

TOASTMASTER®

February 2011



**Laughter Has
No Accent**

**Fun With
English**

Pronouncing your way
to better communication.

**What
Cultural
Lenses
Do You Wear?**

How to see the cultural perspective
behind someone's actions.

The Truth and Nothing but the Truth



✦ I feel proud of my home club, Rise and Shine. So much works so well!

We always:

- Have consistently strong attendance.
- Publish our meeting agendas well in advance.
- Deliver only manual speeches.
- Value highly competitive Table Topics sessions.
- Benefit from very honest and educational evaluations.
- Track our progress with the Distinguished Club Program.
- Celebrate our achievements.
- Enjoy great camaraderie.
- See a steady stream of guests who consistently become members.

Ours is a great club. Everything runs smoothly. So I was surprised when our club's executive team decided to dedicate a meeting to Toastmasters' "Moments of Truth" module, from *The Successful Club Series*. I remember thinking, Why would we spend a whole meeting on the "Moments of Truth"? This is such a strong club! I felt satisfied as a member. I didn't have any complaints.

Nonetheless, we conducted this very telling workshop. What I learned as a result was an eye-opener. To begin with, the new members self-organized into a separate group, clearly apart from the rest of the members. I thought that was peculiar.

Although I had anticipated a few suggestions for improvement, I was not prepared for what happened next: The moment of truth arrived during our debriefing session. I was shocked at first, and then, after taking a deep breath, was able to hear what our newest members were saying.

They had *not*:

- Received clear orientation about the various meeting roles.
- Received new-member kits.
- Been assigned mentors (and they were uncertain whom to call for assistance, advice or information).
- Been loaned manuals that would jump-start their involvement while they waited for their new manuals to arrive in the mail.

This was difficult to hear.

But the new members also shared that they loved the individual club members and were confident they were in the right place to learn what they had joined to learn. They enjoyed the fun we shared as well as the high expectations.

Our new members told the truth and shed light on areas that needed attention. They talked of how we could become an even greater and stronger club.

Dare to achieve greatness together in your club by speaking the truth and nothing but. Download the "Moments of Truth" manual from the Toastmasters Web site and dedicate a meeting to it.

Then, listen carefully to the truths that your members share.

Pat Johnson, DTM
International President

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A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise...

- To attend club meetings regularly;
- To prepare all of my speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication* manual, *Advanced Communication* manuals or *Competent Leadership* manual;
- To prepare for and fulfill meeting assignments;
- To provide fellow members with helpful, constructive evaluations;
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow;
- To serve my club as an officer when called upon to do so;
- To treat my fellow club members and our guests with respect and courtesy;
- To bring guests to club meetings so they can see the benefits Toastmasters membership offers;
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs;
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.



Do you have something to say? Write it in 200 words or less, sign it with your name, address and club affiliation and send it to letters@toastmasters.org.

Why I Love Toastmasters

I joined Toastmasters because I realized I was losing the art of verbal communication. I was spending so much time on my computer, networking online with others, that I was starting to lose my voice – literally. You know the saying: “If you don't use it, you lose it.”

I joined Toastmasters because I wanted to get more comfortable with public speaking, but I've learned there is so much more you can get out of Toastmasters. Since joining a year ago, I'm more confident negotiating deals, I'm a better listener and I'm now comfortable taking charge in group situations. I'm also quicker to think on my feet.

When I went to dinner parties in the past, I'd often freeze up during interesting conversations. Then later, after the party was over, I'd think of all sorts of intelligent things to say. Since joining Toastmasters and regularly taking part in Table Topics, I've found that I'm now able to think on my feet and participate in these conversations.

Sally Kuhlman • Dominican Toastmasters • San Rafael, California

PIP Provides an Excellent Primer

In her November Viewpoint, Toastmasters International President Pat Johnson, DTM, writes, “I challenge you, as Toastmasters Achieving Greatness Together, to act as ‘builders who work with care,’ and to encourage the ‘wreckers’ to build with us.” If we ask ourselves how to do this, we only have to turn to another article in that same issue – “A Call for Strong Leaders” – to find out.

For any new or experienced Toastmaster, this article by Toastmasters' Past International President Ted Corcoran, DTM, is a wonderful guide into the world of elections,

nominations and the Board composition of Toastmasters International. To be the “builder who works with care,” we at Toastmasters must build and grow together – grow within our own club as speakers, as members of committees and beyond this into area governors, division governors, district governors and further.

This article provided great insight into the nomination process for prestigious leadership positions within Toastmasters International. Let's all strive to become more effective, efficient and successful leaders.

Philip O'Callaghan • Lucan Toastmasters • Dublin, Ireland

Learning About Strong Leaders

I always look forward to receiving the *Toastmaster* magazine each month, and the article “A Call for Strong Leaders” (November) couldn't have arrived at a better time. I am a student in the Fundraising Program at the University of California, Los Angeles Extension program, and I'm currently taking a class on Nonprofit Board and Volunteer Governance. As we learned in class, in order for a nonprofit to grow it is vital for the organization to have a dedicated Board consisting of strategic thinkers. So I was encouraged to read about how Toastmasters International holds these values in high regard. I shared the article with my fellow classmates because it did a great job of explaining how such a large international nonprofit recruits board leadership and values the work of volunteers.

Not only was the article informative, it was a great way to showcase Toastmasters and to inspire these future nonprofit professionals to consider the importance of their communication and leadership skills.

Carla Taravella, CC • Professional Women Toastmasters
Los Angeles, California

Hillary and Norgay – Together at the Top

As always, the October issue of the *Toastmaster* was well edited and full of gripping articles, useful information and tips all put together in an excellent manner. However, I noticed an error of omission that needs mention. In the feature titled “Standing on Top of the World,” the article says, “Since Edmund Hillary first climbed [Everest] in 1953...” This suggests a solo ascent to the top by Hillary. In fact, Sir Edmund Hillary and [his Sherpa] Tenzing Norgay reached the top together. Both, and particularly Sir Hillary, steadfastly refused to identify which one of them set foot on the summit first.

I believe this omission is a great injustice to the memory of both men, each of whom spent the large part of their lives in India and Nepal.

Manmohan Sreedhar • ISC Toastmasters club
Abu Dhabi, United Arab Emirates

Addressing Issues of Etiquette

In the article “Minding Our Manners in Social Settings” (December), Lana Swearingen turned her uncomfortable Toastmasters situation into a good reminder and useful how-to for all of us in different social settings. I applaud her courage to touch on a sticky topic (district dignitaries were at the social event she described), and her skill in turning a sow's ear into a silk purse.

It's stimulating to see the *Toastmaster* publish an article that reminds us of who we are and how we can do a better job in the big picture as social beings, communicators and leaders. Thanks to Lana and to the magazine staff.

Judy Tingley, DTM • U Speak Easy Toastmasters
Bainbridge Island, Washington

A lesson in economics as it relates to Toastmasters.

What Will We Give Up?

Economics, properly understood, is the study of “human action.” All actions have an associated cost, and human beings subconsciously weigh the costs of a given action versus the expected benefit or profit. Most people think economics applies only to subjects that can be easily quantified in terms of dollars, but actually it can be applied to many things, including Toastmasters.

Because of the scarcity of time, we cannot do everything we want to do. As a result, we continually face choices that involve tradeoffs. An unpleasant fact of economics is that the choice to do one thing is, at the same time, a choice *not* to do something else. There is an economic term, *opportunity cost*, which involves the choices we make when choosing what we are doing and the highest valued alternative we sacrifice in order to choose what we do. For example, your choice to spend time reading this article instead of reading another publication, watching television or working on a project actually defines what opportunity cost really is.

What makes Toastmasters a priority for you so that you choose to go to a club meeting, write a speech or think up Table Topics ideas when you could be doing something else? If you are truly involved with Toastmasters, you already know the answer.

The more important consideration is why some people don't have these priorities. We've all experienced it: Someone visits your club, joins that day and stays active for a few weeks. Then you never see that person again. Even if you did everything to make the new member feel welcome – including assigning a mentor who faithfully contacted him and provided support through those first few

speeches – the most important help may have been overlooked.

How did Toastmasters become the highest valued alternative to something else in the first place? If we don't know that answer, perhaps we as club officers need to consider that a missing piece of the puzzle. Unless we are clear about the goals and objectives of our members, we will always face this dilemma within our clubs.

Opportunity costs are subjective because they depend on how the decision-maker values his or her options. They are also based on the expectations of the decision-maker, basically what she expects the value of the forgone alternatives will be. This brings us to the answer.

What To Do

If you have business-sponsored memberships, find out what progress that company expects their employees to accomplish, and help them achieve those goals. If a person wants to complete their *Competent Communication* and *Competent Leadership* manuals within a year, help them organize a game plan to carry this out. Encourage members who are not so sure of themselves to regularly participate in Table Topics.

Finally, offer awards for success. In our club, each time a member gives an Ice Breaker speech, we give that individual a container of Icebreaker mints. Recognizing and rewarding achievements is a great way to help people reach for their goals and gives them a reason to come back.

Poorly conducted evaluations are one of the top reasons why we lose members. “Glows” are very important, but unless members hear some honest “grows,” they will no longer

see our organization for anything more than a social gathering place.

Procuring new members and limiting back-door losses

While I am a numbers guy, continually endorsing Toastmasters to whomever I run into, I realize that our successes really cannot be measured in numbers. Our success is measured by how we help our members achieve their goals. Not everyone walking in the door wants the same thing from their Toastmasters experience, and we need to recognize that fact. There will always be natural attrition, and that is alright. Obviously we could encourage members to consider additional goals and objectives, but if we know that someone only wants to complete their *Competent Communication* manual or become the club's Toastmaster for the evening, let's help them get there and understand if they want to leave once they have achieved that goal. Remember: We want to be the option that people miss other possibilities for. It's an ongoing challenge and also our mission.

I love the quote from Toastmasters' past International President Helen Blanchard, DTM, who said, “If you get out of Toastmasters all there is to get out of Toastmasters, you'll never get out of Toastmasters.” May we all be resolved to take this statement to heart, so that our opportunity costs reflect forever the value of what Toastmasters has to offer. ▣

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Toastmaster with rare genetic disorder inspires others.

Kyle Bryant: Cycling for a Cure

Like many boys, Kyle Bryant actively participated in sports. When problems with incoordination plagued him throughout adolescence, his parents took him to multiple doctors. Finally, when he was 17, they discovered that he suffered from the rare genetic condition known as Friedreich's Ataxia (FA), a disorder that is both crippling and progressive. Though the news of this devastating illness could have sent Bryant deep into despair, his thoughts took a different turn.

weeks later. Just four months after getting his trike, he decided to tackle a 100-mile ride benefiting the American Diabetes Association. "During the last 20 miles of the Diabetes ride, I realized that I was going to finish, and I thought, If I can do this, I can do anything," says Bryant. "At that point, I realized that things aren't supposed to be easy, but if you take the right steps, things will happen, and it can be incredibly satisfying and empowering."

the Klassy Talkers in Sacramento, California, who was a semifinalist in the Toastmasters World Championship of Public Speaking last August. Bryant puts his speaking skills to good use. Organizations such as the Muscular Dystrophy Association, schools and pharmaceutical companies hire him to share his story of faith and persistence with their audiences.

Becoming a Spokesperson

For a couple of years after starting Ride Ataxia, Bryant worked full time as an engineer and rode and raised funds in his free time. In October 2009, he left his engineering job and accepted a position with the Friedreich's Ataxia Research Alliance (FARA) as its spokesperson. Ronald Bartek is co-founder and president of FARA. He met Bryant in 2007 at the kickoff of the San Diego-to-Memphis ride. "Kyle is an inspiring man of real quality and character with a winning personality and a wonderful way with people," says Bartek. "In addition to inspiring patients with FA and their families and friends, he has invigorated the FA scientific community. Thanks to his fundraising and collaboration efforts, scientists are now saying the 'C' word. Up until about five years ago they wouldn't think of mentioning the possibility of a cure."

Robert Wilson is an FA researcher and professor at the University of Pennsylvania who agrees with Bartek's assessment. "The progress in FA research is

"I always remind myself that life is not about what happens to us, but how we react to what happens."

"I remember immediately thinking how fortunate I was to be so active despite the disorder," he says. "I thought that I should do as much as I could before it was too late to benefit others with FA who weren't so fortunate."

When Bryant graduated from college in 2005 with a degree in engineering, he discovered how he could contribute to the FA cause. "It was getting difficult just to walk down the street, and this made me feel trapped and anxious to do something," recalls Bryant. "I saw a guy on TV riding a special tricycle and thought, I can do that. So I bought a trike."

Bryant pedaled seven miles on his first ride and continued to best himself, reaching 50 miles a few

At the back of Bryant's mind during the 100-mile ride was a plan to set up his own ride to benefit FA research, which he did in early 2007 when he launched his fundraising organization, Ride Ataxia, by biking 2,500 miles from San Diego to Memphis in 59 days. The trip, which he took with his father and uncle, raised \$40,000 and was matched by two FA organizations, elevating the total to \$100,000. Since then Bryant has initiated the raising of nearly \$1 million for Ataxia research.

"I realized after my diagnosis that it's important to not use your circumstances as an excuse to feel sorry for yourself, but to use it as an excuse to do something great with your life," says Bryant, a member of

► Kyle Bryant on his recumbent tricycle.



unprecedented, especially for a rare disorder, and Kyle's role in terms of direct funding and inspiration has been crucial," says Wilson. "It takes major dollars to perform biomedical research, and Kyle has raised extraordinary sums, which is critical for developing effective treatments and a cure for a rare condition such as FA."

Wilson is also impressed with Bryant's strength, despite having the disorder. "I find Kyle amazing," says the researcher. "FA causes extreme muscle fatigability. It's difficult enough for anyone to ride for long distances, but for someone with FA, it's nothing short of stupendous."

After leading Ride Ataxia for about a year, Bryant decided in 2008 that he also wanted to share his story through public speaking. "I realized that relating my personal story with people would be the most effective way of getting the word out about the rides and our cause. So when one of my co-workers at the engineering firm where I worked invited me to a Toastmasters meeting, I jumped on the opportunity. My first impression was that everyone spoke so well, and they all appeared to be having a lot of fun."

Delivering a Powerful Message

John Tillison is a fellow Klassy Talker who is amazed at how Bryant has harnessed the power of Toastmasters to get his message across. "When Kyle gave his first speech a couple of


years ago, he told an upbeat story of someone who loved sports, until he described his disease, at which point the Ice Breaker took an emotional turn," recalls Tillison. "As I got to know him better, we discussed how he could make his message user-friendly yet highly compelling, and his passion and sense of humor began to meld a very powerful message. I've been a Toastmaster for 18 years, and I can't remember anyone improving more vastly than him. What's particularly encouraging is how he has used the skills he learned in Toastmasters to not only create awareness of the disease and spearhead a major funding project, but to inspire and touch the lives of others."

For Donna and John Newman and their 13-year-old daughter Natalie, Bryant's efforts offer inspiration and hope. Natalie was diagnosed with FA in May 2010, and the couple's initial research of the condition presented them with dire news. "Everything we found on FA – such as how crippling and life-shortening the disease is – devastated us," says Donna Newman, who lives in Dallas, Texas. "We felt utterly hopeless until we stumbled on Kyle. The fact that he was working so hard to raise money to find a

cure for this disease and remains active himself gave us hope at a very dark time. My daughter got to meet him recently when he came to Dallas for a race, and I heard her telling her friends afterwards that she had met her hero."

In June 2010, Bryant and two other bicyclists represented FARA in a Race Across America event. The team took turns biking the 3,000-mile, coast-to-coast trip, finishing in eight days, eight hours and 14 minutes.

"This disease does limit the ability of those of us with FA, making it tough to do anything, but I always remind myself that life is not about what happens to us, but how we react to what happens," says Bryant. "I tell everyone to not let FA, or any other condition, limit them. Do what you've always wanted to do – even if it seems a little crazy – and do it now."

For more information about Kyle Bryant, Ride Ataxia and FARA, visit <http://www.rideataxia.org>. 

Julie Bawden Davis is a freelance writer based in Southern California and a longtime contributor to the *Toastmaster*. You can reach her at Julie@JulieBawdenDavis.com.

What CULTURAL LENSES Do You Wear?

How to see the cultural perspective behind someone's actions.

WE ALL WEAR CULTURAL LENSES, and despite any misconception on our part, the truth is that they're the source of most cultural misunderstandings. The majority of us walk through life unaware of how these perceptions shape our reality and how they make us project our view of the world onto others. What's worse, we ignore the fact that people of other cultures also wear lenses – different from ours, of course – that provide them with a perspective that is just as valid.

For me, this reality came to light during a trip to the Peruvian Andes. At the end of a sightseeing day with 20 other Western tourists, our tour bus stopped at a pottery shop. The place looked like a humble family home, and the owner stood by the door, inviting us in with a warm smile. To our surprise, he offered a demonstration of pottery-making – shaping clay on a potter's wheel. We were all captivated, trying to guess what would be the result. "This is a magic teapot," he said in Spanish. A magic teapot!

He reached for a finished piece to show us how it worked. "See, there is no opening on the top," he said, "but there is one on the bottom."

We were intrigued. He turned the teapot around, poured water through the bottom and turned it back around. There was no spill. Then he poured some of the water into a cup, just like any regular teapot; still no spill. Pure magic! Then the master graciously thanked us for our attention and walked us to his shop.

We stormed in like 20 kids arriving at Disney World with a platinum card – frantically browsing the shelves for a teapot. But there were none in sight. I asked the owner where the magic teapots were. Amiably, he pointed at a far corner on the upper shelf where two teapots sat.

"Two! Where are the other ones?" I demanded.

Smiling, he said, "Those are the two we have."

Tempest Over a Teapot

Back on the bus everyone was angry. "What was this nonsense all about?" "What was the use of his promotional demo?" "No wonder they are poor." In typical fashion, we thought these people were inefficient and certainly not very bright.

In reality, our judgment was entirely shaped by our Western tourist and urban cultural lenses. We projected our own cultural values and assumptions onto the motivations of our host. Actually, his behavior was in complete



harmony with his own cultural values. His humble home led us to assume that he was in need of money, which led us to further assume that he would take full advantage of this opportunity to make money. Along that line, his free demonstration appeared to our conditioned minds as a marketing strategy. We made many wrong assumptions based on our cultural lenses when in fact:

- He may be poor in our eyes but not see himself as poor.
- In his culture, people live mostly in the present moment, working essentially to cover their immediate needs. His culture, unlike ours, is not future-oriented.
- Money, in his culture, is mostly valued as a means of survival but is not a motivation by itself. Wealth is measured in terms of enjoyment. As befitting the expression “*Nadie te quita lo bailado*” (Nobody can take away what you’ve danced), enjoyment is considered a true investment.
- Fulfillment is experienced primarily by bonding with people. That was the real purpose of his free performance. It was not a promotional demo.
- Bonding with strangers involves sharing one’s cultural heritage and family traditions. The satisfaction and pride experienced in the process is its own reward.

These are only a few of the deep cultural differences I discovered from this episode. In order to step into our

host’s perception of the world, I needed to take off my own cultural lenses. But that was the second step toward cross-cultural understanding. The first step was to develop identity awareness – the knowledge of the limited dimensions of our own culture. When we realize that a perception we think is universal is, in fact, only one point of view, then we can put it aside. At that point, we can try on other people’s lenses, take a good look and deal with differences in an effective way.

Is the Golden Rule Really Gold?

Studies on humankind show that we all have the same basic needs: love, freedom, belonging and self-esteem, along with the physical needs for survival. What distinguishes us is the way we meet these needs. One strategy that does *not* work across cultures is the Golden Rule, at least not in its modern meaning: “Treat others as you would like to be treated.” In his book *Basic Concepts of Intercultural Communication*, Milton Bennett describes a humanitarian fund-raising advertisement in the *New Yorker* magazine. The ad showed a young Asian girl, looking poor and sad; under the picture, the caption read: “Tina has never had a Teddy Bear.”

“The fund appealers ask the readers to imagine what it would be like not to have had a teddy bear [in their childhood],” writes Bennett. “I don’t really think there is anything wrong with this kind of sympathetic altruism.

It is certainly well motivated, and it probably doesn't do much harm. However, sympathetic altruism may not be addressing the real needs of those whom we want to help. We should at least ask, 'But does Tina want a teddy bear?' Bennett touches on a common cause of cultural clashes: People act with the best intentions – what can be wrong with the Golden Rule? – but it may backfire.

To Vote or Not to Vote?

Calling for a vote is seen in many societies as the natural and fair way to settle a discrepancy. In the United States, if you are a seminar leader trying to decide whether the coffee break should be at 9:30 a.m. or 10:30 a.m., and opinions are divided within the group, a quick vote will align everyone's voice like a magic tuning fork. And it works in just about every situation. This is not necessarily the case in other parts of the world.

In their book *Riding the Waves of Culture*, authors Fons Trompenaars and Charles Hampden-Turner describe an incident during an international business meeting in Milan, where an American manager tried to

“When we realize that a perception we think is universal is, in fact, only one point of view, then we can put it aside.”

implement new meeting procedures. He was annoyed by Singaporean and African representatives always turning up in groups, and he wanted them to send a single – and the same – representative. This created uproar within the group, and the American manager suggested it be put to a vote, confident that most of the Western managers would back him. That sparked even more controversy.

“The French representative said he was ‘shocked that on such a sensitive and important issue you seek to impose this decision upon a minority,’” the authors wrote. “He said there really should be a consensus on this, even if it took another hour. The German and the Scandinavian agreed. The Dutch manager was not too happy and suggested that they should vote on whether to vote. The American manager was too frustrated to answer.”

Yes, even the vote, which is considered by many a symbol of equality, may come across as unfair and disrespectful in cultures that also value equality. According to

the authors, voting is the preferred mode for *individualistic* societies, which value individual opinions. *Collectivistic* societies “will intuitively refrain from voting because this will not show respect to the individuals who are against the majority decision. Members of such societies prefer to deliberate until consensus is reached. The final result takes longer to achieve but will be more stable.

Switching cultural lenses can make all the difference. In this particular episode, some managers might have acted out of intercultural understanding and solidarity toward the Singaporean and African representatives.

Schedule vs. Relationships?

The American manager's position brings up another divisive cultural pattern: the perception of time. The American culture is unique in its relationship with time, which is reflected by expressions that, for the most part, have no translation in other languages: “time-consuming,” “multitasking,” “getting to the point” or “deadline.” For Americans, “time is money.” I knew that Ben Franklin quote before I even learned English, and people use it around the world to sum up their vision of the American lifestyle.

In contrast, the Indians say, “Time is free”; the Africans, “The clock did not invent man”; the Japanese, “Time spent laughing is time spent with the Gods”; the Italians, “He who goes slowly, goes safely and goes far”; and the Spaniards, “Those who rush arrive first at the grave.”

These differing perceptions of time are a source of clash in my own home. Not long ago my companion, William – a Canadian with more than 30 years of U.S. residency – called an old friend, a Venezuelan, for business-related reasons. We had not talked to this friend for months and William went “right to the point,” jumping into the business matter after a speedy “hello,” with no preliminary rapport-building talk. I was horrified. And William was startled by my reaction: What did he do wrong? Nothing – as seen through *his* cultural lenses.

Explaining his rationale, he said he called our friend after business hours to make sure he wouldn't disturb him at work, and was specific and succinct so as not to waste the man's time. These are characteristics of what anthropologist Edward T. Hall called a *monochronic* culture, which places priority on the schedule. According to this philosophy, individuals do everything possible to respect people's schedules and separate *task-oriented* time from *socioemotional* time. Besides, being North American in North America, William instinctively felt he was in his own right to act on automatic pilot. On my


end, knowing that my friend was from a *polychronic* culture that places the emphasis on the relationship over the clock, and tends to associate the level of trust – even in business – with the level of closeness, I felt that William was slapping him in the face and dishonoring our 30 years of friendship with the man. Needless to say, he hampered his chances of interesting our friend in the business.

Achieving effective intercultural communication is not about learning all the differences – mission impossible – but about developing mindfulness. It is about keeping in mind that we all wear legitimate interpretive lenses, and being attentive to the perspectives of our cultural counterparts in contrast to our own perspectives. These are the first steps in preventing potential clashes.

Enjoy the Surprises

Sitting on my dining cabinet is a magic teapot. There is more magic in the way I acquired it than in the item itself. Back in our Peruvian pottery shop, following the

disappointment over the scarcity of magic teapots, I decided to engage in small talk with our host while the rest of the group kept scrutinizing the shelves for consolation prizes. After a few minutes of chitchat about his region, his village and how pottery-making had run in his family for generations, he said, “Wait, I want to give you something.” He went into his workshop, came back with the teapot he had used for his demonstration and handed it to me, adding, “It is my pleasure to give it to you.”

When you hesitate about which cultural lens to choose, you can always try RB. No, it doesn't stand for Ray-Ban; it stands for Relationship Building. 

Florence Ferreira, ACB, CL, is a member of Boca Raton Toastmasters in Boca Raton, Florida. She is a trilingual (English/Spanish/French) intercultural-communication consultant, the founder of **SpeakGlobal.net** and an inspirational speaker and writer. Reach her at f.ferreira@speakglobal.net.

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When glasnost led to glee.

By Joel Goodman, Ed.D.

Laughter Has No Accent!

Dr. Jim Boren, a former U.S. State Department official from Whitesboro, Texas, wanted to promote worldwide peace. He chose a strategy based on his observation that laughter has no accent. When you think about it, Boren was absolutely right: You can never tell in which language people laugh.

“Laughter has no accent” became the theme for Boren’s creation of a comedic cultural connection between the United States and what was then the Soviet Union. In the midst of the not-so-funny tension between the two nations, Boren wanted to use humor to

build bridges between American and Soviet people and cultures – a positive kind of “global warming” intended to melt the Cold War.

In the spring of 1989, I had the good fortune to be one of five American humor professionals who traveled to Moscow to start

a three-week exchange program promoting goodwill through humor. Before we left, when I told friends about this trip, they were incredulous and wondered aloud, “Do Russians have a sense of humor?”

I was tickled when we arrived in Moscow and one of the first questions from the Soviets was, “Do Americans have a sense of humor?”

I am happy to report the mutual, mirthful, meaningful discovery that a sense of humor was a quality that we shared. We all realized



that we had a lot more in common as “humor beings” than we had differences.

I was delighted that this comedic cultural exchange continued on our side of the ocean. In September 1989, five professional Soviet humorists arrived at the home of The HUMOR Project in Saratoga Springs, New York. We arranged a variety of events for the Soviets – a public forum attended by hundreds of people in our community, a visit to an elementary school and a trip to a local hospital at which we had set up a humor room to help lift the patients’ spirits.

We were especially excited about a peak experience that we had planned as a surprise for our visitors: a hot-air balloon festival at the height

of the glorious fall foliage in the nearby Adirondack Mountains over Lake George (“the queen of American lakes”). Each of five balloons included one American, one Soviet and a balloonist. I was in the balloon with Andrey Benyukh, a frizzy-haired and

mustachioed editor at *KROKODIL* (a Russian humor magazine).

As we ascended above the breathtaking grandeur of Lake George, I realized that Andrey

was out of breath for another reason. In a trembling voice, he confessed with a shiver, “I am deathly afraid of heights!”

This was not a great discovery for me to make at two thousand feet above the color-splashed

“In the cozy confines of the balloon basket, I appreciated again that levity defies gravity... and that laughter has no accent.”

mountains. In the snug space of our balloon basket, Andrey was holding on to me for dear life.

It was during this time aloft that we began kidding around.

Tips to “Translate” Humor Across Cultural and National Borders

There are more than 260,000 Toastmasters living in 113 countries. As a presenter at the 2006 Toastmasters International Convention in Washington, D.C., I attended Opening Ceremonies and was moved by the traditional parade of flags representing countries with a Toastmasters presence. It reminded me that as our world grows smaller, humor will become increasingly important in helping us survive and thrive in the lifeboat (our planet) that we share together. Indeed and in deed, “Humor is a universal language” (if we consider these tips):

- **Taboos:** First, like a good physician who has taken the Hippocratic Oath, “Do no harm.” If you are making a presentation in another country or culture, become aware in advance of any taboos. Do your homework – conduct research and talk with your contact person to determine the

taboos in making a presentation in that country or culture. Being sensitive to humor is the first step in having a good sense of humor when you cross geographic boundaries.

- **Dress for Your Address:** Before you speak, become aware of the presenter’s protocol for attire. Dress accordingly and appropriately. When I presented in Antarctica for people and penguins, it was a black tie affair (well, at least for the penguins).

- **Get “With” It:** For humor to work for you (rather than backfire against you), be sure it is nurturing and affirmative. Be conscious of the difference between “laughing at others” and “laughing with others.” It’s a simple switch of words...but can create a profound difference in impact. Follow author and speaker Susan RoAne’s AT&T Test: Ask yourself, “Is this humor Appropriate, Timely, and Tasteful?” My experience in

We moved from “grim and bear it” to “grin and share it.” Before long, Andrey’s trembling with fear morphed into shaking with laughter. Our guess-you-had-to-be-there banter ranged from spontaneous satire (“Being in this balloon, it’s

Andrey’s daughter’s name is Alica. I told him that my daughter is Alyssa. In that moment, we both knew in our hearts that we were doing this humor exchange program to provide a safe, loving, laughing legacy for our children.

again that levity defies gravity... and that laughter has no accent. I was also reminded of the late Erma Bombeck’s wonderful wit and wisdom: “When humor goes, there goes civilization!” My up-close-and-personal experience with Andrey reinforced the idea that “Laughter is the shortest distance between two people... and between two peoples.”

“In that moment, we both knew in our hearts that we were doing this humor exchange program to provide a safe, loving, laughing legacy for our children.”

clear that politicians aren’t the only ones filled with hot air!”) to playing with the situation (“Being in a hot air balloon with a fear of heights...is the *height* of silliness”).

In the midst of our comedic camaraderie, I also learned that

The balloon became the metaphor – that we were in this world together (literally and figuratively) and that we would either crash or rise to the occasion together.

In the cozy confines of the balloon basket, I appreciated

Joel Goodman, Ed.D., is the recipient of the International Lifetime of Laughter Achievement Award and the author of eight books, including *Laffirmations: 1,001 Ways to Add Humor to Your Life and Work*. He is the founder and director of The HUMOR Project, Inc. in Saratoga Springs, New York, and can be reached at www.HumorProject.com.

speaking on all seven continents is that the richest humor is at no one else's expense.

▪ **Laugh at Yourself:** This is the bottom line of humor that transcends borders. Telling stories on yourself and using self-deprecating humor help you come across as a human being. We are all humor beings, which is what helps us to connect, communicate and create community.

▪ **Get Out of Your Fishbowl:** Differences can be delightful! Get out of your comfort zone. As actor Alan Alda recommends: "Begin challenging your own assumptions. Your assumptions are your windows on the world. Scrub them off every once in awhile, or the light won't come in." Shed some light on the sense of humor of your audience by searching for jokes and quotes from that country and then inject them into your presentation.

▪ **Translation Tickles:** If you have a translator for your presentation, it would behoove you to connect with that person in advance. Since timing is everything in humor, talk with him or her about your presentation cadence, how to translate any jokes, and the importance of pauses

(not having your translator "step on your laugh lines"). If not, you'll be like the American humorist who was delighted with all the laughter he was generating in his presentation in Japan... until he discovered that the translator was telling the audience throughout the presentation, "This part is supposed to be funny, so please laugh now."

▪ **Nonverbals Say a Lot:** Be aware of how certain nonverbal signals might come across to your audience. For example, making the "A-OK" sign with your hand is seen as positive in most parts of the world, but not in Brazil. In order to avoid any faux pas, check in advance about the cultural customs and practices when it comes to greetings, touching, etc. As Roger Axtell suggests in his excellent book *Do's and Taboos of Humor Around the World*, "No matter where you travel in our world, there is one form of communication that is understood – the smile."

Knowing that "laughter has no accent" and that "laughter is the shortest distance between two people" can help all of us to get more smileage out of life... anywhere in this world!

Wish You Were FUNNIER?

Dear Fellow Toastmaster:

Do you wish you were **funnier**? Do you believe that "funny people" **think differently**?

The truth is... funny people *do* think differently. Truer still: **you will never be funnier unless you change the way you think**. That is exactly what *Get More Laughs By Next Week™* will do for you. I Darrentee it.

Would a **step-by-step process** for getting laughs be helpful?

I never got laughs. I was quiet and shy and had severe stage fright. It was quite an epiphany for me when I discovered the simple exercises comedians use to develop material. A whole new world opened up for me when I was shown that humor was a *learned skill*, as opposed to a trait one must be born with.

Naturally, I did things the hard way, so it took me years of struggle and tens of thousands of dollars to uncover the steps that would take me from bumbling amateur to sought-after professional. This is a *proven system*. I've been teaching this process for more than ten years.

Stage time,

Darren

Darren LaCroix

2001 World Champion of Public Speaking

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HONesty is the best POLicy...HONesty is th

Fun with English

Pronouncing your way to better communication.

By Beth Black

“The accountant at the music store records records of the records.”

– George Carlin

Read the above line aloud. If English isn't your native language, are you certain you pronounced all the words in a way that others can understand? Do you know how to vary the pronunciation of the word “record” depending on its meaning? You should, because nuances like this make all the difference in your ability to communicate.

According to Australia's Department of Immigration and Multicultural and Indigenous Affairs (Adult Migrant English Program), the way you speak immediately conveys something about you to other people. “Learners with good pronunciation in English are more likely to be understood even if they make errors in other areas,” AMEP reports. “Whereas learners whose pronunciation is difficult to understand will not be understood, even if their grammar is perfect!”

English has a reputation for being a difficult language to learn, in part because certain sounds are hard to pronounce. A person's native language can influence his ability to learn appropriate lingual movements, breath, tone and rhythm patterns in a new language. These add up to the articulation of words, phrases and sentences – the vessels that carry ideas between speaker and listener. Mispronunciations can tear the meaning right out of a message.

Toastmasters offers a positive learning environment for members who need to develop an ear for articulation. Employees looking to protect or ramp up their career options find this especially helpful. Isabel Urayenza, of Quay (pronounced “key”) Speakers in North Vancouver, British Columbia, Canada, hails from the Philippines. She says, “My challenges right now are at my workplace, where I want to improve my communication.”

Susan Ryan, a member of the Delray Newsmakers club in Delray, Florida, owns Confident Voice accent-reduction coaching service. As a professional speaking coach, she agrees that pronunciation is key to communication. She emphasizes that rhythm is crucial. “When the syllable stress is irregular, that’s when communication breaks down,” says Ryan. “Toastmasters pride themselves on developing strong listening skills, but when the meaning is lost due to a string of words pronounced with odd syllable stresses, any listener will lose the connection with the speaker.”

Share Your Secrets

The feedback provided by fellow Toastmasters is crucial to success. However, many evaluators hesitate to give feedback regarding an accent for fear of offending the speaker or, worse yet, offering wrong information. It takes practice and information to train the ear to discern why, exactly, a word doesn’t sound right.

A good practice is to meet with your evaluator before giving a speech and explain one or two speech patterns you’d like to improve. Ryan says the secret is in the details. An English-language learner can first work with an accent-reduction coach to learn how to improve particular sounds. But that’s only the start. “I can teach them techniques,” Ryan says. “But then they have to go to the real world to do it. I tell them to join Toastmasters, because people there are invested in their success.”

In a pre-speech meeting with the evaluator, the speaker can then point out one or two sounds that need improvement. Armed with this knowledge, the evaluator can then provide valuable feedback to reduce the speaker’s accent.

For example, if a speaker has difficulty with words that are stressed on the second syllable, such as “success,” he can give his evaluator a list of these words before speaking. Then he can explain what his coach taught him, so that the evaluator will know to listen for the words with incorrect syllable stress.

Make It a Game

The English language offers many opportunities for laughter and games, and you can improve your pronunciation while you chuckle. Bear in mind that what follows are advanced-level pronunciation games. English-language learners often work on “minimal pairs” in a classroom setting or with a coach – a simpler form of verbal challenge, pairing words such as *bat/hate*, *grin/green* and *slip/sleep*. These are good practice, though you may be ready for something harder: tongue twisters.

Ryan says, “Tongue twisters are an excellent and fun way to practice individual sounds.” These words or phrases, often rhyming, are very difficult to pronounce, even for native English speakers. For example, read this sentence three times, quickly, without pausing:

She sells seashells by the seashore.

The combination of |s| and |sh| sounds in one sentence clash against each other and force your brain, tongue and teeth to battle for ownership of the words. Of course, there are many such word combinations in English. Some are intentionally funny and some are difficult to pronounce regardless of the original intent. However, practicing with these will make your mouth fit as a gymnast, in shape and ready to twist.

Try this one to help you unlock the pronunciation secrets between two other letters:

truly rural, truly rural, truly rural

For many English-language learners, especially those from Asia, the sounds |r| and |l| are difficult to master, so this tongue teaser will no doubt pose a challenge. Practice it slowly, taking each sound apart for study, and put an emphasis on lips and tongue placement for each sound. If you work at it, you should be able to build up speed. But remember, even native-born English speakers have trouble with this, so don’t worry if you can’t plow through it at top speed.

The key is to spend time practicing. Mabel Lopez, a native Spanish speaker, joined the Quay Speakers club to reduce her accent. She suggests speaking English throughout a club meeting, even during the break. That adds up to a lot of practice, and a keen language learner can find – or construct – plenty of material to work on.

Create Your Own Twisters

While it’s fun to practice with other people’s tongue twisters, you can enjoy producing your own as well. Think of speeches you’ve given in the past with particularly difficult combinations of words. Put those combinations together and practice saying them – slowly, at first. Gradually increase your speed as you become more skilled. The next time you have to use one of those combinations in a speech, you’ll be ready.

To practice specific sounds, Ryan recommends including phrases that people would actually use. “Many non-native English speakers have trouble with the |w| sound,” she says. So she has them practice with common sentences such as:

The winter weather is wet and windy.

Tips to Try

The English expression, “The devil is in the details,” is certainly true when it comes to improving your English pronunciation, because you can’t always detect the small ways that your speech is affected by an accent. When practicing tongue twisters, these details make the difference. With the help of a partner, you can conquer these challenges:

- First, carefully study the individual parts of each word. Is that an |s| sound or a |sh| sound? Like a skater learning to balance on new ice skates by carefully shifting her weight from one foot to the other, try shifting from one sound to the other in a back-and-forth manner:

Untangle Your Tongue

Tricky twisters to help you talk.

Tame these popular tongue twisters with a friend's help. Ask for an *evaluation of your pronunciation*. (Say that line three times!)

toy boat, toy boat, toy boat	Aluminum, linoleum, aluminum, linoleum, aluminum, linoleum	A proper cup of coffee from a proper copper coffee pot.
Put the knapsack strap on your backpack sack	Sweet sagacious Sally Sanders said she sure saw seven segregated seaplanes sailing swiftly southward Saturday.	Betty Botter bought some butter but she said the butter's bitter. If she put it in her batter it will make her batter bitter. So, she bought some better butter, and she put it in her batter and her batter was not bitter. So 'twas good that Betty Botter bought some better butter.
Swan swam over the sea. Swim, swan, swim! Swan swam back again. Well swum swan!	You know New York. You need New York. You know you need unique New York.	What noise annoys an oyster most? A noisy noise annoys an oyster most.

|s| |sh| |s| |sh| |s| |sh| |s| |sh|

- For many, learning a new language means learning a new rhythm. Ryan uses a few old adages as practice material when teaching syllable and sentence stress rhythms. When practicing these, place emphasis on the capitalized part of the word or phrase:

HONesty is the best **POL**icy.
PRActice makes **PER**fect.
SEEing is **beLIE**Ving.

Figuring out where the emphasis goes in a word can be the hardest part of pronouncing it correctly. In other languages, such as Spanish, it's often easy to know, because the accent marks in the written words tell the reader how to pronounce a word. English offers no such help. In fact, the same word may be spelled identically yet pronounced differently, depending on the context. An example is:

produce

With the accent on the first syllable, |PROduce|, the word is a noun meaning "vegetables and fruit." With the accent on the second syllable, |proDUCE|, the word becomes a verb meaning "to create something." Small changes in emphasis are crucial to the meaning of the word, its sentence and the rest of the communication – yet, it is left to guesswork for many students of the English language.

- A similar situation arises when vowels are pronounced differently depending on the tense intended for a

verb. This word causes problems for native and non-native speakers:

read

In the present tense, as in, "I read a book each week," the vowels are pronounced with the long |ē| sound as in "meet." But in the past tense, as in, "I read a book last week," the vowels are pronounced with the short |ĕ| sound as in "bed."

Remember to Have Fun

If you can't laugh at your accent, who can? Learning a new language – any language – is bound to be filled with moments of hilarity when the new speaker attempts strange words. Approach it all with a sense of humor, and others will find the joy in helping you to improve. That way, when you ask others for their diagnosis on words you find troublesome, they can be honest and helpful. They can even describe the words you say that are hard for them to understand – words you may not recognize as a problem. Toastmasters all around the world know that communicating with fellow club members (in particular, evaluators) and practicing often are essential to improvement of any speaking skill. Accent reduction is the same. So, smile and repeat: I can speak a streak and live a life I love...

Beth Black is an associate editor of the *Toastmaster* magazine. She can be reached at bblack@toastmasters.org.

Found in Translation

By Beth Black

How to share your message with people who speak another language.



Recently, former Toastmaster Brian Ballard faced a communication crisis on a business trip to Beijing, China. His new employer, a Chinese company, arranged for an interpreter to help him give a speech to dignitaries from the Chinese health ministry. The interpreter was a local college student majoring in English. Because she was new to the field of verbal translation, and Ballard had never worked with a Chinese audience before, they faced several challenges. With a little help from his Toastmasters training, they worked together and later earned hearty applause from their audience. This is what they recommend:

1 Start on the same page. Speakers need to practice. When working with an interpreter, this is twice as important. Sit with the interpreter and read through the speech together. First, read a line, and then listen as the interpreter repeats it in his or her language. Listen to the way your words are translated. Does the tone sound right? Does the interpreter's facial expressions seem to match what you're saying? Note: If you don't normally write out your speeches, this may be a good time to make an exception.

2 Check for accuracy. Point to words in the written speech, or say them, and ask the interpreter to tell you in your own language what they mean. Try difficult words, but also check simple words. Take the time to go over technical language. Ballard's talk was about diabetes, so he made sure the interpreter knew how to properly translate all the medical terms related to his presentation.

3 Be sure to check all idioms, proverbs and other expressions. Can the interpreter explain how certain idioms or expressions would be said in the other language? For example, an English speaker might say, "Rome wasn't built in a day." A good Chinese interpreter might change that to the Chinese proverb with a similar meaning: "A single day of sub-zero temperature is not enough to create three feet of ice." Make sure you're both offering the same message.

4 Practice the pause. Do you know when to allow her to speak? You may want to say whole thoughts rather than whole sentences. Try a run-through, together, and see if you can express the thoughts without bogging down the speech or trampling anecdotes.

5 Stage time ... together! Rehearse it "on a stage" standing up and gesturing. Practice your rhythm with her, so she knows when you'll pause for her to step in. She should repeat what you say, and perhaps follow your tone and inflection, but all eyes should be on you. She should not attempt to mimic your gestures. However, seeing you run through it in full might help her to translate more accurately.

6 Take a test run. If you can practice in front of a small "test" audience, all the better. Try to find a small mixed group of people who speak your language and those who need translation. While you're practicing, be sure to remember your cultural sensitivity; it's not just another language. Watch gestures and facial expressions that could mean something unintended.

7 Listen to the audience. Be sure to leave time for the audience to react to both versions. This is particularly important if your speech contains humor. The interpreter should listen for audience members who are laughing or reacting noisily in other ways. This might block others from hearing the translation. She should pause long enough to allow that to pass before she speaks. Then, you should allow time for the rest of the audience to react to her translation before you speak again.

8 Stay focused. Remember that the meaning of your speech is the reason you are standing before an audience. Don't allow yourself to be sidetracked by the presence of an interpreter onstage with you. You're there to communicate, and your interpreter is there to help you. If the audience understands and responds to your speech, in any language, you have both succeeded.

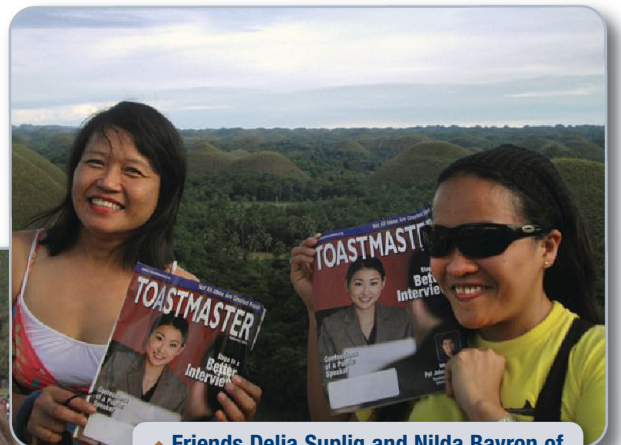
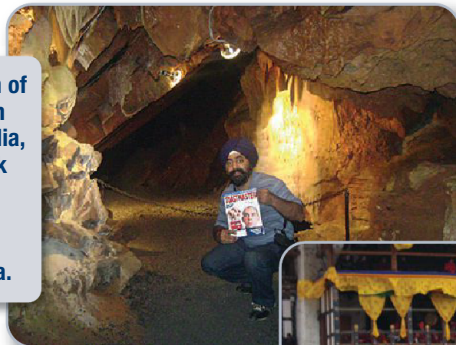
9 Show your gratitude! After speaking, it's appropriate to acknowledge your interpreter — perhaps to share in the applause. And when you have a chance, later, remember to thank this person for helping you to succeed.

Of course, speakers don't always have the opportunity to meet with their interpreter before stepping onto the stage. But if you can, it pays to ask for a meeting ahead of time to allow you to put these tips to use.

The Traveling *Toastmaster*

Picture yourself here! Bring the *Toastmaster* magazine with you as you travel and pose with it in your exciting surroundings. E-mail the high-resolution image to photos@toastmasters.org. Bon Voyage!

▶ Bibek Singh of Infosys Club in Bangalore, India, inside the dark Shenandoah Caverns of Shenandoah Valley, Virginia.



▲ Friends Delia Suplig and Nilda Bayron of TMX Toastmasters Club in Lapu-Lapu City, Cebu, Philippines, visit the Chocolate Hills of Bohol, Philippines.



▲ Jacek Wasilewski of Toastmasters Polska S.A. in Warsaw, Poland, stands on a cliff on the western end of the Ardnamurchan peninsula in Lochaber, Highland, Scotland.



▲ Leslie Harper of IDB Development Speakers in Washington, D.C., enjoys a festival in Paro, Bhutan.

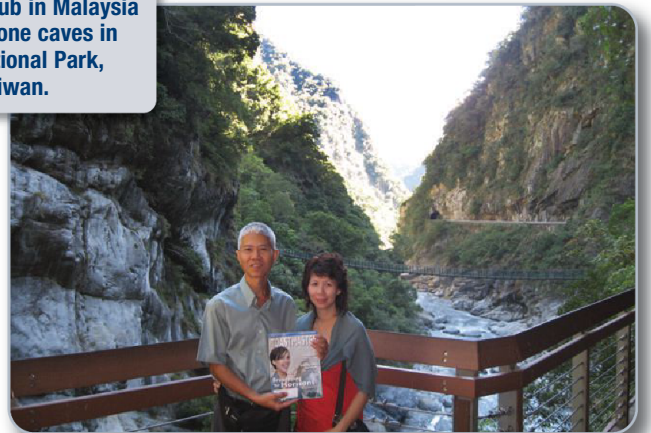


▲ Ben Cardenas of ProMasters Club in San Mateo, California, visits the Sea Lion Caves—home of the world's largest sea cave in Florence, Oregon.



▲ Winnie Woo of Whitehorse Toastmasters in Victoria, Australia, hikes to the top of Uhuru Peak, Mount Kilimanjaro, at 5,895 meters (19,340 feet), the highest peak in Africa and the fourth highest peak in the world.

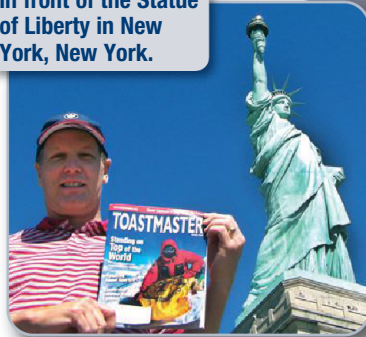
▶ Khor Siang Kheng and his wife Beng Hwa Kheng of Vista Penang Toastmasters Club in Malaysia visit the stone caves in Taroko National Park, Eastern Taiwan.





▲ Marilyn Rebarchek of La Crosse Wisconsin Toastmasters Club in Onalaska, Wisconsin, in front of the romantic St. George's Fountain in Rothenburg, Bavaria, Germany.

▼ Scott Reynolds of Word Warrior Toastmasters in Tempe, Arizona, in front of the Statue of Liberty in New York, New York.



▼ Chris Jentz of Wallmasters International Toastmasters Club in Tigard, Oregon, climbs to the top of Mount Elbrus at 5,621 meters (18,442 feet) in southern Russia, the highest peak in Europe.



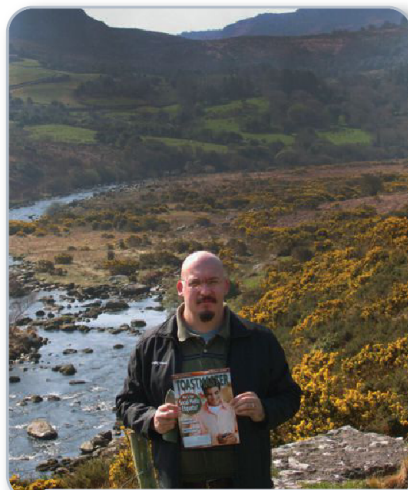
▲ Sherry Westland of Tuesdays with Toastmasters in Austin, Minnesota, toured nine states on a Harley. Here she is in Badlands National Park in Interior, South Dakota.



◀ Elaine A. Morrissey of the Dublin Club in Co. Tipperary, Ireland, visits St. Stephen's Cathedral in Vienna, Austria.



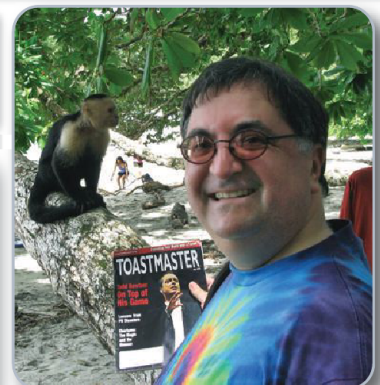
▲ Elizabeth Larose of Talk of the Town Toastmasters in San Rafael, California, relaxes in Moorea, French Polynesia, Tahiti.



▲ Michael Lavery of MassMutual Speakers in Springfield, Massachusetts, stands in front of the River Caragh, which runs through County Kerry in the Republic of Ireland.

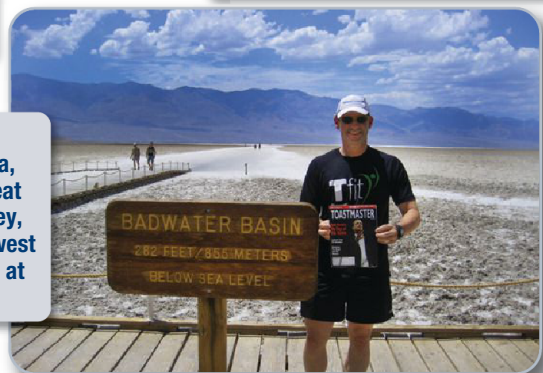


▲ Lilydale Toastmasters: Michele Konheiser, Trish Brown, Nola Sharp, Judy Murphy and Jan Burford at the start of a 10km walk in Melbourne, Australia.



▲ Tom Coscia of Capital T Toastmasters Club in St. Peters, Missouri, hangs with a wild capuchin monkey in Manuel Antonio National Park, Costa Rica.

► David Harper of Tip Top Toasters in Orlando, Florida, endures the 123-degree heat of Badwater, in Death Valley, California, which is the lowest elevation in North America at -81 meters (-266 feet).





The author's horse, Lucy.

Communication ultimately relies on simple principles.

By James Arthur Anderson, Ph.D

Lessons Learned From My Horse

I've been working with my horse Lucy for a couple of years now, and she's taught me a few things about effective communication. Until I met her, I didn't even know how to pet a horse; now we are partners with a very close bond. Learning to ride a horse takes time, knowledge, patience and practice. Horses are like audiences – they have needs. And Lucy found her own way to tell me about those needs. When it comes to riding – and communication in general – what she says makes a whole lot of horse sense.

“We're a team. Let's enjoy the ride.”

It takes both of us working together to make a ride fun and safe. The same is true with communication. You need interaction between the speaker and the audience to be successful. Without an involved audience, you might as well be talking to yourself.

“Remember, I'm a horse, not a person; I'd rather eat hay than carry you around.”

Like horses, audiences often prefer to do something other than listen to you. They might want to spend the time watching TV, sleeping, eating sushi or texting their friends. So just as I have to make the ride interesting for Lucy (we can't just walk around in circles), you have to make your presentation interesting for your audience. You can trot now and then, or even gallop. Try jumping over a stick, going somewhere new and doing something different. Give the horse – or your audience – something to look forward to.

Bring treats.

When I show up with carrots, I get a big whinny and, if I'm lucky, a horse hug. You don't have to bring carrots to a presentation (though some have said that chocolate works), but you

do have to offer your audience a treat. Give them something they want – useful information or a laugh or two – something that makes it worth their time to listen to what you have to say. Pick an interesting topic and dangle it in front of them like a carrot on a stick.

Leave the baggage at the stall door.

We all have days when we're not operating at 100 percent. Maybe I had a disagreement with a friend, didn't sleep well the night before or I'm worried about a meeting the next day. Lucy doesn't understand or care about my problems. But if something's bothering me and I let it show, she senses it and picks up on my feelings. Lucy is a Paso Fino, a breed of horse that is a little nervous to begin with, so why would I want to make that worse? Once I see the horse, my issues are put on hold. The same holds true when making a presentation. Your

audience doesn't care that you and your spouse argued. They're not interested in your lack of sleep or your headache. Now, if I'm really sick I won't ride that day, but if every bruise kept me out of the saddle I'd never ride. The same holds true with communication. Leave your problems at the door and show your audience that there's no place you'd rather be than right here, speaking to them.

Know what you're doing before you put the saddle on.

To ride a horse, you have to learn a few things, like how to put on a saddle and bit without causing injury, and you must be informed and prepared. The same is true with communication. Before you give your presentation, do any required research, prepare, and practice. Don't try to speak about things you don't know, and don't just "wing it" for a prepared speech. That would be like jumping on a horse without knowing anything about how to ride, and without taking a lesson. Trust me, I've seen others make that mistake, and the results aren't pretty.

"Don't make me stand around at the crossties with my saddle on waiting for something to happen."

Once the saddle is on, Lucy wants to go. Otherwise, she'll get impatient, stomp her feet, tease the other horses in their stalls and try to knock tack off the hangers. The same is true for audiences. You'd better grab their attention and get them going or they'll be texting their friends about your boring presentation.

Know where you're going before you take off.

As an effective communicator, you need to have a plan, an organized map of where you plan to take your audience and what you want them to see. It's up to you to take the lead. When Lucy wants to have her own way, I gently remind her, "I'm the boss and you're the hoss." Then I give her direction as to where to go and at what pace. She likes it that way.

Keep it simple.

Horses respond to just a few cues: simple voice commands, leg pressure and directions from the reins, yet they can do very complex maneuvers from these subtle directions. Audiences, too, want you to explain complex things in an easy manner. Don't show off how much you know by talking over your audience's head. I don't explain the physics of the bit to Lucy; a gentle pull of the reins works so much better. Use language and examples your audience can understand to make your point. They'll love you for it.

"Don't say 'whoa' and then kick me in the side."

Make sure your body language matches your message. When verbal and nonverbal language are in conflict, the nonverbals win. So I can say "whoa" all day long, but as long as I keep kicking, Lucy will keep running. If you say you want to help and then cross your arms over your chest, I'm not going to believe your words. Your posture says it all.

"I really want to please you so you'll bring me a carrot."

My horse knows that a good ride is much more pleasant than a rodeo, where someone might get hurt. Audiences are like Lucy – they want to please. They want you to succeed and they feel better if you do. If you don't do well, they feel uncomfortable. Think of the last time you went to see a stand-up comic. Didn't you want her to be funny? Didn't you feel awkward when she wasn't? Your audience is your ally, not your enemy. Remember this when you're standing up there feeling nervous. It will help you to relax.


"I'm bigger than you so don't make me mad!"

Yes, I just said my horse doesn't want to kill me, and that an audience is your ally, right? That's true, as long as you give them respect.

Although I might be "the boss," I would never do anything to injure or disrespect my horse; I treat her as a partner. Yelling and screaming would only scare her and make her angry, where she might rear up, bite, kick or buck. In the same way, your audience is your friend as long as you show them respect. Never ever speak down to your audience, insult them, be rude to them or dismiss them as unimportant. It'll come back to bite you every time.

End on a good note.

When I'm done riding, I always end on a good note. I might ask Lucy to back up – something she hates to do – and when she complies I reward her by praising her lavishly and calling her a "good horse," something she loves. Then I get down, give her a treat and a pet, and then give her a refreshing shower. If she refuses to back up, we keep at it until she does and then end on a good note. She'll remember that praise until the next ride, and then she'll look forward to going out; this makes my next ride easier. The same holds true when communicating. End on a good note. Give the audience something to remember. Give them something they can use. Make them feel that their time with you was well-spent, that they are better off for having listened to what you had to say. This will give you a reputation as someone worth listening to, and will make your next presentation even more successful.

Riding a horse is really a form of communication between a human and a member of another species. It is amazing that we can do this – almost magical. I leave you with this thought: If we can communicate with animals – dogs, cats, horses – we should be able to get our point across to other humans. 

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Cutting Out FILLER WORDS

Open your mouth and don't say 'Ah.'

By William H. Stevenson, III

In December 2008, Caroline Kennedy – daughter of the late United States President John F. Kennedy – gave an interview that helped decide the future of her U.S. Senate campaign. One of the frontrunners for the senate seat in New York, Kennedy had been criticized for avoiding media questions, so she finally sat down for a televised interview. The result was a disaster.

Her performance was almost universally disparaged, in part because her speech was cluttered with filler words – “ums,” “ahs” and “you knows.” One listener counted 27 “ums” and 38 “you knows” in the space of five minutes.

A few weeks after giving the interview, Kennedy ended her Senate campaign.

The example shows how filler words can be more than dead space – they can be deadly. “Using excessive

fillers is the most irritating speech habit,” Susan Ward, a speech specialist, told the *Wall Street Journal* when the newspaper wrote about Kennedy’s media debacle. “They distract your listener often to the point that he doesn’t hear anything you say. Your message is entirely lost.”

Fortunately, filler words can be trimmed from speeches, as all Toastmasters know. Here is how you can learn to cut down on these verbal tics – so that you can open your mouth and not say “ah.”

Building Confidence

Most beginning speakers are afraid of pauses. They believe their audience will think they are inarticulate if they pause to think of what to say next, so they use filler words to avoid the silence. However, a pause is actually more impressive than a filler word. Listeners know that the speaker is thinking, trying to find the right word. They respect this. Sometimes a pause can actually improve a speech, as when an actor uses a dramatic pause to rivet the attention of his audience. A speaker shouldn't be afraid to pause occasionally during a speech; it shows self-confidence.

Because speakers overuse filler words when they are nervous, it is important for a Toastmasters club to help speakers feel at ease. Clubs should immediately make it clear to new members that when they speak, no one will interfere. Bob Chikos of the Crystal Lakes Toastmasters in Crystal Lake, Illinois, finds knowing this is very helpful.

"I remind myself that I have the floor and that nobody is going to interrupt me," he says. "I also tell myself that it's okay to be silent. When I'm collecting my thoughts, I believe I appear more cerebral and deep in thought if I remain silent for a second or two. And I tell myself that what seems like a long pause to me is probably a short pause to those in the audience."

Brittany Hoff Gill of the Eagle Toastmasters in Eagle, Idaho, believes the way a speaker views the situation also affects the "ah" quotient. "Filler words generally come in when you don't view the presentation as a conversation," she says. "This makes you nervous and tense, and then you have a tendency to use filler words."

Another key to building confidence is being prepared. If you know your topic thoroughly and have rehearsed your speech until it is second nature, delivery in front of an audience will go more smoothly. This certainly proved true for Nadia Moffett, a member of Express Yourself Toastmasters in Tobaccoville, North Carolina.

"I was one of those speakers who used an array of filler words," she says. "I eventually realized that, for me, filler words were simply a byproduct of not being fully prepared or of not being confident in my credibility or the delivery of my topic. This would make me distracted and uneasy, and the filler words would take on a life of their own."

To cut out filler words, it also helps if you believe in the importance of what you are saying. Just listen

to someone being interviewed on TV or radio. Often they give a poor performance on questions they care little about, casting about for something to say and using lots of filler words. Then they get a question on a topic they are passionate about – what a difference in the way they talk! Suddenly the filler words are gone and instead they offer an animated, forceful response, coming from the heart as well as the mind.

Practice Makes Perfect

Many times at business meetings or public forums, unexpected questions will come up that weren't anticipated or prepared for in advance. This is when filler words are particularly prone to crop up. Table Topics are great training for these types of situations. You learn the skill of thinking on your feet, gathering facts from the corners of your mind and putting them together coherently. Just like learning a new sport, it takes practice to become adept at impromptu speaking. When Nadia Moffett became aware of her filler-word problem, she took action.

"I tell myself that what seems like a long pause to me is probably a short pause to those in the audience."

- Bob Chikos

"I asked my Toastmasters club to be tough on me," she recalls. "I said, 'Always call on me for Table Topics and always give me feedback.'" It worked.

You can also do drills at home for extra practice on impromptu speaking. Ward recommends playing the "Tell-Me Game." A week in advance, make a list of 20 topics for impromptu speeches and seal them in an envelope so you can't look at them again. At the appointed time give the list to a partner, who will read topics and count the filler words during your responses. Start with two-minute responses and increase the times until you can deliver a five-minute impromptu speech with nary an "um" or "ah."

The Wizard of Ahs

You cannot correct a problem unless you know you have one. Filler words are insidious because they are invisible to the speaker, but not to the listener. To help members become aware of this verbal clutter, Toastmasters clubs designate an Ah-Counter, who tracks

filler words used by all speakers during a meeting and then discloses the results at the end.

“This is really important for a new member,” says Eric Jahn of The Talk of Lincolnshire club in Lincolnshire, Illinois. “They are often not aware that they are using filler words in their vocabulary, since nobody ever counted them.”

Speech evaluators may also comment on overuse of filler words, but all critiques should be presented in a constructive, non-threatening manner – a “building up,” not “tearing down,” process.

When it comes to the Ah-Counter’s role, different clubs have different styles. The London Athenian Speakers in London, England, doesn’t have the Ah-Counter announce how many times each speaker used filler words. “We have found that a more positive approach is for mentors to discuss any filler words, ums and ahs with the speaker after the meeting,” says member Jessica Bass.

“You cannot correct a problem unless you know you have one.”

Other clubs not only report the filler-word infractions, but go a step beyond and fine their members a nickel or a dime per word, depositing the proceeds into a piggy bank for the coffee fund. To avoid bankrupting a member, an upper limit is placed on the total penalty for the session – say, fifty cents. The guilty party may exonerate himself: Each time he uses the Word of the Day, he is forgiven one filler word.

Does “Ah” Ring a Bell?

In addition to the Ah-Counter’s report at the end of the meeting, many clubs give their members instant feedback. Some have the Ah-Counter ring a bell when he hears a filler word. In other clubs, the Ah-Counter drops a nail into a bucket when he hears a “clinker.”

Some groups encourage listeners to tap their glasses with silverware at the sound of an ah. Brittany Hoff Gill says when she was a member of the Chehalis-Centralia club in Centralia, Washington, several years ago, the club had a novel approach to the problem. “Our grammarians were hilarious,” she recalls. “Whenever someone messed up on a filler word during a speech they would hold up the ‘Jaw

of Teeth,’ one of those gag props that you can make chatter on a table by pushing a lever. The whole club would laugh.”


Reminders such as these should be used with care, since some speakers feel uncomfortable with them. Rattled, they use more filler words, causing more bell ringing and glass tapping, causing still more filler words. Different speakers have different personalities, and a club needs to be aware of this and tailor the reminders to the speaker.

“I think instant reminders can be a good idea, but only in an advanced club,” says Nga Nguyen, DTM, of the Harris SpeakeEZ club in Melbourne, Florida. “My club has lots of new members and I think this practice would cause them to shy away.”

Melanie Ghazarian, DTM, a member of several clubs, including the Conejo Valley Toastmasters in Thousand Oaks, California, believes that modern technology supplies the most helpful reminder for a member seeking to cut the ahs. “One of my clubs video-records the speeches and gives the speakers a copy,” she says. “This is the best feedback for a speaker – to see yourself in action.”

A Success Story

As the 2009 winner of the Mrs. New Jersey beauty pageant, Ceylone Boothe-Grooms attends many charity functions, often hosting such programs herself. A member of the AT&T club in Middletown, New Jersey, she once co-hosted a cotillion for inner-city girls in Plainfield, New Jersey, an event attended by 300 guests, including local dignitaries and media figures. Just before the event was scheduled to start, Boothe-Grooms learned that the program’s script had not arrived. She would have to ad-lib everything – introductions and interviews – for the better part of two hours!

After the initial shock faded, she felt her confidence returning. “I thought to myself, ‘Well, now my Toastmasters training will come in handy,’” Boothe-Grooms recalls. “And it did. I had maybe five ‘ums’ in two hours. No one in the audience noticed anything was wrong.”

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How one member mixes humor with helpful hints about language.

The Glamorous Role of Grammarian

I love being the grammarian.

This is not the popular view among my fellow club members. Too often, when the vice president education announces the open roles for an upcoming meeting, the job of grammarian remains available. By the time the meeting starts, it's often delegated to a hapless member who arrives unsuspecting of the assignment they are about to receive. Thankfully, most Toastmasters graciously accept the job.

It's easy to understand why this honorable but underappreciated role can go unfilled until the last minute. As described on Toastmasters International's Web site, the grammarian, or "syntax sentinel," has the duty of writing down "any awkward use or misuse of the language (incomplete sentences, sentences that change direction in the middle, incorrect grammar or malapropisms) with a note of who erred." It's a dignified description of what some call the "grammar police," because the grammarian's report – delivered at the end of the meeting – may unintentionally sound like a stern warning or rebuke.

Moreover, some clubs heap on the additional duties of choosing a vocabulary word of the day and challenging fellow club members to incorporate the word into a speech or Table Topics presentation.

Who would want such a job?

I do!

Being the grammarian is fun. I discovered this in my former club, Toastmasters of La Jolla in La Jolla, California. I always liked the grammarian's report for its educational value, but I also wondered if anyone remembered the lessons after the meeting. Drawing from my experience in journalism and inspired by

the humor of a morning radio show featuring the "Dean of American Sports," I developed a grammarian's report that was more akin to breaking news stories than a lecture. It worked so well, I've kept the routine in my present club, SeaWorld Toastmasters in San Diego.

Noting the Excellence and the Errors

To prepare, I take notes about anything said in the meeting that's grammatically exemplary, egregious or just plain catchy. It could be part of a formal speech, an evaluation or Table Topics. (Table Topics speeches are a rich source of gaffes and extraordinary English.) I jot down noteworthy examples of language use during the meeting, such as a speaker's vocabulary, a turn of phrase or pronunciation challenges. It could even be something said before the meeting. Then I group these utterances by a common "theme" and wrap them in short journalism-style comments.

Finally, just as the General Evaluator is getting ready to introduce the grammarian, I highlight in my notes three or four of what I considered to be the best, worst or funniest linguistic feats. It's a formula that practically writes itself (because I'm using other people's words), and best of all, it gets laughs.

Here are examples I've presented in the style of radio news flashes:

- "Asked what her favorite word is, Ricki said, 'Warm sweaters.' Her two-word mistake is understandable if you know her planned blog: warmsweaters.com."
- "Controversy strikes the club tonight, as Jon and Blair's war of words divided the room into two

factions: the progressives who pronounce the word *schedule* as 'sheh-jool,' and the strict constructionists who prefer the classic British pronunciation of 'sheh-juhl.' Is one preferred by reference books? A quick look at our hardbound, commemorative anniversary edition of Webster's dictionary shows... we don't have a hardbound, commemorative anniversary edition of Webster's dictionary. And so the controversy continues."

- "Did you catch the prepositional ending? Henri concluded a sentence with the words 'that's what it's used for.' An easy way to avoid a prepositional ending is to end the sentence with a proper form of address. For example, Henri could have concluded with, 'that's what it's used for, you stupid grammarian.'"

This reporting style earns compliments. Club members and guests almost invariably approach me after the meeting to say how much they enjoyed the report, with its unexpected humor. I've also heard fellow Toastmasters acknowledge and imitate the style in their own grammarian's reports, which is truly flattering and gratifying.

It's no secret that I enjoy the grammarian role. I'm ready and willing to take it on, even as I'm walking into my club meeting, and it's the role I'm asked to fill whenever my former club holds an alumni meeting. I hope I've inspired you to be the grammarian in *your* club. Create your own distinct style and have fun with it.

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Your children, pets and office are all sources for material.

Speech Topics Are Everywhere

Have you ever struggled with finding topics for your presentations? Maybe you are a new member, unsure of what you should talk about or you are a seasoned Toastmaster who believes you have exhausted every topic out there. Take heart: Speech topics are everywhere; you just have to know how to look for them!

As a speech coach, I find that people not only struggle with how to give a presentation, but also with what to talk about. The best place to start looking for speech topics is in the mirror. What information do you already know? What

tures are the “body” of your presentation. In the simplest form, an effective presentation can consist of an introduction, three main points and a conclusion. In this article, I will address how to generate those three points.

Research shows that a person’s brain can most comfortably retain three to five ideas at a time, so a great exercise for generating topics is to simply look around the room you are in right now and “think in threes.” What do you see? If you are sitting in your office, you may see books, a computer, a writing instrument, paper, coffee cup and

3 Telephone – Explain the prevalence of cell phones in our society, the dangers of texting while driving and whether cell phones pose any danger to our health.

For the topics above, you could create an entire presentation from each point, or use the three points for one presentation. In this brief paragraph, you have the foundation for at least nine speeches!

How about challenges you have faced in your life? I know many excellent speakers who offer information, education and hope to audiences when they talk about health challenges they have faced.

“The best place to start looking for speech topics is in the mirror. ...What can you share about your life that others will find interesting?”

can you share about your life that others will find interesting? Have you met a fascinating person? Have you had a challenge in your life? When you unlock the key to finding topics, you will be begging for the microphone, practicing in front of the mirror... the dog... to your breakfast cereal... in the park to that statue of a famous person – well, you get the idea.

Before we go further with generating topics, let’s look at basic structures for presentations. You can use a variety of speech structures – for example, cause and effect, problem and solution, a timeline, compare and contrast, or step by step. All of these struc-

a telephone. What could you talk about with these few items? Let’s break it down. Choose three of these items and think about at least three things you could talk about from the office view.

1 Books – Discuss why a particular book is on your shelf, the most valuable piece of information you gleaned from it and why you recommend it (or don’t) to someone else.

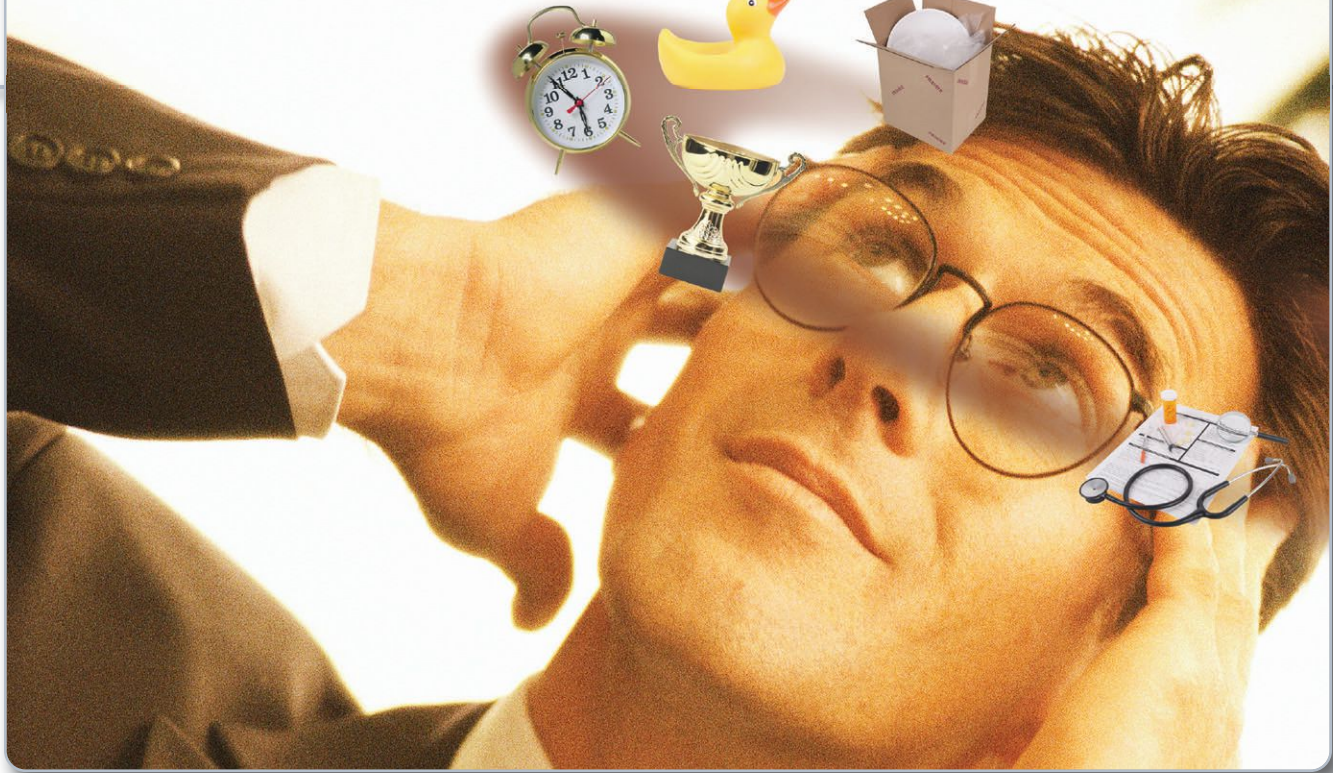
2 Computer – Mention the history of computers (always a great place to start), how our lives are affected by them and how social networking can help or hinder communication skills.

A Foundation to Build On

Have you ever opened a fortune cookie and read something that would be a great foundation for a speech? Try this one: *“To live your life in fear of losing is to lose the point of life.”* Three possible presentations from this one statement could be:

- Is public speaking really people’s Number One fear, and if so, what can they do about it – join Toastmasters?
- How can we make each day count?
- Go ahead, jump out of the plane and skydive – you only live once!

Quotes that you have heard can lead to effective presentations. One of my favorites, by that famous author, Anonymous, states, *“Remember, people will judge you by your actions, not your intentions. You may have a heart of gold, but so does a hard-boiled egg.”* This quote could give us presentations on:



- Educational vs. service organizations
- The history of Toastmasters International
- Not having to be a millionaire to be a philanthropist

Children can provide a constant flow of speech material. Any parent understands how kids can provide the basis for a funny, poignant or serious presentation. Three possible topics:

- The joys of potty training (!)
- Life lessons my children have taught me
- Teaching your children how to respond in an emergency

Anyone who is around animals – including household pets – knows that they, too, can provide endless inspiration for presentations.

Potential speech topics:

- Why do dogs have owners but cats have servants?
- How owning pets can lower your blood pressure
- Learning how to laugh and love from watching my pet
- How about animals in the wild? I have given several effective presentations related to butterflies and the lessons I have learned from studying their habits.

For each of the examples in this article, you can take that point and think of at least three other related points to build a presentation on. Are you seeing the value of thinking in threes?

Just Look Around You

Life is certainly speech material; we just have to look around and see the “points.” So far, I’ve suggested more than 25 speech topics that you could use for your next presentation. Some random life adventures have led to interesting presentations for me. For example, have you ever had “one of those days” when...?


- A pipe breaks in the garage and the water is pouring in, but only in a small area that just happens to be over your boxes of rare books and irreplaceable high school yearbooks? Or...
- Your best friend goes a little crazy while furniture shopping and says, “Of course we can get this waterbed in the van.” Did I mention that there was already a full couch, dresser and recliner in the van? Or...
- You are only 42 years old when the doctor says, “Tammy, I am afraid it is cancer.”

I am sure you get the idea, as everyone has experienced a variety

of events – big and small. These are just a few of the experiences that have given life to many of my presentations over the years.

From these examples have come speeches on home safety, preserving your collectibles, the value of friendship, packing valuables in small places, many presentations on dealing with healing and adversity with humor, and countless others on motivation and goal-setting.

Look around you and embrace each day. You just never know where the inspiration for your next presentation will come from, or how your next life-changing moment can help others. Live life, love life... and talk about it!

Yes, my life is filled with speech material. But most importantly, so is yours. 

Tammy A. Miller, DTM, served on the Toastmasters International Board of Directors from 2005 to 2007. A member of the State College Toastmasters and ARL/Penn State Pinggers, both in State College, Pennsylvania, she is a speaker, author and speech coach. Contact her at www.tammyspeaks.com.



What's for dinner?

I'll have the *l'o pipi i willi 'ia*, please.

There is nothing more basic than food, nothing more diverse than the ways it is prepared and nothing more entertaining than the menus that describe it. I'm a meat-and-potatoes man, but I never see "Meat and Potatoes" on the menu. What I do see is: *"The Captain Mike Special! Just the thing for a whale of an appetite! Its anchors aweigh as we charbroil a full quarter pound of range-fed beef, then call all hands on deck to top it off with sautéed mushrooms, hearty cheddar, zesty onions and crisp bacon. And to put even more wind in your sails, we surround it with a flotilla of golden fries that will have your taste buds sailing off into the sunset on the S.S. Scrumptious."*

I've already lost my appetite. Why do restaurateurs think they have to make you hungry when that's the reason you're there in the first place? And what makes them think that language like *that* would ever make you hungry?

International foods are my particular worry. I'm glad we have so many exotic choices, but it's hard to tell what they are because the people who write the menus aren't, well, writers. For instance, when I see "French creeps" on the menu I'm going to assume you meant *crêpes*. But what if I'm wrong? I'm spending a lot of money for my meal and I'd prefer not to share it with a creep, French or otherwise. It's the same with "dreaded veal cutlet." Really? That bad? Or "mashed polpotatoes." Would that be with butter or gravy?

If the guy who writes the menu can't write, logic would suggest that perhaps the cook can't cook.

I understand that restaurants employ people who don't necessarily speak English as a first language, and that's good. Nobody can cook Japanese food as well as a Japanese cook. Still, when I sit down to order and the menu says that my hibachi chef will prepare my meal "before your cooked right eyes," it gives me pause. I don't want to be rude and correct them, but I don't want to wear an eye patch, either.

It gets even worse when an American decides to add panache to his establishment by pretending to offer continental cuisine. The name usually starts with "Le" and has at least one word with "ez" in it, but the menu gives it away every time. Like "chocolate mouse." Sorry, I like chocolate but not when it has a tail. Or "bowlabaise." Yes, I know it comes in a bowl. It's soup. And speaking of soup, it's "leek," not "leak." I don't want to know about your plumbing problems, and I certainly don't want them in my soup. And I want to see the dessert menu, not the desert menu. I'm sure the Mojave and the Sahara are nice this time of year, but I usually prefer something a little closer to the water.

Pronunciation is another problem. I went to a restaurant the other day and saw a sandwich on the menu board that had the word "*focaccia*" in it. There are a lot of ways to mispronounce that word and not one of them is suitable for mixed company.

There's also a Hawaiian dish named "*l'o pipi i willi 'ia*" that we know by the more common name of "hamburger." I like hamburgers, but if I'm in a Hawaiian burger joint I'm just going to point.

As embarrassing as it is to mispronounce a word, it's mortifying to miss the meaning entirely. I went to an Indian restaurant and ordered Tandoor. The waiter told me that was the oven. He also mentioned that even if he could get it on a plate it probably wouldn't taste very good.




You have to be careful about humor, too. I like to joke with my waiters in the hopes that I'll get better service, but it doesn't always translate. At a Thai restaurant I noticed that *kai* means chicken and *khai* means egg, so when my waiter arrived I quipped, "Which comes first, the *kai* or the *khai*?" He didn't laugh. I had a similar experience at a Chinese restaurant. As we all know, Chinese is a difficult language to translate into English, and literal interpretations of Chinese characters can sometimes lead to interesting dishes, such as "Husband and Wife Lung Slice" and "Sauce Pig Hand." I noticed a dish called the "Sliced Couch with XO Sauce" and asked my waiter if the pillows were included. He didn't laugh either.

This is why I'm sticking to meat and potatoes. **T**

John Cadley is an advertising copywriter in Syracuse, New York. Reach him at jcadley@mower.com.

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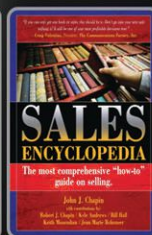
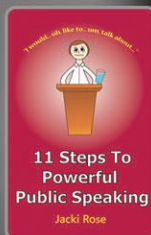
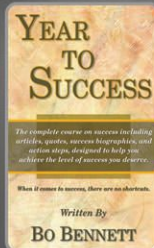
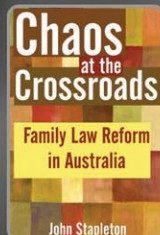
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