforcement for important messages listeners need to remember accurately. Use visual aids and repeat important information at least three times. Make direct applications to work situations by sharing personal examples or presenting case studies. Ask for illustrations from the audience.

DANGEROUS ASSUMPTION #6

Audience members process information in the same ways speakers do.

Reality: Most speakers prepare speeches believing audience members prefer information presented in the same way they themselves would like it presented. Speakers with technical backgrounds tend to include many statistics, equations and professional terminology, while those with more nontechnical backgrounds often use personal examples, illustrations and familiar language. Almost everyone believes audiences are interested in the same facts, examples and points that interest them. Unfortunately, what works for one audience member may not work for another. One person may want "just the facts," while another may want "the big picture." It is critical to remember that audiences have different preferences in the ways they organize and listen to information.

Safe Assumption: Audience members process information in a variety of ways.

Suggestions: Analyze characteristics of target audience members in advance. Determine the

"While it would be wonderful to have highly motivated listeners, we rarely have this luxury."

most appropriate types of humor, examples, support material and organization. When working with a mixed group of men and women, audience members required to attend or members of differing educational levels, provide information that engages all segments of the audience. Have people interject their own examples and illustrations. Since audience members learn at different rates and in different ways, vary the pace, provide visual demonstrations, work for clear organization and interject humor when possible.

DANGEROUS ASSUMPTION #7

Audience members ignore distractions such as appearance, room temperature, body language, lighting and personal mannerisms.

Reality: Internal and external distractions influence and hinder listening abilities. Instead of focusing on what we are saying, many audience members focus on what we are doing. If the points get repetitive or the speaker fails to relate to the listener, outdated ties, jingling pocket change, dangling jewelry and oral disfluencies become more interesting to audience members than what speakers are saying verbally. In addition, when a room is too hot, the chairs are uncomfortable, the blinds are open or lighting is low, audiences often have difficulty paying attention to less than charismatic speakers.

Safe Assumption: Audience members are easily distracted by speaker mannerisms and objects in the environment.

Suggestions: Anticipate and adjust factors that take a participant's attention away from the real message. Monitor distracting behaviors during a presentation. Take change out of pockets and put pens or pointers out of reach. Consider the size of the room, furniture arrangements, lighting and temperature, and adjust these to meet the needs of the message and audience. During the speech, be aware of participant needs. If the audience seems restless, work in a stretch break. After lunch, when the audiences' stomachs are full, keep the temperature a little cooler than normal to help audiences stay awake.

DANGEROUS ASSUMPTION #8

If audience members understand and agree with the information presented, they will apply principles to their job.

Reality: Motivation is the key to this assumption. If audience members are highly motivated to apply the speech's principles, this assumption is not dangerous at all. However, assuming high audience motivation is often dangerous. If audience members do not have high motivation to act, they may not follow through with our suggestions, despite protestations to the contrary. That old adage, "The road to hell is paved with good intentions," has more than a little validity.

Safe Assumption: Audience members may not apply course principles even if they intend to immediately after listening to you.

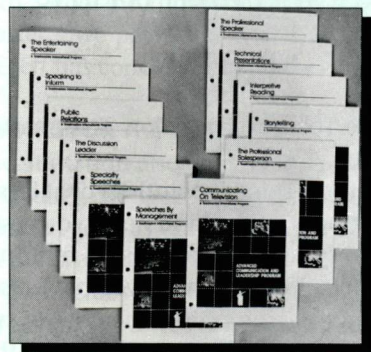
Suggestions: Explain how and why audience members will benefit from acting on ideas presented. Furnish reasons why

failing to follow your suggestion could be costly or painful to the listener. Carefully adapt incentives to the values and needs of the audience. Get audience members who work together to make commitments to help each other apply principles or change behaviors. In addition, use follow-up methods such as reminder cards, the buddy system or letters to prompt an audience into action after the initial request is made.

Assuming audiences are ready and eager to listen is dangerous. While it would be wonderful to have highly motivated listeners, we rarely have this luxury. Since most audience members are easily distracted and not highly motivated to listen, it is important to identify the habits which block them from hearing and remembering key ideas from speeches. Remembering safe listening assumptions and suggestions can help speakers design speeches which keep their audiences involved and listening. Integrating the above suggestions into speeches, lectures and presentations helps stimulate audience members to listen more effectively, remember more completely and apply important concepts on the job more frequently. **T**

Kittie Watson and **Larry Barker** present workshops on Executive Presentation Skills and Interactive Listening to Fortune 500 employees. They developed the internationally respected Watson-Barker Listening Test and are the coauthors of *Effective Listening: Key to Your Success* and *Listeners, Lemmings and Black Widow Spiders: Understanding the Listening Paradox*.

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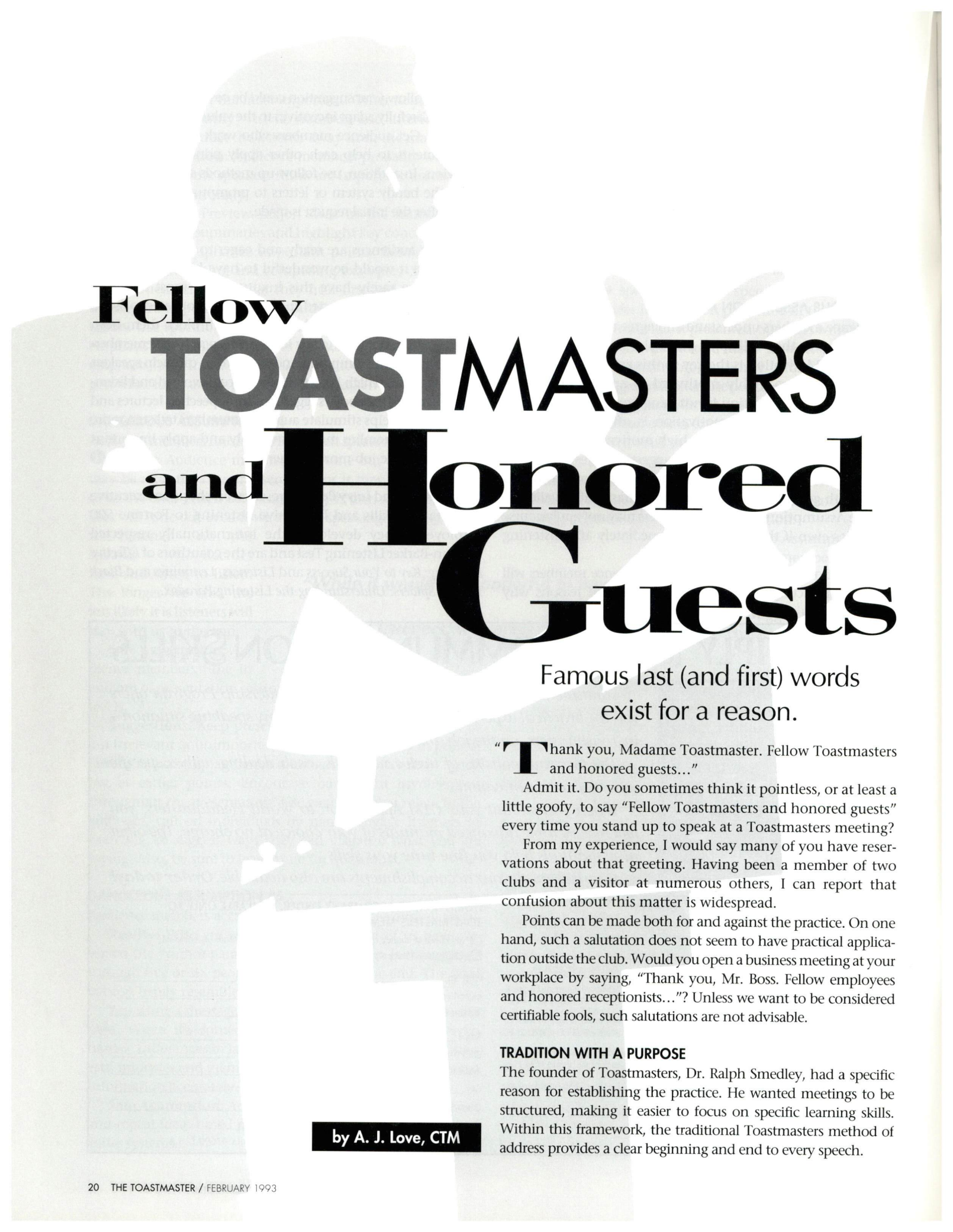
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Fellow TOASTMASTERS and Honored Guests

Famous last (and first) words
exist for a reason.

Thank you, Madame Toastmaster. Fellow Toastmasters
and honored guests..."

Admit it. Do you sometimes think it pointless, or at least a little goofy, to say "Fellow Toastmasters and honored guests" every time you stand up to speak at a Toastmasters meeting?

From my experience, I would say many of you have reservations about that greeting. Having been a member of two clubs and a visitor at numerous others, I can report that confusion about this matter is widespread.

Points can be made both for and against the practice. On one hand, such a salutation does not seem to have practical application outside the club. Would you open a business meeting at your workplace by saying, "Thank you, Mr. Boss. Fellow employees and honored receptionists..."? Unless we want to be considered certifiable fools, such salutations are not advisable.

TRADITION WITH A PURPOSE

The founder of Toastmasters, Dr. Ralph Smedley, had a specific reason for establishing the practice. He wanted meetings to be structured, making it easier to focus on specific learning skills. Within this framework, the traditional Toastmasters method of address provides a clear beginning and end to every speech.

by A. J. Love, CTM

“Would you open a business meeting at your workplace by saying, ‘Thank you, Mr. Boss.

Fellow employees and honored receptionists...?’?”

The standard greeting also serves as a learning tool, helping us focus on important aspects of our presentation. For example, once the designated speaker is introduced, a handshake is exchanged and the Toastmaster is seated, the salutation, “Thank you, Mr. Toastmaster,” allows the speaker to pause briefly and establish a comfortable speaking position.

“Fellow Toastmasters” continues the greeting and reminds the speaker to smile and establish audience eye contact. The second half of that phrase, “and honored guests,” makes visitors feel welcome and included in the program. Extending a greeting also lets the speaker warm up her vocal cords before launching into her speech.

By the same token, the traditional closing of “Mr. Toastmaster” helps the speaker make a graceful exit. Ending the speech and getting off the stage can be difficult, and many of us feel an urgent need to tell the audience our speech is over. We blurt out such phrases as, “Well, that’s all I have to say,” “I’m through,” “That’s it, the end” or “Guess I’ll just mosey on back to my seat now.”

But if we return control of the meeting to the Toastmaster with a nod and those simple yet eloquent words, “Mr. Toastmaster,” we provide a clear signal to the audience that the speech has concluded...and we can make a graceful exit.

THANKS FOR THE TOPIC?

The salutation also comes in handy during Table Topics. Not only does the greeting add structure to our impromptu remarks, it gives us valuable seconds for organizing our thoughts on the proposed subject.

Some clubs debate whether the impromptu speaker should say “Thank you” to the Topics Master in beginning the salutation. Those against expressing gratitude contend that, while the Toastmaster and General Evaluator should be thanked for their nice introductions, people do not necessarily feel grateful to the Topics Master for being chosen.

On the other hand, most Toastmasters realize Table Topics participation provides an excellent opportunity to practice impromptu speaking skills. It seems appropriate, then, to thank the Topics Master for the chance to continue growing as a speaker.

Perhaps a rigid stance is unnecessary on this issue. The speaker should acknowledge the Topics Master in some way during the salutation. But it should be the speaker’s choice whether to express gratitude.

The impromptu speaker may conclude her Table Topics remarks just as she ends prepared speeches, using “Madame

Topics Master” to make that graceful exit. This is preferable to other commonly used Table Topics exits: “Phew, there’s the green light – I made it!” or “Well, that’s all I can think of to say ...sorry you had to listen.”

As for me, fellow Toastmasters and honored guests, I’ll be moseying on back to my seat now. **T**

A. J. Love, CTM, is a member of Greater Dallas Club 1064-25 and the editor/art director of Dallas-based *SportsPulse* magazine.

To Greet or Not to Greet

If your club is like most, your members use the Toastmasters’ salutations with some consistency for prepared speeches and sometimes with table topics – but rarely at any other time during the meeting.

As you might suspect, this is not the preferred practice. Generally, salutations should be used virtually every time you stand to speak during a meeting. This includes:

- Any time you are introduced to assume control of the meeting (as President, Toastmaster, Topics Master, Master Evaluator, Evaluator, Prepared Speaker, etc.); and
- Any time you are recognized to speak from the floor to respond to table topics, to offer duty explanations and duty holder’s final reports, to make announcements, to introduce a motion, etc.

Still, in some situations you are exempt from saying “Fellow Toastmasters and honored guests.” They include:

- Any time you are in a position requiring repeated returns to the lectern (as Toastmaster or Master Evaluator, for instance). It would be overkill for the Toastmaster to repeat salutations after each speaker or program leader. Instead, offer the greeting after your introduction, and a second time following the mid-meeting break. The Master Evaluator should use the salutation only upon being introduced, not after returning to the lectern following each evaluation.
- It is not necessary to begin with the salutation when you are called on to lead the Pledge to the Flag.

how to

Keep Your

Always be ready for new Toastmaster prospects.

by Pat Fox, ATM

■ A GOOD CLUB JUST DOESN'T HAPPEN. Without some effort, that healthy club with its lengthy roster of members can lose momentum and even be in danger of losing its charter.

So how can you keep a club healthy? The answer is new members. Think about it: When was the last time a prospective member visited your club? When was the last time someone joined your club? If you can't recall, you need to start planning for new Toastmasters.

Remember why you joined? The same reasons might apply to prospective members. Put yourself in their place and you'll be able to talk to them easily about the Toastmasters program. Tell them what it was like for you to give your first speech, and how the experience has helped you at work and in your personal life.

Advertising does pay. Weekly listings in your local newspaper under headings such as "Happenings," "Current Meetings" or "Area Events" will publicize your club to the community. Be sure to include your meeting date, time, location and a telephone number to call for more information. Submit your listing frequently and follow up with a phone call, inviting the editor to attend the meetings. Place notices in your local library, with the Chamber of Commerce and in your company's personnel office. Such efforts usually produce drop-in visitors.

Other tools for promoting your club include your club's newsletter and fliers. Give them to anyone who seems interested. Send them to people in your company's personnel office. Invite everyone to a meeting.

Follow-up is very important. The club telephone should have an answering machine with a message asking callers to leave their name and phone number. Return all calls and send a nice invitation to attend a club meeting as well as a short history of Toastmasters International.

Assume guests really do want to join since they came to a meeting. But don't be overly



Club Healthy

"...your club is more likely to

attract new Toastmasters if

members are friendly and

meetings are energized."

persistent. Rather than relying on salesmanship skills, your club is more likely to attract new Toastmasters if members are friendly and meetings are energized. Show guests the Communication and Leadership Program manual and answer their questions. Socialize by asking them to join you for coffee or soda after the meeting. This puts them at ease and enables both of you to talk more openly. If interested, they will attend another meeting or return the membership application to you with a check.

Several days later, follow up with a telephone call just to see how they are and to invite them to attend another meeting.

Finances may cause people to delay joining, and some will tell you so. Don't argue or otherwise put these people on the spot. If you sense they want to compare the club to others, help them find another club to visit. They will like you for that. Make friends first and the rest will follow. They'll join some day.

Of course, I'm assuming you wear your Toastmasters membership pin and officer pin at all times, drink only from a Toastmasters mug and have *The Toastmaster* and club newsletter in your lobby or office. These items always attract attention and start conversations about Toastmasters.

You can help keep your club healthy by prospecting for new members. Your efforts will result in a thriving, successful club filled with interesting and enthusiastic Toastmasters. **T**

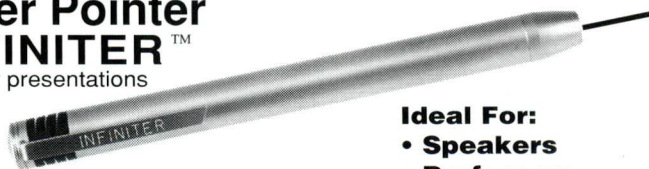
Pat Fox, ATM, is past District 18 Division Lt. Governor, past President of Caesar Rodney Club 2297-18 and a member of Greater Newark Club 1833-18. She received the Toastmasters International "President's Circle" Award in both 1990 and 1991 for outstanding achievement in membership building.

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by Janet Whitcomb

“At long last I am able to say a few words of my own...” began the speech which has forever linked Great Britain’s Edward VIII, Duke of Windsor, with the storybook image of a king surrendering his kingdom for marriage with a commoner.

But in the final days of 1936, such notions were far from the reality facing the anxious and determined monarch. Events leading up to his decision had been stressful and sometimes humiliating. Then, just 36 hours before the broadcast, he had signed the necessary documents of abdication. Since that time, the world’s most famous bachelor had been living in an emotional and political limbo.

“The Crisis,” as it was unofficially dubbed, had accelerated when Edward, only eight months on the throne and not yet coronated, decided to abdicate rather than forgo marriage with Mrs. Wallis Warfield Spencer Simpson, a 43-year-old, twice wedded American divorcee. Now all that remained was to deliver a final message to his subjects.

was clever at making interpolations as he spoke, few realized he employed the services of a speech writer. Initially, a certain nervousness had been evident when Edward spoke at public functions, but this seemed to dissipate as he gained in experience.

Now, close to the eve of his departure from England, the people’s prince wanted to communicate on a personal level with the masses who had so frequently cheered him on. A week earlier Edward had told Prime Minister Stanley Baldwin of this last wish. Baldwin, while observing that the King was “frantically keen” to address the public using his own words, felt the whole matter constitutionally improper. There was no real precedent, but if His Majesty must offer comment, the Cabinet would be happy to draft a suitable speech...

“You *do* want me to go, don’t you?” the King countered.

Baldwin acquiesced. The King would be allowed to speak, and the contents of the speech would be his own.

A King's Farewell

EARLY COACHING FROM CHURCHILL

Edward had been the epitome of a modern day Prince Charming. Handsome and possessing a jaunty charisma, he was wildly popular, not only in his own country, but throughout the world. Perhaps because of constant exposure to eager, admiring crowds, Edward had learned to speak confidently before audiences both large and small. But credit is also due to his friend Winston Churchill, who coached the young prince and advised him to always speak candidly and with directness of purpose. This approach, mixed with Edward’s own growing self-confidence, served him well on public occasions.

People liked Edward’s slangy style and his ability to extemporize. When called upon to speak, he usually brought notes but rarely glanced at them. In fact, since the prince

The entire world listened when Edward VIII spoke to the people – and the woman – he loved.

COUNTDOWN TO AIRTIME

With less than 48 hours until his departure, Edward worked out a rough draft mirroring his own thoughts and emotions. Still, and despite his challenge to Baldwin, he decided to submit his “modest effort” for the Cabinet’s review.

Although the draft was returned unaltered, Baldwin himself had a request: Would it please His Majesty to drop in a phrase or two stating that he, the Prime Minister, had always demonstrated thoughtfulness and reliability during the entire difficult matter? Despite considerable personal rancor held against Baldwin for snubbing Mrs. Simpson in a previous day’s speech, Edward agreed to do so.

Earlier that morning he had signed the official abdication papers; now the former king labored late into the night to incorporate extra phrases and ideas, rising before the December

11 dawn, to continue editing what he knew would be the most important speech of his life. By midday he stopped for lunch with his unflagging ally, Churchill, and afterward presented the speech for a last review. As Edward later recalled, several "final brushstrokes" were provided by the practiced politico and orator.

That evening, after an awkward dinner with his mother, Queen Mary, and his brothers and sister, Edward entered a room at Windsor Castle which had been set up with the necessary radio cables and equipment. There was some confusion over how he was to be introduced. No longer king, he and his brother Albert, now King George VI, had agreed he would leave England with the title of Duke of Windsor. Still, in these last transitional hours, addressing him as such did not seem quite right. With only a few minutes to airtime, an agreement was struck, and at 10 p.m. the director of the BBC, Sir John Reith, announced: "This is Windsor Castle. His Royal Highness, Prince Edward."

SURVIVING AN UNFORSEEN DISTURBANCE

Suddenly there was a loud bang, and for a brief moment audiences throughout the world were frozen in suspense. A story was to circulate that Sir John, in leaving the room, had maliciously slammed the door. Years later, Edward explained that he himself had inadvertently banged his shoe against a table leg. So intent was he in presenting his speech, however, that Edward proceeded with only a slight break in concentration.

The opening sentence had been said slowly and deliberately. Some listeners feared he might falter. But as he continued to speak, Edward's voice gained momentum. Whatever anxiety he had felt was being channeled into an urgent desire to relay his message.

"I have never wanted to withhold anything, but until now it has not been constitutionally possible for me to speak.

"A few hours ago I discharged my last duty as King and Emperor, and now that I have been succeeded by my brother, the Duke of York, my first words must be to declare my allegiance to him. This I do with all my heart."

Far from sounding like some cold and impersonal directive, these initial stage-setting phrases were spoken in a calm but personable tone. Clearly, Good Old Ned didn't want to frighten

***"But you must believe me when
I tell you that I have found it
impossible...to discharge my duties
as King...without the help and
support of the woman I love."***

or overly alarm his subjects. Rather, he seemed to be reassuring them of a smooth transition, with as little disruption to the status quo as possible. Perhaps remembering Churchill's early advice to be direct, Edward continued:

"You all know the reasons which have impelled me to renounce the throne. But I want you to understand that in making up my mind I did not forget the country or the empire, which, as Prince of Wales and lately as King, I have for 25 years tried to serve."

THE HEART HAS ITS REASONS

Now he spoke the phrase that not only stated his purpose for leaving, but would forever endear him as the most romantic of royals: "But you must believe me when I tell you that I have found it impossible to carry the heavy burden of responsibility and to discharge my duties as King as I would wish to do without the help and support of the woman I love."

Pausing to allow the full impact of his message to be understood, Edward continued, his tone confidential:

"And I want you to know that the decision I have made has been mine and mine alone. This was a thing I had to judge entirely for myself. The other person most nearly concerned has tried up to the last to persuade me to take a different course.

"I have made this, the most serious decision of my life, only upon the single thought of what would, in the end, be best for all.

"This decision has been made less difficult to me by the sure knowledge that my brother, with his long training in the public affairs of this country and with his fine qualities, will be able to take my place forthwith without interruption or injury to the life and progress of the empire. And he has one matchless blessing, enjoyed by so many of you, and not bestowed on me – a happy home with his wife and children."

People throughout the United Kingdom nodded agreement to this last line – a clear appeal to family-oriented Britons – and one of Churchill's "admirable suggestions." Gracious acknowledgments of gratitude followed:

"During these hard days I have been comforted by her majesty my mother and by my family. The ministers of the crown, and in particular, Mr. Baldwin, the Prime Minister, have always treated me with full consideration. There has never been any constitutional difference between me and

them, and between me and Parliament. Bred in the constitutional tradition by my father, I should never have allowed any such issue to arise.

"Ever since I was Prince of Wales, and later on when I occupied the throne, I have been treated with the greatest kindness by all classes of the people wherever I have lived or journeyed through the empire. For that I am very grateful.

"I now quit altogether public affairs and I lay down my burden. It may be some time before I return to my native land, but I shall always follow the fortunes of the British race and empire with profound interest, and if at any time in the future I can be found of service to his majesty in a private station, I shall not fail."

A MEMORABLE CLOSE

As he approached the final portion of his speech, Edward spoke out even more firmly, his voice's inflection rising with a flourish, then ending with a triumphant shout:

"And now, we all have a new King. I wish him and you, his people, happiness and prosperity with all my heart. God bless you all! God save the King!"

Response was immediate.

"Take all the great speeches of history," declared American radio correspondent Lowell Thomas, "...[yet] there is nothing approaching in poignancy than that of the man who today spoke to the Empire for the last time."

Although a few members of the British aristocracy sniffed at the speech as "vulgar" and "melodramatic," the majority of listeners were impressed by Edward's heartfelt eloquence and sincerity. Released from the stress of an impending constitutional

crisis, pubs, private clubs and working class homes alike radiated a general feeling of hearty goodwill toward the departing monarch. Even those who had grumbled about the King's disreputable situation were won back by his earnest and forthright manner. Just as Edward had intended, the speech had gone a long way toward clearing the air with his former subjects.

Beyond the British realm, response was much the same. A large New York City telephone exchange said not a single call had been received during the entire speech. In San Francisco, where a restaurant accommodated listeners with extra chairs, one participant reported: "The place was crowded out, everyone was weeping, and they all stood up and sang 'God Save the King' at the end!" And a British correspondent in downtown Jerusalem noted all street traffic coming to a complete stop, with people standing in silence as the speech was relayed from a huge loudspeaker.

For her part, Wallis Simpson recorded that she also listened as the familiar voice "came out of the loudspeaker calmly, movingly." Friends sharing her "exile" in Cannes realized the impact of the moment and quietly left the room once the speech was over.

As for the new Duke of Windsor, upon finishing his speech he left the palace in a motor car and sailed from Portsmouth soon after midnight. Six months later, once Mrs. Simpson's divorce decree had been finalized, Edward and the woman he loved were united in marriage. **T**

Janet Whitcomb is a member of the Babble On Club 4277-F and Rancho Speechmasters Club 9113-F and is associate editor of *The Toastmaster*.



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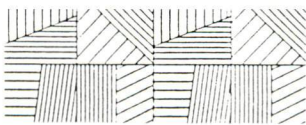
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by Peter Garland, CTM

■ Many great artists have conducted their apprenticeships by setting up blank canvases in front of famous masters' paintings at museums and copying them. Toastmasters can learn by a similar lesson: Memorize! In other words, quench your thirst for creative speech ideas by diving into the plentiful pool of literary masterpieces. Pick one of your favorites – whether it be Mark Twain, Abraham Lincoln, Edgar Allan Poe, William Shakespeare or Emily Dickinson – and tantalize your fellow Toastmasters with a contemporary adaptation of a timeless classic.

GETTING YOUR SHOW ON THE ROAD

All great performances start with a dress rehearsal, so preview your performance at club level. Then take your act to an educational session at a district conference. Later you may even want to go on the road, performing for schools, churches and community organizations.

But first you'll need a script. Selecting the right piece of literature is crucial to the success of your performance. You could start small, perhaps with a poem. But for a real challenge, think big – a comical speech by Mark Twain, for example. I recommend either "Woman – God Bless Her" or "How to Tell a Story."

Does the thought of memorizing several pages of text seem like too much of a challenge? Don't worry! It's not as difficult as it

sounds. In fact, there's nothing to it if you're willing to dedicate at least half an hour each day to memorizing your selection. How about lunch time? Find a private place where you can concentrate on your piece. Learn the first line, reciting it aloud or silently. Add the second line to it. In a week, you'll know a paragraph or two; within a month, you may even know the whole piece. An extra benefit: you'll return to your afternoon work mentally refreshed, realizing there is a lot more to Mark Twain – or to any great writer – than can be gained from casual reading. The difference between reading and memorizing a great work, in fact, is comparable to looking at a great meal and actually

tasting it. Only this one's not fattening!

But can you memorize and perform? Of course you can! Most of us have memorized a creed, anthem or prayer at some time in our lives. This time around, as a Toastmaster, you'll simply be adding some pep, leaving out extra pauses and making a special effort to say the concluding words with conviction.

PLAYING FAVORITES

Here's another idea: Ask Toastmasters to jot down a list of their favorite people. Then create a second list of favorite writers. Share your choices. At a District 57 meeting, we discovered some of our favorites to be the following:

Favorite People

John F. Kennedy
Martin Luther King, Jr.
Abraham Lincoln
Booker T. Washington

Favorite Writers

Mark Twain
Voltaire
Ralph Waldo Emerson
Edgar Allen Poe

This exercise gives new members direction in researching memorable material and is useful in stirring up new speech concepts for more seasoned Toastmasters. For example, on special occasions – such as Christmas, the Fourth of July or the anniversary of the founding of your club – members may wish to perform pieces appropriate for the day.

After you've performed your memory piece a few times, you'll be ready to take your show on the road. Contact other Toastmasters clubs and offer your presentation of "Memorizing for Performance." You'll find it personally rewarding, enjoy the contact that comes from meeting others and add a new, exciting element to other Toastmasters meetings. You may even wish to take your act to schools, demonstrating to children that performing

literature provides lifelong excitement.

The possibilities are limitless. What will you choose as your first piece? What is its first line? Let me hear you recite it from memory. Ah, very good. Now, the second line?

As they say, "A star is born." **T**

Peter Garland, CTM, is the Vice President Education of the Enterprising Toastmasters Club 133-57 in Alameda, California.

"The difference between reading and memorizing a great work...is comparable to looking at a great meal and actually tasting it."

I've Got A Little List...

Members of your future audience may ask you: How do you memorize? How did you get started? Where do you find material to memorize?

You're on your own to answer the first two questions, but I have some recommendations to help with the third. Here are just a few of the pieces District 57 Toastmasters have performed:

Gettysburg Address	Abraham Lincoln
"The Raven"	Edgar Allen Poe
"Paul Revere's Ride"	Henry Wadsworth Longfellow
Hamlet's soliloquy	William Shakespeare
"The Wolf and the Lamb"	Aesop's Fables
"Song of Myself"	Walt Whitman
"The Chambered Nautilus"	Oliver Wendell Holmes
Farewell Speech, "Old soldiers never die..."	Gen. Douglas MacArthur

"Little Orphan Annie"	James Whitcomb Riley
"If Grant Had Been Drinking at Appomattox"	James Thurber
"On the Protection of Women"	Jane Anger
Acceptance Speech at Harvard	Booker T. Washington
"Flower in the Crannied Wall"	Alfred Lord Tennyson
"The Jabberwocky"	Lewis Carroll
"The Stolen Child"	William Butler Yeats
On Accepting the Noble Prize for Literature	William Faulkner
The poems of Emily Dickinson	
"Naming of Parts"	Henry Reed

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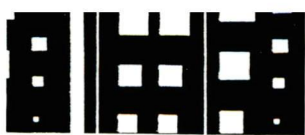
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